

**Results:** After the questionnaire, patients with cognitive impairment were divided into seven types: complete incomprehension, most incomprehension, relatively incomprehension, general, relatively understanding, most understanding and complete understanding. Table 1 is obtained by statistics.

It can be seen from table 1 that, on the whole, there are great differences in the understanding and cognition of the two groups of personnel for the dissemination of films and videos, and the p value of the chi square test output of the two groups of data is 0.001, which is less than the significance level of 0.05. It is considered that the data difference is statistically significant. Specifically, the understanding of the experimental group who accepted the dissemination of films and videos through health communication strategies was negative (i.e., the understanding was “completely incomprehensible”, “most incomprehensible” and “relatively incomprehensible”), neutral (i.e., the understanding was “general”), positive (i.e., the understanding was “fully understood”, “most understood”. The total number of “comparative understanding”) was 94, 17 and 18 respectively, and the change range of the control group was - 11.3%, 41.7% and 63.6%.

**Table 1.** Statistical results of the questionnaire on the understanding and cognition of the film content of the two groups of people with cognitive impairment

Understanding	Experimental group (n = 129)	Control group (n = 129)
Have no understanding at all	41	52
Most don't understand	33	36
Less understanding	20	18
General	17	12
More understanding	11	7
For the most part	5	3
To fully understand	2	1

**Conclusions:** Nowadays, some films and videos have outdated communication methods and weak ability to attract the audience. In this regard, creators should attach great importance to the feedback of the audience and always adhere to “equal dialogue” and “content is king”. Video creators and disseminators should also make appropriate and timely content and form adjustments according to different audience groups, actively integrate humanistic care, expand audience groups, develop potential audiences, enhance audience stickiness and improve communication effect. The effective dissemination of high-quality films and videos is inseparable from the joint efforts of the media, the community and the government, only by adopting a positive attitude, building a benign interaction mechanism, integrating humanistic care, setting up opinion leaders and other healthier communication strategies, can the information recipients, including those with cognitive impairment, better understand the content and meaning of the transmitted video.

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## A STUDY ON COOPERATIVE EDUCATION MECHANISM OF COLLEGE TEACHERS FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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**Background:** “Sharing the Same Direction, cooperating with others” is a powerful means to implement the concept of “cultivating Talents through Virtue” in higher education in the new era. The theoretical and practical exploration of the mechanism of collaborative education in colleges and universities is the internal requirement of realizing the goal of higher education training and improving the quality of talent training, and also the objective existence of adapting to the development of higher education. As “front-line workers” in higher education, college teachers, especially controllers and professional teachers, play an important role in the internal mechanism of collaborative education. Applied psychology in education management of colleges and universities, combined with the management psychology basis of the principle of the controllers with professional class teacher education mechanism research, exploration, will increase the ascension of education management in colleges and universities is scientific and rationality, enhance education management efficiency, to take targeted and personalized management style, improve the quality of personnel training.

**Objective:** Psychology and educational management complement each other in higher education management. Management psychology, as a young psychology, is a subject that studies the rules of psychological activities of people in organization management. Its main task is to explore the psychological basis of improving management work, to seek various ways and methods to stimulate people's psychology and behavior, in order to maximize the mobilization of people's enthusiasm, creativity, and improve labor productivity. The focus is on the specific social psychological phenomena in organizational management and the regularity of specific psychological activities in individuals, groups, organizations and leaders. The application of management psychology in higher education effectively makes up for the defects and deficiencies of traditional teaching management and promotes the development of university education management. Applying the principle of management psychology in the teaching management of higher education will greatly arouse the enthusiasm of each teaching unit, broaden the horizon, give play to the subjective initiative, promote the improvement of the level and quality of education management, and conform to the needs of the practice of education management in China.

**Results:** This paper placed cooperative education mechanism research in management psychology perspective, controllers and specialized course teachers in the education teaching management conduct the thorough research to the law of psychological activities, find out the cooperative education of psychological quality.

**Conclusions:** In order to base on controllers and cooperative education mechanism to explore the construction of a specialized course teachers. It also analyzes the implementation path of cooperative education between controllers and professional course teachers by using the principles of communication, coordination, training and motivation in management psychology, so as to build an implementation platform for the cooperative education of the two and improve the effectiveness of ideological and political education for college students. The collaborative education mechanism of college teachers constructed by this research will provide replicable and popularized experience for the development of higher education.

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## INFLUENCE OF PHYSICAL EDUCATION AND TRAINING ON IMPROVING COLLEGE STUDENTS' PHYSICAL HEALTH LEVEL AND LEARNING ANXIETY

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**Background:** With the rapid development of science and technology and economy in China, social competition is becoming increasingly fierce. College students have to face the pressure from study, life, interpersonal communication, job selection, economy and so on. If there is no healthy psychology, it is likely to produce various psychological obstacles and mental diseases due to excessive mental burden. Therefore, how to improve the mental health level of college students is an important task entrusted by the times to today's college education. College physical education and college students' mental health education are important contents of quality education, and they are closely related. Mental health is an important standard of modern health concept, and the teaching purpose of college physical education is "health first". College physical education as an important part of college education, its teaching task is not only to improve students' physical quality, but also to undertake the responsibility of optimizing students' healthy psychological state. Therefore, how to use the unique function of college physical education to cultivate college students' mental health to solve college students' mental health problems as much as possible has become an important topic in front of college physical education teachers.

On the other hand, due to the rapid progress of society and science and technology, the way of thinking and lifestyle of college students in China have changed greatly. A large number of students have become a low headed group in snail dormitories, rarely participate in sports in colleges and universities or society, and the dietary structure is unreasonable, resulting in the problems of excess nutrition, hypertension, hyperlipidemia, obesity Diseases such as low vision and cardiopulmonary function affect the health of college students. College students shoulder the important task of China's socialist modernization, which is related to the prosperity and prosperity of the nation. Therefore, China's relevant government departments attach great importance to the physical health of college students, and have issued many policies and regulations, such as physical health test and sunshine sports. These measures and policies play an important