

3, 25% 2, 20% 1, 7% 4, and none chose the 5-point option in the cross-cultural awareness self-test. In addition, 84% of the students think it is necessary to enhance their cross-cultural awareness and improve their cross-cultural communicative competence. At the level of cross-cultural awareness, 46% students want to understand the culture deeply, 40% students want to have a strong cross-cultural awareness, and can successfully communicate with people from different backgrounds, and 14% students want to basically understand the content of the dialogue.

**Table 1.** Results of intercultural awareness tests.

	Number of questions	Average value	Standard deviation
Nonverbal behavior	94	2.89	0.76
Linguistic behavior	125	2.81	0.65
Cross-cultural teaching cognition	37	2.83	0.74
Population	256	2.83	0.72

From the above survey results, most of the students participating in the experimental study are currently weak in cross-cultural awareness, and cannot communicate with foreigners smoothly and effectively. And many students because spoken language ability is not strong, cross-cultural awareness is weak, language expression ability is not high, and even many people take evasive attitude to foreigners. It is gratifying to note that most of the students surveyed are aware of the importance of cross-cultural awareness and have a high demand for it, with only a small number taking a basic level of attitude towards cross-cultural awareness.

**Conclusions:** Cultural teaching should be combined with language teaching, and we must not lose either. Language and culture are fully utilized in the teaching of cross-cultural English: China and China serve each other as ends and means. Since English language learning itself involves culture learning, English language learning is the means of culture learning, and culture learning and cross-cultural communication are the aims of English learning. On the other hand, cultural learning provides English language learning rich and colorful, real and fresh materials and environment, a large number of cultural materials into the English teaching materials and classes, not only make English learning interesting, but also ensure the training of English communication ability. Therefore, from the design and arrangement of English curriculum to the orderly development of classroom activities, language and culture teaching should always complement each other. In view of the different cognitive level and learning needs of students at different learning stages, the proportion of language and culture teaching can be adjusted moderately and moderately.

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## AN ANALYSIS OF THE INFLUENCE OF PHYSICAL EDUCATION ON MOLDING STUDENTS' PERSONALITY FROM THE PERSPECTIVE OF PSYCHOLOGY

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**Background:** The formation and development of personality are influenced by many factors. Researchers generally believe that personality is heredity, social culture, family environment and upbringing. School education and personal experience and many other factors interact with each other. At different stages of personality development, internal and external influences are different. Early family rearing style is the main impact, with the growth of individuals, school education, partner exchanges, personal experience and so on gradually occupies an important position. School education is the most important. One of the most important forms of school education is subject education. Any discipline education, when it only stays at the technical level, it is low-level immature. It has higher social significance and cultural value only when it enters into the spiritual level and affects the spirit and behavior of human beings. With the development of quality-oriented education, more and more attention has been paid to the cultivation of students' healthy personality and the infiltration of healthy personality and subject education. Physical education is an important part of school education. It integrates physical activities, psychological activities and emotional experience. It has rich and positive educational functions. It is an important means to cultivate and develop students' healthy personality. Physical education is unique to the education and influence of human body and mind, which cannot be replaced by other disciplines. The personality molding function of physical education is an old topic. Scholars from the way, role, strategy, efficiency and other aspects of a large

number of theoretical elaborations, agreed that physical education can have a positive impact on personality. However, why does it have a positive impact? How to interpret and explain the personality molding function of physical education? But few people explore. It is of great theoretical and practical significance to explore the essence of the phenomenon from the perspective of psychology for correctly understanding and grasping the personality shaping function of physical education and guiding its practice.

**Objective:** In the new era, physical education has become the most significant part of college education, which has a great impact on the quality education in colleges and universities. In order to build up a sound personality, we should not only combine the characteristics of physical education with the students' psychology, but also help the students to form a good psychological quality. Firstly, this paper expounds the significance of college physical education in shaping students' personality from the perspective of psychology, and then analyzes the specific strategies of personality molding.

**Subjects and methods:** Totally 300 college students were randomly divided into experimental group and control group. Each group of 150 people. The experimental group paid attention to the personality molding function of college physical education in the field of psychology in physical education, including:(1) The colleges and universities shall clarify the students' sports training norms and methods, and guide the students to strictly observe the rules;(2) Cultivating students' sense of justice and responsibility in the physical education in colleges and universities;(3) Make great efforts to promote and cultivate the students' independent personality;(4) cultivating students' spirit of solidarity and cooperation;(5) Constantly cultivate students' correct outlook on life and values in the physical education campaign in colleges and universities. The control group only had daily learning. The experiment lasted for 3 months. Questionnaires were distributed to the students before and after the experiment to test their personality traits. The questionnaires included basic information and some questions about behavior and thinking, 36 sub questions in total SPSS20.0 and Excel were used to count the questionnaire data.

**Results:** In the process of social development, sports have become a unique cultural existence, with its own unique social intercourse. The content of sports is rich and varied. Students can choose the items that suit their own interests and physical conditions according to their actual situation. Through the participation of sports, students can not only find the significance of their existence in sports, but also find the corresponding fun, so as to achieve their awareness of participation and ability. But after 3 months of teaching, the students in the experimental group are not easy to be impulsive, like challenging difficult things, have long-term and short-term goal planning, and are more attentive. The students in the control group were easy to shrink back from difficulties, easily angry and irritable when disagreeing with others. Some students had short-term planning goals. But only a few students have a long-term goal of planning, and most students do careless, easy to ignore the details.

**Conclusions:** In the process of college physical education, in addition to helping students master the basic skills, the most important thing is to help students learn the corresponding tactical thinking. Because in the process of sports needs to quickly and accurately judge the actual situation, and these constantly changing circumstances can help students to become more flexible thinking activities. Through rapid thinking, adjustment and change, the improvement of students' self-creative spirit and ability is closely related to the shaping and cultivation of personality. To understand the relationship between the two, as students receiving physical education, it is necessary to be deeply aware of the positive and far-reaching impact of physical education on the shaping of personality, and teachers should focus on the students' future. In the process of education, we should take various means and ways to cultivate students' healthy, noble and perfect personality, and excavate the shaping function of physical education to personality, so that students can receive far-reaching and lasting personality education at the same time, laying the foundation stone for the future life.

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## SPORTS PSYCHOLOGICAL ANALYSIS AND TEACHING COUNTERMEASURES IN COLLEGE PHYSICAL EDUCATION

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**Background:** Physical education, just as its name implies, refers to the purposeful, planned and organized educational process carried out through physical activities and other auxiliary means. The ultimate goal of physical education is to achieve students' health through teaching. With the rapid development and progress of today's society, society on the overall quality of contemporary college students