

THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN ALLEVIATING THE COMMUNICATION AND ADAPTATION BARRIERS OF COLLEGE STUDENTS

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Background: Although there are some cases caused by objective conditions, most cases are caused by psychological factors of students or teachers. Therefore, when intervening in college students' psychological obstacles, we also need to start from the psychological level. College students' communication barriers are mainly divided into four types: self-caused communication barriers, objective communication barriers, environmental communication barriers and media communication barriers. A self-induced communication disorder is caused by psychological tendency. The source of self-induced communication disorder is often individual factors different from others. Under the guidance of this difference, it is difficult for individuals to establish an effective understanding and communication chain with other communicators. Objective communication barriers are communication barriers caused by the objects in the communication process, that is, there is a deviation in the cognition of the main objects of communication between the two sides, or the cognition of the main objects of communication by one side is far different from the normal social cognition, which makes it difficult for the two sides to understand each other due to the differences in cognition in the communication process, resulting in communication barriers. Environmental communication disorder mainly refers to the failure of communicators to communicate normally due to psychological pressure, behavioral inertia and other factors in some environments with obvious characteristics. For this kind of communication barrier, their communication ability can be properly restored when they leave a certain environment and reach a comfortable area. Communication obstacles are caused by the way one party uses the other party's communication. Among the above types of communication barriers, the communication barriers produced by college students are mainly self-caused communication barriers and environmental communication barriers, and the other two types appear less frequently. Self-induced and environmental communication barriers are mainly caused by students' psychological factors. College ideological and political education can help students get rid of the sense of pressure in a specific communication environment, establish positive ideas, eliminate negative psychological factors, and then help students build subjective and objective communication language and overcome communication barriers. At the same time, the application of ideological and political education in the intervention of communication and adaptation barriers of college students improves the comprehensiveness and compatibility of the education system.

Objective: This study applies ideological and political education to the guidance and healing process of communication adaptation barriers in colleges and universities, so as to help students establish a correct subject-object relationship and communication paradigm in the communication process, so as to alleviate the communication barriers of college students.

Subjects and methods: In the process of analyzing the effect of Ideological and political education on college students' communication barriers, this study uses BP neural network to classify the influencing factors between them, and judges its mitigation effect on college students' communication barriers by measuring the importance of factors in the implementation of Ideological and political treatment methods.

Study design: Through the characteristics of college students' communication barriers, this study excavates and classifies the factors that can have an important impact on communication barriers in the process of ideological and political education, and uses the characteristics of BP neural network connection weight to analyze the importance of different factors to study which factors in the treatment methods of ideological and political education have a great impact on communication barriers.

Methods: This study was conducted by factor importance test. The higher the importance, the greater the universality of the treatment of communication disorders.

Results: The importance and influence of different factors in ideological and political education on communication treatment barriers are shown in Figure 1.

The higher the importance of each ideological and political education factor in Figure 1, the greater its positive effect on the treatment of college students' communication barriers, and the more common its positive significance. The results show that the biggest impact on the enthusiasm of college students' communication barriers is the communication content factor, with a value of 0.84, followed by the communication environment factor, with a value of 0.82. The smallest impact on college students' communication barriers is individual comprehensive quality education, which is only 0.43.

Conclusions: Ideological and political education can alleviate the symptoms of communication obstacles of college students to a certain extent. It plays a positive role in college students' communication obstacles from five aspects: improving the individual comprehensive quality of communication subjects, optimizing communication content, improving communication media, improving communication environment and

coupling optimization of communication elements. In the process of ideological and political education, strengthening these factors can improve the effectiveness of dialogue, improve the understanding validity of college students for communication content, and promote the fit of communication consensus, so as to achieve the effect of intervention on the symptoms of communication obstacles of college students.

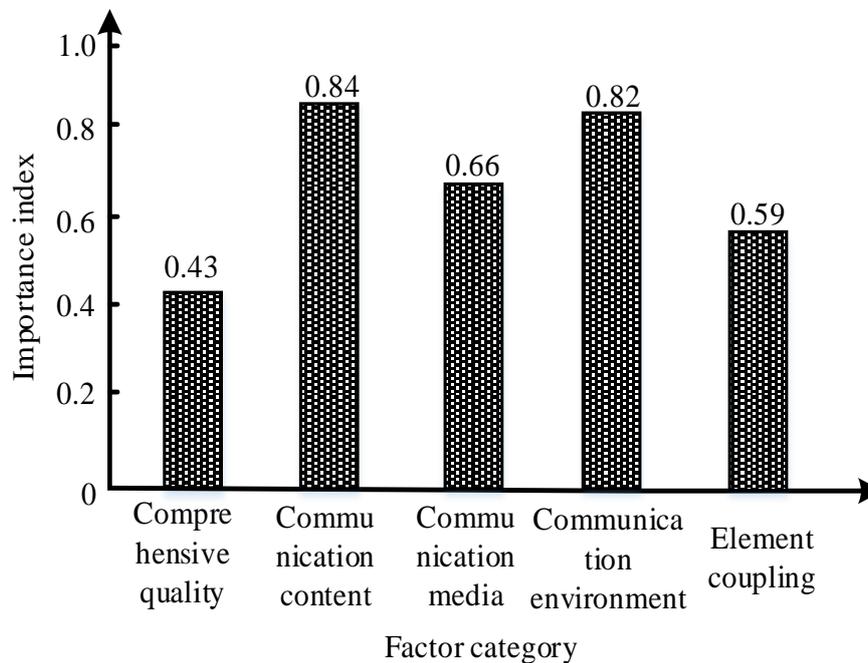


Figure 1. Correlation analysis

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INNOVATIVE RESEARCH ON THE INTEGRATION OF TRADITIONAL HAN CLOTHING ACCESSORIES INTO WOMEN'S CLOTHING BRAND DESIGN FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is the psychological activity produced when consumers choose and judge consumer goods according to their own psychological needs and selection preferences. Consumer behavior is produced under the action of consumer psychology. Therefore, the diversity of consumption behavior largely depends on the complexity of consumption psychology. Consumer psychology can be simply summed up as a directional behavioral motivation psychology, that is, consumer motivation is derived from consumer demand, and then a series of psychological changes of consumer behavior are derived from consumer motivation. The psychological needs of consumers are often generated from the necessary conditions for individual or group production and development under certain conditions. It reflects a certain lack of consumers' physiological or psychological experience. This lack is directly related to consumers' desire and appeal for consumption objects. Under the influence of consumption psychology, consumers' Consumption Motivation exists as an internal driving force connecting demand and action. It is not only the result of demand, but also the cause of action. Individual consumption motivation often has the characteristics of subjectivity, recessiveness and practicality. It has four functions: starting, pointing, strengthening and stopping. The initial effect is reflected in the driving force of consumption motivation on consumption behavior; Pointing behavior is reflected in the purchase direction of consumers; Strengthening behavior is manifested in the ability of consumption behavior to hasten and strengthen the next behavior; The suspension behavior is manifested in the suspension of consumption behavior when the consumption demand is met. Consumers have different needs and motives at different stages, and their behavior will also change greatly. It is extremely important to master consumers' consumption psychology in women's clothing