

impact of teachers' charm on students. However, the survey found that only 12.7% of students like academic knowledge teachers. It can be seen that the charm of Ideological and political teachers' knowledge theory has not really been brought into play, and the knowledge theory needs to be enriched.

The data analysis in Table 2 shows that teachers should be good at creating an active classroom atmosphere and pay attention to the psychological influence of their peers. College Ideological and political teachers' treatment of the relationship between teachers and students in the teaching process will directly affect the classroom atmosphere. At the same time, they can also see the relationship between individual psychology and group psychology, which is also a part of dealing with the relationship between teachers and students in the teaching process.

Conclusions: To sum up, this study analyzes the innovative exploration and application of the working mode of Ideological and political education in colleges and universities from the perspective of educational psychology. Educational psychology, as a new trend of psychology studying human virtue and strength, is properly applied to the ideological and political education in Colleges and universities, which brings important enlightenment to the innovative development of the theory and practice of Ideological and political education in Colleges and universities, and helps to enhance the enthusiasm, experience and development of ideological and political education in Colleges and universities, It conforms to the trend that ideological and political education in Colleges and universities increasingly emphasizes humanistic care.

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RESEARCH ON URBAN ROAD LANDSCAPE PLANNING METHOD FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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Background: As one of the most intuitive and understandable visual elements of urban style, urban color has always been widely concerned by the public. Color itself belongs to the aesthetic category, and the aesthetic standards of cognitive subjects are different. Therefore, since the formation of the city, there have been different opinions on the beauty and ugliness of urban color, which also poses a problem for the planning and research of urban color. At present, China's urban construction is in a period of rapid development. While paying attention to functional layout, traffic problems and public facilities construction, people begin to pay more and more attention to the urban image and urban quality. A high-quality urban environment can increase residents' sense of belonging and pride, improve the quality of life, increase the comprehensive competitiveness of the city, and provide a guarantee for the healthy and sustainable development of the city. As an intuitive element affecting the quality of urban style, the visual quality of urban color should also become one of the standards to evaluate the quality of urban style. From the current situation of urban construction in China, most cities not only do not have the color style in line with their own characteristics, but also have the phenomenon of color abuse and similar color style.

Buildings with too bright colors or large advertising signs in the city are full of people's sight. They are seriously disconnected from the surrounding color environment, and even have a negative psychological impact on people living and working here, causing people to have irritability and even psychological panic. This kind of color is often called "manic color". The problem of manic color has become a basic problem to be solved in urban color, which is much more important than aesthetic and cultural problems. In addition, with the mass production of building materials and the lack of design, the urban color style tends to be the same, and the urban style loses its individuality and regionality. The above reasons are also the main reasons for various large and medium-sized cities to carry out special urban color planning in recent ten years. Therefore, this paper puts forward the research method of urban road landscape planning from the perspective of color psychology. This paper analyzes the role of color psychology in urban road landscape planning, and studies its analysis methods.

Subjects and methods: In order to realize the research of urban road landscape planning method, this paper takes a main road in a certain place as the research object, and makes a reasonable color matching and setting of the landscape on both sides of the road section. The road has a total length of 500 meters. 10 advertising columns, 10 flower beds and 5 urban road signs are set on both sides of the road. These are taken as the landscape settings of this study. Through the selection of advertising column color and flower bed planting plants, three colors of red, yellow and green are also selected for certain matching, and the urban road signs are uniformly set as blue.

Study design: The survey method selected in this study is mainly questionnaire. The questionnaire mainly adopts the combination of reference and self-made. Set a score of 1-5 for the interview of objective questions in the questionnaire, and interview the respondents with fixed urban road landscape color planning questions. It mainly includes the rationality of urban road landscape color matching, the integration of color and the surrounding of urban roads, etc. the remaining questions are open-ended questions to determine the respondents' satisfaction with the current urban road landscape planning. This time, 20 questions were set, 200 questionnaires were distributed, 198 were recovered, and the success recovery rate was 98%. The test-retest reliability of the questionnaire was 0.47-0.73, the split half reliability was 0.68-0.77, and the homogeneous reliability was 0.44-0.63, $P < 0.01$.

Methods of statistical analysis: In order to make the planning method in this paper have a certain reliability, SPSS13.0 is used to statistically analyze the questionnaire. In order to test the reliability of the questionnaire, this study sets up the question of high similarity when compiling the questionnaire, so as to test the validity of the sample questionnaire. The data were analyzed by t-test, correlation analysis, one-way ANOVA, LSD test and other methods using IBM SPSS statistics 26.

Results: Multivariate analysis of variance was used to test the results of different questionnaire respondents, as shown in Table 1.

By analyzing the experimental results in Table 1, it can be seen that after the questionnaire survey, the multi factor variance evaluation of the rationality of the color of urban road landscape planning has a good effect. In the rationality of color collocation, the evaluation effect of variance factors between the experimental group and the control group is relatively close, indicating that the respondents agree with the color collocation of the sample urban road landscape planning; In the experiment in which the respondents believe that the color matching is unreasonable, there is a large gap between the results of the two groups, indicating that the respondents do not agree with the color matching of the sample urban landscape planning, indicating that the respondents have different views on the color matching due to the differences of psychological factors.

Table 1. Multi-factor analysis of variance of urban road landscape planning index (F).

Dimension	Rationality of color matching		Unreasonable color matching	
	Experience group	Control group	Experience group	Control group
1	0.85±1.85	1.30±1.72	12.50±2.30	11.30±2.45
2	0.45±2.55	1.64±2.44	12.23±4.24	11.35±2.30
3	3.10±2.55	3.10±3.21	8.14±2.50	9.35±0.32
4	5.25±4.07	5.32±4.55	15.95±4.21	16.03±3.55

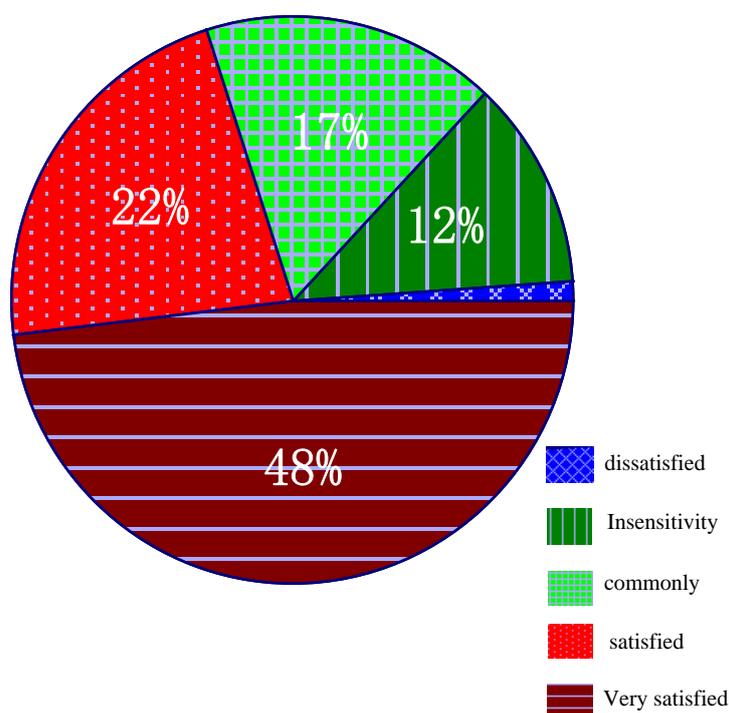


Figure 1. Analysis of respondents' satisfaction with urban road color planning.

In urban road planning, the color matching should meet the needs of the masses and integrate with the city. Therefore, the satisfaction of the respondents was analyzed in this survey, and the results are shown in Figure 1.

By analyzing the experimental results in Figure 1, it can be seen that in the analysis of respondents' satisfaction with urban road color planning, most respondents are highly satisfied with the sample urban road color planning, about 48%, and the dissatisfied respondents are 1%. In contrast, the planning method considering color matching in this paper can effectively carry out planning.

Conclusions: Color psychology is a science that studies the relationship between color and human psychology. It is often used in the field of color application. Color psychology is the subjective reflection of the objective world. Color psychology through vision, from perception, emotion to memory, thought, will, symbol and so on, its response and change are extremely complex. Therefore, this paper analyzes the urban landscape planning method from the perspective of color psychology, and finds that the psychology of the audience should be considered in planning, so as to improve the quality of urban construction.

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THE DEVELOPMENT DILEMMA AND OPTIMIZATION MECHANISM OF COLLEGE ENGLISH TEACHER COMMUNITY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology plays an important role in the development and promotion of education. Since the 1990s, China's social economy has developed rapidly. At the same time, the education industry has also received extensive attention and full development. Educational psychology has gradually attracted the attention of the educational community. Among them, educational psychology accounts for a large part of the internal driving force of College English teachers' development. Focusing on the development dilemma and optimization mechanism of College English teachers from the perspective of educational psychology, this paper discusses the problems existing in College English teachers' professional development, mainly including English teachers' educational concept, independent development direction and ability, cooperative development consciousness and so on. This paper analyzes the optimization mechanism of College English teachers' professional development, that is, changing teaching ideas, strengthening teaching practice and scientific research ability, observing, reflecting, exploring and researching teaching, and improving subject teaching ability and scientific research ability through individual efforts and group cooperation.

This paper analyzes the problems existing in the development of College English teachers from the perspective of educational psychology, discusses the causes, and puts forward the corresponding solutions.

Subjects and methods: This paper studies the current situation of the development of College English teachers, integrates some excellent scientific research achievements, systematically combs and regularizes the restrictive factors of College English teachers' professional development from the perspective of educational psychology, and the internal mechanism of English teachers' professional development in administrative colleges and universities. On this basis, it puts forward some suggestions to optimize the development mechanism of College English teachers, which points out the direction for us to better solve the development dilemma of College English teachers and optimize the development mechanism of College English education.

Study design: through the analysis and investigation of the development dilemma and optimization mechanism of College English teachers from the perspective of educational psychology, this paper puts forward relative optimization methods in real time for some problems in professional development, so as to provide a certain theoretical and practical basis for the optimization research of College English teachers' professional development in China. It has played a certain role in further solving the development dilemma of College English teachers and optimizing the mechanism system of College English teachers

Methods of statistical analysis: This paper adopts a classified research method to analyze the participating College English teachers from the aspects of unreasonable professional title structure, uneven age of teachers and unbalanced proportion of men and women.

Results: the development dilemma and optimization mechanism of College English teacher community from the perspective of educational psychology are shown in Tables 1, 2 and 3.