

analysis of animation advertising on consumers' consumption consciousness is also gradually decreasing. How to improve the visual expression effect of existing animation advertising and improve consumers' consumption consciousness is the problem that needs to be solved at present. Therefore, by analyzing the impact of visual language analysis of animation advertising on consumers' consumption awareness, this paper proposes a correlation model between the two, so as to obtain a more effective visual language analysis of animation advertising, improve consumers' consumption awareness and promote economic growth.

Objective: This paper probes into the internal meaning of visual language analysis of animation advertising, explores the current situation and changes of consumers' consumption consciousness in consumption activities, and analyzes the correlation between visual language analysis of animation advertising and consumers' consumption ideas.

Subjects and methods: Select 200 consumers as the research object, use the interview method to understand the current situation of consumers' consumption awareness, and understand consumers' ideas on animation advertising. Data mining technology is used to collect consumer behavior and consumer preference from Internet big data, and build a correlation model between visual language analysis of animation advertising and consumer behavior and consciousness. With the help of correlation model, this paper puts forward a scheme to improve consumer awareness, and takes the scheme as an experimental scheme to conduct consumer awareness impact experiment.

Results: Table 1 shows the changes of cultural appreciation consciousness, value consciousness and consumer psychological evaluation in consumer activities. Table 1 shows that with the continuous increase of intervention time, consumers' awareness of cultural appreciation, value and consumer psychology in consumer activities are gradually rising. The reason is that the visual language of animated advertising can significantly affect consumers' understanding of the current consumer market, so it also improves consumers' awareness of consumption to a certain extent.

Table 1. The changes of consumers' cultural appreciation consciousness, value consciousness and consumption psychology

Project	First month	The second month	The third month
Cultural appreciation consciousness	43.15	66.52	87.64
Value consciousness	44.97	62.71	84.56
Consumer psychology	32.17	55.83	72.19

Conclusions: Consumer behavior is a prerequisite for promoting the continuous development of the economic market. Therefore, improving consumer awareness can greatly improve the development speed of the economic market. In the research, the effect of animation advertising visual language on consumers' consumption consciousness is deeply analyzed, and the correlation model between them is constructed with the help of data analysis. At the same time, the correlation model is used to propose an animation advertising visual language analysis scheme that can improve consumers' consumption behavior. Under the influence of the optimization scheme, consumers' cultural appreciation consciousness, value consciousness and consumer psychological evaluation show a significant upward trend, which shows that the visual language analysis of animation advertising designed by the correlation model can effectively improve consumers' consumption consciousness, and then promote the positive development of the economic market to a certain extent. Therefore, in the process of social development, enterprises need to put forward animation advertising optimization design scheme based on consumer awareness in marketing promotion, so as to improve enterprise benefits and promote economic development.

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INNOVATIVE ELEMENTS GATHERING SCHEME FOR STUDENTS WITH COMMUNICATION ADAPTATION BARRIERS UNDER THE GUIDANCE OF ENTREPRENEURIAL INNOVATION SPIRIT

Lilie Zheng

Yunnan Normal University, Kunming 650500, China

Background: Communication disorder is one of the common mental diseases. Patients will have adverse

emotions such as mental tension and anxiety. Communication barriers include physical, psychological, language, culture, environment, status, number of people and other barriers. Among them, physique disorder is mainly the expression of wrong views through the information conveyed by the limbs. Most patients will have a certain degree of physique disorder, which can be tested by thematic apperception; Psychological disorder is a kind of communication disorder caused by expression problems, which can be divided into stress and long-term persistence. Language barriers are mainly communication barriers caused by local language, which can be overcome through continuous adaptation and learning. Cultural barriers mainly refer to the differences in customs between different countries and regions, which is very difficult to eliminate. Environmental barriers mainly refer to the fixed habits and behaviors formed by patients in different environments, and then the communication barriers. Status disorder mainly refers to the influence of authorities on patients, resulting in communication problems. The number barrier refers to the different states produced in different occasions. For the students with communication adaptation disorder in colleges and universities, they need to communicate effectively and learn constantly in order to improve the symptoms of communication adaptation disorder.

Research shows that entrepreneurial innovation spirit is an intellectual resource, which is not only the spiritual source and capital guarantee of enterprises, but also plays an important role in opening up new markets, new product research and development, employment growth and competitiveness improvement. As an excellent professional spirit culture, entrepreneurial innovation spirit has educational value and significance in the new era for its inheritance and development. In May 2016, China's relevant departments proposed to advocate entrepreneurship, establish a social orientation of glorious innovation and wealth through innovation, give full play to the important role of entrepreneurs in innovation and entrepreneurship, and put forward 36-word entrepreneurship. Some studies have pointed out that entrepreneurship education can effectively improve the mental health problems of students with communication and adaptation disabilities. Colleges and universities integrate the cultivation of entrepreneurial innovative spirit into the whole process of talent training, which meets the requirements of improving the quality of talent training, and can also improve the psychological quality of college students.

Objective: Colleges and universities should actively expand and optimize the teaching mode in the education of entrepreneurial innovative spirit according to the mental health status of students, give full play to their subjective initiative according to students' interests and hobbies, make the education of entrepreneurial innovative spirit take root in the hearts of students, and effectively cultivate students to adapt to the environment, dare to face difficulties, overcome themselves, overcome difficulties, bear hardships and stand hard work. The will and quality of unity and cooperation make the education of entrepreneurial innovation in colleges and universities achieve its due effect, and adjust and treat the psychological confusion and psychological obstacles of college students.

Subjects and methods: 260 college students with communication and adaptation barriers were selected as the research objects. The students were taught a teaching scheme based on entrepreneurial innovation, and all subjects were taught for one semester. Analyze the symptoms of communication adaptation disorder of college students before and after teaching.

Study design: To evaluate the improvement of communication adaptation disorder symptoms of college students before and after teaching. Among them, the significant effect is that cognition, emotional behavior and will are significantly improved, effectively improve cognition, emotion and will. Ineffective means that the mental state is still abnormal or no improvement.

Methods of statistical analysis: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After teaching, the improvement rate of college students' symptoms reached 88.46%, which has high effect and application value.

Table 1. Statistics of improvement effect after teaching

Time	Remarkable effect	Effective	Invalid	Total effective
After teaching	143	87	30	230(88.46%)

Conclusions: To establish an educational mechanism for the cultivation of college students' entrepreneurship, that is, it is implemented and undertaken jointly by the government, colleges and universities, enterprises and social organizations. First, increase the reform of government regulation, provide tax relief through capital investment and policy support, and improve the enthusiasm of multi-body collaborative participation. Second, strengthen the cooperation between schools and enterprises, mobilize social forces to participate in the practical activities of innovation and entrepreneurship education, make use of the advantages of enterprise resource platform, jointly develop talent training programs, build a cascade curriculum system of innovation and entrepreneurship education, carry out the construction of

curriculum resources, and explore the effective integration of practical innovation and entrepreneurship education and professional education. Third, strengthen the reform of collaborative education mechanism, design the top-level system, make careful arrangements in terms of organization, personnel division, management implementation, assessment and evaluation, and formulate implementation plans, management methods and service mechanisms to promote the new development of innovation and entrepreneurship education.

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RESEARCH ON THE INFLUENCE OF COLLEGE CHAMBER MUSIC EDUCATION AND TEACHING REFORM ON COLLEGE STUDENTS' MENTAL HEALTH

Yukun Lyu

Conservatory of Music, Guiyang University, Guiyang 550005, China

Background: In recent years, the ever-increasing number of graduates has made it more difficult for college students to obtain employment. Some students who have high hopes but low hopes cannot correctly face the employment situation and lack objective recognition of their own roles and abilities, which makes their employment more difficult. Therefore, college students are under great mental pressure in learning, employment and other aspects, manifested as psychological anxiety disorder, which is significant and persistent. Therefore, colleges and universities urgently need to find a psychological debugging method that college students can readily accept. Since primary school, students have been facing the problem of dealing with interpersonal relationships on campus. If a student does not have one or two "friends" or "partners" around him, it can be concluded that the child has problems in communicating with others and dealing with affairs. Such problems are very common in various learning stages. Timely guidance can gradually reduce students' psychological problems. However, the study life of college students is different. Except in class, college students do not often meet and talk with teachers. Teachers cannot find and solve problems in time. At this time, students with poor interpersonal relationship will have problems in daily life and learning, which will lead to unhealthy psychology, such as weariness, abandonment, depression, upset, sadness and other negative emotions. As a special language, music can convey people's feelings, express the sounds of nature, and provide the aesthetic subject with a space for understanding and broad feelings. In the specific reform process of chamber music teaching, colleges and universities should explore the integration and infiltration of the reform and innovation of education and teaching ideas in various departments and majors, combine the practical teaching of performance and ensemble with the teaching of composition and creation theory, and let students master the performance, composition and composition of their own major in the whole chamber music teaching through the lectures and lectures of technical teachers of different majors. In addition to the ensemble technique and the basic chamber music creation theory and technology, it can also be achieved through the adaptation, arrangement and recreation of classic works, rehearsal, organization and performance of their own works, remodification, and then the introduction of their own works through performance practice. In the process of studying the reform of chamber music teaching, we pay more attention to the cultivation of practice and innovation ability, and strive to explore a new mode of chamber music teaching in the process of practice, and then extend it to other disciplines to achieve the best teaching effect.

Objective: Chamber music teaching is very important for music majors. Traditional chamber music forms and teaching methods cannot meet the rapid development of the times, nor can they cultivate music talents with good psychological quality. The purpose of this study is to explore the impact of college chamber music education and teaching reform on college students' mental health, so as to cultivate students' innovative ability and excellent psychological quality, so as to meet the requirements of social development.

Subjects and methods: In this study, 96 students from 4 different majors in a university were selected as the research objects. The subjects were determined to be students who had not participated in similar music training methods or psychological training methods. The Profile of Mood State Scale (POMS) was issued to select the subjects. 24 students (12 males and 12 females) were selected from each major. Through the teaching reform mode of college chamber music education, we can help the subjects improve their psychological regulation ability, and then improve their psychological pressure resistance ability, so as