

garment product R & D and design, intellectualization of production process, informatization of enterprise management, networking of procurement and marketing, collaborative R & D and production are gradually reflected in garment enterprises. This data-driven intelligent manufacturing mode using Internet information platform and data will be gradually applied and promoted in garment enterprises. The digitalization, intelligence and informatization of garment enterprises will become a new manufacturing mode.

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THOUGHTS ON THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

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Background: Under the new situation of profound changes in China’s economic system, social structure and ideas, and under the complex background of various ideological and cultural interweaving and surging each other, it is of great practical significance for colleges and universities to explore the integration of ideological, political and mental health education in colleges and universities to cultivate high-quality talents suitable for social development. Contemporary society requires college students not only to have correct political and ideological quality and solid professional basic knowledge, but also to have good psychological quality. In this regard, the opinions of the CPC Central Committee on Further Strengthening and improving college students’ Ideological and political education and the opinions of the ministry of education on strengthening college students’ mental health education clearly point out that we should carry out in-depth and detailed ideological and political work and mental health education. Through various forms of ideological and political education and psychological guidance for students at different levels, we can help students establish “socialist core values”, improve their psychological quality and improve their personality.

Subjects and methods: The development and change of today’s society have a strong impact and shock on the psychology of college students. This requires that ideological and political workers in colleges and universities should also improve their working methods. We should highlight and strengthen the education of students’ psychological quality and cultivate students’ healthy mentality. In order to meet the challenges of the times, this paper analyzes the relationship between Ideological and political education in Colleges and universities and the educators of college students’ mental health, as well as the necessity of the combination of Ideological and political education and college students’ mental health education, and discusses its own views on how to give full play to the advantages of Ideological and political rescue education and mental health education and the research on the countermeasures and mechanisms to promote the healthy growth of college students.

Study design: The integration of Ideological and political education and mental health education is conducive to enhancing the pertinence and effectiveness of Ideological and political education. Using psychological knowledge to do students’ ideological and political work can enrich the educational methods and means of colleges and universities, overcome the limitations of traditional ideological and political education mainly relying on theoretical preaching, change the traditional indoctrination education into exchange education, shorten the psychological distance between teachers and students, and improve the effectiveness of ideological and political education, psychological knowledge can also be used to analyze students’ thoughts and behaviors, which will help to enhance the predictability and initiative of Ideological and political education, facilitate to grasp students’ ideological dynamics, control and guide their behaviors, and improve the pertinence of Ideological and political education.

Methods of statistical analysis: College Students’ mental health education refers to an institutionalized educational activity of the school to solve students’ mental health problems in the process of learning and life or improve students’ mental health level. The main purpose of mental health education is to ensure students’ physical and mental health through certain educational means, tap their intelligence and potential, and cultivate positive and optimistic quality, The content of mental health education is extensive, including students’ personality psychological education, love psychological education, interpersonal

psychological education and so on. Ideological and political education mainly refers to the purposeful influence on college students through certain political views, ideas and moral norms, so as to make their behavior and ideological cognition meet certain social requirements. The important purpose of Ideological and political education is to the education of values promotes students' ideological consciousness and moral level.

Conclusions: Ideological and political education and mental health education in colleges and universities are very important for the growth of contemporary college students. This paper mainly discusses and analyzes the relationship between Ideological and political education and mental health education, and explores how to promote the combination of the two from four aspects, which only provides reference for the work of relevant personnel in colleges and universities.

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ROCK PAINTING ART AND GRASSLAND CULTURAL PSYCHOLOGY OF NORTHERN NOMADS

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Background: The similarity of the living environment and way of life of the northern grassland nationalities makes the members of all nationalities have basically the same psychological matrix. The cultural and psychological elements of a nation are divine and essential. Therefore, the psychological matrix of the northern grassland people can also be called cultural psychology. National cultural psychology is constantly improved and improved in the practice of survival activities; It is also accumulated in the long historical life and the survival practice of generations. It is the crystallization of cultural inheritance and life inheritance. It can be said that the characteristics of national culture are reflected in the characteristics of national psychology. Therefore, when we study the construction of grassland culture, we must pay attention to the characteristics of the cultural and psychological composition of grassland nationalities. In exploring the psychological characteristics of grassland culture, we will follow the three psychological factors of feeling, ethics and reason, so as to form a more complete psychological structure.

Subjects and methods: National cultural psychology is constantly improved and improved in the practice of survival activities. It is also accumulated in the survival practice of generations in the long historical life. It is the crystallization of cultural inheritance and life inheritance. It can be said that the characteristics of national culture are reflected in the characteristics of national psychology. This paper discusses the psychological characteristics of grassland culture, and investigates it according to the three psychological factors of feeling, ethics and reason, so as to form a more complete psychological structure.

Study design: We try to find psychological clues from the performance of northern rock paintings, which is feasible because rock paintings are the externalization of psychological intuition. Rock painting is an art form belonging to pre art, even pre language and pre logic. It is different from today's art in generation. First of all, rock paintings are the result of survival needs. To survive, people have to recognize themselves and their living environment. The initial naming of human beings was painting, and the emergence of hieroglyphics originated from the naming method of painting. From the perspective of the purpose of creation, rock painting is to understand the world and then grasp the world. Therefore, rock painting is quite different from the paintings that later generations want to appreciate. In this sense, compared with other art forms (such as mythology, folklore, epic, etc.), rock painting retains more things of human original ecology and has a more direct connection with human emotions, psychology and other life conditions. This provides valuable information for us to explore the psychological state of our predecessors.

Methods of statistical analysis: As a primitive, folk and spontaneous creation product - rock painting. It was a spiritual phenomenon under the conditions of life and production at that time. Its cultural state and today's cultural state must have changed a lot in the long historical process. If we simply confine the cultural products of the past with the concept of today, it will inevitably lead to the fallacy of interpretation. This is not to say that rock paintings cannot be explained, but to emphasize the intuitive world characteristics of rock paintings. Our study of rock paintings should be in line with this characteristic. As mentioned earlier, we take rock painting as an externalization of psychological intuition. The author