

the audience. And physical discomfort and mental suffering caused by fatigue and failure. They with high work pressure are naturally prone to psychological anxiety. This anxiety comes more from the tension in front of the microphone and camera. To solve this problem, the author selects several training skills to overcome anxiety and relieve pressure for broadcasters and hosts to relax.

* * * * *

A SURVEY OF THE MENTAL HEALTH OF THE ANNOUNCER HOST

Yang Zhao

School of film and television, Liaoning Communication University, Shenyang, China

The announcer host uses the strong objectivity and charm of the column to attract relatively fixed listening and viewing groups to influence people's psychological concepts and personal value orientation. The special position of the announcer host makes them often encounter various tensions and pressures, if they can not adjust their mentality well, it will lead to the failure of the broadcast program and even cause adverse social impact. Therefore, it is of great significance to delve into the mental health problems of program hosts. In this paper, the Symptomatic Self-Assessment Scale (SCL-90), the Eissenk Personality Questionnaire (EPQ), and the Defensive Approach Questionnaire (DSQ) were used to survey announcer moderators. The analysis results show that the SCL-90 factor scores of the tested announcer host are higher than those of the normal youth norm module. In the use of immature defense mechanisms by the announcer hosts under investigation, the average factors of the SCL-90 high-symptom group were significantly higher than those in the low-symptom group, and the average factors of the high-symptom group in the intermediate defense mechanism were higher than those in the low-symptom group. SCL-90 factor scores were positively correlated with neuroticism and immature defenses in personality traits. Multiple step-by-step analysis also shows that mental health conditions are closely related to neuroticism and immature defense mechanisms. After the social stress event, the mental health of the announcer host is significantly reduced, and the mental health of the test announcer host is poor, usually using immature defense mechanism and intermediate defense mechanism, and the low emotional stability, inferiority, negative cognition and immature coping mode of their personality characteristics are important factors affecting the mental health status of the announcer host.

* * * * *

THE IMPACT OF NURSING INTERVENTIONS ON REDUCING MULTIDRUG-RESISTANT BACTERIAL INFECTIONS IN INTENSIVE CARE UNITS AND PSYCHOLOGICAL REHABILITATION IN PATIENTS

Rui Liu¹, Yuguang Wang², Xiaoning Yuan³ & Lei Yang⁴

¹*Nursing Department, Beijing Luhe Hospital, Capital Medical University, Beijing, 101149, China*

²*Intensive Care Unit, Beijing Luhe Hospital, Capital Medical University, Beijing, 101149, China*

³*The Dept. of Nosocomial Infection Management, Peking University Third Hospital, Beijing, 100191, China*

⁴*Emergency Intensive Care Unit, Beijing Luhe Hospital, Capital Medical University, Beijing 101149, China*

Due to the disease, family factors and the particularity of the intensive care unit environment, adverse psychological reactions of patients are caused, which indirectly affect the prognosis of the disease, so the psychological care of patients is particularly important. Nursing staff should be different from person to person, targeted psychological care measures should be taken to alleviate their negative emotions, enhance confidence in curing diseases, improve treatment compliance, and promote early recovery of diseases. This article provides mental health care to the families of intensive care unit patients through patient and meticulous explanations and amiable words. During the phased treatment of patients in the intensive care unit receiving mental health care, nursing staff should carry out effective mental health care for different types of patients and their families, so that the family members can take a good coping method to alleviate psychological pressure, eliminate the patient's nervousness and panic, so as to maintain the normal life of the family and promote the early recovery of the patient. The quality of nursing care in the intensive care unit directly affects the success rate of critically ill patients and also reflects the level of treatment in the hospital. Clinically, the factors affecting the quality of nursing in

intensive care units are: professional quality, cognition and professional nursing knowledge structure of nursing staff in intensive care units; Intensive care unit setup and associated infectious factors; Intensive care unit environment; Healthcare cooperation. This paper describes in detail the measures to reduce multidrug-resistant bacterial infections in intensive care units and the psychological rehabilitation of patients, which has certain clinical value.

* * * * *

THE SIGNIFICANCE OF THE IMPACT MECHANISM OF THE DEVELOPMENT OF THE ICE AND SNOW TOURISM INDUSTRY ON PEOPLE'S MENTAL HEALTH

Nan Chen

*Military Sports Teaching and Research Department, Changchun University of Finance and Economics,
Changchun, 130000, China*

In recent years, as an emerging industry, China's ice and snow tourism has shown a rapid development trend, which is mainly manifested in the rapid growth of the number of people participating in ice and snow tourism and the number of public ski resorts, as well as considerable economic benefits. Because modern economic growth is not only a process of total increase, but also a process of structural optimization and benefit growth, and the current economic growth mode of Ice and Snow Tourism in China belongs to the "speed growth type" of total expansion, it is difficult to achieve long-term sustained economic benefits, let alone to achieve social benefits and ecological benefits, which is unsustainable. Therefore, adjusting and optimizing the industrial structure has become the key to the transformation and upgrading of the ice and snow tourism industry to "quality and efficiency" and gradually embark on the road of sustainable development. In this paper, snow tourists were tested on the Symptom Self-Assessment Scale (SCL-90) and compared the results with normal Chinese human models. Ice and snow tourists scored higher than norm in interpersonal relationship and anxiety, among which the interpersonal sensitivity factor was significantly different, and the psychotic factor was lower than the norm, and there were significant differences; There were significant differences in interpersonal sensitivity and anxiety between solo snow tourists and traveling in groups. Conclusion Travel agencies should pay attention to the mental health status of ice and snow tourists, and carry out necessary interventions for existing psychological problems.

Acknowledgements

The study was supported by the project grant from The 2022 Project of Social Science Research Planning Project of Education Department of Jilin Province: Research on the Development difficulties and Solutions of Snow and ice Tourism Industry in Jilin Province (No. JJKH20221252SK).

* * * * *

BIG DATA PROMOTING SUPPLY CHAIN COORDINATION OF PHARMACEUTICAL ENTERPRISES BASED ON CONSUMER MENTAL HEALTH

Ying Zhang

*School of Information Engineering, Changchun University of Finance and Economics,
Changchun 130122, China*

Consumption increasingly involves the psychological needs of individuals, and the emotions generated by individuals will also have an impact on subsequent consumption behavior. We often see "cases of anxiety marketing, where merchants induce consumer anxiety to induce consumers to buy self-improvement products." But whether anxiety can promote consumers' self-improvement willingness to spend, and whether this mechanism will be affected by other factors. Based on the characteristics of pharmaceutical products, this paper constructs a dual-channel model in which market demand is affected by the promotional efforts provided by pharmaceutical manufacturers and consumer channel preferences, and analyzes the impact of promotional efforts and consumer channel preferences on the profits of pharmaceutical supply chain. The analysis found that taking dual channels is advantageous for pharmaceutical manufacturers when promotional efforts are made to meet constraints. When the consumer channel preference is low, the use of "revenue sharing + repurchase + promotion cost sharing"