

combination contract is beneficial to pharmaceutical manufacturers and pharmaceutical retailers, and the combination contract can mobilize the enthusiasm of pharmaceutical manufacturers to improve the level of promotion efforts, effectively eliminating the existing double marginal effect problem. Pharmaceutical enterprises can take advantage of consumer anxiety to develop new business opportunities, people can use consumer mental health measures to alleviate anxiety, and the relationship between consumer anxiety and the mechanism of pharmaceutical consumption decision-making can obtain theoretical support.

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A BRIEF ANALYSIS OF THE REGULATORY EFFECT OF ENGLISH EDUCATION ON THE MENTAL HEALTH OF COLLEGE STUDENTS

Zhihai Chen

Department of Foreign Languages, Changchun Institute of Technology, Changchun, 130012, China

With the development of society, the pressure on college students in all aspects is increasing, resulting in a continuous decline in their mental health level. As a discipline with obvious humanistic characteristics, English discipline plays an important role in the discipline penetration of mental health education. More attention needs to be paid to mental health education, so interpreting the elements of mental health education in English textbooks is one of the ways to implement students' mental health education, and it is also a process of exploring psychological science. Starting from the particularity of English disciplines, combined with the relevant theoretical content of mental health education, this paper adopts the content analysis method to analyze the mental health education elements of characters in English textbooks, which are divided into five aspects: character gender, country, occupation, personality characteristics, and interpersonal relationships. The implementation of English teaching classrooms for college students' mental health education is investigated and studied, and English teaching methods based on mental health education are proposed, and its feasibility and effectiveness are also verified. Finally, the mode of integration of English teaching and mental health education is summarized, and new ideas and methods for the integration of education between disciplines are also proposed.

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ANALYSIS OF STUDENTS' PSYCHOLOGICAL TOLERANCE IN TABLE TENNIS COMPETITION BASED ON FRUSTRATION TEACHING

Quanyu Song

College of General Education, Guangdong University of Science & Technology, Dongguan, 523083, China

Table tennis course is one of the physical education courses generally offered in most colleges and universities. There are many skills and methods. This paper tests whether the frustration teaching method of table tennis can stimulate students' potential and improve students' psychological endurance through experiments. Combined with the psychological pressure made by counselors, the quality of students is comprehensively evaluated. In order to verify whether the use of frustration teaching method in table tennis teaching will have an impact on College Students' psychological stress tolerance. The test results show that the test scores of psychological stress quality of students in the experimental group using frustration teaching method in table tennis teaching are generally higher than those of students in the ordinary group. And in the process of final examination, the skill level of students in the experimental group who have carried out frustration teaching method is relatively stable.

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ANALYSIS ON THE EMPATHIC REGULATION OF COLLEGE STUDENTS' MELANCHOLY BASED ON FOOTBALL

Yaobo Long

College of General Education, Guangdong University of Science & Technology, Dongguan, 523083, China

The diversity of shooting skills in football activities can regulate emotions. Psychologists believe that bad mood is the biggest enemy of college students. It will not only cause physical diseases, but also easily lead to various psychological diseases and obstacles, which is very harmful. Contemporary college students are a group with high cultural level in Chinese society, and are in the period of economic transformation and educational transition in China. The changing social environment and the deepening reform of people's higher education inevitably produce emotional obstacles in learning and life. The so-called inferior emotion refers to the continuous negative emotion and excessive emotional reaction. For example, the sadness and depression caused by unfortunate events can not be eliminated for weeks, months or even years, or the emotional reaction is too intense, which will cause harm to the body and mind, and then cause psychological obstacles such as depression, tension, anxiety and fear. Physical exercise can promote the physical and mental health of college students. Through the analysis of the characteristics of football activities. In view of the occurrence and causes of common psychological barriers of college students, this paper puts forward several sports prescriptions by means of football activities to help college students adjust to psychological barriers.

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COMPREHENSIVE POVERTY ALLEVIATION SERVICE AND RURAL REVITALIZATION BASED ON SOCIAL EMOTION AND EMPATHY

Guanlan Chen

*School of Intelligent Manufacturing, Zhanjiang University of Science and Technology,
Zhanjiang 524094, China*

The Rural Revitalization Strategy is a major strategy put forward by the 19th CPC National Congress. It is a priority task for the implementation of the Rural Revitalization Strategy to fight the battle against poverty. The objectives of targeted poverty alleviation and Rural Revitalization are highly overlapped and the tasks have different emphases. It needs to be classified and orderly promoted by various departments and regions, as well as scientific and technological support from various disciplines and fields. To study the problem of poverty from the perspective of psychology, focus on the current situation of poverty and the social emotion of the goal of Rural Revitalization under the background of China's development, and explore a replicable and popularized grass-roots psychosocial service model with Chinese characteristics. At the same time, it can also provide a reference scheme for the sustainable poverty reduction around the world. Starting from the objective needs of China's current social emotional poverty alleviation, this paper expounds the representative social emotional poverty alleviation theories at home and abroad. Combined with the social practice of psychological poverty alleviation carried out by the Institute of psychology of the Chinese Academy of Sciences (hereinafter referred to as the "Institute of psychology") in recent years, this paper puts forward some suggestions on psychological services to promote comprehensive poverty alleviation and Rural Revitalization.

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