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## ANALYSIS OF SOCIAL MAPPING OF LINGUISTICS FROM THE PERSPECTIVE OF SPEECH ACT

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**Background:** Speech act includes three types: locutionary act, illocutionary act and perlocutionary act. The interpretation and expression of speech act depend on many forms such as oral communication and literal communication. “The Ordinary World” takes the speech act of the brothers Sun Shao’an and Sun Shaoping as the core, to display the differences in social status and social cultural mentality of people with different personalities and education levels.

**Subjects and methods:** In “The Ordinary World”, the contrast between urban and rural people, the contrast between intellectuals and non-intellectuals.

**Results:** Through the diversified speech acts, “The Ordinary World”, a TV series adapted from literature, maps the social status and social cultural mentality of Chinese people in different classes in the 1980s, showing the close and complex relationship between linguistics and society.

**Conclusions:** Speech act is an important part of linguistics. With the help of speech design of characters from different regions and different classes, it can show a certain social mapping.

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## INFLUENCE OF COLLEGE STUDENTS’ EMPLOYMENT STRATEGIES IN JILIN PROVINCE ON COLLEGE STUDENTS’ ENTREPRENEURIAL ANXIETY UNDER THE BACKGROUND OF RURAL REVITALIZATION

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**Background:** When facing threats or difficult problems, people are prone to psychological anxiety. Psychological anxiety is a common negative emotion, which will have a certain impact on people’s life, work and study. There are many influencing factors of psychological anxiety, such as the individual’s personality and the individual’s environment. In response to the Rural Revitalization strategy proposed by the state, many college students choose to go back to their hometown to start a business, create their own future in the struggle, and contribute to the national construction and rural development. However, due to the great difficulties in returning home for entrepreneurship financing, the process of entrepreneurship has been hindered, and students’ entrepreneurial psychological anxiety has emerged. All day long, they are anxious and worried about financing problems. Because they have been in a state of mental tension for a long time, the students’ mental state is worrying, and their bodies have also been affected to a certain extent. Dizziness, headache, palpitation and other adverse physiological symptoms appear, so that the students are not in a good state to implement their entrepreneurial plans. In addition to the great difficulties in the financing of returning home entrepreneurship, the relevant policy support is not perfect, and students’ entrepreneurial activities are not supported by perfect policies. Some entrepreneurial links are difficult to carry out, which requires students to spend a lot of energy to dredge up. In this case, students are also prone to entrepreneurial psychological anxiety. Sometimes it will even lead to the failure of entrepreneurship, which is a serious blow to students. It will frustrate students’ self-confidence and even lack the courage to continue, leading to the premature death of entrepreneurship, which will further aggravate students’ psychological anxiety. In the process of entrepreneurship, whether the entrepreneurial project meets the needs of the market is also one of the important reasons that affect the success of entrepreneurship. Some students do not take into account the needs of the market, or the market is over saturated, so the sales of entrepreneurial projects are not high and are not welcomed by the market, or there is no market at all, resulting in a large number of losses. This will cause a great blow to students, not

only losing a lot of money. It will also cause students to have severe anxiety and serious doubts about their own ability. Students with weak psychological endurance will also have some behaviors that hurt themselves, and even have a big change in their character, becoming decadent and irritable. These situations are not what people want to see. In this regard, it is necessary to put forward some employment countermeasures to alleviate students' entrepreneurial psychological anxiety.

**Objective:** To understand the current situation of college students' entrepreneurship in Jilin Province and their entrepreneurial psychological anxiety, and to analyze the reasons for their entrepreneurial psychological anxiety. In view of students' entrepreneurial psychological anxiety, this paper puts forward countermeasures for the employment of college students in Jilin Province, implements entrepreneurial policies, stimulates students' entrepreneurial enthusiasm through policy innovation, financial support, project support and other measures, provides policy support for students, creates a good entrepreneurial environment, and promotes the development of students' entrepreneurial projects, which is conducive to alleviating students' entrepreneurial psychological anxiety. Strengthen entrepreneurship training, learn more professional skills through training, answer students' doubts, alleviate students' psychological anxiety, and enable students to better implement relevant measures.

**Subjects and methods:** The research subjects were college students in Jilin Province. 178 entrepreneurial college students were randomly selected from 4 universities. Understand the students' major, hometown, entrepreneurial intention and other information, analyze the causes of students' entrepreneurial psychological anxiety, and record relevant data. To study the change of entrepreneurial psychological anxiety of entrepreneurial college students before and after the implementation of employment strategies, the 100 point system is used to score. Below 50 points, 50-59 points and 60-69-70 points respectively mean no anxiety, slight anxiety, obvious anxiety and severe anxiety. The lower the score, the lower the degree of anxiety. The relevant data are processed and analyzed by S-PLUS software. In order to reduce the interference caused by subjective factors, the average value of all results is processed.

**Results:** Table 1 shows the scores of entrepreneurial psychological anxiety of entrepreneurial college students before and after the implementation of employment countermeasures. It can be seen from Table 1 that after the implementation of the employment strategy, the anxiety score of agricultural students decreased significantly, with a score of 56.88, lower than that of pharmaceutical students.

**Table 1.** Scores of entrepreneurial psychological anxiety of entrepreneurial college students before and after the implementation of employment strategies

Major	Anxious	Uneasy	Nervous
Pharmacy	56.88	54.17	51.29
Agriculture	58.21	55.35	53.95

**Conclusions:** In response to the Rural Revitalization strategy proposed by the state, many college students choose to go back to their hometown to start a business, create their own future in the struggle, and contribute to the national construction and rural development. However, due to the great difficulties in returning home for entrepreneurship financing, the process of entrepreneurship has been hindered, and students' entrepreneurial psychological anxiety has emerged. The students with weak psychological endurance are prone to some behaviors that hurt themselves, and even change their personality, becoming decadent and irritable. Through policy innovation, financial support, project support and other measures, the students' entrepreneurial enthusiasm has been stimulated, so that students can show their talents in a good entrepreneurial environment, alleviate their entrepreneurial psychological anxiety, and have a clearer path to entrepreneurship.

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## THE REALISTIC DILEMMA OF THE IMPLEMENTATION OF THE RURAL REVITALIZATION STRATEGY AND THE IMPACT OF INNOVATIVE PATHS ON RESIDENTS' MENTAL HEALTH

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