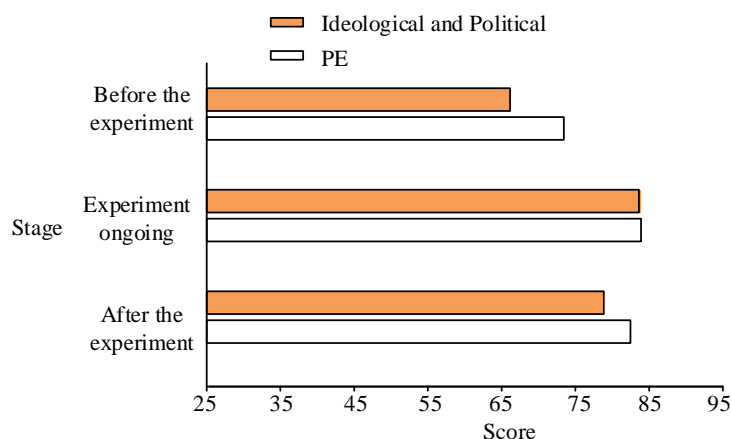


teaching mode combining ideological and political teaching practice in physical education in colleges and universities is designed, and the experiment proves that this teaching mode has a positive effect on students' academic performance in both physical education and ideological and political education.



**Figure 1.** Changes in academic performance of subjects at different stages

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## ANALYSIS ON THE COMMUNICATION STRATEGY OF SHAANXI TRADITIONAL CHINESE MEDICINE CULTURE BASED ON PSYCHOLOGICAL THEORY

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**Background:** In terms of psychotherapy theory, the environment and the patient's pathological factors are closely related and interact. The psychological treatment based on scientism and humanism should not only start with the general mental law and treatment methods, but also take into account the influence of local culture and social civilization environment. Although the theory of psychology discipline construction in China has developed for a short time, in the long history, the traditional Chinese medicine culture also gave birth to rich theoretical resources of psychotherapy. Traditional Chinese medicine contains systematic psychotherapy theories and medical resources, such as the theory of internal five elements, the view of integration of body and mind, etc. These psychotherapy cultural theory resources are not only the essence of social civilization at that time, but also play a guiding role in modern people's psychotherapy and social value cognition. Therefore, the transmission and inheritance of traditional Chinese medicine culture is imperative. Xi'an, Shaanxi Province, is the ancient capital of 13 dynasties in ancient China. It has a long history and profound culture. At the same time, it is also one of the birthplaces of Chinese medicine culture. As one of the core hubs of history and culture, Shaanxi is also in a key position in the the Belt and Road strategy. It is an ideal place to spread and carry forward Chinese traditional medicine culture. The communication strategy of Shaanxi traditional Chinese medicine culture can be explored from the psychological theory, seeking the connection between traditional Chinese medicine culture and modern psychotherapy, and exploring the localization of scientific psychotherapy suitable for Chinese people from the traditional culture. Based on the psychological counseling samples of modern urban residents, the study will explore the relationship between traditional Chinese medicine culture and modern psychotherapy concepts, and explore the development strategy of Shaanxi traditional Chinese medicine culture in the science, technology and humanities of the Belt and Road from the perspective of social value cognition.

**Objective:** Based on the relationship between modern psychotherapy theory and traditional Chinese medicine culture, this paper explores the development and communication strategies of Shaanxi traditional Chinese medicine culture. Summarize the localization factors of psychotherapy from the needs of

psychological counseling patients, and combine them with the psychotherapy resources in the traditional Chinese medicine culture. The ultimate goal is to analyze the psychological strategies for the transmission and inheritance of Shaanxi traditional Chinese medicine culture.

**Subjects and methods:** The subjects of this study were 190 psychological counseling patients. The main psychological symptoms of the patients were neurasthenia caused by the pressure of urban life and work, such as memory decline, insomnia and anxiety symptoms, and long-term fatigue. The subjects were equally divided into experimental group and control group. The psychological treatment and life adjustment of the experimental group were guided by the concept of traditional Chinese medicine psychotherapy, while the control group was guided by universal psychotherapy. The intervention period was two months.

**Results:** The therapeutic intervention effect indicators in the table include four symptom indicators, namely, cognitive decline, insomnia, anxiety and panic, dizziness and fatigue, which are common in patients with neurasthenia. Compare the number of symptom relief in the two groups, as shown in Table 1.

**Table 1.** Number of neurasthenia symptoms relieved under the intervention of the two groups

Symptom characteristics	Cognitive decline	Insomnia	Anxious and flustered	Dizziness and fatigue
Control group before treatment	77	54	79	68
Before treatment in the experimental group	79	56	77	69
Control group intervention	56	42	53	41
Intervention of experimental group	64	51	67	62

The data in the table are the number of symptoms before and after the two treatment methods. It can be seen that the control group is not as effective as the experimental group in the relief intervention of the four common symptoms of neurasthenia patients. Under the condition that the number of symptoms before treatment was similar between the two groups, the experimental group had 8 more cases of cognitive decline, 9 more cases of insomnia, 6 more cases of anxiety and panic, and 19 more cases of dizziness and fatigue.

**Conclusions:** The development of the localization concept of psychotherapy in China is inseparable from the dissemination and inheritance of excellent traditional culture. At the same time, the concept of scientific and humanistic care and psychotherapy resources contained in Shaanxi traditional Chinese medicine culture can help modern urban residents alleviate the living pressure and mental sub-health status in their work and life. In order to analyze the psychological strategies for the spread and inheritance of traditional Chinese medicine culture in Shaanxi, the study was divided into experimental group and control group according to the guidance of traditional Chinese medicine psychotherapy concept and universal psychotherapy. The results showed that the control group was not as effective as the experimental group in the four common symptoms of neurasthenia patients. The experiment proves that the psychotherapy theory in the culture of traditional Chinese medicine contributes to the further development and localization strategy of modern psychotherapy.

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## INFLUENCE OF SKILL TRAINING OF ELECTRICAL ENGINEERING SPECIALTY ON STUDENTS' PSYCHOLOGICAL BARRIERS TO EMPLOYMENT

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**Background:** Students' psychological barriers to employment generally come from state anxiety and trait anxiety. State anxiety comes from the lack of self-efficacy. They know that they will fail in the interview or examination, resulting in tension, palpitation, hand shaking and other symptoms. Long term state anxiety makes students fall into helplessness in life and become more and more unsure in cognition. Different from