

necessary to study Lei Feng spirit among them to help students establish a correct outlook on life, values and world outlook.

Subjects and methods: (1) Strong self-awareness and weak collective concept. Most college students in the new era belong to the only child group. They have been regarded as the center of the family for a long time. A considerable number of college students have formed a relatively strong concept of self-consciousness, which shows too much strong personal interests in life. They do not care enough for the interests of the collective and even the country, so they relatively lack high ideals and firm beliefs. (2) Obvious sense of demand and weak concept of dedication. Influenced by the negative factors in all aspects of society, a considerable number of college students show strong individualism and self-worth. They talk about claim and power one sidedly, pay everything back, only care about their immediate interests, do not talk about dedication and social value, and are unwilling to pay more for the collective and others. (3) Waste is obvious, and the concept of thrift is weak. A considerable number of college students have formed a bad atmosphere of seeking food, pursuing clothing, and even leading consumption, extravagance, extravagance and extravagance, and the concept of thrift is extremely weak. (4) Strong sense of enjoyment and weak concept of labor. Affected by the living environment since childhood. A considerable number of college students lack the concept of labor. Work lightly, fear warblers, love leisure and hate work, and be greedy for the enjoyment of the pavilion. Although some students dress well, they never wash clothes. Although the dormitory environment is comfortable, it never arranges personal housekeeping, let alone public health such as classes and dormitories.

Results: (1) Combine the promotion of Lei Feng spirit with the daily ideological and political education of college students. Make full use of various media of the school, such as school newspaper, radio, network, window, etc. firmly grasp the main line of excellent national morality and carry out the publicity of Lei Feng spirit with rich content and lively forms. By organizing and studying Lei Feng's deeds, holding situation reports, visiting the exhibition of reform and development achievements, and carrying out activities in combination with festivals and memorial days, we will closely combine the activities of promoting Lei Feng's spirit with the education of ideals and beliefs, patriotism, national spirit and socialist concept of honor and disgrace for students. Guide the majority of students to enhance national self-esteem, self-confidence and pride, and let the majority of students understand that only the great cause of integrating people into the country and the nation can reflect greater value, so as to turn patriotic enthusiasm into specific actions to learn newspaper skills. (2) Combine the promotion of Lei Feng spirit with the construction of study style. By carrying out educational activities on the construction of the study style with the theme of analyzing phenomena, formulating measures, establishing models and guiding the study style, formulating measures to strengthen the construction of the study style, Shusha has selected a number of effective collective models for the construction of the study style, selected a number of advanced individuals who "learn from Lei Feng on campus and study as a pioneer", and guided students to carry forward the "nail" spirit like Lei Feng, Learn scientific and cultural knowledge well. (3) Combine the promotion of Lei Feng spirit with the construction of campus culture. Adhere to the principle of "close to reality, close to life and close to students", combine the promotion of Lei Feng spirit with campus cultural activities, and effectively use the carrier of the second classroom to carry out ideological and political education for college students. More students will be enlightened and educated by organizing thematic reports, seminars, essay competitions, performance comparison and speaking competitions, picture exhibitions, film exhibitions and other activities to learn from Lei Feng. At the same time, actively establish and guide Lei Feng learning associations, deeply carry out social practice activities such as voluntary service, so that students can deepen their understanding and understanding of Lei Feng spirit in the practice of serving Fengshi society, and guide students to learn skills, make contributions and grow talents in practice.

Conclusions: Today, with the development of socialism, the proposal of building a harmonious society makes us feel the greatness of Lei Feng's spirit. The development of society needs Lei Feng's spirit. People's life needs Lei Feng spirit. Lei Feng spirit is needed in work. College students can't live without Lei Feng's spirit. For the construction of socialism and the realization of a harmonious society, let us always take Lei Feng spirit as our starting point and strive for the prosperity of the motherland and the rich life of the people.

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THE CONSTRUCTION FUNCTION OF THE FORM OF PSYCHOLOGICAL EDUCATION OF ETHNIC MINORITIES ON GENDER IN CHINA

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Background: Feminist English feminism, originated from feminism in France, entered the English vocabulary at the beginning of the 20th century. Its meaning is the social revolution to realize the complete change of women's role. It not only refers to a political struggle, but also a unique academic phenomenon that can't be ignored in the 20th century, that is, it focuses on the recognition of women's rights. Provide strategic guidance and theoretical support for the struggle for gender equality and the redefinition of women's characteristics. Among them, gender theory is the academic basis and theoretical core of feminism. The proposal of gender has important value and significance. It destroys the traditional views of physiological difference determinism and sexual essentialism and provides practical possibility and operability for finding gender inequality in the social field. Because it is more feasible to change the social structure, cultural concept, and psychological education than to transform the physiological differences and structure of men and women, it puts forward hope and outlet for women's Liberation and gender equality.

Objective: Gender theory is the academic foundation and theoretical core of feminism. Social gender is different from the innate biological gender, but the social construction of multiple factors such as economy, politics, culture, and education. This paper focuses on the role and influence of three basic forms of psychological education: family education, school education and social education on the formation of gender, as well as the guidance and requirements of gender theory for the form of psychological education.

Subjects and methods: First, family education is the first chapter of life and the initial cradle of individual socialization. The first environment a person meets at birth is the family, and the first teacher is his parents. Children grow up under the direct influence of their parents. They first understand the world and the relationship between people through their families and parents. Therefore, family education refers to "purposeful and conscious education for the new generation and other family members by parents or other adult elders in the family". Family education is very important for children's physical development, acquisition of knowledge, cultivation of ability, cultivation of sentiment and formation of personality. At the same time, family education plays an important role in the formation of children's gender. According to China's scientific survey, 57% of parents buy toys such as dolls for girls, while only 11% buy such toys for boys. Only 18% of parents buy toys such as knives and guns for girls, while 59% of parents buy such toys for boys. This shows that there is a difference between men and women when parents buy toys for their children. This virtually promotes the formation and difference of gender between men and women.

Secondly, school education is the second important place for the formation of gender. School education refers to "a purposeful, planned, organized and systematic educational activity for the educated through special educational institutions to impart knowledge and skills, cultivate ideological and moral character, and develop intelligence and physical strength". With the popularization of nine-year compulsory education and higher education, individuals spend most of the period from six or seven years old to twenty-five years old in schools. Therefore, schools play a very important role in the formation of gender between men and women.

Results: One is the influence of social role expectation in social education. Social expectations will make parents treat infants differently, which will affect the infant's response. For example, when a boy learns to walk and falls, his parents will pick him up and encourage him to continue learning. For girls who fall, their parents often give more comfort. In this way, boys tend to form an independent and brave character, while girls tend to form dependence. More importantly, because social expectations will form social pressure, most members of both sexes will have a clear sense of gender identity belonging to a gender group, so as to consciously take some behaviors in line with social expectations.

The second is the influence of mass media education. Such as books and periodicals, television, film, radio and other media also play an important role in the formation of the concept of gender roles. Children begin to cultivate gender roles very early through books and stories they read to them. In the monograph *Dick and Jane as victims* (1972) published by the international women's organization, by examining 2760 stories in 134 children's books, it is found that the ratio of boy centered stories to girl centered stories is 5:2, the probability of adult men as the main character is four times that of adult women, and the number of times people describe men as smart is 131, Women only 33 times. Studies by Kortenhuis, Carole, etc., show that in children's books published in the United States from 1940 to 1990, although the frequency of boys and girls tends to be equal, girls are mostly engaged in instrumental activities, passive and dependent on others. Similarly, television, especially television advertising, will also affect the formation of people's concept of gender roles. According to the investigation, relevant experts summed up one of the most common TV advertising modes: women, as parents or wives, take care of children and husbands, eat, drink and do housework in the family, and are also the main consumers of clothing, cosmetics and gold jewelry. Men, on the other hand, use mechanical, electronic and technological advertisements to show that men manipulate the world with technology and expertise. Obviously, this phenomenon is based on a gender bias, which is also the way men explore the world, and trample, suppress, ignore or lose women's voice, which

is also the most basic problem concerned by the gender perspective.

Conclusions: As a central concept of feminist researchers, “gender” inevitably brings a strong feminist emotional color in their analysis of problems, and the theoretical perspective is biased. However, the emergence of the concept of “gender” is a powerful challenge to the long-standing prevailing gender “biological determinism”. It is the product of cultural construction and is operable, which is conducive to the construction of a new gender knowledge and cultural system with gender equality as the ideal and the realization of gender equality, and gender has had a broad and far-reaching impact on the development of education and discipline research. Research on education from the perspective of gender is also popular in China. In 1995, the Education Department of Beijing Normal University opened a special research course on “education and gender”. In 2001, gender education took the lead in entering the university classroom in Shanghai. People have recognized the importance of gender in the field of education. Therefore, in education, we should recognize the limitations of the traditional gender concept and build a correct gender concept. Educators and educates should break the specificity of gender characteristics, and fully realize that the positive aspects such as initiative, self-confidence, intelligence and strength do not belong to men, and the negative aspects such as passivity, inferiority, slowness and weakness do not belong to women, We should pay attention to and analyze gender culture at all levels and forms of education, emphasize gender recognition and gender tolerance, eliminate gender bias, and establish a correct gender concept. In today’s multi-cultural background, the greatest happiness is harmony. Equality replaces hierarchy, sharing replaces control, and mutual benefit replaces subordination. This is the smooth road that harmonious male female relations should take. Take off the colored glasses of their gender, surpass gender, respect, and cooperate with each other, make sexism disappear, and men and women become equal partners, go hand in hand and create a better life. This is the concept that we should uphold and adhere to in various forms of psychological education at present.

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BUSINESS MODEL INNOVATION AND DEVELOPMENT OF RETAIL ENTERPRISES IN THE ERA OF “NEW RETAIL” FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: With the development of commodity economy, the research on consumer psychology has been paid more and more attention in China. It has developed from a general theoretical introduction to the research on most consumers in China. In the theoretical system of consumer psychology, marketing psychology is directly for the eyes of commercial enterprises. Consumer psychology and behavioral characteristics are the most concerned problems of zero consulting commercial enterprises. For a retail store, its business content and scale are limited. Therefore, each store has its own specific service scope and service object. In other words, each store serves a relatively stable customer group within a certain range. This stability is mainly reflected in the stability of the scale and composition of the customer group, including the stability of gender composition, occupation composition and age composition within the customer group. Due to the different regions where stores are located, there must be great differences in the composition of customer groups, consumption psychology, consumption behavior characteristics and demand conditions. Accordingly, the services provided by stores are also different. In order to further develop consumer psychology in practical application, it is necessary to make the research focus from the research of consumer psychology of the whole society to the research of consumers in the area where stores are located and the research of consumers attracted by stores or business districts. Its main content is to investigate, study and analyze the age composition, occupation composition, consumption stage and scale of consumer groups of consumers in the area where the store is located and within the scope attracted by