

Patients with cognitive impairment will show some functional impairment or decreased ability in all aspects, which is not conducive to their own development. Taking cognitive psychology as the theoretical support of research, we can make a comprehensive and in-depth exploration of the problems and legal regulations of rural ecological environment from the perspective of psychology.

Objective: At present, the important factor restricting the sustainable development of rural economy is that there are some problems in the rural ecological environment. Starting from the perspective of psychology, the research analyzes the potential problems of the rural ecological environment, hoping to explore the causes and effects of various ecological environment problems, and then put forward some improvement measures from the aspect of legal regulation, so as to finally achieve the purpose of protecting the rural ecological environment and promoting the development of rural economy.

Subjects and methods: In a rural ecological area, 125 local residents were randomly selected as the research objects, and all the research objects were investigated and analyzed by analytic hierarchy process to explore the negative impact of different rural ecological environment problems on them. Combined with the guidance of relevant psychological theories, 125 research objects were evaluated by using the self-designed evaluation scale of rural ecological environment problems and living experience. The scale set four first-class evaluation indicators: the legal awareness of rural ecological environment protection, the legal system of ecological environment protection, the law enforcement of ecological environment protection, and the property right relationship of rural land resources. For the self-set meter, the study adopts a 4-level scoring standard of 0-3 for evaluation, in which 0 indicates complete disagreement, 1 indicates less agreement, 2 indicates general and 3 indicates complete agreement.

Results: Starting from the field of psychology, this paper makes a detailed study on the problems of rural ecological environment and legal regulation. The research results are shown in Table 1. It can be seen from table 1 that the evaluation results of the scale of 125 subjects showed certain differences before and after the integration of relevant psychological theories. Before combining psychological theory, the evaluation results of all research objects on the legal consciousness of rural ecological environment protection, the legal system of ecological environment protection, the law enforcement of ecological environment protection and the property right relationship of rural land resources in the evaluation scale of rural ecological environment problems and living experience were 0, 0, 0 and 1 respectively. After improving the problems of rural ecological environment in the field of psychology, the evaluation results of the four evaluation indexes of the research object are 3, 2, 3 and 3 respectively.

Table 1. Evaluation results of rural residents on four evaluation indexes of ecological environment problems

Evaluating indicator	Legal consciousness of rural ecological environment protection	Legal system of ecological environment protection	Enforcement of ecological environment protection	Property right relationship of rural land resources
General horizon	0	0	0	1
Psychological perspective	3	2	3	3

Conclusions: For the sustainable development of rural economy, rural ecological environment occupies an important position and plays a decisive role in promoting the development of rural economy. The research will start from the perspective of psychology, take the problem of rural ecological environmental protection as the core issue, put forward the corresponding legal regulation of rural ecological environmental protection and ecological environment improvement measures, and significantly improve the recognition of the research object to the legal awareness and legal system of rural ecological environmental protection. This shows that the relevant theories of psychology can reflect a good application effect in the study of the problems existing in the rural ecological environment and legal regulation.

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CORRELATION ANALYSIS BETWEEN THE BASIS OF COLLEGE STUDENTS' SOCIAL PSYCHOLOGY AND THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Social psychology is a comprehensive and applied social science discipline, which mainly studies and reveals various psychological factors, social behaviors and epidemic reactions in human society from the psychological level. In terms of discipline nature, social psychology is not a branch of psychology or sociology, but an independent discipline formed by the organic integration of multiple disciplines, which mainly includes the theoretical knowledge of sociology, psychology, management, economics, politics, behavioral science and other disciplines. The research objects of social psychology are mainly divided into two aspects: social individuals and social groups, and explore the occurrence and change laws of their psychology and behavior in social interaction. Focusing on the two different perspectives of social individual level and social group level, this paper discusses the interpersonal relationships and reactions such as group communication structure and group norms. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Ideological and political education in colleges and universities, as an educational form that takes “Building Morality and cultivating people” as its own task, and then constructs an all-round education pattern, occupies an important position in the process of college education. Ideological and political education in colleges and universities can organically combine other educational courses with ideological and political education courses by conveying the relevant theories and meanings of ideological and political education to college students, so as to realize the quality education and ability training of students under the concept of collaborative education. At present, the educational effect of ideological and political courses in colleges and universities is not ideal, mainly because college students are in the key stage of social role transformation. Their living environment, academic tasks and job competition pressure will have a certain impact on their psychology, and then affect the effect of ideological and political education. There is a certain correlation between the basis of college students’ social psychology and the effect of ideological and political education in colleges and universities. The former will have different effects on college students’ psychological strength in different aspects such as thinking mode, pressure resistance and self cognition, and then affect the overall effect of ideological and political education in colleges and universities.

Objective: The research will explore the correlation between the basis of college students’ social psychology and the effect of ideological and political education in colleges and universities, and then put forward corresponding educational intervention measures, in order to achieve the purpose of improving the basic level of college students’ social psychology and mental health level, and finally realize the effective improvement of the effect of ideological and political education in colleges and universities, and help colleges and universities cultivate more comprehensive high-quality talents.

Subjects and methods: A total of 89 college students were randomly selected from two colleges and universities as the research object to explore the correlation between the basis of college students’ social psychology and the effect of ideological and political education in colleges and universities. The research mainly adopts the combination of grey correlation analysis and analytic hierarchy process to make a detailed analysis of the basic evaluation indicators of college students’ social psychology and the evaluation indicators of the effect of ideological and political education in colleges and universities. The Likert scale is used to realize the objective analysis of the correlation between the two. From 1 to 5, they respectively express very disagree, disagree, not necessarily agree, agree and very agree. For all the data obtained in the study, MATLAB software and SPSS26.0 are used for statistical analysis.

Results: Table 1 shows the evaluation results of the correlation between the basis of social psychology of 89 college students and the effect of ideological and political education in colleges and universities. According to the comparison between the number of college students who agree with basic education and social psychology, the number of students who agree with basic education is 19.47%, accounting for 21.1% respectively. The proportion of college students who choose not necessarily is slightly small, about 20%. The proportion of college students who choose to disagree and very disagree is low. This shows that from the perspective of social psychology, cultivating and improving the basic level of college students’ social psychology can significantly enhance the educational effect of college ideological and political courses, and verify the strong correlation between the basic level of college students’ social psychology and the effect of college ideological and political education.

Conclusions: The main research object of social psychology is the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. There is a strong correlation between the basis of college students’ social psychology and the effect of ideological and political education in colleges and universities. The two are positively correlated, that is,

the higher the basic level of college students' social psychology, the higher their psychological endurance and comprehensive quality ability, which plays a significant role in enhancing the overall educational effect of college ideological and political education courses.

Table 1. Correlation evaluation results between the basis of college students' social psychology and the effect of ideological and political education in colleges and universities

Evaluation results	1	2	3	4	5
Number of college students	2	9	17	42	19
Proportion (%)	2.25	10.11	19.10	47.19	21.35

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THE INFLUENCE OF CHINESE FILMS ON THE COMMUNICATION AND ADAPTATION BARRIERS OF FOREIGN STUDENTS FROM THE PERSPECTIVE OF CROSS-CULTURAL COMMUNICATION

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Background: Communication and communication is an essential skill for people to survive in society, and it is also a skill for people to realize information exchange, an important way to improve work efficiency and learning efficiency. Due to physiological and psychological factors, some people suffer from communication adaptability disorder and are unable to complete normal communication with others. Physiological factors refer to patients with congenital developmental and acquired brain injury, which are often accompanied by cognitive communication disorder. Physiological cognitive communication disorder is caused by the impairment of one or more cognitive functions caused by brain injury, which damages the patient's sulcus communication function, unable to accurately express their feelings and intentions. Psychological communication adaptation disorder refers to psychological diseases such as depression and social anxiety, which lead to patients feeling nervous, fearful and maladjusted when communicating with others. communication adaptation disorder seriously affects the social ability of patients, and then affects the normal life and work of patients, and reduces the quality of life. Generally speaking, there are two causes of communication adaptation disorder. One is physiological, that is, the patient is unable to communicate normally due to the impairment of body function, such as brain injury, aphasia and so on. When patients are suffering from anxiety, social anxiety and other psychological problems, they will feel uneasy when they communicate with others, such as anxiety and social anxiety. In addition to the pathogenic factors, the environment and atmosphere of communication, the interpersonal relationship between communication subjects, the emotion and communication ability of communicators may lead to communication adaptation obstacles.

In higher education, there will be some estrangement in the communication and exchange of foreign students during their study abroad. The reason is that there are significant differences in the adaptive psychology of foreign students in different cultural teaching environments, resulting in communication difficulties in different language exchanges. Generally speaking, in the process of alleviating the communication and adaptation barriers of foreign students, most colleges and universities adopt language training and long-term cultural influence to promote foreign students to accept the domestic living and educational environment. Some studies have also proposed the use of cross-cultural communication to improve the frequency of communication between different cultures. They believe that from the perspective of cross-cultural communication, the communication between different cultures and races needs to be carried out for a long time, and the cultural connotation should be used to affect the language communication of other nationalities. However, in terms of the current cross-cultural communication and education, there is still the phenomenon of incomplete cultural communication, which leads to the gradually serious communication and adaptation obstacles of foreign students in the social communication of colleges and universities in China. Therefore, the study takes Chinese films as the main cultural output object and foreign students as the receiving object to analyze the impact of Chinese films on foreign