

more serious the symptoms of patients with communication disorders. If the scale score of the subject is 70 or less, it means that the subject is not accompanied by communication barriers. If the score is in the range of 71 to 80, it indicates that the subject has mild communication disorder. If the score is between 81 and 90, it means that the subject has moderate communication disorder. If the scale score of the subject is greater than 90, it means that he is a patient with severe communication disorder.

Methods: For all the scoring data obtained in the study, SPSS24.0 and Oracel Bi software for statistical analysis.

Results: According to Table 1, before the communication intervention of film and television animation production and information dissemination creation, the scores of 84 subjects with communication disorders in all dimensions of the scale were high, indicating that they were accompanied by moderate communication disorders. After the treatment of film and television animation production and information communication intervention, the scores of patients with communication disorder in listening, expression, understanding, facing up to social interaction and conflict resolution decreased significantly, indicating that their symptoms of communication disorder have been effectively alleviated. There was significant difference in the scores of each dimension of the scale before and after communication intervention ($P < 0.05$).

Table 1. Changes of scale scores of patients with communication disorders before and after communication intervention

Scale dimension	Before communication intervention	After communication intervention	<i>t</i>	<i>P</i>
Listen for	17.52±1.54	9.27±2.31	27.235	0.000
Expression	19.15±1.98	12.52±1.77	22.880	0.000
Understand	16.83±2.13	8.79±1.62	27.536	0.000
Face up to social networking	18.39±1.85	11.43±2.68	19.588	0.000
Conflict resolution	17.08±2.04	9.65±2.33	21.989	0.000

Conclusions: In the process of social communication, patients with communication disorders usually show obvious tension, anxiety and pain, which is seriously harmful to their normal study, work and social life. The communication intervention method of film and television animation production and information dissemination creation can have a significant positive impact on patients with communication disorder, eliminate their negative psychological emotions and alleviate their symptoms of communication disorder.

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RESEARCH ON THE CORRELATION BETWEEN SUPPLY CHAIN PRICING STRATEGY AND CONSUMER PSYCHOLOGICAL DEMAND SATISFACTION

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Background: In traditional commodity sales channels, although manufacturers and retailers cooperate with each other to form a complete commodity supply chain, their actual division of labor is very clear. Manufacturers undertake the task of commodity design and production, while retailers directly face end consumers. The advent of the information age has promoted the development of e-commerce. A large number of manufacturing enterprises that used to sell goods through traditional sales channels have gradually begun to develop direct sales channels in order to expand market share and improve enterprise profitability. In the process of the rapid development of e-commerce industry, more and more commodity manufacturing enterprises are no longer limited to traditional retail distribution channels, but begin to develop online direct sales channels. At the same time, they use two different channels to build mixed sales channels, which significantly improves the flexibility and diversity of the whole commodity supply chain. The normal operation of commodity supply chain depends on the investigation and satisfaction of customer needs. With the continuous improvement of social and economic level and the continuous development of information technology, consumers' purchasing power and desire also show a continuous growth trend. A large number of consumers are no longer only satisfied with material needs, but germinated more

psychological needs. The psychological needs of consumers have gradually changed from the basic function, cost performance and practicability of commodities to the beauty, intelligence, particularity and collection value of commodities. For the commodity supply chain, the change of consumers' psychological demand is very key, which has a significant impact on its own sales model, advertising form and pricing strategy, especially the pricing strategy. The supply chain pricing strategy should comprehensively consider the attributes of goods and the psychological needs of consumers. In the process of the continuous change and development of consumers' psychological needs, the corresponding supply chain pricing strategy should be adjusted in time to ensure the normal operation of the supply chain and the maximization of enterprise profits.

Objective: Whether the supply chain pricing strategy is correct or not plays a decisive role in the sales volume of goods and the profitability of enterprises. Therefore, it is very important to ensure the rationality and feasibility of supply chain pricing strategy. In the actual pricing process, we should take the satisfaction of consumers' psychological needs as the core index and explore the correlation between supply chain pricing strategy and consumers' psychological needs, so as to ensure their rationality, promote commodity sales and improve the profitability of enterprises.

Subjects and method: 140 consumers were randomly selected as the survey object. Before and after the improvement of supply chain pricing strategy, the self-designed consumer psychological demand satisfaction scale was used to explore the degree of satisfaction of consumers' psychological demand and the correlation between them.

Research design: In the "consumer psychological demand satisfaction scale" designed in this research, the evaluation indexes of four different dimensions are mainly set up: the beauty, intelligence, particularity and collection value of goods. Explore the correlation between the supply chain pricing strategy and the evaluation indicators of the four dimensions before and after the improvement, with 0-2 respectively indicating no correlation, general correlation and strong correlation.

Methods: SPSS25.0 and python were used for statistical calculation and correlation analysis of all data.

Results: Table 1 shows the correlation between the supply chain pricing strategy before and after improvement and the satisfaction of consumers' psychological needs. According to Table 1, before the improvement, the correlation between the supply chain pricing strategy and the beauty, intelligence, particularity and collection value of goods in consumers' psychological needs was low. After the improvement, the correlation evaluation values are significantly improved, and the evaluation results are 3. This shows that in the psychological needs of consumers, the correlation between the beauty, intelligence, particularity, collection value and supply chain pricing strategy is strong.

Table 1. Correlation between supply chain pricing strategy and consumer psychological demand satisfaction

Evaluation time	Commodity Aesthetics	Degree of commodity intelligence	Commodity particularity	Commodity collection value
Before improvement	1	0	0	0
After improvement	2	2	2	2

Conclusions: Before and after the improvement of supply pricing strategy, it is closely related to the satisfaction of consumers' psychological needs. Consumers' demand for goods has gradually changed from the material basis level to the spiritual and psychological level, realizing an essential leap. In this environment, the pricing strategy of the supply chain should be adjusted in combination with consumers' psychological needs. By analyzing the correlation between consumers' psychological needs in different dimensions and the pricing strategy of the supply chain, and taking corresponding improvement measures, we can promote the sales of goods and the stable operation of the supply chain, finally achieve the purpose of improving enterprise profitability.

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ANALYSIS OF THE INFLUENCE OF THE RESEARCH ON THE TOP TEN POPULAR WORDS OF THE YEAR IN CHINESE ON COLLEGE STUDENTS' MENTAL AND EMOTIONAL ANXIETY

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Background: According to the 49th statistical report on the development of China's Internet, by December 2021, the number of Internet users in China had exceeded 1 billion, reaching 1.032 billion. The Internet penetration rate and per capita online time maintain a continuous growth trend. Among the huge groups of Internet users, students account for the largest proportion, especially college students. As an active group in the context of the vigorous development of us media, college students spoke freely in the environment of information explosion and freedom of expression, leading the majority of Internet users into the "communication carnival", resulting in a large number of popular words. In recent years, the top ten Chinese buzzwords of the year have been counted every year, including "blue thin mushroom", "I'm too difficult", "migrant", "roll inside" and "lie flat". These buzzwords have certain characteristics of "funeral culture", showing the pessimism and self-mockery of netizens on their studies, emotions and life. This kind of catchphrase with the core feature of "funeral culture" is widely spread among college students, and even has become a mantra of some college students, which has led to the formation of college students' spiritual and emotional anxiety to a certain extent. As a kind of psychological negative emotion, mental emotional anxiety has a great negative impact on individuals. When individuals have mental emotional anxiety, they usually show obvious emotional and behavioral changes. From the perspective of psychology, the emergence of mental and emotional anxiety is due to the negative impact of the environment and other external factors. Serious mental and emotional anxiety will lead to depression, anxiety, self-loathing and other negative psychology, which will seriously hinder their daily study, work and life. College students are in a critical period of social role transformation. Their mental development is not yet fully mature and their psychological tolerance is poor. Once they face setbacks such as academic difficulties, employment pressure and emotional blow, they will easily produce mental and emotional anxiety. In the face of difficult real life, it is usually difficult to express real emotions, and then doubt and uneasy about everything unknown, and even cause serious mental and psychological damage.

Objective: In the process of the wide spread and application of the top ten Chinese catchwords of the year, college students are very vulnerable to the negative impact of catchwords with the characteristics of "funeral culture", and then produce a variety of mental and emotional anxiety, including information anxiety, reality anxiety, identity anxiety and loneliness anxiety. Different types of mental and emotional anxiety will cause serious damage to the mental health of college students, making it difficult for them to effectively carry out normal learning activities or social activities. To explore the impact of the top ten Chinese catchwords on college students' mental and emotional anxiety, in order to put forward corresponding coping strategies to effectively alleviate college students' mental and emotional anxiety.

Subjects and methods: 126 college students were selected from a university by random selection, and their mental and emotional anxiety was evaluated and analyzed by Hamilton Anxiety Scale (HAMA).

Research design: HAMA was used to investigate and analyze the mental and emotional anxiety state of college students. HAMA included 14 evaluation items and adopted 5-level scoring standard, which indicated asymptomatic, mild, moderate, severe and extremely severe respectively. In HAMA, anxiety factors are divided into two types: somatic anxiety and mental anxiety. They work together to fully reflect the psychopathological characteristics of the tested college students and the treatment effect of the target symptom group. If the HAMA score is lower than 7, it shows that the college students have no anxiety symptoms. If the HAMA score is in the range of 7-14, it indicates that there may be anxiety. If the HAMA score is 14 or above, it means there must be anxiety, and the higher the score, the more serious the anxiety symptoms. According to the evaluation of college students' mental and emotional anxiety, this paper puts forward corresponding coping strategies, that is, cultivating positive "opinion leaders", cultivating media literacy and cultivating group consensus. 126 college students are divided into three groups: A, B and C, and their three coping strategies are given respectively. Before and after the implementation of the strategy, HAMA was used to evaluate the mental and emotional anxiety of three groups of college students.

Methods: SPSS25.0 software and Smart Bi software to calculate and analyze the relevant data obtained from the scale evaluation.

Results: The changes of HAMA scores of 126 college students before and after the implementation of coping strategies are shown in Table 1. Before the implementation of the strategy, the HAMA score of the tested college students was at a high level, indicating that they were accompanied by more serious symptoms of mental and emotional anxiety. After 2, 4 and 6 weeks of strategy implementation, the HAMA