

**Methods:** This study mainly uses Excel as an analysis tool for statistics and analysis of comparative experimental results, and uses it to analyze the impact and degree of foreign literature teaching methods that interfere with cognitive impairment.

**Results:** The composition of students with cognitive impairment of different types of foreign literary works in this study is shown in Table 1.

**Table 1.** Cognitive impairment factor table

Cognitive difficulties	Number of people	Proportion (%)
Difficulty in recognizing the theme and content of the article	4	11.43
Language cognitive impairment	8	22.86
Cognitive difficulties in literary background	6	17.14
Lack of understanding of the work	3	8.57
Missing references	5	14.29
Cognitive impairment of foreign culture	8	22.86
All the above elements exist	1	2.86

The most frequent types of cognitive impairment in foreign literature in Table 1 are language cognitive impairment and foreign cultural cognitive impairment, both of which are 8, accounting for 22.86% of the total number, while cognitive difficulties in literary background are the second, accounting for 6, accounting for 17.14% of the total number.

**Conclusions:** Due to the different cultural backgrounds and language habits among different nationalities, college students often have different types of cognitive barriers when learning foreign literature and Chinese. In view of the cognitive obstacles of college students in Chinese learning, we should start with its causes, and help students break through the cognitive obstacles and achieve better learning results by changing teachers' teaching ideas, increasing teachers' and students' cross-cultural awareness, increasing the reserve of foreign cultural knowledge and cultivating students' interest in learning in the cross-cultural context.

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## THE INFLUENCE OF CURRICULUM IDEOLOGICAL AND POLITICAL TEACHING REFORM ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF ART COLLEGE STUDENTS

Tianxi Jiang<sup>1</sup> & Ruixia Zhang<sup>2</sup>

<sup>1</sup>*College of Humanities, Guangxi Arts University, Nanning 530007, China*

<sup>2</sup>*College of Industrial Design, Guangxi Vocational & Technical Institute of Industry, Nanning 530001, China*

**Background:** Some art college students are affected by some bad ideas, with distorted value orientation, lack of social responsibility and vague ideals and beliefs, resulting in poor mental health. When facing various pressures, such as academic pressure, employment pressure and interpersonal pressure, they are also more prone to anxiety. Long-term and excessive anxiety will affect students' normal study and life, and then have a negative impact on students' physical and mental health and long-term development, which is not conducive to the construction of a harmonious society. Therefore, we need to find a way to alleviate students' negative emotions, alleviate students' anxiety and improve students' mental health level. In colleges and universities, ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of ideological and political education in colleges and universities is relatively single and traditional, and the students' learning enthusiasm and interest are not high, which cannot play its role in helping students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve the level of mental health.

Curriculum ideological and political education is an educational concept that takes "Building Morality and Cultivating People" as its own task, constructs an all-round education pattern, and then complements and cooperates with other courses and ideological and political courses, so as to form a synergistic effect. The transformation from ideological and political course to curriculum ideological and political education is a necessary condition for building a collaborative ideological and political education system of all staff and

all courses. The syllabus, tasks and teaching modes of other courses are consistent with the laws and logic of ideological and political education courses in colleges and universities, highlighting the hidden educational value of courses. In the teaching of students' knowledge and skills, we should also integrate relevant ideological and political education content into the teaching, guide students' ideological value, carry out moral education for students, and then form efficient complementarity and interaction with the ideological and political education curriculum in colleges and universities. School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the education mode according to the evaluation results, and carry out psychological intervention on students. Based on school psychology, the research analyzes the current college curriculum ideological and political system and the behavioral and psychological laws of teachers and students in teaching practice, and then reforms the curriculum ideological and political teaching mode, so as to improve the mental health level of art college students, alleviate the anxiety degree of students, and transport higher-level art talents for the society.

**Objective:** Based on school psychology, this paper analyzes the current college curriculum ideological and political system and the behavioral and psychological laws of teachers and students in teaching practice, and then reforms the curriculum ideological and political teaching mode, so as to improve the mental health level of art college students, alleviate the anxiety level of students, and transport higher-level art talents for the society.

**Research objects and methods:** 100 art majors were selected as the research objects from an art university. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist-90 (SCL-90) were used to evaluate students' mental health.

**Research design:** Students were randomly divided into research group and control group, with 50 students in each group. The students in the research group used the improved course ideological and political teaching mode to teach. The students in the control group were taught with the traditional ideological and political teaching mode. After 3 months, compare the mental health level of the two groups of students.

**Methods:** The relevant data were processed and analyzed by software SPSS23.0.

**Results:** After teaching, the SAS score, SDS score and SCL-90 score of the students in the study group were significantly higher than those in the control group ( $P < 0.05$ ). The SAS scores of the two groups are shown in Table 1.

**Table 1.** SAS scores of two groups of students

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Number of students	50	50	-	-
Before teaching	71.9±12.3	72.1±13.1	0.403	0.762
After teaching	52.6±6.2	65.3±10.1	4.354	0.042
<i>t</i>	8.019	2.431	-	-
<i>P</i>	0.001	0.037	-	-

**Conclusions:** With the development of economy and the progress of the times, the national and social demand for art talents is increasing. Therefore, art education in colleges and universities has attracted the attention of people from all walks of life. In the face of various pressures, such as academic pressure, employment pressure, interpersonal pressure and so on, art college students are prone to anxiety. Long-term and excessive anxiety will affect students' normal study and life, and then have a negative impact on students' physical and mental health and long-term development, which is not conducive to the construction of a harmonious society. Therefore, based on school psychology, the research analyzes the current college curriculum ideological and political system and the behavioral and psychological laws of teachers and students in teaching practice, and then reforms the curriculum ideological and political teaching mode. The results showed that after teaching, the SAS score, SDS score and SCL-90 score of the students in the research group were significantly higher than those in the control group ( $P < 0.05$ ). Therefore, the improved curriculum ideological and political teaching mode based on school psychology can improve the mental health level of art college students, alleviate students' anxiety, and transport higher-level art talents for society.

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## THE INNOVATION OF CHINA'S CROSS-BORDER E-COMMERCE DEVELOPMENT MODEL FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Shiying Liang

*School of Business Management, Shanghai Vocational College of Science & Technology, Shanghai 201800, China*

**Background:** With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. In recent years, China has vigorously built infrastructure and developed computer technology, which has laid a solid foundation for the rise and rapid development of cross-border e-commerce. Cross-border e-commerce is a new e-commerce trade situation and plays an important role in China's import and export trade. The rise of cross-border e-commerce has greatly promoted the cross-border trade of products and given consumers more consumption choices. In recent years, with the strong support of national policies, China's cross-border e-commerce has developed rapidly, and the cross-border e-commerce industry has become an important part of China's market economy. In order to make the cross-border e-commerce industry develop in the long term and contribute to China's national economic growth, the innovation of the cross-border e-commerce development model is essential.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics, and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. By studying the psychological phenomena and psychological laws of consumers in purchasing behavior, we can improve the service quality and innovate the development model of e-commerce. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development model, so as to promote the development of the cross-border e-commerce industry and improve China's national economy.

**Objective:** In recent years, with the strong support of national policies, China's cross-border e-commerce has developed rapidly, and the cross-border e-commerce industry has become an important part of China's market economy. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development model, hoping to promote the development of the cross-border e-commerce industry and improve China's national economy.

**Research objects and methods:** A questionnaire was developed and distributed to consumers with at least one year of cross-border e-commerce shopping experience to build a profit model evaluation system. The multi-level fuzzy evaluation method is used to calculate the weight of each index.

**Research design:** Select indicators based on Porter's five forces model, build an evaluation system of cross-border e-commerce profit model, obtain the corresponding data by issuing questionnaires to 800 cross-border e-commerce consumers, calculate the index weight, and evaluate it by using multi-level fuzzy evaluation method.

**Methods:** The corresponding data were processed and calculated by using the software AHP and SPSS22.0.

**Results:** The weight of each index is as shown in Figure 1.

**Conclusions:** With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. In order to make the cross-border e-commerce industry develop in the long term and contribute to China's national economic growth, the innovation of the cross-border e-commerce development model is essential. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development