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AN ANALYSIS OF THE ECONOMIC AND CULTURAL CONNOTATION OF POPULAR ADVERTISING LANGUAGE UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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Background: The research content of social psychology is the law and psychology of behavior occurrence and change of groups and individuals in social communication. Social psychology is an important science closely related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of all disciplines. Social psychology explores interpersonal relationships from the social group level and the individual level. The individual level includes the influence of school, living environment, family, partner, language development, communication and individual socialization process on individuals. Social group level refers to culture, customs, racial prejudice, aggressive behavior, attitude, group communication structure, etc. Based on the interaction between individual and society, social psychology analyzes the development and changes of individual psychological activities under certain social living conditions. Social psychology not only attaches importance to the interaction between individuals and society, but also attaches importance to the analysis of individual internal psychological factors and social situations. The research scope of social psychology covers applied psychology, group psychology, social communication psychology and behavior, individual social psychology and social behavior, including the application of social psychology, social influence, attitude and behavior, social individuals, theories and methods, etc.

Under the background of social psychology, popular advertising language, as a language widely spread in a specific period and region, is a hot topic in many fields, such as social life, education, science and technology, culture, economy, politics and so on. From the perspective of popular advertising language, it can be found that Chinese brand cultural value is closely related to economic growth, consumer values, enterprise marketing strategy, brand strategy, social trends and so on. Brand culture is shaped by enterprises to meet the requirements of social trends and consumer values. It should follow the brand strategy of the enterprise. At the early stage of reform and opening up, the brand awareness of the enterprise has just sprouted, and the enterprise has not yet formulated a mature brand strategy. Although some people dare to be the first, they are still in a state of ignorance, so they do not show mature brand cultural value. The brand cultural values of popular advertising language are divided into traditionalism, modernism, competitive value, moral value, social value and personal value. Among them, social values include a sense of achievement, world peace, a beautiful world, fairness, national security, social recognition, family security, true friendship and mature love.

Objective: In order to analyze the economic and cultural connotation of popular advertising language in social psychology, this paper aims to provide new ideas for the sustainable development of society.

Subjects and methods: The study selected 308 popular advertising words collected in international advertising from 2003 to 2021 as the research data, of which the number of popular advertising words of Chinese and foreign brands were 210 and 98 respectively. The research invited ordinary consumers of different ages, practical staff of enterprises and advertising companies, and marketing theory experts to analyze and determine the final brand cultural value of each popular advertising language. Brand cultural values include traditionalism, modernism, competitive value, moral value, social value and personal value. The evolution of contemporary Chinese brand values can be divided into four stages: ignorance, clarity, development and redevelopment. Each stage is the development and innovation of the previous stage. When more than 2/3 of the selected evaluators choose the same brand cultural value, the final result will be determined. Otherwise, the final brand cultural value cannot be determined.

Table 1. Category statistics of cultural values of popular advertising brands in four stages (%)

Stage	Traditionalism	Modernism	Competitive value	Moral value	Social value	Individual values
Ignorant	13	87	56	44	69	31
To make clear	26	74	56	44	63	37
Development	9	91	71	29	38	62
Redevelopment	10	90	40	60	60	40

Results: Table 1 refers to the category statistics of cultural values of popular advertising brands in four stages. On the whole, there are differences in cultural values of popular advertising brands in each period. In the four stages of ignorance, clarity, development and redevelopment, the most mainstream brand cultural values are modernism, and the corresponding values are technology, leisure, fashion and youth; Technical, fashionable and young; Technical, professional, fashionable and young; Innovative, fashionable and young.

Conclusions: In the four stages of ignorance, definiteness, development and redevelopment, the most mainstream category of brand cultural values is modernism. With the deepening of global political, economic and cultural interdependence, “people-oriented”, “innovation driven”, “balance of interests and responsibilities”, “economy and happiness” and other concepts have become the core concepts of brand culture. It is expected that sustainable development values such as green environmental protection and resource conservation will become the mainstream of brand cultural values in the future.

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THE POSITIVE INFLUENCE OF ANCIENT CHINESE LITERATURE ON COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF TRADITIONAL CULTURE

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Background: In recent years, the one-time employment rate of college students has shown a downward trend year by year. According to experts' prediction, it will be more difficult for college students to obtain employment in the future. Under the background of multiple pressures such as employment and study, the psychological education of college students in China has entered a period of all-round development. One third of colleges and universities have set up mental health education institutions for college students, and the psychological counseling centers of some colleges and universities have reached a considerable scale and level. They have carried out many activities such as psychological salon and psychological exchange to publicize the necessity of college students' mental health. A number of professional mental health education and psychological counseling teams are gradually growing. There are four main reasons for students' psychological problems: interpersonal communication, sex and love, learning and employment pressure. As far as interpersonal communication is concerned, most students are only children at this stage, and their ability to live independently and solve problems independently is weak. As for learning, the vast majority of students may want to relax after entering school, and they will show obvious academic pressure when academic pressure gradually increases.

Traditional culture contains rich spiritual source and cultural foundation of the great rejuvenation dream of the Chinese nation. Inheriting and carrying forward Chinese culture is of positive significance to building a modern socialist power. Ancient Chinese literature, as a classical Chinese literature for more than 2000 years, contains the most outstanding core elements. Ancient Chinese literature is an important teaching content of the Chinese language and literature course. The purpose is to let students understand the development of ancient Chinese literature and get familiar with classical literary schools and writers in the history of Chinese literature. At this stage, the problems existing in the teaching process of ancient Chinese literature are mainly reflected in the teachers' awareness of inheriting excellent Chinese culture and the relatively lagging teaching concept of ancient Chinese literature, the students' lack of excellent traditional Chinese culture and personal spiritual pursuit, and the teachers' lack of strong cultural inheritance ability in the teaching process of ancient Chinese literature. In view of the existing problems of many teachers, this paper puts forward a reform measure of teaching ancient Chinese literature integrating Chinese traditional culture. The specific strategies are as follows. First, help teachers to establish a teaching awareness of inheriting Chinese excellent traditional culture through the teaching of ancient Chinese literature. Second, improve the teaching ability of Chinese language and literature teachers. Third, deeply excavate the spirit of Chinese traditional culture in ancient Chinese literary works.

Objective: This paper analyzes the relieving effect of the teaching path of inheriting Chinese excellent traditional culture in the teaching of ancient Chinese literature on students' psychological problems, aiming to help students solve their psychological phenomena in interpersonal communication, sex and love, learning and employment pressure.

Subjects and methods: 100 college students were selected as the research objects. The effects of ancient Chinese literature on students' mental health from the perspective of traditional culture were analyzed by fruit fly optimization algorithm. The test lasted for 6 months. After that, the statistical data