

impact on modern manufacturing industry, and modern manufacturing technology needs to adjust its manufacturing focus according to the user's psychological demand, so as to improve its own industry competitiveness.

**Conclusions:** For the modern manufacturing industry, manufacturing enterprises shall take the initiative to explore changes in users' psychological needs, cater to changes in users' psychological needs, and become industry leaders; have keen insight, and on the basis of meeting existing needs, explore users' deep psychological needs, and then adapt to market development requirements through service innovation, consolidate and strengthen their market competitiveness, and achieve sustainable development.

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## SOCIAL PSYCHOLOGICAL ANALYSIS OF ROLE AND BEHAVIOR CHARACTERISTICS OF CONTEMPORARY UNIVERSITY TEACHERS

Huabin Zhang

*Changchun Normal University, Changchun 130032, China*

**Background:** Society is like a broad stage. Everyone plays a certain role on this stage, with role norms and role behaviors associated with their social status, and each social role has a set of specific psychological and behavioral manifestations.

**Objective:** As a contemporary university teacher, its role is complex and diverse, with its own unique role norms and role behavior. It is of great significance to fully understand the characteristics of the roles played by university teachers and the psychological qualities and skills of these roles for the improvement of teachers' self-quality, the perfection of their character, and the coincidence of their psychology and behavior with their roles, so as to better fulfill the mission entrusted by society and fulfill the sacred duties of university teachers in the new era. Extensive knowledge is the foundation for people to make achievements in any profession. Under the background of knowledge and information, teachers should strive to learn science and culture, and be good at mastering career related knowledge and information. Education is a lofty cause of mankind, and the bearer of this cause is the teacher. Teachers transmit human cultural and scientific knowledge, carry out ideological and moral education, and cultivate new generation after generation. The historical mission of teachers is glorious and arduous. People use "hundred years old" to express the profound significance of teachers' work, and to express their reverence for teachers by "hard gardeners" and "engineers of human soul". The hope of rejuvenating the nation lies in education and the hope of education lies in teachers. Teachers are the basis of national hope, and they shoulder the important task of cultivating the builders and successors of socialist modernization. And university teachers play a special social role with their specific historical tasks and constitute their special social status. Therefore, in the process of teaching, university teachers should master relevant theoretical knowledge and skills He became a learned and well-informed scholar.

**Subjects and methods:** This paper uses the methods of literature research and observation to analyze the role characteristics and behavior characteristics of contemporary university teachers in order to provide reference for related research. Teachers are a noble social profession and shoulder the responsibility of training talents. The role of teachers refers to the behavior mode that is determined by the social status of teachers and expected by the society. That is, the role of teachers represents the status and identity of teachers in social groups, and contains many behavioral patterns that the individual teachers should perform. First, the role of preacher. Teachers have the mission of transmitting the traditional social morality and orthodox values, and "the way exists, the teacher also exists". After entering the modern society, although the moral and values have diversified characteristics, the moral and values of schools and teachers always represent the moral and values in the dominant position of society and guide the young students with this concept. Second, the role of the demagogue. Teachers are the trainers of talents in all walks of life. They carefully process and organize the talents on the basis of mastering the knowledge experience and skills acquired by human beings through long-term social practice and help them master the knowledge accumulated by human beings for hundreds and thousands of years in a short time and form their

own knowledge structure and skills. When students are confused, they can help to relieve them. Third, the role of manager. Teachers are not only preachers, teachers, but also managers of educational and teaching activities. The management of educational and teaching activities by teachers includes setting goals, establishing class collective, formulating, and implementing rules and regulations, maintaining class discipline, organizing class activities, coordinating interpersonal relations, etc., and controlling, checking and evaluating educational and teaching activities. Fourth, the role of the demonstrator. Teachers' words and deeds are the example of students' learning and imitation. Kwamenus, who explained the character well, said that the teacher's job was to educate students with his words and deeds. Students have the characteristics of teacher orientation. Teachers' speech, action and attitude towards the world have the function of being familiar with and subtle to students. Fifth, the role of friends and companions. Young students often regard teachers as friends, hoping to get the guidance of teachers in learning, life, life and so on, and at the same time hope that teachers are friends who share their happiness and pain, happiness, and sorrow.

**Result:** The role characteristics of university teachers are determined by the extensive and complex tasks they undertake. The "role" we are talking about here is a term borrowed from drama by sociology and psychology. It refers to a behavior pattern determined by a certain social status and identity and in line with a certain social expectation. According to the role theory of social psychology, it can be considered that college physical education teachers fulfill their duties, rights and obligations and fulfill their social tasks according to social expectations. Of course, this role can be played by many people. At the same time, as a complex "social man", he often plays multiple roles in the process of performing his duties and completing his social tasks.

**Conclusion:** The psychological and behavioral characteristics of contemporary university teachers are as follows: scholars and experts who master relevant scientific knowledge; The disseminator and director of knowledge and skills; They are the shapers of students' good moral character; Professional talents with one specialty and multiple abilities; The organizer of large-scale school activities; Experts in social activities and interpersonal communication; They are the companions and teammates in student activities. In short, the role of university teachers is complex and unique, and is worth It is studied from different perspectives. This paper attempts to use social psychology the theory of the analysis and research, so that in the new period can better Understand and grasp the professional and role characteristics and complete the glory and God The social responsibility and historical mission of the holy.

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## CONSTRUCTION OF COLLEGE STUDENTS CAREER DEVELOPMENT EDUCATION SYSTEM BASED ON DEVELOPMENTAL PSYCHOLOGY

Jie Shen<sup>1</sup> & Yongjun Pan<sup>2\*</sup>

<sup>1</sup>*Admissions and Employment Office, Shanghai Lixin University of Accounting and Finance, Shanghai 201201, China*

<sup>2</sup>*Publicity Department of the Party committee, Shanghai Lixin University of Accounting and Finance, Shanghai 201201, China*

**Background:** Developmental psychology is a branch of psychology, which aims to help and guide the development of students by analyzing the factors that affect their development and revealing the internal mechanism of their development. The educational significance of developmental psychology lies in providing theoretical basis and support for current education and teaching activities. First, draw conclusions through scientific and professional psychological research, apply the conclusions in education and teaching development, and ensure the scientific nature of education and teaching activities. Second, assist teachers to carry out educational and teaching activities for students, especially the new teachers who lack experience, to make their teaching activities more scientific. Thirdly, developmental psychology plays an important role in the development of the whole human society and the development and self-improvement of college students, which can strengthen the scientificity of teaching activities aimed at college students. Psychological knowledge is widely used in the education of college students' career development. Therefore, from the perspective of developmental psychology, it is of great practical significance to study the most appropriate education system for college students' career development.

**Objective:** Studied in this paper from the perspective of developmental psychology, college students' psychological development stage characteristic daily career development education and management of