

the audience. The whole TV film raises questions in the form of questions, closely links the theme that it is everyone's responsibility to support the elderly, deepens the theme of social responsibility, stresses the power of the legal system, warns and educates people, and achieves the effect of publicity. Second, the essence of human psychology determines that the audience's response to news information is subjective and dynamic, and the audience's existing psychological attitude and thinking set affect the audience's selective attention, understanding and memory of news information, and affect the transmission effect of news information in the process of news acceptance. Third, a correct understanding of audience psychology is the basis for realizing the desired news communication effect. The unity of audience's psychological satisfaction and the realization of news communication objectives is the best state of news communication effect. The information hunger and rebellious psychology of the audience of news communication will lead to the failure of news communication activities. Even people of the same age, different occupations, experiences, scientific and cultural levels and living conditions, even different regions and genders, can form different psychological conditions. There are all kinds of people for our publicity and reporting. We need to study the special psychology of different people, that is, not only the commonness of their psychology, but also the individuality of their psychology.

Conclusions: At present, it is very urgent to actively promote the research on audience psychology of news communication in China, establish a complete system of audience psychology, and reveal the deep theoretical laws to realize the effect of news communication through in-depth and detailed research on audience psychology. The research on the psychology of news communication audience not only has very important theoretical significance for the discipline of news communication, but also has very important practical significance for news communication activities.

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THE EMBODIMENT OF JAPANESE CONCAVE CULTURAL PSYCHOLOGY IN JAPANESE LANGUAGE

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Background: The fuzziness of Japanese language expression is not only a unique language phenomenon in Japanese, but also the focus of Japanese learners' learning. It is necessary to reveal its causes from the perspective of Japanese concave culture. For Japanese learners, the expressions in Japanese cannot be limited to simple imitation, but need to be mastered in combination with culture. Teaching should be combined with culture to teach this Japanese language expression, so that students can know what it is and why it is, so as to improve learners' Japanese communication ability. Language is the carrier of culture and plays an important role in culture. On the other hand, language is influenced by culture and reflects culture. Japanese has many different characteristics from other languages. These characteristics, from a certain point of view, are the characteristics of Japanese culture. The domestic research on Japanese ambiguous expression is mostly limited to the research on the form and characteristics of Japanese expression. Starting from the perspective of culture, especially from the perspective of Japanese concave culture, the research on the connection between Japanese language expression and Japanese specific concave culture is still in its infancy, and there are few papers on this research. Language is the carrier of culture and plays an important role in culture. On the other hand, language is influenced by culture and reflects culture. Japanese has many different characteristics from other languages. These characteristics, from a certain point of view, are the characteristics of Japanese culture. Fanghesui, a famous Japanese linguist, attributed the Japanese language action and human consciousness to concave culture, put forward the concept of concave culture, and described the overall picture of Japanese culture as the overall impression of the Japanese nation, which is mild and introverted. Introverted rather than extroverted. It is more patient than aggressive. Rather than full of principles, it is better to pay more attention to practical significance, that is, the nation of concave culture. There are many studies on Japanese language expression in China, and some talk about its background or reasons from the cultural level, but there are some differences in the

classification of forms and the analysis of reasons. This paper focuses on the important reasons for the formation of Japanese language expression from the perspective of concave culture, which is believed to be of great help to Japanese learners to better understand and use Japanese language learning.

Objective: This paper starts from the fact that Japanese language is deeply influenced by Japanese concave culture. It is not only a language phenomenon, but also a social and cultural phenomenon. Moreover, there are great differences in cultural characteristics between China and Japan. For Chinese Japanese learners, they should not only understand the classification of ambiguous expressions in Japanese, but also understand the cultural connotation behind the language. Ambiguous expressions in Japanese cannot be limited to simple imitation, but need to understand the speaker's real intention in actual language communication, so as not to cause unnecessary misunderstanding. For Japanese teachers, we also need to combine the unique concave cultural characteristics of Japan to teach ambiguous expressions of Japanese, so that students can know what it is and why it is, so as to improve Japanese learners' language communication ability.

Subjects and methods: Starting from the embodiment of Japanese concave cultural psychology in Japanese language, combined with the characteristics of Japanese language, this paper obtains the mastery direction and learning strategies of Japanese language from the perspective of cultural psychology. Based on literature and practical experience, this paper adopts the method of comparative research to realize the perfect judgment of Japanese concave cultural psychology. Using the method of language analysis, this paper puts forward the importance of cultural psychological learning in the process of Japanese language learning.

Results: First of all, the Japanese regard peace as the highest virtue and an important political concept in Japan. The spirit of valuing peace in Chinese Confucianism has become one of the Japanese principles. Since ancient times, the Japanese attitude towards nature is not to conquer and change nature, but to live in harmony with it. This thought is basically consistent with the thought of Laozi and Zhuangzi in ancient China. The Japanese, who do not want to oppose nature, do not like to have sharp opposition with others in dealing with interpersonal relations. They want to highlight their weak intention. The Japanese believe that harmony is the highest virtue. When expressing their opinions, in order not to hurt each other's feelings, the Japanese will try to use euphemistic and polite ambiguous expressions, and will not impose their personal will on others, so as to maintain harmonious interpersonal relations.

Secondly, the Japanese sense of being others centered belongs to a sense of cherishing others, restraining themselves and guessing the hearts of others, which is Japanese considerate. The Japanese think more about the other side's position, which also dominates the Japanese consciousness. They always think about the other side's feelings, consider the other side's mood and position, and then decide their words and deeds. This other centered sense of people can be said to be a major feature of the Japanese nation. While thinking of others, the Japanese also have a sense of protecting themselves. The Japanese like to use euphemism and avoid judgment. Their psychology is very complex and subtle. They not only take care of other people's emotions, but also avoid opposing opinions with each other, so as to prevent the situation from becoming tense.

Finally, Japan's experience also has a certain impact on the Japanese language. Compared with language communication, the Japanese prefer to communicate with their heart. Heart to heart communication is an important way of communication highly respected by the Japanese and the highest level of communication. They try to figure out each other's ideas in the tacit language communication. Therefore, whether in Japanese conversation or in articles, the ideal state is not to tell the whole story, but to do everything in silence. The Japanese believe that quick understanding of each other is the most advanced way of communication, and that communication without the help of language is the highest level of intentional communication. Because of this kind of perception culture in Japan, the Japanese have formed a very rich and delicate feeling for a long time. Even without the help of language, they can convey their ideas through small changes in eyes, tone of voice, and even subtle movements in their limbs.

Conclusions: Different countries have their own different cultures. They can't reason with each other and communicate with each other. Different cultures lurk in the interior of language expression. If they don't understand each other's culture, they can't really understand each other's language, and can't fully express their thoughts and normal communication. When we normally implement Japanese language teaching, we need to infiltrate Japanese cultural knowledge into students. Under the influence of concave cultural psychology, the Japanese do not like to express their opinions clearly, let alone publicize their personality. The speech leaves room for rhyme, takes the form of hint and omission, and has many vague and ambiguous places. The listener should rely on mood, vocabulary, honorific and even context to judge the meaning. Compared with the clear expression in language, the Japanese prefer to experience the feeling of "implication" and "implication". In many cases, foreigners find it incomprehensible and incredible, while the Japanese have already tacitly understood it, that is, they often say "from heart to heart". Therefore, the Japanese often give people a kind of unspeakable and elusive impression, which inevitably leads to

many misunderstandings in the process of communication. The Japanese regard this practice of leaving a layer of paper between language and reality as a virtue, leaving the aftertaste to the other party to taste and let the other party taste this comprehensible artistic conception.

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ON THE NEW MODE OF THE INTEGRATION OF COLLEGE EDUCATION MANAGEMENT AND PSYCHOLOGICAL EDUCATION IN THE NEW ERA

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Background: Psychology has a certain comprehensive nature. When the educational management of colleges and universities is carried out, integrating psychological knowledge is a process of perfectly combining educational ideas and psychological theories. Psychological education pays more attention to investigating people's psychological laws in the application of educational management of colleges and universities, and has already formed its own knowledge structure and utilization system in the process of development, it has certain comprehensive characteristics and needs to be managed by professional staff. In the application of psychological education in the educational management of colleges and universities, the specialized research objects of psychology can analyze the problems from the following angles. First of all, analyze the problems from the perspective of management objects. The key object of college education management is students, and teachers are secondary education management objects. The first thing to do is to fully study the internal psychological development process of students, and formulate scientific and reasonable solutions in combination with the future development trend of students. In the process of educational management, there are both students' and teachers' efforts. Students are not only the subject of educational management, but also the object of educational management. Taking the advanced information age as today's development background, students will face strong employment pressure after completing their studies and entering social work. This employment problem makes today's college students overwhelmed. In the society, the talent standard requirements of various employing units and the comprehensive quality and adaptability of students themselves have great initial entry, and some even have two different development directions, which makes it easy for college students to have contradictions in their study and work. Students in colleges and universities have certain vitality and passion. They are full of urgent hopes and aspirations for life and the future. However, the helplessness and dissatisfaction of real life often make them overwhelmed, resulting in a confused feeling about their future. For a long time, they have great anxiety and depression.

When carrying out educational management, the school pays too much attention to improving the quality of entering a higher school and seriously ignores the cultivation of students' comprehensive quality, resulting in an increase in the probability of students' psychological problems. While cultivating students' ability to learn scientific theory, the school ignores the cultivation of students' self-care ability and physical quality, which cannot make students occupy a strong development position in the fierce market competition to a certain extent. School education is sometimes divorced from the development of society and the employment needs of employers. If schools cannot fully apply psychological knowledge to carry out education management, it may have a certain negative impact on the development of school psychological education. China's education system is in a new period of continuous development and improvement, the educational management of college students has been pushed to the cusp. As far as the management of college students is concerned, only by constantly trying and applying new management methods and boldly using excellent talents can we constantly push through the old and bring forth the new, strengthen the efficiency of college student management and make the work of college education management to a higher level. The combination of educational management and psychological education in the implementation of college student management can not only strengthen the pertinence and timeliness of college student management, but also enable managers to suit the remedy to the case and strengthen management efficiency.

Objective: The new mode of integration of educational management and psychological education is a management method widely used in colleges and universities. By taking students' psychological activities as the research object and managing students' daily learning, life and work, it can effectively mobilize students' enthusiasm and further improve students' learning efficiency, life attitude and work ability. However, there are still some defects in the use of educational management psychology in colleges and universities, which leads to students' failure to get real help, making educational management psychology a mere display in