

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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Background: The standard of mental health is that people are emotionally stable, remain correct in cognition, show appropriate words and deeds when dealing with people, and face difficulties or problems with a positive attitude, rather than blindly avoiding or facing them with a pessimistic attitude. The mental state is in a normal and healthy state. With the proposal of the rural revitalization strategy, many people choose to go back to the countryside to start a business in response to the policy. However, due to the lack of their own cognitive level, they do not have a good understanding of entrepreneurship related knowledge, and do not have a systematic understanding, resulting in some residents' fear of difficulties. They think that entrepreneurship is too far away from themselves, resulting in residents' negative emotions such as entrepreneurial anxiety, anxiety, fear, etc., which has a certain impact on the psychological health of residents. Some residents are afraid of entrepreneurial failure, so they have a fear of entrepreneurial failure, so they are afraid of hands and feet in the process of entrepreneurship, and dare not make bold attempts, resulting in some mental health problems. Some residents are afraid of hardship because of their low willpower. When they encounter difficulties, they are prone to shrink back. They do not want to continue to start a business, do not have the courage to persist, and do not have perseverance. It is difficult for residents with this character to start a business successfully. The lack of factor resources is also an important problem in the process of residents' entrepreneurship, which forms a certain obstacle to residents' entrepreneurship, restricts the development of rural revitalization, and leads to the emergence of residents' mental health problems. Although some people want to go back to their hometown to start a business, due to the outflow of long-term human resources, the residents have less available human resources in the process of starting a business, which will not be conducive to the sustainable development of residents' entrepreneurship and make residents worry about the availability of talents, resulting in varying degrees of anxiety, tension, etc., and even the idea of giving up, which will have a great impact on the confidence and courage of residents. If we want to implement the rural revitalization strategy, encourage more residents to join the rural revitalization strategy, implement entrepreneurship, and improve the entrepreneurial enthusiasm of residents, we need to make changes and innovations to the current practical difficulties, and put forward innovative paths. Therefore, the article analyzes the practical difficulties in the implementation of the Rural Revitalization Strategy, puts forward innovative paths, and studies its impact on the mental health of residents.

Objective: Analyze the practical difficulties in the implementation of the rural revitalization strategy, understand the mental health status of residents, and study the reasons for the mental health problems of residents. In view of the current practical difficulties, this paper puts forward the path of innovation, promotes the acquisition of social resources for rural revitalization through social capital, provides the necessary social resources for residents' entrepreneurship, makes residents no longer worry and worry about the acquisition of entrepreneurial resources, and helps to alleviate residents' mental health problems. With the help of social capital, expand the social network in rural areas, promote the development of rural areas, let residents learn useful technologies, promote the process of entrepreneurship, let residents see the hope of success, help to calm the negative emotions of residents, and let residents firmly go on.

Subjects and methods: The subjects were rural residents. 64 rural residents were randomly selected from 6 villages. Understand the educational background, family income and entrepreneurship projects of these rural residents, analyze the reasons for their mental health problems, and record some useful data. Study the mental health status of rural residents before and after the implementation of the innovation strategy of rural revitalization strategy, and adopt the 0-4 grade score. The higher the score, the heavier the degree. The relevant data are processed and analyzed by SPSS software. In order to reduce the interference caused by subjective factors, the average value of all results is processed.

Results: Table 1 shows the mental health status of rural residents after the implementation of the innovation strategy of rural revitalization strategy. According to the results in Table 1, after the implementation of the innovation strategy of rural revitalization strategy, the anxiety score of rural residents with college degree is 1.43, which is higher than that of rural residents with bachelor degree. The enthusiasm of rural residents with college degree has been improved, and the enthusiasm score is 3.56 points.

Conclusions: However, due to their insufficient cognitive level, they do not have a good understanding of entrepreneurship related knowledge and do not have a systematic understanding, resulting in some residents' fear of difficulties, thinking that entrepreneurship is too far away from themselves, resulting in negative emotions such as entrepreneurial anxiety, anxiety and fear. In addition, the lack of factor resources and the outflow of human resources have aggravated the mental health problems of rural residents. According to the practical difficulties existing in the implementation of the Rural revitalization strategy, this paper puts forward the path of innovation, promotes the acquisition of social resources for rural revitalization through social capital, provides necessary social resources for residents'

entrepreneurship, makes residents no longer worry and worry about the acquisition of entrepreneurial resources, and significantly improves residents' enthusiasm and initiative.

Table 1. The mental health status of rural residents after the implementation of Rural Revitalization Strategy and innovation strategy

Education	Anxious	Initiative	Entrepreneurial enthusiasm
College degree	1.43	3.56	3.75
Bachelor degree	1.09	3.37	3.69

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RESEARCH ON THE INFLUENCE OF NEWS COMMUNICATION ENTERTAINMENT ON AUDIENCE PSYCHOLOGY UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is an information processing process centered on people's attention and feeling. When learners are stimulated by visual and auditory senses, these signals will be converted into neural signals and recorded. The recorded information is a kind of memory processing. This processing method is a kind of memory. It can store information for about 30 seconds. The stored information is very limited. When the number of stored information reaches seven, it will forget the original information. When there are more than seven pieces of information, it will become a mature memory. Different from previous psychological studies, it adopts systematic scientific methods. Compared with behavioral psychology, it has such inner psychological states as belief, desire and motivation. In the process of receiving news communication, it involves the cognitive psychological background, phenomena and effects of the audience. When the content of news does not meet the psychological needs of the audience, the audience will have a rejection of the content of news communication and refuse to accept the news. When the audience is not ready to receive news information, it may cause psychological fluctuations of the audience, such as anxiety, fear and other emotions. With the acceleration of the pace of life, the audience of the traditional serious style of news is becoming less and less. Especially for those young people, many of them do not like to watch the style of news. The analysis of audience psychology can be divided into many types, such as conformity psychology, recreation psychology, interest seeking psychology, truth seeking psychology, etc. In the fast-paced life, the audience psychology has diversified, and the forms of news expression have also appeared the phenomenon of entertainment. News entertainment means that in the process of news broadcasting, the news content is displayed in the form of soft news, and more attention is paid to reporting some provocative and stimulating news, so as to attract more viewers. Or add a lot of descriptive content to the original news to make the news interesting and storytelling, and increase the readability of the news. The purpose of this practice is also to attract more viewers. In this trend, compared with other types of news, entertainment news has more audiences. While this kind of news brings information to the audience, it will also bring them highlights and laughter. Even many viewers are keen to express their views through comments in this kind of news and cause others to resonate. Therefore, from the perspective of cognitive psychology, this paper studies the impact of entertainment of news communication on audience psychology.

Objective: In order to know the impact of entertainment of news communication on the psychology of the audience, we should first understand the current situation of news communication, the entertainment of news communication and the meaning of audience psychology, and analyze the reasons for these situations. On this basis, it analyzes the changes of audience psychology and the types of audience psychology after news entertainment.

Subjects and methods: The research object are the masses. 521 people are randomly selected from a certain area. These people come from different gender, age, education background and income. There are differences in their choice of news information. Understand these people's views on the entertainment of news and their audience's psychological situation, use statistical software to process and analyze the data, and use 1-10 grades. 1-2, 3-4, 5-6, 7-8 and 9-10 respectively mean no, slight, general, obvious and complete. The higher the score, the heavier the degree. Average the results of relevant data to reduce the error caused by subjectivity.

Results: Table 1 shows the audience psychological scores of people of different ages and genders in obtaining entertainment news information. From Table 1, it can be seen that there are differences in the