

but also surpass it. Sometimes the explicit education of open teaching intention easily causes the rebellious psychology of educatees with strong independent personality. The teaching method of intellectual education is to teach students the knowledge of natural science and humanities and social sciences, and the open teaching intention will not hinder the teaching effect. Thirdly, the teaching method of moral education serves to cultivate certain moral character, and to achieve the unity of moral cognition, emotion, will and behavior is much more complicated than the teaching method of intellectual education, which only needs to find out what is and why. The purpose of innovating the psychological methods of ideological and political theory teaching in colleges and universities is to make use of psychological principles to improve the effectiveness of ideological and political theory teaching, to achieve the goal of “putting people first” and to promote the continuous improvement of ideological and moral quality of college students.

The starting point and goal of ideological education should be centered on improving the comprehensive quality of college students and cultivating qualified talents with all-round development of morality, intelligence, physique and aesthetics. Implement the systematic management mode and operation mode of college students’ participation and interaction. Truly in the system and mechanism and ideological guarantee of ideological and political education of college students to strengthen the work. All personnel engaged in the daily ideological and political education of college students should adhere to the correct political direction, strengthen ideological and moral cultivation, enhance the sense of social responsibility, and become the guide and guide for the healthy growth of college students.

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THE PREDICAMENT AND COUNTERMEASURES OF MODERN AGRICULTURAL ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Hongzhang Zhu

School of Economics and Business Administration, Heilongjiang University, Harbin 150080, China

Background: Agriculture occupies a vital position in the economic development of our country, which concerns the national lifeline and the clothing, food, shelter and transportation of hundreds of millions of people. Therefore, ensuring the healthy and sustainable development of agriculture plays a very good role in China’s national economy, maintaining social stability and harmony, there is also a role that cannot be ignored. Modern agriculture is a modern high and new technology with engineering technology, biotechnology and information technology as the core, and production facilities and scientific management methods provided by modern industry as the support, to improve the equipment level of agricultural production, to manage agriculture with modern market experience, to support agriculture with socialized service system, to change the main body of production from traditional farmers to modern farmers with high quality and high degree of organization, and to realize specialized, large- scale, intensive, commercialized, socialized and diversified industrial forms and multi-functional industrial system under the comprehensive effect of market mechanism and government regulation. Modern agriculture is not agriculture in the general sense, it covers all the elements of agriculture, industry and service industry, and it is the organic integration of primary, secondary and tertiary industries. The investment and use of a large number of modern factors (production conditions, production techniques, management) in modern agriculture are mere means, the fundamental purpose of which is to tap the potential value of agriculture on the basis of increased comprehensive productivity of agriculture (including labor productivity, land productivity) and capacity for sustainable development. It is a great change and progress to the traditional agriculture, and an active exploration to the new path of rural development.

Objective: Agriculture is the pillar of national economic development, which can promote the stable and sustainable development of agriculture, and it is of great significance to promote the healthy development of national economy, maintain social stability and achieve social equity. Therefore, we must adhere to the development of modern agriculture, rural economic prosperity as an important task, and earnestly grasp.

Subjects and methods: At present, China’s agricultural economic development is in the transition stage from traditional agriculture to modern agriculture. How to deal with various new tests in the transition period is a problem that should be attached great importance to. This paper investigates and analyzes three research directions: developing characteristic economy, strengthening the implementation of the policy of benefiting farmers, promoting farmers’ income increase and developing township enterprises. Through the way of consulting materials, this paper studies the predicament and countermeasures of modern agricultural economic development from the perspective of social psychology.

Study design: Using network resources and library and newspaper resources, this paper analyzes the

difficulties and countermeasures of agricultural economic development in order to improve China's economic development.

Methods: The influence of Excel statistical social psychology on the development of modern agricultural economy.

Results: Developing characteristic economy is beneficial to the upgrading of industrial structure. Cultivating new industries and developing characteristic economy are effective measures to develop rural modernization economy. More efforts shall be made to support mechanized, specialized, large-scale and high-quality production in rural areas and improve the efficiency of agricultural production. The market access of the non-public sector of the economy shall be relaxed to gradually form a unified labor market in both urban and rural areas and to improve the degree of agricultural organization. Township enterprises are an important force to increase the income of farmers and promote economic growth in China. They can effectively enhance the vitality of enterprises and adjust industrial layout.

In this survey, the influence values of specific factors of grades 0-4 are used, with 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, and 4 indicating full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the specific statistical table is shown in Table 1.

Table 1. Effects of social psychology on economic development of modern agriculture.

Factor	Characteristic economy	Preferential agricultural policy	Develop township and village enterprises
Data resources	4	4	4

Conclusions: The development of characteristic economy should not only be satisfied with the increase of the quantity of agricultural products, but also the quality of agricultural products. We shall actively develop characteristic agriculture, green food and ecological agriculture, optimize industrial structure, protect well-known agricultural products brands, develop animal husbandry and enhance the scale of foreign trade of agricultural products of our country. At the same time, according to their own information system to timely understand the scientific and technological trends, select a more appropriate technology for agricultural production. And the use of multimedia to establish technology sharing and training platform for farmers the necessary production skills training, and strive to improve the promotion of agricultural technology.

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THE IMPACT OF ECO-FILMS ON THE MENTAL HEALTH DEVELOPMENT OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF MEDIA CONVERGENCE

Cheng Ji¹, Xiao Wang² & Ziqi Yue³

¹*School of Special Education, Changchun University, Changchun 130022, China*

²*Editor of Academic Journals, Northeast Normal University, Changchun 130000, China*

³*Master of Marxism School, Changchun University of Technology, Changchun 130000, China*

Background: After the introduction of contemporary psychology, after more than 30 years of development, the efficacy of ecological films has been constantly verified. No matter for clinical patients suffering from physical diseases or psychological diseases, or for healthy people, ecological films can significantly improve physical and mental symptoms and promote mental health. Nowadays, ecological films have been widely used in medical treatment, psychological intervention, education, sports and other fields in western countries, and have attracted more and more researchers' attention in China.

Research shows that ecological movies are significantly positively correlated with mental health. Individuals with high level of ecological movies have higher mental health, positive emotion, life satisfaction and lower negative emotion, and ecological movies can effectively improve individual mental health. But how do eco-movies affect mental health? At present, there is a lack of research in this area, and the internal mechanism of ecological films to improve mental health is still not very clear. With the in-depth development of research, exploring the mechanism of ecological films to improve mental health has become the top priority of research on ecological films and mental health.