

Results: After 4 months of poverty alleviation, the degree of cognitive impairment of the staff in the study group decreased significantly ($P < 0.05$). There was no significant change in the control group ($P > 0.05$), and it was significantly lower than that in the study group ($P < 0.05$), as shown in Table 1.

Conclusions: Poverty has always been a difficult problem valued by the whole world. With the progress of the times and the improvement of national strength, China's economic level is growing rapidly, but some remote rural areas are still in poverty due to the problems of education, resources, and regional environment, and the annual income of farmers is very low. Therefore, China has put forward the rural revitalization strategy and launched the targeted poverty alleviation policy of rural finance. In the process of rural financial targeted poverty alleviation, there are still many problems, resulting in the long-term lack of progress in poverty alleviation. In this context, some poverty alleviation workers have a long-term backlog of negative emotions and suffer from cognitive impairment. Based on social psychology, the research analyzes the behavior and psychological law of the target of financial targeted poverty alleviation and then puts forward improvement countermeasures according to the current situation of financial targeted poverty alleviation. The results showed that after 4 months of poverty alleviation, the degree of cognitive impairment of the staff in the study group decreased significantly ($P < 0.05$). There was no significant change in the control group ($P > 0.05$), and it was significantly lower than that in the study group ($P < 0.05$). Therefore, based on social psychology, putting forward improvement countermeasures for the current situation of financial targeted poverty alleviation can alleviate the cognitive impairment of poverty alleviation workers, so as to speed up the progress of rural financial targeted poverty alleviation and realize rural revitalization.

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ANALYSIS ON THE FACTORS AFFECTING THE PSYCHOLOGICAL STABILITY OF TENNIS PLAYERS

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Background: The motivation of tennis players can be divided into intrinsic motivation and extrinsic motivation. Intrinsic motivation includes competent motivation, achievement motivation and motivation to accept challenge. Extrinsic motivation includes sports motivation caused by the pressure of external environment such as material benefits, coaches, family and society. Intrinsic motivation can promote people's pursuit of sports goals. Athletes in the game, to be able to organically combine the internal and external motives, in order to effectively mobilize the enthusiasm. Psychological quality is an important factor that can help athletes to win in competitive events, and it is also an important factor to help athletes win. Tennis is one of the most important sports, which has a high requirement for the psychological quality of the athletes. Generally speaking, in tennis competition process, if both sides athlete's physical strength and the technical level are equal, then the psychological quality has become the core factor which obtains the competition victory. In tennis competition, if the skill level and physical quality level of the two sides are not too different, then the level of athletes will have a direct impact on the psychological changes of athletes, especially on the key ball. If the athletes play well in the competition, it will greatly enhance their self-confidence and help them to win the competition. If the athletes play poorly in the competition, it will increase the tension and anxiety of the athletes, and even reduce their self-confidence, which will affect the competition results.

Objective: With the rapid development of modern competitive sports, coaches all over the world use all means to maximize the potential of athletes, through scientific and systematic training. In the modern sports competition practice, the investigation discovered that athlete's competition psychology has played the decisive role in the entire competition victory or defeat, especially in the high-level contestant's confrontation.

Subjects and methods: Randomly selected 20 tennis players, regardless of sex. Before the experiment, the 20 athletes were interviewed. The main content of the interview was to analyze the factors influencing the psychological stability in the competition. The results show that there are two aspects: one is the impact of objective factors, such as the stadium environment, coaches and referees. Second, the impact of subjective factors, such as athletes' goal setting, tactical achievements and play level, will quality, physical aspects and self-motivation and so on. In the weekly training to open a psychological course, a period of 3 months. During the experiment, in addition to normal training, the coach should focus on the following points of training and enlightening athletes. First, to establish the self-confidence of athletes. Second, the

tension, anxiety and effective psychological control and dredging. Third, ensure that the target is reasonable. Fourth, strengthen attention training. After the end of the experiment, the 20 players were investigated by questionnaires, using Excel statistics in the above four aspects to improve the quality of tennis players on the impact of competition.

Results: Every excellent athlete has a glorious history and an unforgettable lesson. It is a good teaching material for us to educate the athletes. This kind of material can inspire the athletes to love the collective, maintain the honor, not forget the humiliation, the courage to fight, positive and enterprising spirit. Even if the skills and movements of the athletes are not satisfactory, as long as the coaches give more encouragement and encouragement to the athletes, it will give them a kind of self-confidence, a kind of affirmation, and will have a profound impact on cultivating their interests and other psychological qualities.

The results of this survey use 1-5 grades to quantify the influence values of specific factors, 1 to indicate irrelevant, 2 to indicate slight influence, 3 to indicate ordinary influence, 4 to indicate obvious influence, and 5 to indicate full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 20 tennis players are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Table 1. The influence of improving the quality of tennis players on competition

Factor	Enhance self-confidence	Control one's nervousness	Ensure the reasonableness of objectives	Intensified attention
Grades	5	5	4	5

Conclusions: In the tennis match, the athlete's psychological quality is the direct factor which affects the match result. Therefore, to improve the psychological quality of athletes can not only ensure the normal or extraordinary level of athletes, but also help athletes win the game. However, there are many factors that affect athletes' psychology, so we should pay attention to the application of various effective measures in order to reduce the impact of various factors on athletes' psychology, so that they can achieve the best results in the process of competition and thus win the competition.

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ANALYSIS ON THE EFFECT OF THE INNOVATION AND REFORM OF PHYSICAL EDUCATION TEACHING MODE IN COLLEGES AND UNIVERSITIES ON STUDENTS WITH COMMUNICATION AND ADAPTATION BARRIERS

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Background: Physical education is an important part of higher education and an important means to promote the all-round development of students' morality, intelligence and physique. The essential function of physical education is to improve people's health, enhance people's physique and promote people's socialization process. College physical education is one of the important courses to cultivate modern qualified and innovative talents. It plays an important role in shaping college students' strong physique, complete personality, tenacious perseverance, stable emotion, good adaptability and smart adaptability. At present, due to the imbalance of college students' physical and mental development, many college students often face psychological confusion and psychological conflict, and some develop into serious psychological obstacles such as weariness, loneliness and inferiority, and even lead to psychological diseases. According to statistics, the number of college students with communication and adaptation barriers is increasing year by year.

The reform of physical education curriculum in colleges and universities should aim at strengthening students' physique, developing psychological quality and cultivating noble moral quality and personality characteristics. On the premise of health education and emphasizing the importance of college students' physical and mental health, we should carry out physical education curriculum teaching to comprehensively improve college students' physical culture literacy. Make full use of various resources, set up a variety of sports to meet the learning needs of students, show students the colorful and pleasant charm of sports, and form the educational characteristics of traditional sports culture in colleges and universities.

Objective: Colleges and universities should actively expand the function of physical education, optimize the physical education teaching mode, integrate physical education teaching resources, give full play to