

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

and hosting specialty and improve students' professional skills and quality, this paper studies the innovation and optimization of the teaching mode path based on the understanding of the current situation of news broadcasting teaching and the learning situation of students in this specialty from the perspective of social psychology, so as to help students better adapt to the needs of social development and improve their professional skills and practicality.

Research objects and methods: Based on the theory of the developing relationship between individuals and groups in social psychology, this study selects the students majoring in news broadcasting and hosting in a university as the research object, evaluates their teaching status and professional ability, constructs a diversified teaching mode with the help of social psychology, and promotes the innovation of the teaching mode of news broadcasting and hosting. In order to explore the reform path of integrating social psychology into the teaching of news broadcasting and hosting specialty.

Method design: With the help of principal component analysis, the factors affecting the teaching effect are extracted and analyzed, and then the news broadcasting presided over the teaching classroom is innovated and optimized, and the teaching means, teaching concept, teaching scheme and teaching practice are improved to improve the application and practicality of teaching. The new model is used to collect the learning quality and learning effect of the subjects within three months, and the data are statistically analyzed to obtain the experimental results.

Methods: The experimental data were processed by tableau software analysis tool, the influencing factors were extracted by principal component analysis, and the teaching effect was tested by the new classroom teaching mode.

Results: With the help of social psychology, it can effectively strengthen the application practice of teaching classroom, improve students' awareness of self-social consciousness, group psychology and social role, help students better deal with social professional changes and improve their skills. Figure 1 shows the score statistics of students' professional practice ability and literacy overtime under the new teaching mode.

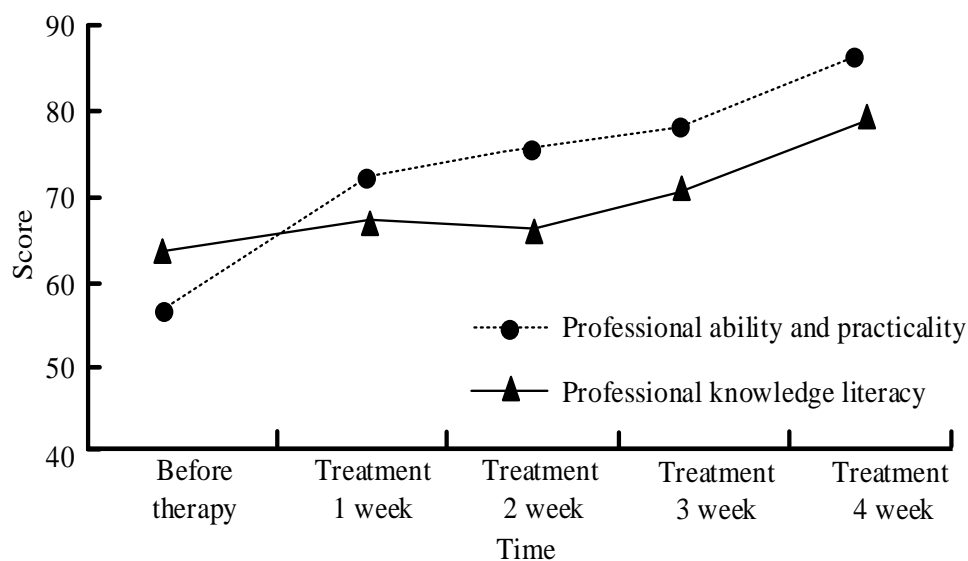


Figure 1. The score statistics of students' professional practice ability and literacy over time under the new teaching mode

Conclusions: Integrating social psychology into teaching reform and practice can effectively guide teachers to grasp the characteristics of the teaching process and the psychological law of students, and innovate teaching design and teaching mode according to professional development planning, so as to meet the needs of students and improve their professional knowledge, skills and literacy. Higher education should pay attention to the active integration of social psychology into teaching practice in the future educational practice, and cultivate practical professionals for the country on the premise of meeting the educational concept of building morality and cultivating people.

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THE WAY TO STRENGTHEN THE GUIDANCE OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology refers to the use of psychological theories or research results to carry out educational intervention, carry out conscious intervention according to the psychological laws and change characteristics of both teaching subjects and objects, and explore its teaching effect in a specific situation. Educational psychology can help teachers effectively intervene and solve students' psychological and learning problems in curriculum design, teaching method improvement and teaching motivation guidance. Based on psychology, educational psychology constructs the relationship between pedagogy and psychology, discusses 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 teaching effectiveness and talent training, and is committed to improving teaching quality and meeting the needs of teaching subjects. On the basis of practicing the cultivation concept of people-oriented and cultivating people through moral education, educational psychology actively intervenes in the teaching process and teaching subject and object with the help of psychological theory, which is imperceptibly internalized in mind and practice, providing ideological weapons and innovative ideas for curriculum design. The teaching method is the link between teachers' teaching design and students' actual learning effect. It is the best test means of curriculum effect. In terms of ideological and political education, various schools of pedagogy in history have directly established their own theoretical system based on the corresponding psychological point of view. The teaching process is the process of teaching interaction. Its essence is the choice of methods, and the psychological characteristics of teachers and students will make the teaching effect and teaching focus different. Different psychological characteristics and goal orientation will lead to the difference and enthusiasm of students' learning attitudes. At present, efficient college students often ignore the importance and urgency of ideological and political education and study with the mentality of coping with exams and single pursuit of achievement, which makes it difficult for students' ideological and moral cultivation to be greatly improved. At present, the current situation of ideological and political education mainly focuses on teachers' teaching, and the teaching means are relatively single and solidified, which makes teaching a mere formality, and there are still some deficiencies in improving students' enthusiasm and initiative to participate in the classroom. It is unable to give full play to the guidance and guidance of ideological and political education, and it is difficult to improve students' ideological and political level. Therefore, from the perspective of educational psychology, it is of great practical significance and value to carry out teaching reform from the aspects of the design of teaching content, the selection of teaching resources and the evaluation of teaching mode, pay full attention to the needs and psychological change characteristics of students, innovate the teaching path of ideological and political education and give full play to its leading power.

Objective: To analyze the law and characteristics of students' psychological changes in the process of ideological and political education with the help of educational psychology, so as to improve the goal and teaching effect of ideological and political education on students' ideological guidance and moral quality training, improve the teaching quality, and explore a new promotion path of ideological and political education.

Research objects and methods: Taking the students of three majors in a university as the research object, the research first collects information on the current situation of ideological and political teaching and the learning problems and needs of college students, then innovates and optimizes the teaching mode of ideological and political education, and constructs a new promotion path in line with students' psychological needs and ideological and political teaching objectives from the perspective of educational psychology. This model is used to test the quality and effect of teaching and the changes in students' ideology and morality.

Method design: Explore the correlation between educational psychology and ideological and political education with the help of principal component analysis, innovate and optimize the original ideological and political education classroom on this basis, analyze the learning effect and ideological and moral improvement of the experimental objects within three months with the new model, and make statistical comparison of the experimental data. To explore the influence mechanism of educational psychology on college students' ideological education level.

Methods: Principal component analysis was used to explore the correlation between educational psychology and ideological and political education 0 analysis tool to process the experimental data, and