

educational function of ideological and political education, students' psychological problems can be effectively intervened, their learning avoidance psychology can be significantly alleviated, and their professional level can be improved.

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THE GUIDING ROLE OF THE INTERNET ECONOMIC SUPPLY CHAIN MANAGEMENT MODEL BASED ON MANAGEMENT PSYCHOLOGY ON THE NEGATIVE EMOTIONS AND BEHAVIORAL MECHANISMS OF INTEREST AUDIENCES

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Background: The research content of management psychology is the law of people's psychological activities in organization and management. Its main task is to explore the psychological basis for improving business activities, find various ways to motivate employees' psychology and behavior, and maximize employees' enthusiasm, creativity and productivity. Its research mainly focuses on the specific social psychological phenomena in organizational management, as well as the specific psychological activity laws of individuals, groups, organizations and leaders.

Management psychology belongs to a marginal discipline, which integrates the research contents of multiple disciplines, such as psychology, sociology, etc. This psychology can also become behavior management, which can be applied in human resource management. It can also understand the behavior and psychological changes of the research object through the knowledge of this psychology, so as to promote the normal development of research. With the continuous development of network technology and economy, the Internet economy has been formed. Its technical basis is modern information technology, and its carrier is the electronic Internet. The development of Internet economy promotes the rapid development of e-commerce and the change of enterprise management mode. Supply chain is the carrier of enterprise logistics and other related components. The supply chain is composed of internal and external supply chains. Enterprises can carry out effective integrated management of the supply chain to achieve the goals of high quality and low cost. However, there are still some problems in the current Internet economy supply chain management. Due to the imperfect market and legal environment, the supply chain benefit audience is prone to mutual distrust, and there will be anxiety, anxiety and other negative emotions due to the fear of the dangers of the virtual supply chain. However, some enterprises may even do harm to other benefit audiences under the trend of interests. Being worried about this phenomenon will aggravate the negative emotions of benefit audiences. There are still some problems in the human resource management of supply chain enterprises. Under the influence of the Internet economy, it will enhance the accommodation and liquidity, and the brain drain is easy, which also means that the competitiveness will be weakened. This is also the reason for the negative emotions of the benefit audience, who fear that their own interests will be affected. This negative emotion will be directly reflected in their behavior, hoping to cultivate and retain more core talents. In addition, while the supply chain of the Internet economy develops, it also needs to assume corresponding social responsibilities. This process is supervised by the public, so that each interest audience in the supply chain will restrict their own behavior. When it conflicts with interests, these interest audiences will also have negative emotions such as irritability and tension. In this regard, the article studies the supply chain management model of Internet economy based on management psychology, and analyzes its guiding effect on the negative emotions and behavior mechanism of interest audiences.

Objective: Understand the current situation of the supply chain management mode of the Internet economy, the negative emotions and behavior of the benefit audience, and analyze the reasons for the negative emotions of the benefit audience. Based on the knowledge of management psychology, the supply chain management model of Internet economy is innovated. Through rapid response and flexible management, information transmission with zero-time lag can be realized, customer requirements can be met, market competitiveness can be improved, and more benefits can be earned for the benefit audience, which helps to alleviate the negative emotions of the benefit audience. Under the careful management mode, it guides the behavior of the interest audience, realizes the flexible and agile operation mechanism, improves the trust among the interest audiences, and improves their sense of security.

Subjects and methods: The research object are the leaders of supply chain enterprises. Fifty-four leaders of a supply chain were randomly selected to understand their basic personal information, their psychological status and their views on the supply chain management model of Internet economy, and to analyze the reasons for their negative emotions. Innovate the Internet economy supply chain management

mode, study the changes of negative emotions and behaviors of leaders under the Internet economy supply chain management innovation mode, and record relevant data. In the processing and analysis of relevant data, SPSS software is used for data processing. Grade 1-5 is adopted, and the lower the score, the lighter the degree.

Results: Table 1 shows the scores of leaders' negative emotions after the implementation of the Internet economy supply chain management innovation model. As can be seen from Table 1, the anxiety score of middle-aged leaders is 1.68, higher than that of middle-aged and young leaders.

Table 1. Scoring of negative emotions of leaders after the implementation of the innovative mode of supply chain management in Internet economy

Age group	Anxious	Uneasy	Nervous
Young and middle-aged	1.55	1.52	1.45
Middle age	1.68	1.47	1.51

Conclusions: Due to the imperfection of the market and legal environment, the supply chain stakeholders are prone to distrust each other, and worry about the dangers of the virtual supply chain will lead to anxiety, anxiety and other negative emotions. By using the knowledge of management psychology, this paper analyzes the psychology and behavior of the benefit audience, and puts forward the innovative mode of Internet economic supply chain management. Through rapid response and flexible management, it realizes the information transmission with zero-time delay, meets the requirements of customers, improves the market competitiveness, earns more benefits for the benefit audience, and relieves the negative emotions of the benefit audience.

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THE INFLUENCE OF TRADITIONAL CULTURE INTEGRATION INTO ENGLISH LANGUAGE AND LITERATURE TEACHING RESEARCH ON IMPROVING THE POSITIVE PSYCHOLOGY OF COLLEGE STUDENTS

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Background: Based on scientific principles and methods, positive psychology analyzes the positive psychological quality of individuals and guides them to form positive and optimistic psychological quality. Positive psychology is to stimulate individual's positive behavior with corresponding environment design and improve individual's quality of life with corresponding behavior control mode when implementing psychotherapy. Or cultivate a person's positive emotions, which will unconsciously affect a person and make him more positive. Positive psychology will promote people's learning and work efficiency, so that they can better achieve their goals. For college students, there are great differences between the cultural background of English and Chinese traditional culture. There are certain difficulties in students' English learning, which will have a certain impact on students' learning enthusiasm. Some students, influenced by their personality and interests, have a rejection of English related courses and treat English courses negatively. For example, in the teaching of English language and literature, some students talk with other students, some are doing other things, and some even sleep in class. The whole teaching atmosphere is poor, students' learning effect is not good, and they cannot complete the teaching objectives. Some students believe that the language habits of English are very different from those of Putonghua. It is very difficult to learn, and the pronunciation is strange. Their acceptance of English language and literature is not high, which has affected their learning attitude. They view English language and literature learning negatively and cannot raise their interest in learning. Some students have difficulties in listening to English. They often feel that their reaction speed cannot keep up with the playing speed of English audio and do not know what is said in the audio. This is a big blow to the students' self-confidence, and makes them give up English and stop thinking about English learning. Some students are introverted and dare not speak English in class with their own non-standard English. They are afraid of English class and dare not look at the teacher's eyes. They are afraid of the English class. They are used to choosing the back seat in the English class and bow