

to carry out a questionnaire survey, a total of 300, 279 recovered, the number of effective copies 268.

Methods of statistical analysis: New trends in urban cultural geography in the context of Excel statistical social psychology.

Results: Culture has become a major cause of the intensification of social differences and urban conflicts. The application of social psychology to the research of urban cultural geography is of great significance. Through the research of urban cultural geography under the background of social psychology, the theoretical system should be improved to provide a guarantee for the sustainable social and economic development of the region.

The results of this survey use 1 to 4 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, and 4 indicating obvious influence. In order to reduce the large error caused by individual subjectivity in the assessment, the results are determined by rounding off 200 people, and the specific statistical table is shown in Table 1.

Table 1. Influence of green technology innovation on industrial economic growth in the background of social psychology

Factor	The evolution of the urban culture	Cultural and geography research	Research progress
City 1	4	3	3
City 2	4	3	4
City 3	3	3	4
City 4	3	4	3
City 5	3	4	4

Conclusions: Compared with the study of urban social space reconstruction from the perspective of social and urban transformation, it is urgent to analyze the impact of globalization on China's urban cultural development. In particular, under the influence of cultural globalization, the evolution and transformation of new urban culture in cities has emerged, the functions of traditional urban culture and cultural soil in the process of cultural development and reconstruction in future big cities have been re-evaluated, and attention has been paid to the possible impact of the transformation of cultural elements from nature to humanities, the development of urban culture and the flourishing of urban cultural industries on the evolution of urban cultural era, as well as the protection of local culture and the effective integration with foreign culture, the intrusion and exclusion of culture and other research topics triggered on this basis. At the research level, it has become the mission and responsibility of cultural geography research in the new era to respond to this series of new phenomena. Taking a comprehensive view of the research on Chinese cultural geography in recent years, although it has made considerable progress and emerged many new research fields (such as the discussion of women's geography, the development of literature from the geographical perspective, etc.), it is also faced with such problems as the urgent need to expand the disciplinary field, the need to strengthen the research system, and the need to improve research methods. Summing up the trend of cultural geography development of China's big cities under the background of cultural and social psychology has positive significance in filling up the insufficiency of domestic cultural geography research, perfecting the theoretical system of the subject, sustainable development of regional social economy and effective exertion of cultural soft power on regional stability and sustainable promotion.

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ANALYSIS OF THE INFLUENCE OF THE IDEOLOGICAL AND POLITICAL EDUCATION DISCOURSE POWER ON STUDENTS' PSYCHOLOGICAL EMOTION UNDER THE PERSPECTIVE OF INTERNET PLUS

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Background: The practice of Ideological and political education in colleges and universities is an important part of the talent training system. The reason is that it not only undertakes the important task of teaching and educating people, building morality and cultivating excellent talent resources for the motherland, but also undertakes the research, promotion and dissemination of Ideological and political education in colleges and universities. The purpose is to carry out targeted and carry out political, ideological and moral education and influence on college students in a planned way, so as to correct students' ideological understanding, cultivate students' moral quality and improve students' comprehensive quality. Over the years, ideological and political education in colleges and universities has formed its own valuable experience and fine tradition, and also has a distinct sense of the times. With the development of society, the ecological environment of Ideological and political education in colleges and universities is constantly changing, fully adapting to different times, solving different problems of the times, and ensuring the effectiveness of Ideological and political education in colleges and universities, constantly innovating the working concept of Ideological and political education in colleges and universities, optimizing the working methods and expanding the working means are the era topics that the ideological and political education in Colleges and universities has to face. In the new era, network culture has become the "main media environment" for college teachers and students. Network culture is the crystallization of the combination of network technology and culture, which provides a new research perspective and new research topics for the promotion of discourse power, and also makes it face the "biggest variable". It can be seen that based on the perspective of "network culture", it is necessary to study the promotion of the discourse power of Ideological and political education in colleges and universities.

Objective: Based on the "Internet plus" perspective, this paper studies the related issues of the discourse right of Ideological and political education in colleges and universities, and analyzes the challenges faced by the discourse power from the perspective of the two main bodies of educators and educator. From the perspective of educators, the specific manifestations are as follows: the guiding power of discourse context is differentiated, the persuasive power of discourse content is dispelled, the attraction of discourse communication is weakened, and the regulation power of discourse effect is weakened. from the perspective of the educated, the specific manifestations are: lack of sense of responsibility of the discourse subject, lack of discourse recognition ability, and anomie in the expression and exercise of discourse power. In view of these problems, new thoughts are carried out: cultivate the ideological and political network culture team in colleges and universities, and improve the voice of educators. Strengthen the theoretical construction and innovation of network culture and enhance the discourse right of educates. Use the laws and means of network culture communication to realize the common promotion of the discourse right of educators and educates. Colleges and universities should make improvements in innovative ways of expression and means of communication in order to comprehensively solve the challenges faced by improving the right to speak.

Subjects and methods: A total of 800 questionnaires were distributed by randomly selecting college students from multiple colleges and universities, using the way of online and offline synchronization, including 500 online and 300 offline. The questionnaire includes the impact of Internet plus era on students' life and learning styles, how to look at the discourse power of Ideological and political education, the Reconstruction Path of Ideological and political discourse power in the Internet plus horizon, the quality of discourse, the connotation of discourse and the channels of discourse. The questionnaire is collected on the spot. A total of 800 questionnaires are collected, with a recovery rate of 100%. If there is more than one blank or most options are the same continuously and all options are the same, the questionnaire will be invalid. The final effective questionnaire is 729, and the effective rate of the questionnaire is 91.125%. SPSS 17.0 software was used to count the questionnaire results.

Results: The survey results show that the current ideological and political discourse power in colleges and universities is still weak in influence, insufficient guidance, insufficient authority and insufficient initiative. Some students doubt the ideological and political discourse power in colleges and universities, think that the content is miscellaneous and the form of expression is single. The results are shown in Table 1.

The popularity of smart phones and tablets and the operation of Chinese Internet users on the comprehensive platform of social, entertainment and business activities have changed people's lifestyle and affected college students' thinking mode, thinking habits, psychological consciousness and discourse paradigm. Now we are facing the "post-95" college students with strong self-awareness of personality. They have a broad vision, master information quickly, and their thoughts are diversified and decentralized, which makes the ideological and political education in colleges and universities must innovate their own voice to influence and guide the students. Under the new media, we should innovate the discourse power of Ideological and political education, spread our positive energy in the discourse expression form loved by young students, infect and attract students, for example, make full use of direct and fast communication methods commonly loved by students such as micro video and webcast, enhance interaction, find students'

political and ideological problems and solve them in time. Network language is also constantly new, strange and brilliant, with fresh vitality and strong appeal. Modern timely interaction and other network platforms are often mixed with some “emoticons” and some strange “codes”, which students like and easy to accept. Therefore, the ideological and political work in colleges and universities should learn to use new languages and sentence patterns adapted to the network language environment to narrate, express and spread. It is necessary to spread the socialist road with Chinese characteristics and our theoretical culture, capture the hot media events, follow the concerns of students, highlight the timeliness, and pay attention to the innovation and enrichment of content, Strengthen the voice of college students in Ideological and political education.

Table 1. Some results of students’ psychological emotion about “discourse power of Ideological and political education in Colleges and universities”

Psychological emotion	Query	Miscellaneous content	Single form of expression	Nonstandard
Proportion of people / %	21.3	47.2	32.4	15.2

Conclusions: Improving the discourse power of Ideological and political work in colleges and universities is the embodiment of actively responding to the call of the state and doing well the ideological and political work in colleges and universities. It not only plays an important role in enhancing the effectiveness of Ideological and political education in colleges and universities, but also helps to maintain the correct orientation of national ideology to a certain extent. The research on improving the discourse power of Ideological and political education in colleges and universities is not achieved overnight. It is a gradual, long and complex process. Its promotion needs to cooperate with all forces and coordinate various factors. It requires educators and educates to work together to make the discourse subject, discourse content, discourse form and discourse carrier complement each other, so as to jointly realize the effective promotion of Ideological and political discourse power in colleges and universities and promote students’ positive response.

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ON THE DISSEMINATION AND CULTURAL CONNOTATION OF THE ECOLOGICAL CIVILIZATION OF THE YELLOW RIVER UNDER SOCIAL PSYCHOLOGY

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Background: The so-called ecological civilization, in a narrow sense, is to improve the relationship between man and nature, emphasize sustainable development, oppose the predatory use of resources and energy, and require the construction and protection of the ecological environment. Therefore, at the economic level, ecological civilization requires that economic activities meet the requirements of sustainable development and pursue the harmonious coexistence between man and nature. Specifically, we should vigorously develop the circular economy, strive to promote low-carbon production and green development, optimize the pattern of land and space development, and comprehensively promote resource conservation. At the political level, ecological civilization requires the party and government to establish a correct concept of ecology and development, and take ecological civilization as an important work to realize, develop and safeguard the fundamental interests of the people. Attach great importance to the institutional construction of ecological civilization, strengthen environmental supervision, govern strictly according to law, and actively carry out international cooperation with governments of all countries. As an important part of China’s overall development strategy, the ecological protection and high-quality development of the Yellow River involves many disciplines and practical problems. Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. Based on