

expression in news communication on alleviating audience mental anxiety was studied.

**Results:** People are in an environment full of all kinds of pressure. Mental anxiety is a psychological problem in the process of life and work, which will seriously attack people's curiosity and enthusiasm for things. In order to attract the attention of more viewers and stimulate their desire to continue watching, the language of news communication has changed, and the artistic expression characteristics of diversity, novelty and readability have emerged. In the process of watching news, people can temporarily forget the troubles in life, feel the joy brought by the new news, and alleviate their mental anxiety imperceptibly. In the new newsgroup, freshmen believe that the impact of the novelty of language art expression on mental anxiety is 5 points, and the relevant impact scores are shown in Table 1.

**Table 1.** The influence of language art expression on mental anxiety of college students in different grades in news communication

Grade	Diversity	Novelty	Readability
Freshman	4	5	4
Sophomore	4	4	5
Junior	5	4	5

**Conclusions:** By increasing the diversity, novelty and readability of language art expression in news communication, the audience can relax their body and mind, obtain joy and laughter, and imperceptibly alleviate the audience's mental anxiety.

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## ANALYSIS OF IDEOLOGICAL AND POLITICAL PSYCHOLOGICAL QUALITY OF POOR COLLEGE STUDENTS AND RESEARCH ON EDUCATIONAL COUNTERMEASURES

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**Background:** The state carries out continuous educational system reform, attaches importance to the family economic status of poor students, and implements economic assistance measures. In this assistance process, colleges and universities ignore the ideological, political and psychological quality education of poor students. Their ideological, political and psychological quality has appeared in varying degrees, affecting the life of poor students and the healthy development of their body and mind. Poor students in colleges and universities are those who enjoy state subsidies from families with financial difficulties. Due to the influence of family economic environment, poor college students have difficulties in maintaining their life and learning. In this environment, poor college students are prone to different degrees of psychological and ideological and political problems. Without corresponding intervention, poor college students will even have extreme thoughts. The psychological and ideological and political problems of poor college students are manifested in seven aspects: ideological and political trend, lack of sense of responsibility, lack of self-confidence, lack of healthy psychology and so on. In the ideological and political trend, some poor students have a vague understanding of the relationship between the state, nationality and individual. Some poor students lack group consciousness and pay more attention to their own interests. Some poor students are unwilling to assume their responsibilities, afraid of hard work, do not want to engage in some work study work, and are perfunctory in their work attitude. When facing difficulties, some poor students will lack self-confidence and courage to solve problems. Dare not show their own advantages on the relevant self-display platform, and have the psychology of timidity and inferiority. Use the Internet, alcoholism and other negative ways to escape the outside world and indulge in it.

**Objective:** To understand the current system implementation of poor students in colleges and universities, study the psychological and ideological and political problems of poor students in colleges and universities, and put forward relevant educational countermeasures according to the existing problems. The government should play a leading role in the education of poor students. While adhering to the subsidy policy, it also needs to adjust the investment in combination with the actual situation of different regions. Create a good social atmosphere so that poor students can have fair employment opportunities in an unbiased society. The school has a comprehensive understanding of the family situation and learning situation of different poor students, carries out targeted education, improves the effect of education, and timely and effectively helps those poor students in active ideological and political education. In the process

of education, we should pay attention to the combination of education and education, strengthen the mental health education of poor students, and take relevant countermeasures such as strengthening the construction of educational environment. Through a series of countermeasures, we can improve the physical and mental health level of poor college students, improve their ideological and political quality, and cultivate and exercise the spirit of self-improvement and self-reliance.

**Research objects and methods:** The research objects are poor students in colleges and universities. 320 poor students are randomly selected from five colleges and universities. These poor students come from different grades, majors and nationalities, and their family economic situation is different. Carry out the ideological and political education for these poor students after the reform for one semester, record the relevant data during the experiment, and analyze the impact of these ideological and political education countermeasures on the ideological and political psychological quality of poor students in colleges and universities through the principal component analysis method. The quantitative score of the relevant impact adopts grade 1-5 and SPSS21.0 software to process the relevant experimental data.

**Results:** When providing financial assistance to poor students, colleges and universities ignored the importance of ideological and political education to poor students, resulting in different problems in their ideological and political quality, did not promote their own development, and the effect of financial assistance did not reach the expected effect. Carry out targeted education according to the ideological, political and psychological quality problems of poor students. In the score of the impact of relevant educational countermeasures on the ideological, political and psychological quality of poor students, the impact score of freshman poor students on the combination of helping the poor and educating people is 5, which is the same as that on strengthening mental health education. The relevant results are shown in Table 1.

**Table 1.** The influence of ideological and political education countermeasures on the ideological and political psychological quality of poor college students

Grade	Combination of poverty relief and education	Strengthen mental health education	Give full play to the dominant position of poor students
Freshman	5	5	4
Sophomore	4	5	4
Junior	5	4	5

**Conclusions:** There are some ideological and political psychological problems in poverty-stricken colleges and universities, such as lack of self-confidence, lack of sense of responsibility, lack of gratitude and so on. The improvement of ideological and political education is carried out from the five aspects of government, society, schools, families and poor students. Among them, the school ideological and political education occupies an important position. After the implementation of various improvement measures of ideological and political education, the ideological and political psychological quality of poor students is significantly improved, and they become confident and know how to be grateful.

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## PSYCHOLOGICAL COUNSELING EFFECT OF IDEOLOGICAL AND POLITICAL COURSE EDUCATION ON STUDENTS WITH WILL DISORDER IN COLLEGES AND UNIVERSITIES

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**Background:** Will disorder indicates that there is an abnormality in will. Will disorder includes six kinds of will disorder: will enhancement, will weakening, will lack, intention reversal, compulsive intention and contradictory intention. Will enhancement mean that an individual has morbid self-confidence and is very stubborn to do something. The relevant will activities increase, the willpower of the individual is significantly enhanced, and the relevant pathological symptoms are the manic state of the individual. On the contrary to the symptoms of will enhancement, the individual has significantly less relevant will activities, is not interested in the surrounding things, and the individual shows a significant decline in will power, such as depression. The meaning of will deficiency is similar to that of will weakening, but the symptoms of will deficiency are more serious than that of will weakening. Individuals are not interested in the things around them, have no motivation to live, and lack of will, showing a state of no desire.