

cognitive behavioral group counseling in addressing social anxiety disorders is crucial for developing appropriate intervention measures.

**Subjects and Methods.** The study comprised a sample of 120 marketing major students aged 20 to 25 from a university. Participants were randomly assigned to either the experimental group (n=60) or the control group (n=60). The experimental group received cognitive-behavioral group counseling sessions, focusing on cognitive restructuring and social skills training, while the control group did not receive any specific intervention. Standardized psychological measures were used to assess anxiety levels in both groups. The intervention period lasted for three months, with weekly group counseling sessions designed for the experimental group.

**Results.** The data analysis indicated that the experimental group, which received cognitive-behavioral group counseling, showed a significant reduction in social anxiety levels compared to the control group ( $P<0.001$ ). This finding suggests that cognitive-behavioral group counseling has a positive impact on reducing social anxiety disorders among marketing major students.

**Conclusions.** Cognitive behavior group counseling is an effective intervention measure to address social anxiety disorders among marketing students. Combining cognitive restructuring and social skills training in counseling courses to provide students with skills to manage and overcome social anxiety symptoms. Implementing cognitive behavior group counseling as a positive measure can enhance the psychological health of marketing students and enhance their ability to handle social interactions.

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## Amalgamation of university education management and health education for students with bipolar disorder

Wenling Yang

Luzhou Vocational & Technical College, Luzhou 646000, China

**Background.** Bipolar disorder is an emotional disorder with complex clinical manifestations. Patients may experience irregular and repetitive emotions, as well as various symptoms of disorder and mental illness. In addition, bidirectional affective disorder has been a common psychological disorder among students in recent years. With the development of society, higher education management and health education are gradually being valued, and some universities are already exploring innovative models of higher education management and health education.

**Subjects and Methods.** To analyze the impact of university education management integrated with health education on students with bidirectional disabilities, this study selected 60 students with bidirectional disabilities from a certain university and divided them into two groups: an observation group and a control group, with 30 cases in each group. The control group only

received olanzapine medication treatment, while the observation group received university education and health education based on medication treatment. The treatment period for both groups was 6 weeks. The analysis tools selected for the study include the Self Rating Depression Scale, Yang's Mania Scale, Quality of Life Scale, and SPSS23.0.

**Results.** The research results showed that after treatment, there was a significant decrease in depression and manic scores in both groups of patients, and the observation group showed the highest decrease ( $P<0.05$ ). In addition, after treatment, the quality-of-life scale scores of both groups of patients showed a significant increase, and the observation group showed the highest increase ( $P<0.05$ ).

**Conclusions.** From this, the combination of higher education management and health education is beneficial for the recovery of students with bidirectional disabilities.

## Long-term labor on borderline personality disorder of building workers

Peipei Chen

Suzhou Industrial Park Institute of Vocational Technology, Suzhou 215000, China

**Background.** A borderline personality disorder is a common personality disorder characterized by unstable emotions, interpersonal relationships, and behavior. In addition, there are many causes of borderline personality disorder, including genetic factors, biochemical factors, and psychosocial factors. At the same time, prolonged work is also one of the causes of borderline personality disorder.

**Subjects and Methods.** 100 building workers with BPD in a certain area were selected as participants in this study and divided into two groups, the observation group, and the control group, with 50 cases in each group, to analyze the impact of prolonged work on borderline personality disorder (BPD) among construction workers. Both groups received medication for basic treatment. In addition, patients in the control group only need to work for a fixed time, 8 hours a day, and weekends are off. The observation group's patient needs to work for a long time, 15 hours a day and has a weekend off. The treatment period for both groups of patients is one month. The analysis tools used in the study include the Hamilton Depression Scale, Hamilton Anxiety Scale, Personality Diagnosis Questionnaire Edge Scale, and SPSS23.0.

**Results.** The results showed that after treatment, the marginal symptom score of the treatment group was significantly higher than that of the control group, and there was a significant difference between the two ( $P<0.05$ ). After treatment, the depression and anxiety scores of the treatment group were significantly higher than those of the control group, and the difference between the two was significant ( $P<0.05$ ).

**Conclusions.** prolonged labor is not conducive to the rehabilitation of borderline personality disorders among construction workers.

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## Integrating visual communication technology with film communication on the mental health of depression patients

Jia Li\* and Xianghui Li

Tongmyong University, Busan 48565, Korea

\*Corresponding author.

**Background.** Depression is a type of mental disorder, and patients with it often exhibit symptoms such as low mood, delayed thinking, and fatigue. With the development of society, the incidence rate of depression is also gradually increasing, however, the pathogenesis of the disease has not yet been clear.

**Subjects and Methods.** To analyze the impact of integrating visual communication technology from the perspective of film communication on the mental health of depression patients, 100 depression patients were selected and randomly divided into two groups: the research group and the control group, with 50 patients in each group. Both groups used medication for basic treatment. In addition, patients in the control group underwent regular movie viewing twice a week. The patients in the research group underwent movie viewing that incorporates visual communication technology twice a week. The treatment period for both groups of patients was 4 weeks. The analysis tools used in the study include the Hamilton Depression Scale, Hamilton Anxiety Scale, Comprehensive Quality of Life Assessment Scale, and SPSS23.0.

**Results.** The results showed that after treatment, the depression and anxiety scores of the study group patients showed a significant decrease ( $P < 0.05$ ), and there was a significant difference compared to the pre-treatment scores. In addition, the physical health, mental health, and social function scores of the study group patients showed a significant increase ( $P < 0.05$ ), and there was a significant difference compared to the pre-treatment scores.

**Conclusions.** The integration of visual communication technology from the perspective of film communication is beneficial for the mental health of patients with depression.

## Visual art on psychological anxiety in film and television animation scene design

Xianghui Li<sup>1\*</sup>, Jia Li<sup>1</sup> and Xinlong Li<sup>2</sup>

<sup>1</sup>Tongmyong University, Busan 48565, Korea and <sup>2</sup>Hexi University, Zhangye 734000, China

\*Corresponding author.

**Background.** The negative emotions of anxiety can cause a decrease in the body's immune system, and endocrine disorders, and lead to cardiovascular diseases. Therefore, improving psychological anxiety is of great necessity in the current social context.

**Subjects and Methods.** To explore the impact of visual art on psychological anxiety in the design of film and television animation scenes, 286 random platelet donors were selected and divided into a control group and an observation group. The observation group watched the selected film and television animations during platelet donation, while the control group did not watch the images. During the donation process, the anxiety scores of the two groups were recorded using the State Anxiety Inventory (SAI), and the heart rate and pain values of the two groups were recorded using a desktop sphygmomanometer and a linear visual analog scale (VAS).

**Results.** There was no significant difference in physiological and psychological indicators among the control group, with an anxiety score of  $(42.02 \pm 0.40)$  kPa, a heart rate of  $(72.46 \pm 8.13)$  beats/min, and a pain score of  $(2.35 \pm 0.66)$  points. The anxiety score of the observation group was  $(35.49 \pm 7.67)$  kPa, the heart rate was  $(70.67 \pm 8.46)$  beats/min, and the pain score was  $(1.98 \pm 2.64)$  points.

**Conclusions.** The difference between the two groups was statistically significant ( $P < 0.05$ ). Therefore, visual art in film and television animation scene design has a positive impact on psychological anxiety.

## Cultural landscape design on anxiety disorders of students in public space design

Xiang Zhao and Lushan Shi\*

Xiamen Institute of Technology, Xiamen 361021, China

\*Corresponding author.

**Background.** The anxiety disorder among students in modern public space design has become a common phenomenon, which can affect their learning efficiency and life health. Therefore, it is necessary to study the theoretical basis of environmental psychology on the relationship between environment and anxiety and explore the impact of humanistic environmental landscape design