

Conclusions: With the development of globalization, the overseas dissemination of Chinese culture is the inevitable trend of the inheritance and development of Chinese culture. From the perspective of social psychology, this study refines overseas cultural communication into the psychological experience of the audience of overseas cultural communication. On this basis, the research uses the correlation analysis method and K-means cluster analysis method to analyze the relationship between the psychological elements of the overseas cultural communication audience and the communication behavior tendency of the audience group. The results show that the higher the satisfaction of overseas audience's cultural experience, the higher the communication tendency of overseas audience's culture. By focusing the cultural communication strategy on the audience's cultural use chain of cultural expectation and cultural experience, it is conducive to form the overseas communication trend of Chinese culture with more group advantages, and then provide help for the inheritance and development of Chinese excellent traditional culture.

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RESEARCH ON THE INFLUENCE OF CERAMIC ART TEACHING INNOVATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING AUDIENCE PSYCHOLOGICAL ANXIETY UNDER NEW MEDIA

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Background: Mental health means that all aspects of mental state and its activity process show a positive, continuous and positive state, and in this state, the subject has a good ability of psychological adjustment. The external objective environment, self-awareness level and internal psychological conflict will affect the individual's psychological state when dealing with the changes of the surrounding environment and stimuli. If the individual's psychological state is not adjusted and guided in time, under the influence of multiple pressures, it will produce corresponding psychological problems and negative emotions, such as anxiety, depression, schizophrenia and so on. The frequency of anxiety psychology is high and the audience is wide, which has become the main psychological disease of people under modern living conditions. Age structure, cognitive level, psychological age, nature of work and so on will make psychological anxiety groups show different psychological states and anxiety degrees. Psychological anxiety is mainly an emotional regulation disorder dominated by anxiety, which may also lead to other negative emotions such as shame, disappointment, anxiety, fear and so on. Anxiety disorder can be divided into two types: generalized anxiety and acute anxiety. Its etiology is more complex, including genetic factors, stress factors, disease factors and so on. At present, the treatment of anxiety disorder is mainly drug treatment, supplemented by appropriate psychological guidance, but drug treatment has certain compliance, and it is difficult for patients to take drugs regularly, which will not only affect patients' life and work, but also cause certain damage to their physical and mental health, and affect their accuracy and sensitivity of judgment.

Under the current development trend of new media, the information exchange and communication mode with information means as the technical support and scientific and technological products as the physical medium not only speeds up the speed and efficiency of information transmission, but also breaks the restrictions and limitations of time and space on information, making each independent individual become the publisher, disseminator and sharer of information. The innovation of technical means provides opportunities and challenges for the development of ceramic art education in colleges and universities, which makes teachers start to think and seek new teaching methods to improve teaching quality. However, in the original ceramic teaching, the old teaching equipment, the lack of theoretical innovation and the difference of teaching effect all make its student audience have related anxiety psychology. At the same time, the pressure of academic examination, the change of learning environment, interpersonal communication and low psychological tolerance will affect the degree of students' psychological anxiety. Therefore, exploring the impact of ceramic art teaching innovation on students' psychological anxiety in colleges and universities has good practical application value and helps to improve students' mental health.

Objective: In order to alleviate the psychological anxiety of students in ceramic teaching in colleges and universities and improve their psychological adjustment mechanism, this paper studies the improvement and innovation of the original teaching mode with the help of relevant psychological theories, and strengthens the intervention of teachers to students with the help of classroom teaching to help them

improve their mental health level.

Subjects and methods: Firstly, the psychological status of the students majoring in ceramic art design in a university was evaluated, and then the students with psychological anxiety were taken as the research object. Based on the understanding of the current situation and teaching mode of the original ceramic art teaching course, the students with psychological anxiety were optimized, and the psychological characteristics and emotional changes of the students with psychological anxiety were fully considered. In order to achieve the psychological teaching effect and goal of alleviating anxiety.

Method design: The study first analyzed the correlation between ceramic teaching mode and psychological anxiety with the help of principal component analysis, and then randomly divided the research objects into intervention group and conventional group. The intervention group used the improved ceramic art teaching mode for experiment, while the conventional group carried out the experiment according to the original conventional teaching means, and the experimental intervention time was 4 weeks. With the help of Psycho-Somatic-Tension-Relaxation Inventory (PSTRI) and Hamilton Anxiety Scale (HAMA), the psychological status and anxiety degree of the subjects after the experiment were reassessed and the data were analyzed.

Methods: The correlation between ceramic teaching mode and students' psychological anxiety was analyzed by principal component analysis statistical to analyze the experimental data.

Results: The improved ceramic teaching classroom can effectively help students release pressure, improve anxiety and other negative psychological emotions in classroom teaching, and improve students' self-cognitive ability and mental health to a certain extent. Table 1 shows the statistics of anxiety scores of students in the intervention group before and after the improvement of classroom teaching mode.

Table 1. Statistics of anxiety scores of students in the intervention group before and after the improvement of classroom teaching mode

Anxiety dimension	Before the experiment		After the experiment	
	Average value	Standard deviation	Average value	Standard deviation
Employment confusion and anxiety	3.78	2.33	2.05	1.95
Curriculum goal anxiety	3.04	1.42	2.16	1.16
Anxiety of professional operation ability	4.39	2.06	2.12	1.97

Conclusions: Ceramic art teaching not only undertakes the teaching goal of imparting professional knowledge to students and improving their humanistic quality, but also undertakes the social goal of transporting high-quality talents to the ceramic industry. According to the current situation of ceramic teaching, actively innovating and improving its teaching mode and strengthening its intervention in students' mental health can effectively relieve students' anxiety. As an emotional disorder, psychological anxiety has the characteristics of irregular, irregular and easy to repeat. Therefore, it is of great value and significance to give full play to the psychological guidance and emotional release of classroom teaching to the students' audience and improve their mental health level.

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RESEARCH ON THE CULTIVATION OF STUDENTS' ABILITY TO ADJUST PSYCHOLOGICAL PRESSURE AND ANXIETY BEFORE PERFORMANCE IN PIANO TEACHING

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Background: The standard of mental health refers to that all aspects of psychology and its activity process are in a continuous and positive psychological state. In this state, the subject can make good adaptation and give full play to its physical and mental potential. When the individual's psychological condition changes or is stimulated by conditional factors, it will produce a certain amount of psychological pressure, and psychological pressure refers to the positive or negative experience of the brain in order to