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

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

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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

be reformed. By integrating national culture into teaching and explaining relevant national cultural knowledge, students can understand the charm of different cultures, enhance students' understanding of students of different nationalities, ease the interpersonal communication barriers between them, improve the self-confidence of minority students, and enable students to improve their aesthetic awareness, learning initiative and enthusiasm after carefully feeling the cultural charm of different nationalities.

Subjects and methods: Taking the students majoring in environmental design as the research object, 167 students majoring in environmental design were randomly selected from a university. The selection criteria were grade, gender, age, nationality and region. Understand the basic information of these students, their views and suggestions on environmental design teaching, and analyze the reasons for students' negative psychology. Carry out environmental design reform teaching for students for 2 semesters, and record the relevant data of these students during the teaching period. Through the data processing and analysis of S-PLUS software, this paper studies the changes of students' negative psychology and positive psychology before and after the implementation of environmental design reform teaching, and uses the Positive Affect and Negative Affect Schedule (PANAS) to measure the students' related emotions, using grade 1-5 scores.

Results: Table 1 shows the scores of students' negative psychology and positive psychology after the implementation of environmental design reform teaching. It can be seen from Table 1 that the score of Sophomores' fear of difficulties is 1.76. The grade of Freshmen 'learning enthusiasm is 4.63, which is 0.12 lower than that of sophomores.

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

Grade	Learning enthusiasm	Fear of difficulties	Interpersonal communication barriers
Freshman	4.63	2.03	2.21
Sophomore	4.75	1.76	1.54

Conclusions: In colleges and universities, due to the cultural differences between different ethnic groups, the communication between students of different ethnic groups is hindered. Many students show cultural self-confidence, have a negative attitude towards learning, and have negative psychology such as fear of difficulties and retreat. By integrating ethnic culture into teaching and explaining relevant ethnic cultural knowledge, students can understand the charm of different cultures, enhance students' understanding of students of different ethnic groups, alleviate interpersonal communication barriers between them, improve the self-confidence of ethnic minority students, and improve their aesthetic and professional level.

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THE IDEOLOGICAL AND POLITICAL EDUCATION ATTRIBUTES OF INNOVATION AND ENTREPRENEURSHIP AND THE INFLUENCE OF CURRICULUM IDEOLOGICAL AND POLITICAL CONSTRUCTION ON STUDENTS' LEARNING ESCAPE PSYCHOLOGY

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Background: In the process of higher education, cultivating creative, innovative and entrepreneurial talents is an important goal of education. However, in the actual process, although colleges and universities have set up the innovation and entrepreneurship course, they have not organically integrated innovation and entrepreneurship with the ideological and political construction of the course, have not made clear the ideological and political education attribute of innovation and entrepreneurship, and the goal of educating people has not been well completed. In the process of learning professional knowledge, students have an evasive mentality due to the difficulties in learning and many learning contents, and do not want to face the problems in the learning process, fear to solve problems, and use evasive psychology to deal with learning problems negatively. This attitude cannot solve the problem. On the contrary, with the extension of time, it will make the problem become more and more serious, and even affect the students' learning status. It will make the students' personality change imperceptibly, become negative and decadent, and become completely indifferent to learning. Learning to avoid psychology belongs to negative emotion, which may