

**Results:** After the questionnaire survey, all valid questionnaires were sorted out and table 1 was obtained. Note that all the statistical data in Table 1 are quantitative data, displayed in the form of mean  $\pm$  standard deviation, and t-test was conducted. The significance level was 0.05. The question options related to platform evaluation in the questionnaire were sorted in descending order according to the negative degree of their significance, and then according to the - 2-2 scoring system, Numerical processing.

**Table 1.** Survey results of students' satisfaction with teaching resource platform in two groups of schools

Statistical items	Experience group	Control group	t value	P value
Overall satisfaction	1.413 $\pm$ 0.317	1.219 $\pm$ 0.226	1.731	<0.05
Ease of use	1.335 $\pm$ 0.259	1.341 $\pm$ 0.216	0.816	0.804
Content learning difficulty	1.527 $\pm$ 0.158	1.316 $\pm$ 0.358	2.549	<0.05

As shown in Table 1, the *P* value obtained by the *t*-test of the data on overall satisfaction and content learning difficulty of the teaching resource platforms of the experimental group and the control group is less than the significance level of 0.05, which is considered to be statistically significant. However, the *p* value obtained by the *t*-test of the data on the use convenience of the teaching resource platforms built by the two groups is 0.804, which is greater than the significance level of 0.05, It is considered that the data difference is not statistically significant.

**Conclusions:** The results of the questionnaire survey show that the students in the experimental group who build the teaching resource platform by integrating the theory of positive psychology are more satisfied with the overall platform and think that the content learning of the platform is less difficult. There are three main ideas for the construction of shared teaching resource platform jointly built by schools and enterprises. First, the construction of a high-quality platform requires multi-party participation, which not only requires government departments to increase guidance and support, but also requires the active participation of experts and scholars, higher vocational colleges and enterprises to give full play to their different resource advantages, so as to cooperate to develop qualified and high-level educational resources. The second point is to pay attention to the construction of high-quality teacher team. The construction of teacher team plays an important role in the construction of shared teaching resource platform. In the experiment, schools that screen and employ teachers with rich practical experience and outstanding teaching ability as backbone teachers get significantly better student satisfaction evaluation. Because these teachers will play a good exemplary and leading role in the team, so as to improve the quality level of teaching resources on the platform as a whole, which is also the prerequisite and foundation for building a high-quality resource platform. The last point is to establish a platform for communication with enterprises and society, because if you want to make the teaching resource platform have good resource sharing, the school to which the platform belongs must have long-term social service experience. The experience of all levels and industries accumulated through extensive social services can provide more beneficial conditions for the construction of shared resource platform.

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## CULTIVATION AND TRAINING OF PROFESSIONAL QUALITY OF STUDENTS WITH COMMUNICATION DISABILITIES

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**Background:** During the internship stage or after graduation, a considerable number of college students will go to enterprises and institutions as internal affairs, administrative clerks, secretaries and administrative assistants. They are in the central position of connecting up and down and communicating inside and outside. Due to heavy work and complex interpersonal relationships, the interpersonal communication pressure of these students increases rapidly. Under this environment, Students' communication ability has become a necessary condition for their normal work. However, one of the most lacking abilities of today's college students is interpersonal communication ability, which is embodied in the

following aspects. The first is the obstacle of role orientation. Once students set foot in the internship position, they need to play two roles: Intern and employee, and accept the supervision and management from both enterprises and schools. This will have a great impact and challenge on their long-term living habits and ways of thinking. It makes it difficult for them to adapt to the dual roles of “students” and “employees”, resulting in psychological pressure, which seriously affects their interpersonal communication and mental health. The second is the psychological obstacle of fearing “officials”. Because students have not been managed by people similar to their direct superiors before entering the society, and the direct superiors of their internship units have certain rights in their income and performance evaluation, some students have the psychology of “fearing superiors and officials”. The third point is the communication barrier caused by the lack of communication skills. Most students have been living in a relatively simple school and family environment before their internship. Most of the people they contact every day are their own teachers, classmates and campus managers, and have less contact with other members of the society. Therefore, college students generally lack interpersonal communication skills. Although higher vocational colleges have offered courses related to eloquence and communication, students trained through simulated situational teaching will be exposed to real society and practical work. You will find that it is very different from the teaching content, so you don’t know what to do. Even you don’t know how to communicate with all kinds of personnel in each company every day.

**Objective:** To find out the main factors leading to students’ communication barriers in work through questionnaire survey and literature research, and combined with the relevant literature content of the research, put forward targeted coping strategies, which are applied to practical cases to verify its effect on students’ communication adaptation barriers. In order to solve the problem of communication and adaptation barriers of college graduates in China and improve the employment rate of college graduates, it provides some help.

**Participants and methods:** Four colleges and universities were randomly selected nationwide, and then 100 graduates who had signed labor contracts and agreed to participate in the study were randomly selected as the research objects. A set of questionnaires is designed, which is mainly used to investigate the communication skills and communication problems of graduates in the internship and probation period. The options of the problems related to the former are sorted in descending order according to the negative degree of their significance, and then processed numerically according to the - 2 - 2 scoring system, so as to improve the accuracy of statistical results. After the beginning of the study, a questionnaire survey was conducted on the students participating in the study, and then combined with the collected literature content and questionnaire results, constructive coping strategies were put forward and taught to the research objects. After 3 months, a questionnaire survey was conducted on them again.

**Results:** After the two questionnaires, the effective questionnaire data were statistically analyzed by SPSS 17.0 toolkit and Excel software, and the measurement data in the questionnaire were displayed in the form of mean ± standard deviation, and *t*-test was used. The significance level was set to 0.05. See Table 1 for the statistical results.

**Table 1.** Statistical results of two questionnaires

Statistical items	First survey results	Second survey results	<i>t</i> value	<i>P</i> value
Communication skills	-0.254±0.584	1.142±0.228	2.589	<0.05
Communication confidence	0.318±0.472	1.589±0.416	2.774	<0.05
Information communication accuracy	0.117±0.391	1.254±0.438	1.369	<0.05
Achievement degree of communication purpose	0.037±0.510	0.984±0.197	3.468	<0.05
Good interpersonal relationship	0.859±0.561	1.734±0.668	0.185	<0.05

As shown in Table 1, before and after the targeted communication skills training, the communication skills, communication confidence, accuracy of information transmission, achievement of communication purpose and good interpersonal relationship of the research objects have been improved. The *P* value obtained by *t*-test between the two-survey data is less than the significance level of 0.05, which is considered that the data difference is statistically significant.

**Conclusions:** The study investigated the causes of communication adaptation barriers in current college graduates at work, and proposed targeted countermeasures. Experimental results showed that these measures can help improve students’ communication ability in the workplace and alleviate or even solve

their communication adaptation problems. Specifically, these strategies and techniques include the following points. The first point is to correctly position the role, and actively adjust the mentality. During the internship, although students assume the dual roles of “student” and “employee”, but the focus is the “employee” role, students should be fully aware of this. The second point is to clarify the purpose of communication. Both parties must make clear the ditch before communicating. What is the real purpose, what is the motivation, what is the other party to understand. The third point is to maintain a positive attitude. Attitude has a very important impact on human behavior. In interpersonal communication, keep a positive and positive attitude as optimistic as possible, thus making the more possibility to achieve the expected effect of communication. The fourth point is to respect the views and opinions of others. In communication, whether you agree to respect each other or not, learn to respect each other. The fifth point is to seek truth from facts and convince others. During the interpersonal communication process. Not only should seek truth from facts, but also pay attention to understanding in the process of others. If you communicate with people, you find that it is their own wrong, cannot be unreasonable, but should take the initiative to admit mistakes, apologize.

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## TRACEABILITY METHOD OF IMMERSIVE NEWS COMMUNICATION BASED ON COMMUNICATION PSYCHOLOGY

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**Background:** News refers to the information transmitted through newspapers, television, radio and other media. It is a special style of recording social changes, disseminating timely information and reflecting the characteristics of the times. Its essence is a kind of object unknown news. Generally speaking, news can be divided into narrow sense and broad sense. In a broad sense, the concept of news refers to that the commonly used texts, except the comments and special articles published in newspapers, the Internet and television, belong to news, including news, communication, abbreviations, etc. The narrow concept of news refers specifically to news. Through news, people can understand the recent important events. There are many ways to spread news, including television, newspaper, radio and so on. With the continuous development of computer information technology and Internet technology, virtual reality technology (VR) began to rise and played an important role in all walks of life. Virtual reality technology is widely used in the field of education and entertainment, showing great application value and development potential, so it has been paid attention to by people from all walks of life. With the development of the times, the way of news communication has also changed greatly. In order to provide the audience with an immersive and unique news experience, an immersive news relying on virtual reality technology appears, which is gradually recognized and accepted by the audience, has broad development prospects, and has the possibility of changing the pattern of news consumption. Immersive news can turn the news audience into witnesses of news events, so as to improve the audience’s sense of immersion and empathy, and make the audience have stronger emotions. Compared with the one-way communication of traditional news, immersive news can make the audience feel a new news world.

Virtual news can make the audience more immersed in obtaining news and enrich people’s way of obtaining information. However, some bad information dissemination that has not been reviewed in time will damage the ecological environment of the mobile Internet and is not conducive to the mental health of the audience. Therefore, it is necessary to find an immersive news dissemination Traceability Method to control the immersive news dissemination in time. Communication psychology is a subject that mainly studies the psychological role and communication strategies among communicators, information receivers and communication channels. It is widely used in the news industry. After 1990, the theory of communication psychology in China has gradually enriched and improved, and gradually developed in the following directions: paying attention to the combination of theory and practice. Knowledge structure has developed from single to multiple. Research methods have developed from qualitative research to the combination of qualitative and quantitative research. Based on communication psychology, this paper studies the source tracing method of immersive news communication. Build a bad news identification system based on PageRank algorithm to identify bad news, reduce the spread of bad news, purify the Internet environment and promote the construction and development of a harmonious society.

**Objective:** To build a bad news identification system based on communication psychology and PageRank