

permit, economic development is directly put at the top of all work. In the development of regional economy, the ideas and values of regional culture, including human resources, will have a long-term and sustained impact on the development of regional economy. On the surface, this is a gap in regional economic development, but in-depth analysis, it actually reflects the gap in regional cultural psychology.

**Subjects and methods:** It is of great practical significance for promoting the coordinated development of China's regional economy to study the psychological characteristics of Chinese regional culture and its different influences on regional economic development, and to reconstruct a regional cultural psychological foundation that can not only reflect the characteristics of different regional cultures, but also reflect the requirements of the development of socialist market economy. This paper attempts to explore the role of regional culture in the internal factors of regional economic development, and puts forward some thoughts on promoting regional economic development from the perspective of developing regional culture. This paper analyzes the influence of regional cultural psychological differences on regional economic development, studies the relationship between regional cultural psychological differences and regional economic development, and finally puts forward some suggestions to provide some reference for regional cultural and economic development.

**Results:** The results show that culture can not only provide spiritual power and cultural atmosphere for a region, but also greatly promote economic and social benefits, and become the basic factor to enhance regional competitiveness. Cultural differences are one of the reasons for the differences in regional economic development, which is of great significance to promoting regional economic development. The purpose of the analysis and research on regional economic development differences is to explain the causes of regional economic development differences, reveal the important factors that affect economic growth, and thus get some policy suggestions to promote the sustained and rapid development of regional economy. The new regional cultural psychological structure is embodied in advanced values, patriotic national spirit, good ethics, scientific behavior and healthy public opinion environment. However, from the economic point of view, the key is to set up the values that are suitable for the development of socialist market economy.

**Conclusions:** In China, whether in economically developed areas or economically backward areas, there is a trade-off between environmental governance and economic development. Only by reconstructing the regional cultural psychology through certain ways, can we better promote the coordinated development of China's regional economy by forming advanced values, strong spiritual power, good ethics, scientific behavior and healthy public opinion environment that reflect the development of socialist market economy.

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## APPLICATION OF LIGHT MUSIC THERAPY IN RELIEVING COLLEGE STUDENTS' ACADEMIC PSYCHOLOGICAL PRESSURE

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In the environment of market economy, social competition is becoming increasingly fierce. Influenced by academic and employment problems, the ideological and psychological status of college students is also more complex. The importance of College Students' mental health education and management has also become an important topic of concern in Colleges and universities. Music therapy is also widely used in the treatment of College Students' psychological problems because of its remarkable effect in psychotherapy. This paper starts with the function of music therapy, and then combined with the current psychological status of college students. This paper discusses and analyzes the application of music therapy in relieving college students' psychological stress, hoping to be helpful to college students' psychotherapy and management. Starting from the role of music therapy, and then combined with the current psychological situation of college students, this paper discusses and analyzes the application of music therapy in the relief of College Students' psychological pressure, hoping to be helpful to the psychotherapy and management of college students.

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## **ANALYSIS OF EMOTION MANAGEMENT THEORY AND COPING STRATEGIES IN MODERN TEACHING**

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It can be concluded from the previous studies of conscious emotional infection that emotional infection can be regulated by subsequent ideas, which can be extracted unconsciously, then whether emotional infection can be regulated by pre-conceptions, that is, ideas exist before emotional infection and have an impact on the final effect of emotional infection. The teachers teach students not only knowledge, but also emotions, emotions and feelings. The students are sunflowers, and they are used to moving towards the teacher. Standing on the rostrum is a psychological sunshine teacher, teaching is a group of positive bright students. As the renderer of college students learning emotions, teachers should have and use the most rational emotions to infect college students. In fact, their teaching emotions have changed. This change is guiding their teaching behavior, teaching enthusiasm and attitude. It has a great impact on college students' life activities, and affects college students' learning enthusiasm. Therefore, in creating an ecological learning atmosphere, teachers in local colleges and universities should be called on to establish a strategy to grasp the adjustment of teaching emotions, showing positive teaching emotions, so that college students can feel and enjoy warmth, so as to create a strong learning atmosphere.

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## **RESEARCH ON EMOTIONAL EXPRESSION FORM OF CULTURAL PERSONALITY BASED ON VISUAL COMMUNICATION DESIGN**

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With this, the diversification of homogeneous life has also changed people's demand for goods. For a certain commodity, the former single application function demand has gradually evolved into diversified demand, including the emotional demand and aesthetic demand for the commodity. The research on this subject in the theoretical circles at home and abroad is mainly carried out from two aspects: theoretical research and applied research. In China, the research has made phased theoretical research results, while the domestic theoretical research has started relatively slowly. Peter first put forward the theory of turning specific research into representative research results. He believes that in the design process, in addition to considering the use function of industrial products, the emotional needs of consumers are also important considerations. The model also puts forward a new assumption that only experienced consumers can understand the emotion of products.

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## **A SURVEY AND ANALYSIS OF THE PHENOMENON OF ENGLISH WRITING ANXIETY AMONG NON-ENGLISH MAJORS**

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English writing anxiety is defined as trait anxiety, which is a relatively strong sense of avoidance and fear of writing, such as avoiding writing tasks, worrying that your composition will be censored and reviewed by others. Some scholars regard English writing anxiety as a writing disorder, referring to the phenomenon that it is impossible to continue to complete the written text not because of the lack of certain basic writing skills but because of certain interfering factors. English writing anxiety is a specific anxious psychological behavior that occurs in the process of English writing output, which can prevent learners from successfully completing writing tasks, arouse negative emotions of learners, and reduce learners' writing expectations. In this study, a questionnaire was conducted on 400 college students using questionnaire survey method and statistical analysis method, using the English writing anxiety measurement scale and the English writing self-efficacy measurement scale as research tools, and through the survey, a considerable number of college students were found to be anxious in writing, and there were certain differences in individual anxiety