

psychological indicators of the audience receiving advertising information is the basic premise for advertising to produce good social effects. Wen Hua, associate professor of Hubei Jiangnan University, discusses social cultural psychology from the image communication of media. The author points out that media image communication is the main form of visual culture, and its communication process is also the process of social and cultural communication. When receiving and perceiving this image information, the audience also presents various psychological states, such as nostalgia, tide chasing psychology, participation psychology, and so on. The research on the social and cultural psychology of media image communication is conducive to the progress of social culture and the return of social and cultural functions. Liu Xiaohong and sun Wusan, researchers of the Institute of Journalism and communication of the Academy of Social Sciences, take the Chinese people's achievement consciousness as the specific research object to investigate the role of mass media in the continuation of Chinese traditional culture. The researchers try to find the characteristics of social and cultural values in the media content, and whether and how to reflect the traditional cultural values in the current cultural values. Ding Mai and Zhang Xiaohui, associate professors at Communication University of China, take the modern theme TV dramas broadcast in prime time on the comprehensive channel of CCTV as the research object to explore the social mainstream values reflected by the mass media. From the analysis results, self-respect, social recognition, sense of achievement and family safety are the important ultimate values, while capable, honest, courageous, and willing to help others are the important instrumental values. Values have important guiding significance for people's social behavior. Li Meijin, a professor at the people's Public Security University of China, also talked about the impact of social cues in communication.

Conclusions: The media not only conveys the values of our society, but also carries out some hint and psychotherapy. The communication effect of the media pays more and more attention to the results at the social level. As a developing and constructing discipline, scholars in the field of Journalism and communication psychology have been working hard. The scientization of methods and the observation of real society and communication practice will certainly make this discipline an exciting and promising research field.

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EFFECT OF MODIFIED SUANZAOREN DECOCTION ON CLIMACTERIC INSOMNIA WITH PSYCHOLOGICAL DISORDER

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Background: Female climacteric syndrome is a series of mental and physical manifestations caused by the decrease of sex hormone content before and after menopause, accompanied by a series of physiological and psychological changes. There are great individual differences in clinical manifestations. Patients with serious symptoms will affect their normal work and life. Insomnia with psychological disorder is the most common manifestation, which needs active treatment. At present, there are many kinds of drugs for the treatment of climacteric insomnia with psychological disorders. Although western medicine has a good calming and tranquilizing effect, it has great side effects, and it is easy to rebound after withdrawal, affecting the curative effect. Some studies have pointed out that traditional Chinese medicine has a better effect on climacteric insomnia with psychological disorders. Both Jiawei Suanzaoren Decoction and Kuntai Capsule are traditional Chinese medicine preparations. Jiawei Suanzaoren Decoction can clear away heat and annoyance, nourish blood and calm nerves. Suanzaoren is reused in the prescription to nourish blood, replenish liver, condense Qi and calm nerves. Rehmannia can replenish blood, nourish yin, replenish essence and fill marrow. It is an important medicine for nourishing liver and kidney. Both of them are king medicine. Poria cocos and Anemarrhena asphodeloides have the effects of calming the mind, nourishing yin and clearing heat. They are both official drugs. Ligusticum chuanxiong can regulate qi and soothe liver qi. When combined with monarch medicine, it has the effect of nourishing blood and regulating liver. All kinds of herbs are combined with nocturnal vine and Albizzia bark to make licorice play the effects of nourishing liver and blood, benefiting heart Yin, eliminating internal heat, and clearing deficiency and annoyance. Kuntai Capsule is a Chinese patent medicine composed of *Scutellaria baicalensis*, *Coptis chinensis*, *Paeonia lactiflora*, donkey hide gelatin and poria cocos. *Scutellaria baicalensis* and *Coptis chinensis* can cool the

heart, remove heat, and reduce fire, Paeonia lactiflora and donkey hide gelatin can nourish the kidney yin, Poria cocos can strengthen the spleen and calm the heart. The combination of all drugs plays the effects of nourishing the kidney water, communicating the heart and kidney, nourishing yin and clearing heat. It has been used in the treatment of climacteric insomnia with psychological disorders. It is found that Suanzaoren Decoction is effective in the treatment of psychological disorders such as insomnia and anxiety in menopause. This paper discusses the effect of the combined application of the two, to provide a basis for clinical rational drug use.

Objective: To explore the effect of modified Suanzaoren Decoction on climacteric insomnia with psychological disorder.

Subjects and methods: 100 cases of patients with climacteric insomnia with psychological disorders treated in our hospital from June 2019 to June 2021 were selected as the research object. They were randomly divided into two groups with 50 cases in each group. The single drug group were treated with alprazolam (0.4 mg, QD), and the combined drug group were treated with modified Suanzaoren decoction (once a day in the morning and evening). The TCM symptom scores, curative effects, and scores of self-rating Sleep Scale (SRSS) and anxiety scale (SAS), and occurrences of adverse drug reactions were compared.

Results: Among the 50 cases of patients in the combined treatment group, 15 cases were cured, 22 cases were markedly effective, 12 cases were effective and 1 case was ineffective. The total effective rate was 98.00% (49/50). Among the 50 cases of patients in the single drug group, 13 cases were cured, 20 cases were markedly effective, 8 cases were effective, and 9 cases were ineffective. The total effective rate was 82.00% (41/50). The total effective rate of the combined drug group was higher than that of the single drug group ($P < 0.05$). The scores of dizziness, palpitation, hot flashes, night sweats, fatigue, irritability and irritability in the combined medication group before medication were (5.42±1.21), (5.02±1.23), (5.42±1.41), (5.42±1.32), (4.75±1.21) and after medication were (2.42±0.41), (3.62±1.21), (2.32±0.35), (2.24±0.30) and (3.20±1.02) respectively. The scores of patients in the single medication group were (5.23±1.75), (5.75±1.32), (5.32±1.26), (5.32±1.26) and (5.62±1.14) before medication and (3.62±1.21), (4.02±1.32), (3.25±1.03), (3.65±1.23) and (3.56±1.08) after medication. The scores of dizziness, palpitation, hot flashes, night sweats, fatigue and irritability in the two groups were lower than those before treatment ($P < 0.05$). After treatment, the scores of dizziness, palpitation, hot flashes, night sweats, fatigue, irritability and irritability in the combined treatment group were lower than those in the single treatment group ($P < 0.05$). The SRSS scores and SAS scores of patients in the combined medication group were (33.45±5.75) and (59.52±4.12) respectively before medication and (15.75±2.71) and (48.12±5.23) respectively after medication. The scores of patients in the single medication group were (33.52±5.62) and (59.13±3.75) before medication and (20.52±3.56) and (52.24±6.38) after medication. The SRSS scores and SAS scores of the two groups after treatment were lower than those before treatment ($P < 0.05$). After treatment, the SRSS score and SAS score of patients in the combined treatment group were lower than those in the single treatment group ($P < 0.05$). Among the 50 cases of patients in the combination group, there were 1 case of general fatigue and 1 case of drowsiness. The incidence of adverse drug reactions was 4.00% (2/50). Among the 50 cases of patients in the single drug group, there were 3 cases of systemic fatigue and 1 case of drowsiness. The incidence of adverse drug reactions was 8.00% (4/50). There was no significant difference in the incidences of adverse drug reactions between the two groups ($P > 0.05$).

Conclusions: Modified Suanzaoren decoction is effective in the treatment of climacteric insomnia with psychological disorders, which is worth popularizing.

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EMOTIONAL EXPRESSION OF ENTERTAINMENT SPACE BASED ON CHILDREN'S COLOR PSYCHOLOGY

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Background: The emotional expression of children's entertainment space has an important impact on the practice of modern design. It also belongs to the main content of children's education and needs to be paid attention to. Children's entertainment space itself belongs to the area and important place for children's learning and communication. Childhood is a necessary stage for children's character formation