

improve the quality and effectiveness of Ideological and political education teaching, educators should strive to achieve the following three points: First, ideological and political educators should constantly improve their scientific, cultural and theoretical quality. Second, improve the methods and art of Ideological and political education and innovate the educational model. Third, we should forge the excellent quality of noble character and being a teacher.

Optimize the external environment and create a good learning atmosphere for ideological and political education. External environmental factors have a subtle effect on college students. Optimizing the external environment of Ideological and political education is of great significance to eliminate college students' rebellious emotions and improve the effectiveness of Ideological and political education.

**Conclusions:** To sum up, the "drug resistance" of some rebellious college students to ideological and political education is not an insurmountable "stubborn disease". College students have strong plasticity. I believe that as long as we take effective measures and appropriate methods, rebellious psychology can be prevented before it occurs and corrected after it occurs. Educators should integrate theory with practice in the ideological and political education of college students; keep pace with the times and innovate the methods of ideological and political education. Constantly strengthen the study of theoretical and practical knowledge, promote communication with the educated, and establish a harmonious relationship between teachers and students. Take operational measures to prevent all kinds of bad psychology easily produced by college students in the process of Ideological and political education, eliminate the rebellious psychology budding or already produced in the hearts of college students, and achieve outstanding educational results.

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## PSYCHOLOGICAL INTERVENTION MEASURES TO PROMOTE COLLEGE STUDENTS' PHYSICAL HEALTH

Yuhong Wang

*Sport Institute, Kunming University, Kunming 650214, China*

**Background:** The physical health status of young students in China has been declining for many years, which has attracted great attention from the state and all sectors of society. The physical health data results of Freshmen in Colleges and universities in Zhejiang Province in recent five years and the data results of the "national student physical health survey" every five years show that the declining trend of College Students' Physique in Zhejiang Province has been controlled and their physique has improved, but there are still some problems, such as the increase of the detection rate of students' obesity and the decline of physical qualities such as upper limb muscle strength and flexibility. The average score of students' physical health increased little, the good rate decreased, and the excellent rate was low. How to improve the level of students' physical health more effectively has always been the core problem perplexing the competent departments and educators. The author believes that it is difficult to comprehensively improve students' physical health level and optimize the effect of physical improvement. Therefore, the relevant work must be solved from the macro and micro levels. At the macro level, we must pay attention to unifying ideas, enhancing consciousness, strengthening system and optimizing management. In the micro aspect, we must study the mechanism of improving students' physical health level, carry out comprehensive intervention from the perspectives of psychology, physical education, pedagogy, physiology and sociology, and study the laws and specific intervention countermeasures of students' producing and maintaining healthy physical exercise behavior.

**Objective:** The intervention measures for the decline of students' physical health are all-round, in which psychological intervention is an important part of effective intervention measures. Based on the analysis of the psychological characteristics of college students' sports interest, this paper puts forward diversified ways to cultivate students' sports interest, so as to provide theoretical and practical basis for cultivating college students' sports interest and promoting their physical health.

**Subjects and methods:** (1) Tendency of sports interest. (2) Universality of sports interest. (3) Motivation of sports interest. (4) Emotion of sports interest.

**Results:** (1) Stimulate students' interest in sports through motivational needs. Teachers should first understand the motivation of college students to participate in physical exercise and physical education. (2) Guide students' interest in sports through target management. Teachers should make students' interests consistent with their ideals and goals, help students develop long-term interest in sports, and further promote them to form an important habit of lifelong sports. (3) Promote students' interest in sports through successful sports. Success is a very important factor in the process of students' classroom physical education and extracurricular physical activities. Students' success in a physical activity can promote them to pay

more attention to and participate in the activity. Success is an inevitable way to cultivate students' interest in sports. Students continue to succeed in classroom physical education and extracurricular physical exercise, stimulate and continue their interest in sports, so as to ensure that students are willing to exercise and diligent in exercise. By constantly seeing or experiencing success, we can further promote the generation of college students' sports interest. (4) Cultivate students' interest in sports through happy sports. College physical education should let students experience the happiness of sports in the process of sports activities, so as to cultivate their interest in sports. On the basis of mutual respect between teachers and students, form a harmonious relationship between teachers and students and establish a loose learning environment. (5) Maintain students' interest in sports through teaching art. Classroom physical education is an important way to cultivate college students' interest in physical education. In the process of cultivating students' interest through classroom physical education, physical education teachers need to accumulate a lot of knowledge and arrange their own teaching methods and means from different dimensions such as psychology and physiology. (6) Further stimulate students' interest through competitive games. Students are generally competitive and hope to express themselves through various activities. The selection of the competition should be carried out carefully, so that every student has the opportunity to win, so as to avoid the loss of confidence of some students due to repeated failures. Through a variety of different levels and different nature competitions, we can further cultivate students' sports enthusiasm and promote and stimulate the formation of sports interest.

**Conclusions:** In short, the research on the promotion of students' physical health emphasizes the stage and process of physical exercise behavior change, as well as the role of more social cognitive factors in its formation and maintenance. A new analysis and interpretation of the change of physical exercise behavior from the perspective of ecological view and system view has become an important direction for the development of this field in the future. A few researchers began to try to combine two or three theories to construct a comprehensive behavior change theory, and carry out some preliminary empirical research.

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## CONSTRUCTION OF THE THEORETICAL SYSTEM OF NATIONAL GEOGRAPHIC ENVIRONMENT FROM THE PERSPECTIVE OF MARXIST MATERIALIST DIALECTIC PSYCHOLOGY

Xichang Yao, Mengxing Li & Hang Yao

*College of Marxism, Henan Agricultural University, Zhengzhou 450002, China*

**Background:** In being one of the Chinese nation, has modern powers of oppression, many people of insight in order to achieve the goal of saving the nation from subjugation, began to try to introduce western ideas, such as reformism, anarchism, populist, liberalism and anarchism, etc., have become the Chinese advanced molecular active learning objects, although these ideas have certain advanced, but failed to make China's future and destiny of problem fundamentally solved, until the early twentieth century, after the construction of the national geographic environment, along with the new democratic revolution and socialist revolution unfolding. Only then did China gradually embark on the correct development path with Marxism as the core, and through the gradual improvement of Marxism and the continuous self-revolution, the center of the Chinese nation stands firm in the east of the world. Thus, a combination of Marxism with Chinese practice has in nearly years of revolution and construction has achieved outstanding results, only to the Sinicization of Marxist gradually, can let the Chinese socialist construction on the right track, and to build the theory system of Marxist materialist dialectics process and research, natural is very realistic.

**Study design:** Marxist theoretical system, as a kind of historical materialism, dialectics and a critique of capitalism on the basis of political, economic, social, world view, in the process of development and perfection though has become a national geographic environment construction of the socialist cause of guiding ideology. However, as a result of China's national conditions compared with western society there is a strong specificity. Therefore, in the process of the construction and development of socialist China, Marxist theoretical system still needs to China's actual conditions combined with times characteristics, gradually realize the Marxist materialist dialectics. Since the birth of national geographic environment of the revolution itself, it is a direct reflection of the course of Marx's materialist dialectics. Therefore, from the different stages of China's socialist construction, the Marxist materialist dialectics has carried on the review and analysis of national geographic environment from the ecological perspective. At the same time around the theoretical system of Marxist materialist dialectics embody the spirit of building on the discussion, hope to be able to make the development of Marxist materialist dialectics, can clearer to understand.