

Anxiety Scale and Self-rating Depression Scale, and the data were statistically analyzed with the help of statistical analysis tools.

**Results:** Illustration design is an important part of advertising design, and its style, form of expression and the use of color will produce different emotional and psychological feelings for the audience. The improvement of illustration art can relieve the psychological anxiety of the audience on the basis of effectively grasping the psychological law of the audience. Table 1 shows the scores of psychological anxieties of the subjects in the fusion intervention group before and after the experiment.

**Table 1.** The psychological anxiety scores of the subjects in the fusion intervention group before and after the experiment

Types of anxiety	Before intervention	After intervention
Social anxiety	3.87	1.24
Job anxiety	4.14	2.31
Emotional anxiety	3.82	2.65

It can be seen from Table 1 that the scores of the research object in the dimensions of social anxiety, work anxiety and emotional anxiety before the experimental intervention are all above 3.8 points. After the experimental intervention, the scores of the three dimensions of anxiety of the subjects decreased in varying degrees, all lower than 3 points.

**Conclusions:** On the basis of fully grasping the psychological preference and regular characteristics of the audience, improving the artistic role of advertising illustration can meet the emotional needs and service needs of the audience to a large extent, thus reducing their doubts and negations about their own internal value evaluation and external things' standards, and effectively reducing the generation of negative emotions and bad psychological problems. Mental health is one of the important indicators of individual health. In future advertising planning, advertising designers should fully consider the psychological characteristics and emotional problems of the audience, give full play to the positive intervention effect of illustration design on individual psychology, and improve the aesthetic ability and mental health level of the audience in line with the design theme.

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## ON THE RELATIONSHIP BETWEEN THE POPULARIZATION OF MARXISM IN COLLEGES AND UNIVERSITIES AND THE PSYCHOLOGY OF COLLEGE STUDENTS

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**Background:** As a kind of young group, college students are under great psychological pressure from study, life, emotion and employment. In the context of these multiple pressures, the mental health problems of college students need to be solved urgently. The tragic facts happening every day all over the world constantly remind us to pay attention to the mental health of college students, and related topics have gradually become the focus of social attention. Generally, the psychological problems of college students can be divided into two categories. On the one hand, they are growing psychological problems. Usually, students will show psychological obstacles, but this situation is not particularly bad, which is also a common psychological problem of college students. On the other hand, college students have different degrees of psychological barriers, which can be understood as a very serious psychological disease. Psychological problems in growth mainly include: problems of environmental change and psychological adaptation, psychological problems caused by improper adjustment of learning psychology, psychological and behavioral deviations caused by relatively weak ability of emotion control, self-cognition and self-evaluation, personality development and will quality training in interpersonal communication, love and sexual psychology. There are four main reasons for students' psychological problems: interpersonal communication, sex and love, learning and employment pressure. As for the employment pressure, the market competition is becoming more and more fierce, which leads to higher and higher requirements for the comprehensive quality of students.

In view of the psychological problems of college students, the starting point for the popularization of Marxism in colleges and universities should be the growth and success of students, which can not only promote the realization of the goal of the popularization of Marxism, but also the strongest demand point of

college students, and mobilize students' consciousness, initiative and enthusiasm in learning the theoretical system of socialism with Chinese characteristics. In order to meet the needs of college students' growth and success, schools need to strengthen the teaching of contemporary Marxist theory courses. In order to understand and obtain the law of students' growth, schools need to strengthen the practical characteristics of the popularization of Marxism. In order to better serve the goal of students' growth and success, colleges and universities need to create a cultural atmosphere to spread Marxist thought. The ideological and political educators in colleges and universities should aim to serve the growth of college students and take the construction of campus culture as an important carrier for colleges and universities to promote the popularization of Marxism. It is the combination of tangible education and intangible education, and jointly carry forward the campus cultural atmosphere with health and progress as the main melody. Through student conference activities, class activities, community activities, network culture and other content to build a first-class university taste, attract students to actively participate and actively participate, and accept the edification of good campus culture, so as to obtain the opportunity to exercise and receive education.

**Objective:** In order to analyze the relationship between the popularization of Marxism in colleges and universities and the psychology of college students, this paper aims to provide new ideas and directions for the solution of students' psychological problems.

**Subjects and method:** The study selected 200 college students as the research object, and analyzed the correlation between the popularization of Marxism and mental health through Pearson product moment correlation coefficient analysis. Mental health includes two indicators: growth and success. The popularization of Marxism includes three indicators: the teaching of theoretical courses, practical characteristics and cultural atmosphere. The value range of correlation coefficient is as follows, 0.8-1.0 indicates strong correlation. 0.6-0.8 indicates strong correlation. 0.4-0.6 indicates moderate intensity correlation. 0.2-0.4 indicates weak correlation. 0.0-0.2 indicates that the correlation and non-correlation are very weak. When  $P < 0.05$ , the difference was statistically significant. When  $P < 0.01$ , the difference was statistically significant.

**Results:** Table 1 refers to the correlation results between the popularization of Marxism and mental health in colleges and universities. There is a positive correlation between mental health and various indicators of Marxism popularization, that is, the higher the degree of Marxism popularization in colleges and universities, the higher the degree of students' mental health.

**Table 1.** Correlation between popularization of Marxism and mental health in colleges and universities

Index	1	2	3	4	5
Grow up	1	-	-	-	-
Become a talent	0.76*	1	-	-	-
Theory teaching	0.73*	0.65*	1	-	-
Practical features	0.69*	0.78**	0.88*	1	-
Cultural atmospheres	0.64*	0.79*	0.82*	0.76*	1

**Conclusions:** There is a positive correlation between mental health and various indicators of Marxism popularization. The university classroom should not only undertake the task of imparting students' basic professional knowledge, but also carry out Marxist scientific theory education for college students. College ideological and political theory course is the main channel of college students' ideological and political education. Ideological and political theory course is a required course for college students, which is of great help to the growth of college students. It is an important way for students to establish a correct world outlook, outlook on life and values, and reflects the quality requirements of the direction of running a socialist university.

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## RESEARCH ON THE INFLUENCE OF HYBRID PHARMACEUTICAL SAFETY MANAGEMENT CURRICULUM REFORM ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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