

CONSTRUCTION OF IDEOLOGICAL AND POLITICAL CONTENT AND PRACTICE SYSTEM OF NEWS AND COMMUNICATION PROFESSIONAL COURSES IN THE NEW MEDIA ERA FROM THE PERSPECTIVE OF COMMUNICATION PSYCHOLOGY

Chang Xu

Department of Journalism and Communication, Anhui Vocational College of Press and Publishing, Hefei 230000, China

Background: News refers to the information transmitted through newspapers, television, radio and other media. It is a special style that records social changes, disseminates timely information and reflects the characteristics of the times. Its essence is a kind of object unknown news. The journalism and communication undertaking undertakes the important responsibility of monitoring and supervising the situation of all sectors of society, inheriting culture and educating the audience. Journalism and communication major is an important way to cultivate journalism talents, so it has attracted the attention of people from all walks of life. In view of the particularity of journalism and communication, students majoring in journalism and communication must have good cultural literacy, constitutional and legal awareness, moral cultivation, political identity and family and country feelings. Therefore, the construction and practice of curriculum ideological and political education system are very important. Curriculum ideological and political education is an educational concept that takes “building morality and cultivating people” as its own task, constructs an all-round education pattern, and then complements and cooperates with other courses and ideological and political courses, so as to form a synergistic effect.

Communication psychology is a branch of psychology rising in the West in the 1940s. Its main research contents are the law of psychological activities of communicators, the law of psychological activities of information receivers, the psychological role of communication channels on communicators and information receivers, and the effectiveness analysis and selection of communication strategies. With the development of computer technology and Internet technology and the advent of the network era, the development of communication psychology also has a new direction and expansion space. The psychological changes of the audience in the network era have led to certain changes in the structure, methods, and ways of news communication. The theory of communication psychology is also developing and gradually forming an independent discipline. Nowadays, the theory of communication psychology mainly has three characteristics: paying attention to the combination of theory and practice, the development of knowledge structure from single to multiple, and the combination of qualitative and quantitative research. Based on the above contents, this paper studies and puts forward strategies to realize the construction and practice of curriculum ideological and political education system. The syllabus, task and teaching mode of the course of journalism and communication are consistent with the law and logic of the course of ideological and political education in colleges and universities, highlighting the hidden educational value of the course. In the teaching of students' knowledge and skills, we should also integrate relevant ideological and political education content into the teaching, guide students' ideological value, carry out moral education for students, and then form efficient complementarity and interaction with the ideological and political education curriculum in colleges and universities. Based on communication psychology, constructing the ideological and political system of journalism and communication courses can help students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve students' mental health level.

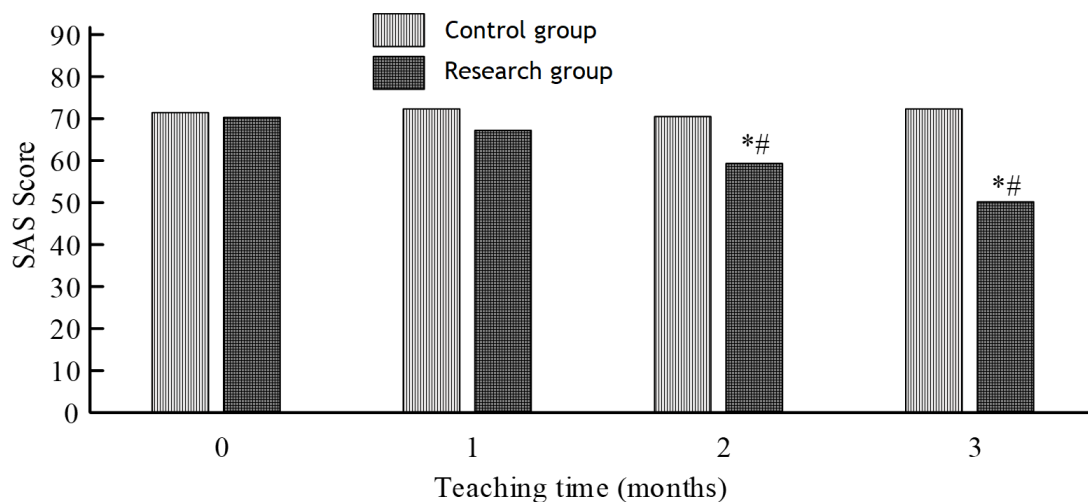
Objective: To construct the ideological and political system of journalism and communication courses based on communication psychology, which can help students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve students' mental health levels.

Research objects and methods: In a university, 100 students majoring in journalism and communication were selected as the research objects. Self-rating Anxiety Scale (SAS) was used to evaluate students' mental health. The teaching effect of the curriculum ideological and political system is evaluated by using the students' professional course scores and ideological and political education course scores.

Research design: Students were randomly divided into research group and control group, with 50 students in each group. The students in the research group used the curriculum ideological and political teaching system for teaching. The students in the control group were taught with the traditional teaching system. Three months later, the mental health level and teaching effect of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the SAS score of the students in the research group was higher than that of the control group, and the difference was significant ($P < 0.05$), as shown in Figure 1.



Note: * It means $P < 0.05$ compared with that before the test; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. Choice anxiety of two groups of consumers

Conclusions: In view of the particularity of journalism and communication, students majoring in journalism and communication must have good cultural literacy, constitutional and legal awareness, moral cultivation, political identity and family and country feelings. Therefore, the construction and practice of curriculum ideological and political education system is very important. This paper studies the construction of the ideological and political system of journalism and communication courses based on communication psychology. The experimental results show that after teaching, the SAS score of students in the research group is higher than that of students in the control group, and the difference is significant ($P < 0.05$). Therefore, the construction of ideological and political system of journalism and communication courses based on communication psychology can help students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve students' mental health level.

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THE CONSTRUCTION OF HIGH-QUALITY TEACHERS IN VOCATIONAL EDUCATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

Guohong Zhao

College of Humanities, Zhuhai City of Technology, Zhuhai 519000, China

Background: Vocational education is an important part of China's education. It is also an important way to cultivate diversified talents, inherit technical skills, and promote employment and entrepreneurship. The quality of teachers in some vocational schools is poor, which leads to the unsatisfactory academic performance and practical ability of students. Therefore, some students are worried about the dual pressure of study and future employment. They have too much psychological pressure and a backlog of negative emotions, resulting in psychological diseases such as anxiety and depression. When mental illness cannot be alleviated for a long time, it will lead to the damage of students' cerebral cortex, which will lead to cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment and aphasia, which seriously affect their daily life and reduce their quality of life. Therefore, we need to find an appropriate way to improve the quality of teachers in vocational schools, so as to improve the teaching quality of vocational education, improve students' performance and practical ability, alleviate students' negative emotions, and avoid students suffering from cognitive impairment.

Educational psychology is a psychological theory put forward for teaching reform. It has important