

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

Wei Shi & Weiwei Xie

School of Humanities and Law, Nanchang Hangkong University, Nanchang 330063, China

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

algorithm, so as to identify bad news, reduce the spread of bad news, purify the Internet environment and promote the construction and development of a harmonious society.

Research objects and methods: After training the bad news identification system by using the abnormal news data in the database, such as bad news and wrong news, the bad news identification system is used for the identification of bad news.

Research design: Use the news data in the database to test the bad news identification system to verify its detection and traceability accuracy of bad news. If the output value of the system is greater than 0.5, it is regarded as 1; Less than 0.5 is regarded as 0. 1 means normal news and 0 means bad news.

Methods: The relevant data were processed and analyzed by SPSS 17.0 software.

Results: Compared with several traditional news communication traceability methods, the bad news recognition system based on PageRank algorithm has higher recognition accuracy and practicability, as shown in Figure 1.

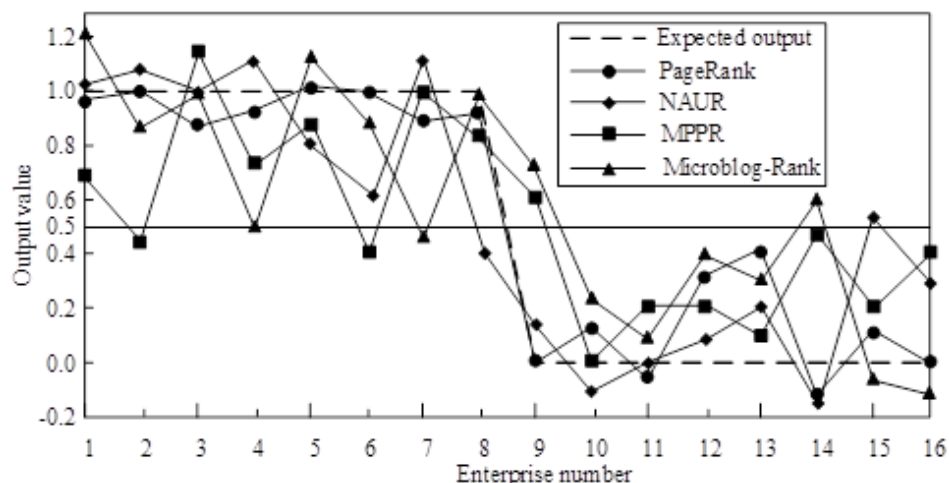


Figure 1. Recognition accuracy of bad news recognition system

Conclusions: Virtual news can make the audience more immersed in obtaining news and enrich people's ways 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. The research is based on communication psychology and uses PageRank algorithm to build a bad news identification system to identify bad news, reduce the spread of bad news, purify the Internet environment and promote the construction and development of a harmonious society.

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RESEARCH ON THE THEORY AND PRACTICE OF COLLEGE PHYSICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Tiantian Ma & Xuechao Chen

Sports Department, Sichuan Engineering Technical College, Deyang 618000, China

Background: Educational psychology is a scientific means combining pedagogy and psychology. It mainly explores the basic psychological laws between education and learning in the context of education and teaching. At the same time, it is also a practical way to apply psychology to the process of education. In the application category of educational psychology, it includes the internal and external situations of teachers and students, mainly reflected in teaching psychology and teaching behavior, and students' psychology and learning behavior. Under the guidance of scientific teaching theory, the basic laws in the teaching process and the interaction between teachers and students are studied and discussed. Educational psychology is helpful to improve the teaching effect and promote the smooth development of teaching work. In the stage of students' basic education, physical education is no less important than cultural education. The effectiveness of physical education determines the basis of students' healthy development and can promote the realization of the goal of quality education. In the actual process of physical education in colleges and universities, students have a variety of psychological factors on physical education, including learning