

the deepening of China's integration into the international community, China has gradually accepted and recognized some international mainstream value norms, such as honest government, humanitarianism, ecological environmental protection and civil society, peace and anti violence, media supervision and public power, which have been reflected in China's media communication and government speeches. In addition, since celebrities represent not only a person, but also a country, or even a culture, if the words or examples of celebrities in the receiving country are used as a more humanized tool in the diplomatic field in the speech content, it can further shorten the distance between the two countries and create a good diplomatic image.

Objective: The opening ceremony of the Beijing Winter Olympic Games is an important opportunity for China to show its national image to the world by taking advantage of large-scale international sports events. Through the observation of the opening ceremony, it can be found that the construction logic of China's national image has been quite different from the past. It is no longer limited to the simple cultural presentation in the past. Instead, it decomposes the culture into a variety of elements and integrates them into the whole ceremony to express it in a creative and dynamic way. From the plate culture to the fragmented culture flow, it indicates that the narrative logic of Chinese stories has changed greatly. Therefore, based on the perspective of social psychology, this study will analyze the impact of the ideological logic evolution of China's national image construction on college students' thinking logic in the opening ceremony of the Winter Olympic Games.

Subjects and methods: 600 college students from several universities in a certain area were selected as the research objects. The students were randomly divided into the experimental group and the control group, with 300 students in each group. The experimental group was given the ideological and logical evolution teaching of national image construction under social psychology, and the control group received routine teaching. Before and after teaching, the students were evaluated with the self-designed "thinking logic obstacle evaluation scale" to judge the thinking logic status of the two groups of students before and after teaching. The evaluation scale of thinking logic disorders includes qualitative and quantitative, with a full score of 10 points, of which qualitative analysis accounts for 30%, and the score is 0-3 points. The higher the score, the more positive it is. Quantitative analysis accounted for 70%, with a score of 0-7. The higher the score, the more serious the symptom.

Results: Before teaching, there was no statistical significance in the comparison of the total scores of the two groups ($P < 0.01$). After teaching, the total score of the experimental group decreased significantly ($P < 0.01$), while the control group had no significant change ($P > 0.05$).

Table 1. Comparison of evaluation scores of students' thinking logic obstacles before and after teaching

| Group | Total score of thinking disorder | | <i>t</i> | <i>P</i> |
|-----------------|----------------------------------|---------------|----------|----------|
| | Experience group | Control group | | |
| Before teaching | 3.34±1.37 | 3.31±1.41 | 0.308 | 0.818 |
| After teaching | 2.69±1.32* | 3.58±1.29 | 2.951 | 0.024 |

Note: Comparison of this group, * $P < 0.05$.

Conclusions: The 2022 Beijing Winter Olympic Games is an important opportunity to show the confidence of Chinese culture. Through the performance of "moistening things silently", the opening ceremony built a "Chinese romance" and displayed the image of modern China with booming culture and technology. Chinese cultural elements naturally flow in the opening ceremony performance and are endowed with new vitality. Based on the perspective of social psychology, this study analyzes the impact of the ideological logic evolution of China's national image construction on college students' thinking logic in the opening ceremony of the Winter Olympic Games. The results showed that after teaching, the total score of thinking logic disorders in the experimental group decreased significantly ($P < 0.01$), while there was no significant change in the control group ($P > 0.05$).

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RESEARCH ON THE INNOVATION AND REFORM OF HIGHER EDUCATION MANAGEMENT FROM THE PERSPECTIVE OF COLLEGE STUDENTS' MENTAL HEALTH

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Background: With the development and progress of society, the social environment and school environment are constantly changing, and the mental health problems of college students are increasingly concerned by the public. After college students enter the campus, carry out the psychological evaluation of all freshmen according to the actual situation. Through the feedback of the evaluation results, the school and students can have a more in-depth understanding of their own mental health. For those who do have mental health problems, the school and family can take corresponding measures to intervene as soon as possible. Make full use of the Internet as an auxiliary for mental health education and teaching to carry out targeted mental health teaching for college students, especially for some common health problems, teachers can carry out special education to help students maintain good psychology. In the current teaching of college students, many students do not pay enough attention to the courses related to mental health. They think that the courses of mental health do not play a great role. Only the mentally unhealthy need to learn, which leads to the low quality of mental health teaching and the lack of motivation and interest of students. In this case, the effect of students' passive learning can be imagined. Online mental health education with the help of Internet platform will make teaching more vivid. Carry out online mental health teaching, and use video, text and other related teaching courseware, so that students can not only learn more easily, but also accept more. Establish an online consultation platform for mental health. Students can conduct mental health consultation online according to their own situation. Professional mental health teachers provide mental health services, which is not only very convenient, but also can protect students' privacy. With the help of some platforms, activities such as small video competitions of campus life and micro film exhibition and broadcasting are carried out. Relevant elements of mental health education are set in the activities. Students can strengthen the effect of mental health education through games and other activities.

In recent years, various malignant events of college students caused by mental health factors have occurred from time to time. Therefore, it is very important for the development of college students' mental health education and teaching. In mental health education, improving the teaching mode and improving the quality of mental health education has become a hot research topic for college mental health educators. From the perspective of the Internet, combined with the characteristics of the Internet, exploring the educational model of mental health in colleges and universities can not only change the traditional educational model to a certain extent, but also improve the effect of mental health education. With the development of the Internet era, the application of computers and related technologies has been integrated into all walks of life. As a basic course, mental health education in colleges and universities has gradually been paid attention to. The construction of Internet college mental health teaching model can effectively help students strengthen mental health education, and will also become the main direction of teaching reform.

Objective: By analyzing the relationship between the Internet and mental health education in colleges and universities, combined with college students' network psychology and various behavioral problems, this paper constructs an Internet mental health education model, so as to help college students better adapt to life and learning under the network background and maintain a good mental health.

Subjects and methods: 160 college students with negative emotions in a university were selected as the research objects, and the innovation and reform mode of college education management integrating mental health education was given to college students. After the completion of the teaching, the students' negative psychology was evaluated by Hamilton Depression Scale (HAMD) and Hamilton Anxiety Scale (HAMA) to judge the improvement effect of students' negative psychology under the teaching mode. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: The comparison results of students' anxiety and depression before and after teaching are shown in Table 1. After teaching, the total score of HAMA and HAMD of students decreased significantly compared with that before teaching ($P < 0.05$).

Table 1. Comparison of anxiety and depression before and after teaching

| Score | Teaching time | |
|-------|-----------------|----------------|
| | Before teaching | After teaching |
| HAMA | 19.14 | 9.65 |
| HAMD | 23.04 | 20.67 |

Conclusions: In the context of the Internet, the Internet provides more ideas for psychological teaching in colleges and universities. Based on the perspective of college students' mental health, the innovation and reform of college education management establish a new model of Internet mental health education by

exploring the relationship between the Internet and college students' mental health and combining the actual situation of college students' psychology and behavior. The results of this study show that the comparison results of students' anxiety and depression before and after teaching are shown in Table 1. After teaching, the total score of HAMA and HAMD of students decreased significantly compared with that before teaching ($P < 0.05$). It shows that to promote the reform and innovation of teaching mode and management method of mental health education in colleges and universities, we need to find solutions according to the current problems of college students' mental health.

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THE POSITIVE EFFECT OF COLLEGE ENGLISH CURRICULUM CONSTRUCTION ON COLLEGE STUDENTS' LEARNING PSYCHOLOGY FROM THE PERSPECTIVE OF TRADITIONAL CULTURE

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Background: Chinese excellent traditional culture has a far-reaching impact on Chinese people in terms of mode of thinking, code of conduct and psychology. From the perspective of pedagogy, psychology and management, excellent traditional culture can inherit, learn from and promote the psychology and behavior of college students. Researchers generally believe that Chinese excellent traditional culture contains rich philosophical thoughts, which can not only guide college students to correctly face and deal with psychological, ideological and moral problems, but also play a vital role in creating a mental health education system for college students with modern educational characteristics. Positive psychology is a new research field in psychology at the end of the 20th century. At present, its views have penetrated into education and other fields, and have had a significant impact on many of them. The educational view of positive psychology fully embodies the idea of people-oriented, emphasizing the important role of students' internal motivation and positive emotions in effective learning from the perspective of learners. At present, autonomous learning has been widely promoted in college English Teaching in China. In traditional education, students are regarded as passively accepting learning, while autonomous learning is a learning method corresponding to the traditional accepting learning. Students are the main body of learning, and the goal of learning is achieved through students' participation, independent analysis and exploration. Therefore, it can be seen that autonomous learning is in line with and reflects the teaching concept of positive psychology. The influencing factors of autonomous learning can be divided into internal and external factors, of which the internal factors are related to the learners themselves. From the perspective of positive psychology, from the perspective of learners, it is meaningful to investigate the two important factors that affect autonomous learning: the learning ability in internal factors and the expectation of teachers' role. On the basis of understanding the real situation of learners, positive psychology helps teachers to provide more targeted help, so as to help learners continue to learn English efficiently. On the basis of English learning in the compulsory education stage, students can further clarify the purpose of English learning and develop the ability of autonomous learning and cooperative learning. Forming effective English learning strategies. Cultivate students' comprehensive language ability. Make students' comprehensive language use ability based on the integrated development of language skills, language knowledge, emotional attitudes, learning strategies and cultural awareness. The new English curriculum standard has clearly presented the basic concept, curriculum objectives, curriculum structure, curriculum form and curriculum content to the leaders of primary and secondary schools and English teachers across the country, and has produced or will produce unprecedented profound changes.

Objective: To promote students' autonomous learning, researchers need to evaluate learners' English autonomous learning ability. In this context, the reform of college English curriculum must be carried out simultaneously with the reform of middle school English curriculum, so as to cultivate high-quality English talents with innovative ability and practical ability required by the new situation in the new century. Therefore, the construction and reform of college English curriculum is also imminent. This study aims to explore the positive effect of college English curriculum construction on college students' learning psychology from the perspective of traditional culture.

Subjects and methods: 334 college students from 5 universities in a certain area of China were selected for the experiment, and the students were evaluated through the self-designed "College Students' English autonomous learning ability evaluation scale" and "college students' English autonomous learning teacher role expectation evaluation scale". In the design process of the scale, a large number of references were