

## THE PARALLEL PENETRATION MODEL OF COLLEGE STUDENTS' TWO COURSES EDUCATION AND MENTAL HEALTH EDUCATION

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**Background:** The method system of two courses education is different from that of mental health education: the former cultivates and develops college students' Ideological and moral character through ideological education, moral education, political education and legal education, so as to make their ideological health and achieve a perfect state. The latter applies the principles and methods of psychology to improve college students' psychological adaptability and achieve psychological perfection. The two methods have their own characteristics, and the contents are integrated and penetrated into each other, but the ultimate goal is to cultivate college students with sufficient self-education ability and healthy personality. Therefore, this paper puts forward the parallel penetration mode of College Students' Two courses education and mental health education, solves students' psychological and ideological problems through the synergy of Two courses education and mental health education, and serves to improve their comprehensive quality and finally achieve the goal of talent training.

**Subjects and methods:** Two courses education and mental health education have their own goals and common goals. It can not only play a role independently, but also play a role together. The two are both parallel and cross, with complementary functions and mutual penetration. The parallel infiltration mode of College Students' Two courses education and mental health education solves college students' psychological and ideological problems through the synergy of Two courses education and mental health education, focuses on Cultivating College Students' good self-education ability and forming healthy personality, so as to improve their comprehensive quality and finally achieve the goal of talent training.

**Results:** Based on all the above contents, it can be seen that broadcasting host psychology can play a great role in the creative process of broadcasting host. The reason is that it can continuously optimize the host image of the broadcasting host, and let the audience establish a closer relationship and trust with themselves. Because of the existence of broadcasting host psychology, broadcasting host can improve his broadcasting effect. Therefore, broadcasting hosts need to pay more attention to broadcasting host psychology, so that it can provide good development power for their personal promotion and career development.

**Conclusions:** College Students' Two courses education and mental health education are two interrelated and different jobs. They are a parallel infiltration relationship. It is a useful exploration to give full play to their role in the process of College Students' education through the parallel infiltration education model. To cultivate the sound personality of college students, we must coordinate the Two courses education and mental health education, mobilize their own positive factors, and strive to promote the cultivation of College Students' good personality quality to the greatest extent, so as to achieve mental health, ideological health and physical health; Physical and mental harmony, harmony between people, harmony between people and society, and harmony between people and nature.

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## STRATEGIC ANALYSIS OF CUSTOMER CONSUMPTION TENDENCY UNDER E-COMMERCE B2C MODE

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**Background:** With the rapid development of economy, people's income increases gradually. Now more and more people like to buy goods online to meet their individual needs. In the Internet era, people's consumption concept has been strongly impacted. From the perspective of consumption psychology, consumers choose not only the use value of goods, but also pay more attention to the opportunity cost of shopping time. E-commerce B2C mode can make consumers more directly and intuitively understand commodities, compare the prices of various products, and enable consumers to quickly complete shopping activities. Although the current e-commerce B2C model has been deeply rooted in the hearts of the people, there are also many psychology that is not conducive to consumption. How to eliminate the adverse factors in e-commerce, how to meet customers' consumption psychology and improve network marketing strategy have become urgent problems to be solved.

**Subjects and methods:** With the rapid development of China's economy, the B2C model of e-commerce is becoming more and more mature, but there are still some consumer psychological factors affecting the development of modern e-commerce. This paper analyzes several factors affecting the development of e-commerce B2C mode, and introduces four coping strategies, hoping to be beneficial to deal with the consumer psychology hindering the development of e-commerce B2C mode.

**Results:** This paper holds that the factors affecting consumption in e-commerce B2C model include the insecurity of online consumption, the disadvantages of distribution process, the characteristics of seeing is believing shopping and the psychological constraints of bargaining. Based on this, it is proposed to adhere to B2C Sales integrity, improve customer trust, B2C companies strengthen cooperation, improve commodity distribution efficiency, pay attention to B2C website design, improve customer purchase, combine e-commerce with physical stores, offset the constraints of traditional consumption psychology, provide diversified products and meet customers' personalized needs. In order to impress consumers on businesses, firstly, the advertising content should highlight the personality of businesses, make use of the psychological characteristics of consumers seeking innovation and differences, and convey the personalized B2C business image with the help of advertising. While seeking innovation and differences, we should also abide by basic moral issues and should not exaggerate or resort to fraud.

**Conclusions:** There are many factors affecting consumers' purchase behavior in e-commerce B2C mode, among which consumers' purchase psychology and merchants' sales mode are very important factors. In the gradually developing e-commerce sales model, consumers' behavior is complex and changeable. Therefore, it is very important to master customers' consumption psychology. Only by grasping consumers' consumption psychology and implementing various corresponding strategies, can we have a good development prospect in the field of e-commerce.

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## ANALYSIS ON THE INFORMATION NEEDS OF TV NEWS AUDIENCE'S PSYCHOLOGICAL DIVERSIFICATION

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**Background:** Under the new situation, China's TV news industry continues to innovate, and the quality requirements and standards for TV news staff are gradually improved. It is no longer limited to professional theoretical knowledge, language expression ability and program production ability, but focuses more on the psychology of the audience. How to comply with the development requirements of the times and the audience psychological needs of TV viewers has become an important factor to be considered by TV news editors. Facing the complex social news environment, how to effectively meet the psychological needs of social audiences is very difficult for TV news editors. Therefore, in the new era, in order to promote the development of TV news industry, we also need to improve the professional ability of news editors, innovate TV news editing work and meet the audience psychology, so as to optimize the overall TV news transmission effect and promote the progress of TV news industry in the new era.

**Subjects and methods:** With the improvement of the national economic level at this stage, people's living standards are also improving day by day, and the masses have put forward more requirements for the quality of news information. Moreover, under the new situation, facing the emergence of emerging technologies such as the Internet, while promoting the reform of the TV news industry, it also further brings great pressure to the development of TV news, and the industry competition is becoming increasingly fierce. Therefore, how to grasp the psychological needs of the audience and innovate the editing work of TV news is of great significance for the development of the industry. Based on this, this paper effectively combs the needs of the current news audience, further reveals the current situation and shortcomings of TV news editing, and puts forward reasonable suggestions for the innovation of TV news editing.

**Results:** This paper holds that the main psychological characteristics and needs of news audiences are diversified information needs, timeliness of information needs and aesthetic requirements of information. At present, the means of TV news editing is single, the application of technology is not strong, the concept of program production lags behind and lacks innovation. Therefore, it is proposed to enrich program content, innovate editing means, strengthen TV news editing team, and create a diversified information collection and news transmission platform.