

have weak commodity profitability and low enterprise profits. These enterprises can use intelligent technology to change a single sales model and improve their corporate image without being limited by time and space. Only by changing the profit model can we completely change the current situation of the development of retail enterprises.

**Conclusions:** In short, in the era of digital economy, data has become the ultimate important production resource of enterprises. Whoever has the possession and application ability of data will become the most valuable enterprise. Because digitization and information technology improve the overall efficiency of society and enterprises, encourage enterprises to design better business models and improve competitiveness. In the future, mankind will build a smart society, smart business and smart services through the interconnection of all things. All these require the design of digital intelligent interconnected products and services, which will continue to emerge more innovative business models and paths of new retail enterprises, so as to improve the quality of the development of the whole society.

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## THE CHARACTERISTICS OF PSYCHOLOGICAL TRAUMA OF IMMIGRANTS BY BRITISH WORLD WAR I POETRY CREATORS

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**Background:** The first World War from 1914 to 1918 brought great harm to the participating countries and their people. Countless writers have expressed this unprecedented catastrophe in human history from different positions. Rudyard Kipling (1865-1936), Britain's first Nobel Prize winner for literature, who is known as the "trumpeter of the Empire", naturally paid the same attention to the war. Long before the war broke out, he warned the British to be prepared for the coming war in his poems. After the beginning of World War I, he paid close attention to the war process and actively encouraged his son John to join the army and serve the motherland. But as the war became more and more tense, Kipling witnessed more and more death and pain. He began to re-examine his enthusiasm for Empire and war. As early as the first World War, mental disorders among soldiers were found. At that time, the situation on the battlefield was obviously more tense than in previous wars. Some soldiers are emotionally unstable, some are over excited, and some have other psychological disorders. People call this syndrome contusion and think it is the consequence of brain and whole-body concussion caused by shock wave. Today, after research and demonstration, experts began to regard these manifestations of mental disorders as combat psychological trauma. The causes of injury may be the fear and fear of injury or murder, the stimulation of the scene of death of comrades in arms, the guilt of unnecessary killing for self-help, and even extreme physical and mental fatigue. The characteristics and manifestations of combat psychological trauma are various. The most typical is the frustration and indecision when performing the task, the distorted (confused) feeling of the surrounding environment, living alone, stubborn or inexplicably angry and angry. Hysterical spasm and dyskinesia (paralytic dementia, limb paralysis), aphasia and deafness, stuttering, pathological or perceptual changes in different parts of the body may also occur. The movement and secretion of internal organs are often intensified. It can be found that the longer people feel nervous, the greater the possibility of psychological trauma development. Psychological trauma can weaken people's will and promote the spread of alcoholism and drug abuse. During the Vietnam War, such phenomena occurred in the US military. In order to prevent the mental disorders of the combatants and improve the help to the patients, the foreign army is taking some special measures.

**Objective:** Poetry is the natural expression of people's emotions. After World War I, the leaders of the romantic poetry movement changed the direction of some poets' poetry creation, from emphasizing the harmonious coexistence between man and nature and placing their emotions on nature to reflecting and criticizing the social reality. Therefore, by studying the immigrant psychological trauma of British World War I poetry creators, we can effectively analyze the psychological changes of people after the war.

**Subjects and methods:** Due to the influence of war trauma over the years, poets will fully express their feelings in their poems. This paper mainly interviews the poets who experienced the British World War I through interviews to analyze their psychological situation, so as to improve their personal spirit.

**Study design:** It mainly interviewed 20 poets who experienced World War I for 30 minutes.

**Methods:** Excel was used to make statistics on the performance characteristics of psychological trauma of immigrants, the creators of British World War I poetry.

**Results:** from a psychological point of view, this trauma model is a disjointed model, which often falls

into the contradiction of struggle and escape. It not only tends to be assimilated by other (cognitive) structures, but also may be involved in the process of a chronic disease. When mental trauma occurs, it can also extend to the so-called (traumatic process), causing depression, confusion and hysteria.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in evaluation, the results are determined by rounding. The specific statistical table is shown in Table 1.

**Table 1.** Expression characteristics of psychological trauma of immigrants by British World War I poetry creators

Factor	Depressed	Blank	Hysteria
Poet	4	4	4

**Conclusions:** Psychological trauma has attracted the attention of scholars and relevant people. Although their life has returned to calm, their experience seems to be always on the battlefield every day, constantly flashing pictures of war, dead comrades in arms, scenes of killing, gunshots and so on. Sleep disorder, emotional instability, no sense of happiness in life, living in memories of the past every day, and fragmented. Therefore, by analyzing the performance characteristics of psychological trauma of immigrants, the creators of British World War I poetry can effectively alleviate the degree of personal psychological trauma experienced by the war.

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## CONSTRUCTION OF MENTAL HEALTH EDUCATION AND PSYCHOLOGICAL CRISIS INTERVENTION SYSTEM IN HIGHER VOCATIONAL COLLEGES

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**Background:** With the rapid development of China’s economy, high-efficiency, fast-paced life and strong competition make people’s psychology in a highly nervous state. In addition, the society is also under different degrees of pressure from all aspects. When we can’t use the usual psychological mechanism and existing resources to deal with things, individuals will be hindered in a certain life goal, which is often called psychological crisis. College students have just meet society and are still in a period of contradiction and conflict between ideal and reality. These contradictions and conflicts they have not encountered before also make them anxious and more prone to psychological crisis. In addition to the common adaptation problems, emotional problems, interpersonal problems and academic problems of ordinary college students, the causes of Higher Vocational Students’ psychological crisis also have their particularity. At present, there is a lack of social recognition for higher vocational education. Vocational education is often regarded as the first class of low and middle-class people in colleges and universities. At the same time, higher vocational students do not achieve ideal results in middle school, fail in the college entrance examination, fail to adjust their mentality in time after entering higher vocational colleges, it is difficult to quickly get out of the shadow, or even lose confidence and think that there is no hope for the future. Many higher vocational students come from poverty and study in Higher Vocational Colleges in order to get employment early. Therefore, many higher vocational students do not agree that higher vocational education is an ideal institution of higher learning, and lack a sense of identity for themselves. Higher vocational students are generally sensitive and have low self-esteem, and are prone to depression and frustration. Compared with undergraduates, higher vocational students have only a three-year transition period from enrollment to employment. Therefore, the task of higher vocational students is more arduous. They need to make effective use of these three years, systematically master professional knowledge, and skills, quickly change their roles and enter the society from the campus. However, many students can’t adapt to the mode of higher vocational education for a long time, lack of planning for their future, and feel at a loss about their career. At the same time, in the employment competition, higher vocational students are relatively at a disadvantage compared with undergraduates, which increases the psychological pressure and anxiety of higher vocational students.