

media advertising based on the emotional experience of users with cognitive impairment is more humanized and can attract the attention of cognitive impairment groups, as shown in Table 1.

Conclusions: The interactive design of digital media advertising based on the emotional experience of users with cognitive impairment can more humanize and reasonably meet the needs of cognitive impairment groups, give them humanistic care and realize a harmonious society.

Table 1. Satisfaction and purchase intention of patients in the two groups

Project	Group		t	P
	Research group	Control group		
Satisfaction	4.2±0.7	3.1±0.7	8.724	0.013
Purchase intention	3.5±0.4	2.6±0.8	6.478	0.025

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ANALYSIS ON THE INFLUENCE OF “ON THE CULTIVATION OF COMMUNIST PARTY MEMBERS” ON THE PSYCHOLOGICAL ANXIETY OF THE PARTICIPANTS IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

Wei Wen & Xiaomei Chen

School of Marxism, Xiangtan University, Xiangtan 411105, China

Background: In recent years, with the development of economy and society, China’s demand for talents is increasing. Colleges and universities are an important source of talents, and college students are the participants and promoters of social development. Therefore, the quality and ability level of college students has always been concerned by people from all walks of life. Compared with other stages, college students begin to initially contact the society, so they will be impacted by new ideas. At the same time, they will also feel the fierce competitive pressure of the society, which will affect their mental health. In addition, college students have rich emotions and strong sense of competition, but their willpower and self-control ability are relatively weak and lack the spirit of hard work. Therefore, they are often frustrated. Over time, they have anxiety. Many studies have shown that moderate anxiety can help students improve their attention and competitive consciousness, and improve their learning enthusiasm and learning efficiency. However, excessive anxiety will damage students’ mental and physical health, which is not conducive to students’ mental health and long-term development.

The main means of alleviating students’ anxiety in colleges and universities is ideological and political education, but the traditional ideological and political education has more theoretical knowledge and is difficult for students to understand, so it cannot give full play to the role of Ideological and political education in alleviating students’ anxiety. On the cultivation of Communist Party members is an important document on the ideological construction of the Communist Party of China. It is a brilliant masterpiece combining Marxist theory with Chinese practice. Combining the cultivation of Communist Party members with ideological and political education in colleges and universities is conducive to students’ better understanding of the theoretical knowledge of Ideological and political education, so as to shape noble outlook on life and values and effectively alleviate students’ anxiety.

Objective: In order to improve the teaching effect of Ideological and political education courses in colleges and universities and alleviate the anxiety of college students, this paper studies and puts forward a teaching method of Ideological and political education combined with “on the cultivation of Communist Party members”, hoping to make students better understand the theoretical knowledge in ideological and political education, shape noble personality and establish a correct outlook on life, values and world outlook.

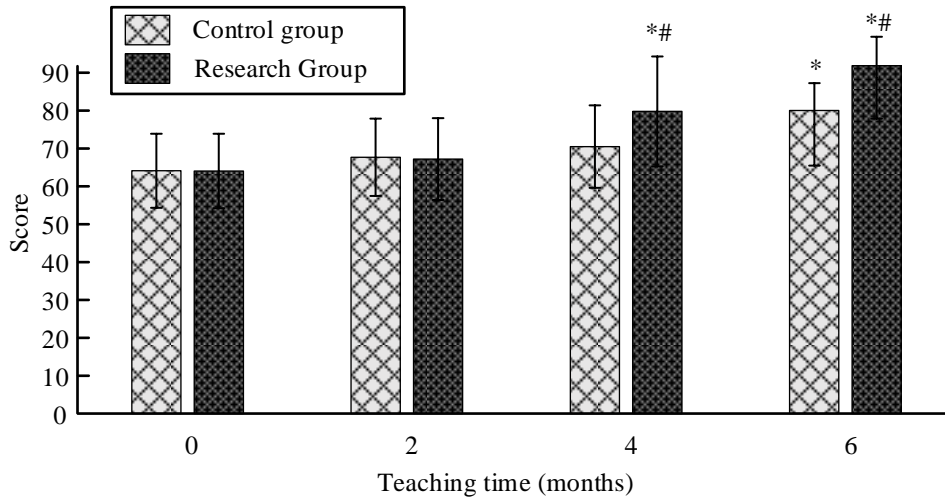
Subjects and methods: 200 students were randomly selected from a university by stratified cluster sampling, including 102 boys and 98 girls, aged 18 - 24 years. Self-rating Anxiety Scale (SAS) was used to evaluate students’ anxiety, Self-rating Depression Scale (SDS) was used to evaluate students’ depression, and students’ Ideological and political education scores were used to evaluate students’ understanding of Ideological and political education.

Research design: 200 students were randomly divided into research group and control group by random number method, with 100 students in each group. Among them, the students in the research group adopted the teaching method of Ideological and political education combined with “on the cultivation of Communist Party members”. The students in the control group adopted the traditional teaching method of ideological and political education. After 6 months of teaching, students’ mental health and learning status were

evaluated by self-rating anxiety scale, self-rating depression scale and test scores. Compare the psychological and learning conditions of the two groups of students before and after teaching, and then evaluate the role of “on the cultivation of communist party members” in ideological and political education.

Methods: SPSS 17.0 and excel were used to count and analyze students’ mental health and academic performance.

Results: After teaching, the scores of Ideological and political educations of the two groups of students were significantly improved ($P < 0.05$), and the scores of the students in the control group were significantly lower than those in the research group ($P < 0.05$), as shown in Figure 1.



Note: * $P < 0.05$ compared with that before teaching; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. Results of two groups of students

Conclusions: The teaching method of ideological and political education combined with “on the cultivation of Communist Party members” can effectively alleviate students’ anxiety, improve students’ understanding of Ideological and political education, and then establish a correct outlook on life and values.

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EFFECT OF MECHANICAL CONTROL MANUFACTURING TECHNOLOGY ON ALLEVIATING OPERATOR ANXIETY

Jun Su, Fan Yang* & Peipei Feng

School of Mechanical Engineering, Henan Polytechnic Institute, Nanyang 473000, China

Background: Since the reform and opening up, China’s society and economy have been developing continuously, and the level of industrialization is also improving. At the same time, the requirements for machining and manufacturing in various fields are becoming higher and higher, including the quality, appearance and performance of mechanical products. Therefore, there are higher requirements for the technology, experience, patience and care of mechanical manufacturing operators. In order to improve the quality of mechanical manufacturing products, many enterprises link the product quality with the operator’s performance and salary. In order to improve the salary, the operator can only work under a high tension. Therefore, many operators suffer from anxiety symptoms. Proper anxiety can make the operator concentrate and improve the production quality of mechanical products. However, excessive tension will lead to sweating, shaking and excessive tension of operators, which not only reduces the work efficiency of operators, but also affects the production quality of mechanical products.

With the improvement of computer technology and process technology, intelligent manufacturing technology has developed rapidly and played an important role in mechanical manufacturing. Intelligent manufacturing, namely mechanical control manufacturing technology, is a combination of mechanical manufacturing technology, mechanical control technology, information technology, sensor technology and