

## PRACTICE AND RESEARCH ON THE CONSTRUCTION OF ZONGZI INDUSTRIAL COLLEGE OF VOCATIONAL EDUCATION IN THE FIELD OF NEW MEDIA FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Kui Yang, Zeting Liu & Yang Pan

*Guangxi Modern Polytechnic College, Hechi 547000, China*

**Background:** As a branch of psychology, educational psychology closely connects education and psychology. The research content of this psychology is the basic psychological law of learning and teaching in the educational situation, and its core content is the research on the learning process. In the teaching process, it not only reflects the strict seriousness of imparting knowledge and skills, but also shows the flexibility of students in improving their ability to obtain knowledge. This teaching process is a bilateral activity jointly completed by teachers and students. In the process of communication, teachers and students carry out information exchange under the transmission of knowledge and emotional exchange of psychological resonance. In recent years, with the development of zongzi, people's taste of zongzi has been continuously improved in the social life. With the continuous development of network technology, net red with goods made Hechi zongzi popular on the network, attracted users all over the country to buy zongzi, promoted the development of Hechi zongzi industry, and promoted the rapid development of chestnut, glutinous rice, pig breeding and other related industries. With the gradual improvement of the industry, Hechi zongzi industry has formed a complete industrial chain from raw materials to processing, packaging, offline sales and other processes, which has promoted the development of local and economy, and let small zongzi stimulate and revitalize the big industry. In order to enable the sustainable development of zongzi industry, Hechi vocational education center and Guangxi modern vocational and technical college jointly established the country's first zongzi industry college, and established the corresponding industrial base and innovation and entrepreneurship training base to provide jobs for poor households in mountainous areas and work study students, so as to reduce their family burden, improve students' professional practice level and promote the sustainable development of industrial transformation. As an emerging college, students will have doubts about the major in the learning process, and they will have anxiety about their studies and employment. They are worried that their professional academic achievements cannot meet their own requirements, whether they can get employed smoothly and whether they have good employment prospects. Therefore, in the teaching process, the teachers of zongzi industry college should use the knowledge related to educational psychology to dredge the anxiety and skepticism of students, communicate with students with a cordial attitude, let students learn the knowledge related to zongzi industry in a relaxed atmosphere, and practice the learned knowledge in the innovation and entrepreneurship training base to improve their professional practical operation ability.

**Objective:** Understand the background of the construction of zongzi industrial college of vocational education in the field of new media, and analyze students' views on emerging colleges and the causes of anxiety. On this basis, this paper puts forward relevant measures for the construction of zongzi industrial college. While teaching professional knowledge, teachers should pay attention to students' mental health, and use educational psychology to intervene students' mental health problems to alleviate students' anxiety. Establish zongzi industry base and innovation and entrepreneurship training base to provide students with work study opportunities, let them have a further in-depth understanding of their major through practical operation, increase students' confidence in their major and alleviate students' anxiety. In addition, it cooperates with a number of powerful zongzi production enterprises to provide more employment opportunities and improve students' professional level, so as to alleviate students' employment anxiety.

**Subjects and methods:** The research object are the students of zongzi industrial college. 286 students are randomly selected from zongzi industrial college. These students come from different majors and grades, and their family backgrounds are different. Understand students' personal information and anxiety, and analyze the causes of these students' anxiety. Through the processing and analysis of relevant data by statistical software, this paper studies the impact of different construction measures of zongzi industrial college on students' anxiety. It adopts grade 1-5 score, and 1-5 score indicates no, slight, general, obvious and complete respectively.

**Results:** As an emerging college, students of zongzi industrial college are curious about the college, but also feel a little worried about the content of their major, and have a certain degree of anxiety about future employment. Through the implementation of school enterprise cooperation, the establishment of innovation and entrepreneurship training base and other relevant measures, students' anxiety has been significantly alleviated, and the employment anxiety score of students majoring in marketing has been significantly reduced, with a score of 2.13. The results are shown in Table 1.

**Table 1.** Anxiety scores of students of different majors

Major	Learning anxiety	Test anxiety	Employment anxiety
Marketing major	2.65	2.32	2.13
E-commerce major	2.59	1.78	2.05

**Conclusions:** In recent years, with the continuous development of social economy and the continuous improvement of people's living standards, zongzi has entered people's life. With the continuous development of network technology, online red goods have made Hechi zongzi popular on the Internet, attracting users all over the country to buy zongzi and promoting the development of Hechi zongzi industry. In order to enable the sustainable development of zongzi industry, Hechi vocational education center and Guangxi Modern Vocational and technical college jointly established the country's first zongzi industry college. In the face of emerging colleges, students have varying degrees of anxiety. After teachers intervene with the help of teaching psychology knowledge, students' anxiety can be alleviated to a certain extent. Through the implementation of school enterprise cooperation, the establishment of innovation and entrepreneurship training base and other relevant measures, students' anxiety has been further alleviated and students' professional skills have been improved.

**Acknowledgement:** The research is supported by: 2020 Guangxi Vocational Education Teaching Reform Research Project: School-enterprise cooperation to jointly build research and practice of characteristic industrial colleges in ethnic minority areas (No. GXGZJG2020A031).

\* \* \* \* \*

## RESEARCH ON COLOR MULTI FOCUS IMAGE FUSION METHOD FROM THE PERSPECTIVE OF PSYCHOLOGY

Zhifang Cai

*Beijing Polytechnic, Beijing 100176, China*

**Background:** Psychology includes basic applied science and applied psychology. The research object is human. The research content includes three aspects: human psychological phenomenon, spiritual function and behavior. The research content of basic psychology is very wide, involving perception, cognition, interpersonal relationship, education, etc. When psychologists conduct psychological research, they will describe, explain and predict human behavior, so as to promote a deeper understanding of human needs. Psychology is conducive to tap people's potential and guide people's daily behavior. In the teaching process, teachers need to apply the knowledge of educational psychology to carry out educational and teaching activities under the guidance of the relevant theories of educational psychology. First of all, teachers need to understand the basic psychological laws of students, understand the psychological process of teacher-student interaction in the teaching process, and gradually guide students in the teaching process, so as to achieve teaching objectives and improve students' comprehensive quality. The major of textile engineering is to cultivate applied senior professionals who are engaged in textile design and development, process setting, production quality control and production technology transformation, and have basic operation and management ability. These talents need all-round development of morality, intelligence, physique and beauty, high comprehensive quality, strong practical operation ability, and can actively carry out professional related innovation. However, there are still some problems in the current teaching of textile engineering courses. Students' enthusiasm for learning professional knowledge is not high, and their mastery of relevant professional knowledge is poor. Due to the large content of the teaching system and certain difficulty and depth, it is difficult for students to learn and cannot understand professional knowledge well, resulting in students' unsatisfactory performance in the examination process. Especially in the course of the application of image processing technology in textile, the students' learning effect is not ideal, and the students' computer programming ability and application ability do not meet the teaching requirements, resulting in varying degrees of anxiety, which further affects the students' learning. As a new image processing method, color multi focus image fusion method can make the processed image have better visual effect. When teaching the course, teachers should teach the application process of this method to students majoring in textile engineering to broaden their knowledge. The current course teaching cannot let students integrate. Therefore, this paper brings the color multi focus image fusion method into the application of image processing technology in textile for textile engineering students, carries out the reform of course teaching, and studies the changes of students' anxiety before and after the reform.