

the highest proportion, reaching 75.5%, followed by the barrier caused by Chinese level, reaching 63.5%. The least number of people is the obstacles, accounting for only 39.0% of the whole.

Conclusions: In Chinese international education, the Chinese culture learning of language barrier groups is often accompanied by language and cultural barriers. Therefore, it is necessary to adopt teaching strategies that meet the learning characteristics of language-disabled groups in Chinese cultural education for language disabled groups. Through the teaching auxiliary optimization of teaching strategies, students can improve their enthusiasm for Chinese cultural learning and avoid the delay of learning progress caused by their own language barriers in the learning process. At the same time, it also avoids the students' psychological inferiority complex caused by the backward learning progress, and improves the students' self-efficacy from the other two aspects of psychology and behavior, so as to achieve the purpose of improving the learning effect of Chinese culture.

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ON THE REFORM MODE OF TEACHING MANAGEMENT IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of psychology combined with education, that is, educational intervention with the help of relevant psychological theories or research results. It refers to the conscious and phased application according to the psychological laws and change characteristics of both teaching subjects and objects in a specific educational situation. Educational psychology can intervene students' psychological problems from the psychological level, and help teachers make teaching design and curriculum plan from the aspects of curriculum design, teaching method improvement and teaching motivation guidance, so as to achieve better teaching effect and teaching quality. Educational psychology is a psychological theory put forward to serve the teaching reform. By exploring the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between the effectiveness of teaching and talent training, we can strengthen the formation of the cultivation concept of people-oriented and students as the main body. The content of educational psychology includes learning psychology, teaching psychology, teacher psychology and education. As a positive educational concept, it can effectively intervene the psychology and laws of both sides of teaching, realize the innovation of teaching methods and models, and improve teaching quality. Under the background of continuous enrollment expansion of higher education, there are great individual differences in students' quality, and the simplification and modularization of teaching means and teaching effect further limit the improvement of teaching quality, and make students have frequent psychological problems, which seriously affect the teaching quality and reform process. Exploring the reform mode of teaching management in colleges and universities with the help of educational psychology has important theoretical and practical value for promoting the deepening reform of higher education. Exploring the new mode of teaching management with educational psychology can effectively improve the level of educational management, help students clarify their value orientation in the collective society and guide the establishment of their correct values.

Objective: In order to improve the teaching quality and psychological management of students, we should analyze the current situation and improve the teaching quality of students in the process of psychological education and management.

Research objects and methods: Taking teachers and students of a university as the research object, the research first collects data on the problems existing in the current educational management and teaching status, then innovates the teaching management mode, constructs a new teaching management mode from the perspective of educational psychology, and tests the effect of educational application with this mode.

Method design: With the help of principal component analysis, this paper makes factor analysis on the influencing factors affecting the effect of teaching management, and then innovates the educational management mode from the two aspects of teachers and students, such as learning and training teachers' mental health knowledge, carrying out mental health education for students under the ideological guidance of educational psychology, and so on. The experiment lasted for two months. After the experiment, data collection and statistics were carried out on the teaching management effects under different modes to explore the influence mechanism of educational psychology on the teaching management reform of colleges

and universities.

Methods: SPSS22.0 analysis tool to process the experimental data, extract the influencing factors and test the regression coefficient with principal component analysis, and analyze the teaching application effect before and after the experiment with different teaching management modes.

Results: From the perspective of educational psychology, examining the psychological characteristics of teachers and students in the teaching process and finding out the measures of teaching improvement can cultivate practical talents with high comprehensive quality to adapt to the development of the times and effectively improve the quality of teaching management in colleges and universities. The research explores the reform mode of educational management in colleges and universities from the perspective of educational psychology. The results show that educational psychology can effectively improve students' psychological problems, improve students' enthusiasm for teaching participation and teachers' professional skills. Table 1 shows the scoring statistics of students' teaching dimensions under different classroom teaching modes.

Table 1. Statistics of students' scores on teaching dimensions under different classroom teaching modes

Evaluation dimension	Enthusiasm of classroom participation	Solution of psychological problems	Innovation of learning	Effectiveness of teaching management
New mode	21.35±4.52	14.16±3.34	19.25±7.13	23.86±3.47
Old mode	19.78±3.14	25.37±1.25	12.44±5.11	18.24±4.13

Conclusions: Teaching management in colleges and universities has important theoretical and practical value for cultivating students' comprehensive quality. Carrying out teaching management with educational psychology as the basic theory can make educational managers fully aware of students' psychological problems, better intervene students and teachers, and constantly improve teaching plans and means. So as to improve the efficiency and quality of education management.

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INNOVATIVE THINKING OF TEACHING REFORM OF NEWS BROADCASTING AND HOSTING SPECIALTY BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology is a science that studies people's social behavior and its psychological basis in social communication. The psychological and behavioral activities of individuals and groups in social psychology are different and diverse, and are affected by many factors. The main research objects of social psychology are divided into two levels: the individual level and the group level. The individual's social-psychological phenomenon is mainly manifested in the thoughts, feelings and behaviors with strong individual color restricted by the external environmental conditions, and the group level is composed of the consciousness consensus and norms jointly expressed by the individual, including group communication structure and racial prejudice. Social psychology includes micro-level, meso-level and macro-level. Looking at individual development and social changes from the perspective of social psychology can effectively link the close relationship between individuals and social groups, strengthen the "sociality" of individuals, and make their behavior and decision-making conform to the law and cognition of social development. At the same time, using social psychology to guide the intervention of groups to individuals can effectively and significantly enhance the individual's cognition of their own ability and the importance evaluation of their social status, and realize the coordination and unity of their "individuality" and "sociality". Bringing social psychology into teaching reform can not only make the teaching process not divorced from reality, but also respect individual differences while practicing educational ideas, which helps to strengthen students' social attributes and promote their all-round development. At present, the "lecture" based teaching method and single fixed teaching mode of news broadcasting and hosting major make the actual teaching process and content divorced from the actual news media operation system, and its timeliness and application characteristics are greatly reduced, which makes the employment rate of students in this major difficult, and the teaching reform is imminent. Therefore, studying the teaching reform path of news broadcasting and hosting specialty with the help of social psychology will help to improve students' professional skills and strengthen its application in reality.

Objective: In order to better promote the innovation of the teaching reform path of news broadcasting