

short video dissemination period and fast rhythm, and attracts more young audiences to pay attention to Peking Opera.

Results: The bright rhythm brings a broader dissemination platform for peking opera “hong niang”. The fast rhythm and bright vocal expression of Xun’s female role makes the classic songs such as “Miss, How Elegant You Are” and “Call Zhang Sheng” in “Hong Niang” neither too long, nor rely too much on the plot expression. With the help of short video, it can attract the attention of the Internet audience and greatly expand the dissemination platform of “Hong Niang”.

Conclusions: The style characteristics of the classic Peking Opera “Hong Niang” and short video dissemination have a high adaptability, which is very suitable for the modern dissemination of traditional opera.

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THE INFLUENCE OF LABOR EDUCATION INTEGRATED INTO THE TEACHING OF SPECIALIZED COURSES IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS’ ANXIETY

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Background: Anxiety disorder is a mental illness. In terms of quality, individual personality characteristics have a certain impact on the occurrence of anxiety disorders. For example, introverted and shy people are usually more likely to suffer from anxiety disorders, while people who are excessively nervous are more likely to suffer from anxiety disorders than normal people. In social and psychological aspects, interpersonal tension and long-term mental work are the main causes of anxiety. There are two main clinical manifestations of anxiety disorder, namely, chronic anxiety and acute anxiety. The former is generalized anxiety disorder. People with this anxiety disorder will be in a state of tension and anxiety for a long time. They are always in anxiety, afraid that some bad things will happen, difficult to concentrate, easy to panic, and have a negative attitude towards things. Generalized anxiety is a common anxiety disorder. The latter is panic attack. People with anxiety disorder will have some physiological symptoms, such as dry mouth, chest tightness, headache, etc. Anxiety disorder is an emotional disorder. The main emotional reaction is anxiety. People with anxiety disorder also show worry, compulsion and other emotions. According to statistics, the number of college students suffering from anxiety disorder is increasing year by year. Many students are suffering from anxiety disorder to varying degrees, showing anxiety in their study, life and employment. For example, in the Employment anxiety disorder, many students are suffering from anxiety disorder because of the high pressure of employment competition, the lack of majors or the hard work of professional counterparts. They are anxious and uneasy about their poor employment and cannot find satisfactory jobs, when this anxiety belongs to the normal of college life, it will seriously affect the physical and mental development of students. However, better living conditions tend to lead to students’ hedonism, fear of hardship, lack of the spirit of hard work and perseverance. Therefore, while teaching professional courses, colleges and universities also need to cultivate students’ quality of being down-to-earth and hard-working. Labor education has this effect. It will guide students to understand the essence of labor, make students’ character calm, help students’ future employment, help to resist students’ psychological endurance, and improve students’ emotional self-control ability. In this regard, the article will integrate labor education into the teaching of professional courses in colleges and universities, and analyze its impact on alleviating college students’ anxiety.

Objective: To understand the current situation of specialized course teaching in colleges and universities and students’ psychological state, and to analyze the causes of students’ anxiety disorder. In view of students’ anxiety, labor education is integrated into the teaching of professional courses. By strengthening teachers’ Ideological Education and carrying out labor education training classes, teachers can deepen their understanding of labor education and improve their enthusiasm. Summarizing teaching experience in the training process is conducive to improving students’ labor teaching effect and promoting the relief of students’ anxiety. Create an atmosphere of labor education, in which students can improve their enthusiasm, integrate into labor education, cultivate the quality of hard-working, enhance students’ sense of responsibility, and calm students’ character, which is helpful to alleviate students’ anxiety and has a positive preventive effect. In addition, we should strengthen the education of labor concept in the practice links inside and outside the school, cultivate students’ professional skills, enhance their self-confidence and alleviate anxiety.

Subjects and methods: Through data mining technology, 362 students with anxiety disorder were randomly selected from the mental health database of college students. These students came from different grades, majors, genders and family backgrounds to understand their psychological states and attitudes towards professional courses. These students are divided into the general teaching group and the reform teaching group. The number of students in the two groups is the same, both of which are 181. The situation of the two groups is basically the same. The general teaching group adopts the previous teaching method, while the reform teaching group adopts the reform teaching of integrating labor education into professional courses. The teaching time is 2 semesters, during which the relevant experimental data are recorded. Statistical methods were used for data processing and analysis. The anxiety score was based on the percentage system, with 50 points as the limit. There were no anxiety symptoms below 50 points. The higher the score, the more serious the symptoms.

Results: With the increasing number of students suffering from anxiety disorder, it has attracted the attention of colleges and universities. By integrating labor education into the teaching of professional courses, on the basis of deepening teachers' understanding of labor education, and using the practice links inside and outside the school to strengthen the education of labor concept, students' sense of responsibility has been continuously enhanced, their psychological quality has been improved, and their anxiety has been greatly relieved. After the teaching, the anxiety score of the reform teaching group was 48.28, as shown in Table 1.

Table 1. Anxiety scores of two groups of students after teaching

Group	Uneasy	Anxious	Nervous
General teaching group	57.64	60.31	56.72
Reform teaching group	48.28	52.47	49.56

Conclusions: Anxiety disorder belongs to emotional disorder, and the main emotional reaction is anxiety. In colleges and universities, many students suffer from anxiety disorder, which seriously affects the physical and mental development of students. In the face of difficulties, their ability to deal with problems is weak, they have no sense of responsibility, and they are prone to escape. According to the situation of students, we should integrate labor education into the teaching of professional courses, strengthen the labor education of students while teaching professional knowledge, apply the learned professional knowledge to practical operation through the practice links inside and outside the school, improve professional skills, cultivate the quality of hard work, and greatly alleviate the anxiety of students.

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RESEARCH ON THE INFLUENCE OF CONSUMERS' PSYCHOLOGICAL TENDENCY ON THE DEVELOPMENT AND INNOVATION MODE OF CROSS-BORDER E-COMMERCE

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Background: Consumer psychology is an important branch of psychology, which takes consumer psychology and behavior as the research object. The main research objects of consumer psychology are consumer's psychological activities and personality psychological characteristics, psychological influencing factors of consumer behavior, consumer groups, consumption trends, commodity factors and market communication methods. Using the knowledge of consumer psychology can help merchants understand the consumer psychological tendency of consumption, and properly adjust the process of commodity marketing and commodity production according to the influencing factors of consumer psychology, so as to meet the consumer psychological needs of consumers, attract more consumers and promote the growth of commodity sales. With the continuous development of science and technology, the continuous popularization of mobile Internet has provided a favorable development environment for e-commerce, and e-commerce has developed rapidly. The vigorous development of domestic e-commerce has also led to the rapid development of cross-border e-commerce. Various cross-border commodities have been sold to China, causing a wave of cross-border online shopping. When consumers purchase cross-border e-commerce goods, they will be affected by many factors, showing different psychological tendencies of goods purchase. The influencing factors of consumers' psychological propensity to consume can be divided into brand factors, new media, product factors, price factors, etc. among the brand factors, some consumers prefer well-known brands