

entrepreneurship, makes residents no longer worry and worry about the acquisition of entrepreneurial resources, and significantly improves residents' enthusiasm and initiative.

Table 1. The mental health status of rural residents after the implementation of Rural Revitalization Strategy and innovation strategy

Education	Anxious	Initiative	Entrepreneurial enthusiasm
College degree	1.43	3.56	3.75
Bachelor degree	1.09	3.37	3.69

* * * * *

RESEARCH ON THE INFLUENCE OF NEWS COMMUNICATION ENTERTAINMENT ON AUDIENCE PSYCHOLOGY UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

Xiang Xiao

Hunan International Economics University, Changsha 410205, China

Background: Cognitive psychology is an information processing process centered on people's attention and feeling. When learners are stimulated by visual and auditory senses, these signals will be converted into neural signals and recorded. The recorded information is a kind of memory processing. This processing method is a kind of memory. It can store information for about 30 seconds. The stored information is very limited. When the number of stored information reaches seven, it will forget the original information. When there are more than seven pieces of information, it will become a mature memory. Different from previous psychological studies, it adopts systematic scientific methods. Compared with behavioral psychology, it has such inner psychological states as belief, desire and motivation. In the process of receiving news communication, it involves the cognitive psychological background, phenomena and effects of the audience. When the content of news does not meet the psychological needs of the audience, the audience will have a rejection of the content of news communication and refuse to accept the news. When the audience is not ready to receive news information, it may cause psychological fluctuations of the audience, such as anxiety, fear and other emotions. With the acceleration of the pace of life, the audience of the traditional serious style of news is becoming less and less. Especially for those young people, many of them do not like to watch the style of news. The analysis of audience psychology can be divided into many types, such as conformity psychology, recreation psychology, interest seeking psychology, truth seeking psychology, etc. In the fast-paced life, the audience psychology has diversified, and the forms of news expression have also appeared the phenomenon of entertainment. News entertainment means that in the process of news broadcasting, the news content is displayed in the form of soft news, and more attention is paid to reporting some provocative and stimulating news, so as to attract more viewers. Or add a lot of descriptive content to the original news to make the news interesting and storytelling, and increase the readability of the news. The purpose of this practice is also to attract more viewers. In this trend, compared with other types of news, entertainment news has more audiences. While this kind of news brings information to the audience, it will also bring them highlights and laughter. Even many viewers are keen to express their views through comments in this kind of news and cause others to resonate. Therefore, from the perspective of cognitive psychology, this paper studies the impact of entertainment of news communication on audience psychology.

Objective: In order to know the impact of entertainment of news communication on the psychology of the audience, we should first understand the current situation of news communication, the entertainment of news communication and the meaning of audience psychology, and analyze the reasons for these situations. On this basis, it analyzes the changes of audience psychology and the types of audience psychology after news entertainment.

Subjects and methods: The research object are the masses. 521 people are randomly selected from a certain area. These people come from different gender, age, education background and income. There are differences in their choice of news information. Understand these people's views on the entertainment of news and their audience's psychological situation, use statistical software to process and analyze the data, and use 1-10 grades. 1-2, 3-4, 5-6, 7-8 and 9-10 respectively mean no, slight, general, obvious and complete. The higher the score, the heavier the degree. Average the results of relevant data to reduce the error caused by subjectivity.

Results: Table 1 shows the audience psychological scores of people of different ages and genders in obtaining entertainment news information. From Table 1, it can be seen that there are differences in the

audience psychological scores of people of different ages and sexes. Compared with young people, teenagers have a higher psychological score of interest seeking, especially male teenagers, whose psychological score of interest seeking is 8.95.

Conclusions: With the acceleration of the pace of life, the audience of the traditional serious style of news is becoming less and less. Especially for those young people, many of them do not like to watch the style of news, and the audience psychology has diversified. In the face of this situation, considering the psychology of the audience, news entertainment has emerged. According to the research results, it can be found that teenagers are more curious. Compared with traditional news, they prefer entertainment news. Therefore, from this news, their interest seeking psychology can be satisfied, and they can bring some joy to them while accepting the news.

Table 1. Audience psychological scores of people of different ages and genders in obtaining entertainment news information

Age group	Gender	Interest seeking psychology	Truth seeking psychology	Group psychology
Juvenile	Male	8.22	7.35	8.82
	Female	8.95	7.34	9.04
Youth	Male	7.87	7.65	7.93
	Female	8.06	7.34	8.11

* * * * *

THE GUIDING EFFECT OF NATIONAL CULTURE COMBINED WITH ENVIRONMENTAL DESIGN TEACHING ON THE POSITIVE PSYCHOLOGY OF COLLEGE STUDENTS

Ruiping Zhang

Xi'an Shiyou University, Xi'an 710065, China

Background: As a kind of psychology, positive psychology applies the knowledge of psychology from the positive side to guide people to look at problems and things around them correctly and positively, so as to alleviate people's negative emotions, let them form positive psychology, and greatly help to cultivate their positive psychological quality. In colleges and universities, there are college students from different nationalities. Due to the cultural differences between different nationalities, the communication between students is hindered. In addition, different customs and habits will form certain obstacles to communication between them. When students do not understand the customs and habits of communicating with each other, sometimes they will do some harm to each other but not out of the students' original intention, which will undermine the enthusiasm of students to communicate with other nationalities. In the actual campus, the Han nationality is generally the nationality with the largest number of students, so ethnic minorities are more prone to interpersonal communication barriers. Under the influence of closed minds and language barriers, they dare not communicate with others, resulting in inferiority complex, dare not go to places with a large number of people, feel lonely, and take a negative view on interpersonal problems. In fact, they are eager to communicate with other students, Hope to have a good friendship. Some ethnic minority students with fragile personalities had good grades in high school and were full of self-confidence. When they came to university, they found that many students' grades were better than themselves and they had a wider range of knowledge. This was a great blow to ethnic minority students with fragile personalities. They became less confident, doubted their abilities, and even slowly became depressed. After a period of hard work, some students still do not surpass other students. They will give up and become degenerate. Their attitude towards problems has become more and more negative. They no longer study hard and slowly forget their original intention of going to university. Therefore, how to correctly guide college students, especially those ethnic minority students, to form a positive and healthy psychology is a very important thing. The integration of national culture into environmental design teaching can increase students' intimacy and familiarity with teaching activities and help students' learning. Therefore, this paper integrates the national culture into the teaching of environmental design, and analyzes its guiding effect on students' positive psychology.

Objective: Understand the current situation of environmental design teaching, students' learning status and communication with other students, and analyze the reasons for students' negative learning psychology. According to the students' passive learning state, the traditional teaching of environmental design should