

Results: Table 1 refers to the category statistics of cultural values of popular advertising brands in four stages. On the whole, there are differences in cultural values of popular advertising brands in each period. In the four stages of ignorance, clarity, development and redevelopment, the most mainstream brand cultural values are modernism, and the corresponding values are technology, leisure, fashion and youth; Technical, fashionable and young; Technical, professional, fashionable and young; Innovative, fashionable and young.

Conclusions: In the four stages of ignorance, definiteness, development and redevelopment, the most mainstream category of brand cultural values is modernism. With the deepening of global political, economic and cultural interdependence, “people-oriented”, “innovation driven”, “balance of interests and responsibilities”, “economy and happiness” and other concepts have become the core concepts of brand culture. It is expected that sustainable development values such as green environmental protection and resource conservation will become the mainstream of brand cultural values in the future.

* * * * *

THE POSITIVE INFLUENCE OF ANCIENT CHINESE LITERATURE ON COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF TRADITIONAL CULTURE

Junwei Zhao

East China University of Technology, Fuzhou 344000, China

Background: In recent years, the one-time employment rate of college students has shown a downward trend year by year. According to experts' prediction, it will be more difficult for college students to obtain employment in the future. Under the background of multiple pressures such as employment and study, the psychological education of college students in China has entered a period of all-round development. One third of colleges and universities have set up mental health education institutions for college students, and the psychological counseling centers of some colleges and universities have reached a considerable scale and level. They have carried out many activities such as psychological salon and psychological exchange to publicize the necessity of college students' mental health. A number of professional mental health education and psychological counseling teams are gradually growing. There are four main reasons for students' psychological problems: interpersonal communication, sex and love, learning and employment pressure. As far as interpersonal communication is concerned, most students are only children at this stage, and their ability to live independently and solve problems independently is weak. As for learning, the vast majority of students may want to relax after entering school, and they will show obvious academic pressure when academic pressure gradually increases.

Traditional culture contains rich spiritual source and cultural foundation of the great rejuvenation dream of the Chinese nation. Inheriting and carrying forward Chinese culture is of positive significance to building a modern socialist power. Ancient Chinese literature, as a classical Chinese literature for more than 2000 years, contains the most outstanding core elements. Ancient Chinese literature is an important teaching content of the Chinese language and literature course. The purpose is to let students understand the development of ancient Chinese literature and get familiar with classical literary schools and writers in the history of Chinese literature. At this stage, the problems existing in the teaching process of ancient Chinese literature are mainly reflected in the teachers' awareness of inheriting excellent Chinese culture and the relatively lagging teaching concept of ancient Chinese literature, the students' lack of excellent traditional Chinese culture and personal spiritual pursuit, and the teachers' lack of strong cultural inheritance ability in the teaching process of ancient Chinese literature. In view of the existing problems of many teachers, this paper puts forward a reform measure of teaching ancient Chinese literature integrating Chinese traditional culture. The specific strategies are as follows. First, help teachers to establish a teaching awareness of inheriting Chinese excellent traditional culture through the teaching of ancient Chinese literature. Second, improve the teaching ability of Chinese language and literature teachers. Third, deeply excavate the spirit of Chinese traditional culture in ancient Chinese literary works.

Objective: This paper analyzes the relieving effect of the teaching path of inheriting Chinese excellent traditional culture in the teaching of ancient Chinese literature on students' psychological problems, aiming to help students solve their psychological phenomena in interpersonal communication, sex and love, learning and employment pressure.

Subjects and methods: 100 college students were selected as the research objects. The effects of ancient Chinese literature on students' mental health from the perspective of traditional culture were analyzed by fruit fly optimization algorithm. The test lasted for 6 months. After that, the statistical data

were analyzed by BMDP data analysis software. From the perspective of traditional culture, the innovative strategies of Chinese ancient literature teaching include helping teachers establish the teaching consciousness of inheriting Chinese excellent traditional culture. Second, improve the teaching ability of Chinese language and literature teachers. Third, deeply excavate the spirit of Chinese traditional culture in ancient Chinese literary works. The mental health status of college students passed the Symptom Checklist 90 (SCL-90), which includes 90 items and 10 sub scales, of which 10 sub scales are not used for statistics. The 9 factors were divided into somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis. The higher the self-evaluation of each item, the more serious the symptoms, with a total score of 4 points. The subjects' self-evaluation of each item is equal to or greater than 3 points, which is used as the standard to judge the degree of moderate or above.

Results: Table 1 refers to the alleviating effect of the teaching path of inheriting Chinese excellent traditional culture in the teaching of ancient Chinese literature on the mental health of college students. Somatization, obsessive-compulsive disorder and other SCL-90 quantitative factors gradually alleviate students' psychological problems with the increase of time cycle. Therefore, the teaching of ancient Chinese literature proposed by the study can alleviate the mental health problems of college students.

Table 1. The teaching path of inheriting Chinese excellent traditional culture in the teaching of ancient Chinese Literature

Mental health indicators	After 1 month	After 2 months	After 3 months
Somatization	4	3	2
Obsession	3	2	2
Interpersonal sensitivity	3	2	1
Depressed	4	3	2
Anxious	3	2	1
Hostile	4	3	2
Terror	3	2	2
Paranoid	4	3	2
Psychotic	3	2	1

Conclusions: Chinese literature teachers have a heavy teaching task. In addition to studying the contents of ancient Chinese literature involved in the teaching materials, they spend relatively little time reading classical literary works, which leads to their lack of familiarity with the traditional cultural connotation of traditional Chinese literary works. At the same time, teachers' understanding of students' vocational skills is too narrow, ignoring the cultivation of traditional cultural quality, which will lead to the students' comprehensive literacy ability cannot be greatly improved in the short term. The teaching of ancient Chinese literature proposed in the study can alleviate the mental health problems of college students, and can improve the teaching contents and teaching methods of Chinese language majors.

* * * * *

RESEARCH ON THE PLANNING AND DESIGN OF FOREST HEALTH BASE BASED ON THE CONVALESCENT NEEDS OF PEOPLE WITH MENTAL DISORDERS

Tianjun Zhang

Agricultural College, Inner Mongolia Minzu University, Tongliao 028000, China

Background: Mental disorder refers to the disorder of brain functional activities, resulting in different mental activity disorders such as human will, behavior, emotion and cognition. The main types include brain organic mental disorder, emotional mental disorder, etc. The causes were social environmental factors, organic factors, physical factors, individual characteristics, personality characteristics and congenital inheritance. Most patients with mental disorders will have decreased will, strange behavior, talking to themselves, inconstant crying and laughing, emotional disorders, etc. The disease is caused by biological, psychological and social factors. The common mental disorders in clinical practice are schizophrenia, paranoia, phobia, Alzheimer's disease, behavior inhibition disorder and postpartum mental disorder. The life and work of this type of patients are usually greatly affected, and the relevant treatment methods have been concerned and valued by physicians. The common treatment methods for this type of disease are basic