

THE DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE EDUCATION OF PSYCHOLOGY

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Background: The study of positive psychology is divided into three levels: First, in the subjective level, the study of positive subjective experience, it includes happiness and satisfaction, hope and optimism. Second, on a personal level, study positive personal traits, including the ability to love, work, interpersonal skills, creativity, and the impact these traits have on an individual's success and happiness. Third. At the group level, the study of civic virtues (such as a sense of responsibility, professional ethics, etc.) and the factors of the social environment conducive to the individual's development of these virtues includes healthy families, harmonious communities, effective schools, and a harmonious and progressive learning environment. Positive psychology affirms and taps people's inner positive potential, virtue and power, and pays attention to cultivating positive quality, experiencing positive emotion and molding positive environment. Exploring new ideas of ideological and political education in colleges and universities from the perspective of positive psychology is helpful to improve the work of ideological and political education. Exploring new ideas of ideological and political education in colleges and universities from the perspective of positive psychology is helpful to improve the work of ideological and political education. Young people have the responsibility to actively promote the construction of the common future of mankind and the noble cause of peace and development of mankind. As an interactive bridge between educators and educatees, the discourse of ideological and political education in colleges and universities is widely used in the context of discourse and activities of ideological and political education. The discourse power of ideological and political education in colleges and universities, as dominated by the mainstream ideology of the society, must follow the rules of limited language or activities. It can be regarded as the carrier of ideological and political education in colleges and universities, and a necessary tool for the collection of speech symbols and the ideological and political education activities formed by the interaction between educators and the educated. Ideological and political education discourse as a constant movement and development of the discourse system. It is based on the development of Chinese society and the practice of ideological and political education. It contains the key problem of how ideological and political education develops and exerts its function. It is not only a kind of question pointing to discourse with the connotation of the times, but also a dialectical discourse with both critical and constructive dimensions. The discourse of ideological and political education is confronted with the challenge of multiple discourses, the change of social structure in China and the Informa ionization of society. It also has its own construction problems.

Objective: With the progress and development of society, the status of positive psychology is rising year by year in the field of psychology, and it is widely used in various industries. Under the new background of "Community of Destiny", the state attaches great importance to the role of ideological and political discourse in national identity and ideological dissemination. Therefore, with the help of the theory of positive psychology, this paper expounds that it may bring new theoretical reference to the discourse power of ideological and political education, so as to continuously highlight the explanatory power, persuasive power and charismatic power of Marxism in the ideological and political education of colleges and universities, and thus promote the all-round development of college students through the platform of ideological and political education.

Subjects and methods: The subjects of the survey were college students studying in colleges and universities. The majors, genders, family conditions, grades with political features and whether they were student cadres were divided. A total of 800 questionnaires were distributed, 773 questionnaires were collected, the response rate was 96.63%, including 756 valid questionnaires. It mainly investigates the cultivation of positive quality, positive mood, positive environment, moral quality and the promotion of ideological and political education in colleges and universities. Using SPSS17.0 software statistical survey results.

Results: The results of the survey on the positive qualities and moods of college students who are concerned about important current political developments are shown in Table 1.

With the continuous promotion of reform and opening up, society is full of vitality and vigor, creating a pluralistic, open and tolerant social environment. At present, more and more college students pay attention to the important current affairs and political trends at home and abroad, which accounts for 79.3%. And according to the data can be concluded that the more concerned about domestic and foreign major current political developments of college students, the better their positive quality and positive mood. This is because there are many lively educational contents in the important current affairs and politics at home and abroad, which can broaden students' vision and feel the charm of multi-culture. A total of 65.52% of

the college students identified with and felt proud of the traditional culture, with better cultural self-confidence and higher recognition of the traditional culture. But at the same time, a small number of students tend to Western culture, exclusion of traditional culture. Therefore, we should not only see the benefits of cultural blending, but also recognize the infiltration and invasion of some Western erroneous trends of thought, and the conflict between the Eastern and Western cultures and the new and old cultures. At the same time, we should pay more attention to the problems such as the gap between the rich and the poor, social competition and employment difficulties, which are brought by the spontaneity, autonomy and utilitarianism of the market economy, and make some college students present the tendency of utilitarianism in their values, thus leading to the dilution of their ideals, beliefs and spiritual pursuits, and affecting the recognition and practice of the socialist core values.

Table 1. Test results of difference between positive quality and positive emotion $M\pm SD$.

Items	Indifferent	Not much care	Be more concerned	Very concerned	F
Positive quality	3.25±0.53	3.88±0.64	4.12±0.59	4.41±0.66	13.655**
Positive emotion	3.09±0.58	3.69±0.61	3.96±0.63	4.26±0.63	14.501**

Conclusions: Ideological and political education is an important part of the education system, which has a strong voice in social practice. The method of cognitive psychology is a method that educators change and correct the bad cognition and wrong behavior of the subject by special cognitive technology according to certain theoretical hypothesis. The application of cognitive psychology to the ideological and political education in colleges and universities is to correct the bad cognition and wrong ideas of college students in the process of ideological and political education, including improving the motivation of ideological and political education of college students, correctly handling the common problems in ideological and political education of college students and changing the self-cognition of college students in ideological and political education.

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THE ROLE OF VR TECHNOLOGY IN CULTURAL COMMUNICATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Under the background of the development of New China, the cultural communication is getting closer and closer, which makes the new consumption concept and values have an impact on the public psychology is virtual reality. Virtual reality technology is a kind of computer simulation system which can create and experience the virtual world. It uses computer to create an interactive 3D dynamic scene and entity behavior simulation technology can provide users with real-time interactive operation, three-dimensional visual space and multi-channel (visual, auditory, tactile, etc.) human-machine interface, which can dynamically simulate the real world, and the generated dynamic environment can make real-time response to the user's gestures, language commands, etc. Computer technology has been able to provide users with visual, auditory, tactile and other sensory experience of the simulation, so that users enter a programmer -built virtual world, get immersive experience.

Objective: China has a long history and thick traditional culture, we need to continue to pass on, but there are many people did not really understand these excellent history and culture. China's geographical boundaries of space, people through sightseeing, reading and other ways to understand traditional culture, but these ways are only superficial, many young people do not have enough understanding of traditional culture and in-depth understanding. The experience form of traditional exhibition is single, the carrier is