

**Research objects and methods:** This paper mainly selects 318 people in Changsha as the research object, aiming at the post-90s, that is, a group of people born from 1990 to 1999, whose age range is 21 to 31 years old. According to the post-90s education level, there are 27 people below technical secondary school, 144 people at university, 63 people at junior college, 36 people at senior high school, 48 people at master's degree and above, 146 men and 172 women. The proportion is relatively balanced.

**Study design:** Self-rating Depression Scale (SDS) was used to evaluate the subjects before and after intervention (3 months). SDS mainly includes four dimensions: psych affective disorder (A), somatic disorder (B), psychomotor disorder (C) and the change of depressive psychological disorder (D). The score limit is 53. A score above 53 indicates depression. The lower the score, the healthier the psychology.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** Compared with the three months before the intervention, the total scores of SDS, psych affective state, somatic disorder, psychomotor disorder and depression of the post-90s group after the intervention decreased significantly ( $P < 0.05$ ). See Table 1.

**Table 1.** Analysis of variance of repeated measurement of depression level in post-90s before and after the experiment

	Time	SDS	A	B	C	D
Research object	Before intervention	52.13	4.39	19.33	5.45	22.92
	After intervention	30.36	2.35	11.93	3.05	11.54
	<i>P</i>	<0.05	<0.05	<0.05	<0.05	<0.05

**Conclusions:** The communication intention of post-90s groups significantly affects their urban brand attitude, and their communication intention is affected by their information communication attitude and subjective norms. Subjective norms are influenced by the main body of communication. The attitude of information communication is affected by the channel, theme and communication subject, information display form, interactive experience and the initiative of individual information participation. Moreover, the post-90s with different educational levels have different attitudes towards urban brands. According to the conclusion, five suggestions are put forward as follows: coordinate the layout of urban brand and formulate urban brand strategy. Enrich the connotation of urban brands and strengthen the output of positive themes; Empowering we media channels and giving full play to the advantages of multi-level communication subjects. Adapt to the needs of public opinion and innovate communication forms and means. Pay attention to communication and interaction and strengthen the guidance of public opinion.

**Acknowledgement:** The research is supported by Scientific Research Project of Hunan Provincial Department of Education: Research on the Shaping and Communication Strategy of Changsha's Urban Brand Image (No. 18C0596); Hunan Philosophy and Social Science Fund Project: Research on the Influence of Self-Media Communication on the Attitudes of Changsha City Brands of the Post-90s Group (No. 19YBA120).

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## ANALYSIS ON THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING STUDENTS' ANXIETY

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**Background:** Anxiety disorder is different from ordinary mental diseases. It not only has all negative emotions, but also may be the accumulation of all kinds of negative emotions. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Some studies have pointed out that personality, growth environment and living experience are the main influencing factors of college students' anxiety. College students' anxiety can be divided into five types: learning, economy, emotion, social interaction and employment. College students' anxiety is generally reflected in their psychological anxiety and moral anxiety. Although moderate anxiety has certain positive significance

to life, anxiety is always a negative emotion. Excessive anxiety will bring a series of negative effects to life. Once anxiety is generated, you can make yourself in a sweating state by participating in physical exercise or outdoor activities, which is also a process of relaxing yourself. You can also imagine and look forward to some beautiful things to make yourself physically and mentally happy instead of complaining. Of course, the way some people deal with negative emotions is to sleep. There is a feeling that everything is new after waking up. Some people choose to take a bath, take a bath, sauna, massage and other physiological enjoyment to forget their negative emotions. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on. Mental health education is an important part of ideological and political education in colleges and universities, but the traditional mental health education of college students generally lacks attention to anxiety. Therefore, this study discusses the impact of the innovative development of ideological and political education on alleviating college students' anxiety, in order to study the characteristics and adjustment countermeasures of contemporary college students' anxiety.

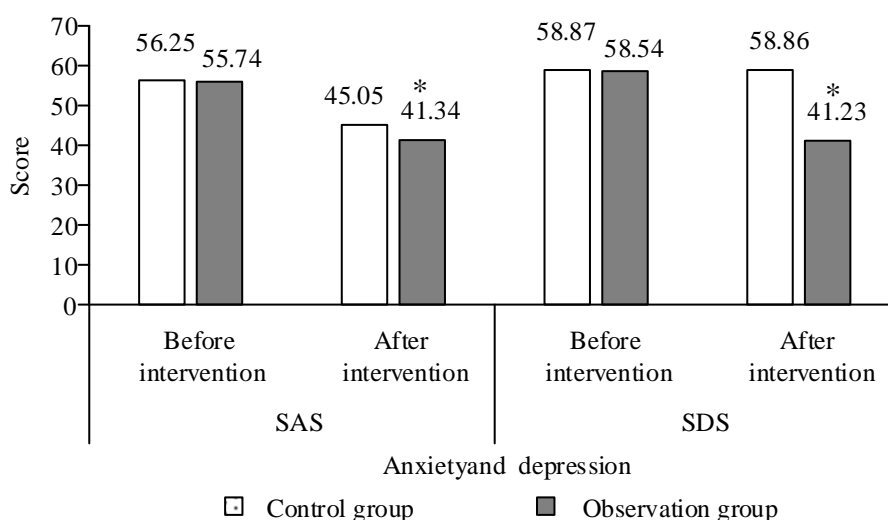
**Objective:** This study discusses the impact of the innovative development of ideological and political education in colleges and universities on alleviating college students' anxiety, in order to study the characteristics and adjustment countermeasures of contemporary college students' anxiety.

**Research objects and methods:** In order to alleviate the anxiety of college students, 400 college students with anxiety in a school were selected for questionnaire survey, and the students were randomly divided into two groups. The experimental group, composed of 200 students, gave education to the innovative development model of ideological and political education in colleges and universities. The duration of the experiment was 2 months. The control group consisted of 200 students. The group did not receive special education but only daily education within 2 months. The age range of all college students remained between 18 and 21, with an average age of 19.7.

**Study design:** Using ideological and political education program to analyze the influencing factors of mood in patients with anxiety disorder, and 200 patients were investigated. After the intervention, a questionnaire survey was conducted on college students with anxiety disorder. According to the survey results, the anxiety and depression of the two groups were mainly analyzed. Among them, anxiety status: the Self-rating Anxiety Scale (SAS) was used to evaluate before and after the intervention (2 months). The score limit was 50 points. More than 50 points indicated anxiety status. The lower the score, the healthier the psychology. Depression: Self-rating Depression Scale (SDS) was used to evaluate before intervention and after intervention (2 months). The score limit was 53 points. More than 53 points indicated depression. The lower the score, the healthier the psychology.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** After the intervention, the scores of the experimental group were significantly lower than those of the control group, and the difference was statistically significant ( $P < 0.05$ ), as shown in Figure 1. This not only shows the effect of ideological and political education on the psychological improvement of young college students, but also shows that the effect of this intervention is significantly better than that of routine daily education. The ideological and political education mode embodies the characteristics of personalization, which can let patients put down their guard, so as to greatly eliminate the symptoms of anxiety and depression.



**Figure 1.** The anxiety and depression of the two groups were compared

**Conclusions:** The innovative development of ideological and political education in colleges and universities has a great impact on the physical, psychological and behavior of students with anxiety disorder. Anxiety patients with different personalities can adopt different treatment methods, and patients can get diversified and all-round treatment. Different forms of ideological and political education take ideological and political education as the core guiding ideology, but its methods have significant diversity, which can guide students to think from different angles and achieve the purpose of alleviating teenagers' anxiety.

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## CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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**Background:** The human brain is involved in a wide range of cognitive functions, including learning, memory, language, movement, thinking, creation, spirit, emotion, etc. Therefore, the manifestations of cognitive impairment are also diverse. These manifestations can exist alone, but they often appear together. Cognitive impairment mainly includes: perceptual impairment, such as sensory allergy, sensory retardation, internal discomfort, sensory deterioration, sensory deprivation, pathological illusion, hallucination and perceptual comprehensive disorder. Memory impairment, such as strong memory, memory defect and memory error. Thinking obstacles, such as abstract generalization process obstacles, association process obstacles, thinking logic obstacles, delusions, etc. There are many reasons for the above cognitive impairment, most of which are caused by mental disorders, except for organic diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. For patients with obvious mental and neurological symptoms, such as depression, anxiety and sleep disorder, symptomatic treatment can be carried out according to their condition. On the basis of traditional retail, new retail uses big data and artificial intelligence to accurately mine, locate and guide the consumption needs of online and offline consumers, and quickly improve consumers' shopping experience and meet consumers' escalating consumption needs through a flexible and efficient intelligent supply chain. The new retail reshapes the "people, goods and market" of traditional retail, that is, "customers, categories and scenes". Whether it is "new retail" or "traditional retail", in essence, the ultimate goal is to meet the changing needs of consumers. In the new retail era, the supply chain response ability of retail enterprises is very important. The survey shows that retail enterprise managers generally believe that the biggest challenge in the retail industry is supply chain management. The smart supply chain in the new retail era will no longer be a simple internal support function, but a comprehensive service support function. When designing the smart supply chain from the perspective of consumer demand, we pay more attention to the flexibility and accuracy of the supply chain rather than pursuing economies of scale. End to end data collection and end-to-end operation can quickly respond to the changing picky needs of consumers.

**Objective:** This study discusses the impact of the construction of the new retail smart circulation supply chain system on alleviating patients with cognitive impairment, and aims to study the characteristics and improvement promotion of the new retail smart circulation supply chain system on patients with cognitive impairment.

**Research objects and methods:** 400 patients with cognitive impairment were divided into control group (200 cases) and observation group (200 cases). The observation group was given the intervention scheme under the construction mode of new retail smart circulation supply chain system, and the control group was given the routine intervention scheme.

**Research design:** Before and after the construction of the new retail smart circulation supply chain system, all subjects were evaluated with the Mini-mental State Examination (MMSE), including memory, attention, understanding and time orientation, with a total score of 0-30, which is directly proportional to their ability. The Activities of Daily Living (ADL) was used for evaluation, which involved eating, dressing, grooming, toilet and other dimensions. The total score was 0-100, and the score was in direct proportion to the ability. Judge the curative effect of the new retail smart circulation supply chain system on patients with psychological cognitive impairment.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

**Results:** There was no significant difference in MMSE score and ADL score between the two groups before intervention ( $P > 0.05$ ). However, after the intervention, the score of the observation group was significantly