

personal anxiety and reduce mental stress. From the evaluation results, it can be found that under the premise of entertainment of news communication, the mental stress of all testers has been significantly reduced. Therefore, in view of social spiritual pressure, appropriate reform and innovation of relevant industries under the background of new media to help individuals alleviate inner communication is not only an important measure to promote social development, but also a driving force to help social residents establish good psychological tolerance.

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RESEARCH ON THE EMBODIMENT OF SINO AMERICAN ELEMENTS IN MODERN ADVERTISING DESIGN AND THE IMPACT OF ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY

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Background: Psychological anxiety is a common negative psychological emotion. Generally speaking, for social groups, the social environment provides not only a living environment, but also a platform for continuous challenges. In the social environment, the social masses will feel the pressure in different directions. Because the development of science and technology continues to drive the social development, the pressure that individuals need to bear in the society is also increasing. The existence of pressure always affects the normal life of students. In this context, the influence of social environment breeds the anxiety of social groups. From some studies, we can know that the development of society is achieved by the joint efforts of people from different social strata, but the distribution of pressure in society is mainly concentrated in some groups, which leads to the emergence of social anxiety in social groups. In order to alleviate the psychological anxiety of social groups, a large number of treatment methods have been proposed in psychology, including hypnotherapy and incentive therapy. In the process of hypnosis, psychologists will promote patients to enter deep sleep through hypnosis, so as to alleviate patients' psychological anxiety from the subconscious. In verbal motivation, psychologists will appropriately reduce the trading pressure of patients by communicating with patients, obtain the changes of patients' psychological activities from communication, and take this as a breakthrough to build a conversation system to gradually alleviate patients' anxiety. However, for social groups, the above two one-to-one treatment methods cannot achieve rapid and effective relief of social anxiety.

With the changes in the living needs of social groups, psychologists began to try to alleviate the psychological anxiety of the social masses. Some studies proposed to improve the advertising communication effect through advertising design. Therefore, to divert attention from the psychological anxiety of the social masses, it will affect the anxiety in the never alleviated period. However, in the empirical analysis, it is found that the traditional advertising design is difficult to meet the psychological needs of the audience. Therefore, how to integrate modern elements into advertising design is a key breakthrough in this research direction. At the same time, some psychological studies have found that the external expression in aesthetic elements can distract the attention of patients with psychological anxiety to a certain extent, and need to carry out psychological construction. Summarizing the previous research findings, in order to quickly and effectively alleviate social psychological anxiety, the research proposes to fully reflect its aesthetic elements in modern advertising design to help the audience carry out psychological construction and reduce the current situation of psychological anxiety among the social masses, in order to provide theoretical support for the harmonious development of society.

Objective: Explore the types of aesthetic elements in modern advertising design, analyze the importance of aesthetic elements in modern advertising design, explore the correlation between modern advertising design and audience psychological anxiety, and put forward the embodiment strategy of aesthetic elements in modern advertising design to alleviate audience psychological anxiety.

Subjects and methods: Taking 1000 residents in five communities of a city as the research object, including 527 males and 473 females, aged from 18 to 65, the psychological anxiety of all residents was counted, and the residents were divided into mild anxiety group, moderate anxiety group and severe anxiety group according to their psychological anxiety. Through expert interviews, formulate the aesthetic element embodiment strategy in modern advertising design, and evaluate the anxiety score changes of mild anxiety group, moderate anxiety group and severe anxiety group under the influence of aesthetic element

embodiment strategy in modern advertising design, using SPSS24.0 for data difference analysis.

Results: The differences of anxiety scores of mild anxiety group, moderate anxiety group and severe anxiety group before and after strategic intervention are shown in Table 1. Table 1 shows that under the influence of the embodiment strategy of aesthetic elements in modern advertising design, the psychological anxiety scores of participants in each group were significantly reduced, and the test found that the difference in anxiety scores before and after the intervention was statistically significant ($P < 0.05$).

Table 1. Anxiety changes of residents with different anxiety levels before and after intervention

Project	Mild anxiety	Moderate anxiety	Severe anxiety
Before intervention	45.57±1.71	59.12±2.01	68.45±2.77
After intervention	32.36±1.26	37.06±1.44	38.16±1.51
<i>P</i>	<0.05	<0.05	<0.05

Conclusions: Under the premise of promoting the improvement of people's quality of life, social development also increases people's life pressure. At the same time, it is only the growing psychological anxiety of social groups. Aiming at the psychological anxiety of social residents, this paper puts forward to alleviate the psychological anxiety through the embodiment of aesthetic elements in modern advertising design. Through expert interviews, formulate the embodiment strategy of aesthetic elements, and apply the strategy to the resident test. It is found that after the aesthetic elements of modern advertising design are fully reflected, the psychological anxiety score of the testers shows a significant reduction. Therefore, in order to promote the harmonious development of society, aiming at the psychological anxiety of social groups, we can alleviate the psychological anxiety of the audience by optimizing the advertising design and using the communication effect of advertising.

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RESEARCH ON THE INFLUENCE OF THE APPLICATION OF INTERNET OF THINGS INFORMATION IMAGE PROCESSING TECHNOLOGY ON THE ANXIETY OF CONSTRUCTION WORKERS

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Background: Anxiety disorder is a kind of psychological negative emotion. In psychology, anxiety disorder is defined as psychological anxiety. When individuals have anxiety disorder, they will show obvious emotional and behavioral changes. From the perspective of psychology, the generation of anxiety is the negative emotion produced by individuals under the influence of the environment. The generation of anxiety will also breed individuals to produce depression, anxiety and other emotions, which will seriously hinder individuals' daily life and work. From a large number of psychological studies, we can know that most anxiety emotions in work are affected by many factors, including genetic factors and working environment, in which working environment is considered to be the risk factor of anxiety. Anxiety disorder has always been one of the important mental health problems concerned by all sectors of society. In psychology, the treatment of anxiety disorder is usually hypnosis or verbal stimulation. However, the research also points out that although hypnosis and verbal motivation are more effective treatment methods for anxiety disorders at present, the specific effects of hypnosis and verbal motivation do not have long-term effectiveness for workers in different industries. Therefore, how to effectively alleviate the anxiety of social employees in social development is of great significance.

In social development, the development of the construction industry on the one hand promotes the development of the national economy, on the other hand increases the work pressure of construction workers, resulting in construction workers' anxiety. In the construction process, the emotional anxiety of construction personnel is mainly manifested in the lack of sense of security, inattention and lack of self-confidence. Under the influence of anxiety, the lack of sense of security of construction personnel leads to the inability of construction personnel to concentrate on their work. The consequence of inattention is the detailed loopholes in the construction process, which reduces the project quality. The lack of self-confidence will lead to the inability of construction personnel to carry out construction work normally and reduce the efficiency of project construction. With the development of society, information technology also shows a rapid development speed. At the same time, with the in-depth research of 5G technology, the