

**Conclusions:** With the process of urbanization, the preference of men over women has gradually withdrawn from the mainstream. However, there is still the problem of emphasizing men over women in some ethnic minority areas. In order to completely change this concept, we still need to actively realize the infiltration and integration of excellent national traditional culture, so as to promote the formation of correct gender concepts in ethnic minority areas of our country.

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## GUIDING EFFECT OF SOCIAL PSYCHOLOGY ON COLLEGE STUDENTS’ IDEOLOGICAL AND POLITICAL EDUCATION

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**Background:** Social psychology is committed to understanding and explaining how individual thoughts, emotions and behaviors are affected by reality, imagination and implicit social existence. Social psychology is an experimental study on social promotion or social encouragement. Only by introducing the experimental process into the research of human social psychology and social behavior can it mark the formal birth of modern social psychology. The core topic of social psychology is the relationship between attitude and behavior. The main variables of its theoretical framework include: behavior attitude, subjective norms, perceived behavior control and behavior intention. According to the theory of planned behavior, the more positive attitude and subjective norms are, the stronger perceived behavior control is, and the stronger the individual’s intention to consider executive behavior is. Social psychology mainly studies people’s social support and personality traits. It is a discipline that emphasizes research to make life more valuable and meaningful. As a compound concept, social support is a multi-dimensional concept that includes both individual internal cognitive factors and environmental factors. The research on social support mainly focuses on three aspects: one is the material support that individual feel and given by others. The second is the cognitive support in the subjective sense, mainly the emotional resonance and other support felt by the individual. The third is the individual’s cognition and evaluation of the social support they receive, which tends to the degree of acceptance and subjective understanding of the individual’s inner support for others. In the study of the influencing factors of social support, it is found that mental health is a broad factor affecting social support, and the two affect each other. Social support has a certain impact on individual physical and mental health. The good social support received by individuals is conducive to the development of individual physical and mental health, while the existence of adverse social relations damages individual physical and mental health. In short, social psychology is a subject that studies the psychological and behavioral development of individuals and groups in social communication. Social psychology is a main branch of psychology, which aims to study the psychological problems related to society.

The opinions on further strengthening and improving college students’ ideological and political education issued by the CPC Central Committee and the State Council pointed out that we should pay attention to mental health education. According to the characteristics of college students’ physical and mental development and the law of education, we should pay attention to cultivating college students’ good psychological quality and the fine qualities of self-esteem, self-love, self-discipline and self-improvement, so as to improve their ability to overcome difficulties. Therefore, colleges and universities should strengthen the exploration and research on the management system of college students’ mental health education in order to promote the all-round development of college students’ quality. At present, foreign countries have basically formed a relatively perfect mental health education system, with highly specialized talents, which has been incorporated into school education. The development of mental health education in China is in the ascendant. Experts and scholars have explored new ways and methods of college students’ mental health education from different angles. China should learn from foreign advanced experience, explore a mental health education management system suitable for China’s national conditions and the characteristics of college students, and realize the development from psychological medical system to

psychological education management system. In view of this, this paper explores the guiding role of social psychology in college students' ideological and political education, and expands the educational object from students with psychological barriers to all students, so as to promote the development of college students' mental health education and ensure the scientization, standardization and systematization of modern ideological and political education.

**Objective:** To explore the guiding role of social psychology in modern ideological and political education, in order to solve the common mental health problems of modern college students, so as to ensure the scientization, standardization and systematization of modern ideological and political education.

**Research objects and methods:** 500 ideological and political students in our school were randomly divided into control group and experimental group, with 250 students in each group. The mental health problems of college students were measured with the mental health Self-Rating Scale (SCL-90), which includes 10 factors such as somatization, interpersonal sensitivity, depression, paranoia and anxiety. Each factor item is evaluated with a five-level scoring standard of 1-5 points. Among them, the control group adopted the conventional ideological and political teaching mode, and the experimental group implemented the ideological and political teaching mode based on social psychology for 6 months. The changes of mental health of college students in the two groups were compared and analyzed.

**Methods:** SPSS22.0 statistical software was used to analyze the data.

**Results:** Table 1 shows the changes of mental health of college students in the two groups after the implementation of the ideological and political teaching mode of social psychology. As shown in Table 1, compared with the control group adopting the conventional teaching mode, after the implementation of the social psychology ideological and political teaching mode, the improvement of students' mental health in the experimental group is more significant, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Changes of mental health status of college students in the two groups after 6 months of intervention ( $n=500$ )

Project	Control group ( $n=250$ )	Experience group ( $n=250$ )	<i>P</i>
Somatization	2.35	1.28	0.00
Obsession	2.03	1.85	0.00
Sensitive	2.85	1.70	0.00
Depressed	2.65	1.51	0.00
Anxious	2.55	1.40	0.00
Hostile	2.51	1.45	0.00
Fear	2.43	1.32	0.00
Paranoid	2.61	1.53	0.00
Psychotic	2.56	1.44	0.00
Ad-items	2.55	1.47	0.00
Total score	138.12	125.23	0.00

**Conclusions:** College ideological and political education based on social psychology can not only significantly improve the mental health of modern college students, but also effectively improve the psychological development of modern college students, and then play a positive guiding role in college students' ideological and political education.

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## A STUDY ON THE APPLICATION OF MULTIPLE INTERACTIVE ENGLISH TEACHING IN STUDENTS' COGNITIVE PSYCHOLOGY AND ENGLISH WRITING

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**Background:** Cognitive psychology mainly refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. In a narrow sense, it is equivalent to contemporary information-processing