

**Results:** With the flexible service concept more and more accepted by libraries, at present, most libraries in China are actively exploring the flexible service mode in line with their own reality, and have achieved some results. However, through in-depth analysis of the flexible service in China's library reader service, there are still many problems that can not be ignored, which has become an important restrictive factor in the development of flexible service in China. It must be solved seriously, otherwise it will hinder the development of China's library cause and reduce the competitiveness, attraction and influence of China's library.

**Conclusions:** Although with the accelerating pace of Library Transformation and development in China, many libraries have changed from providing knowledge to providing services, and also integrate flexible services into reader services. However, the flexible service is still unsatisfactory, and there are still a series of problems to be improved. This requires all kinds of libraries at all levels to have a clearer understanding of the outstanding problems existing in their own flexible service, and formulate targeted improvement strategies through in-depth analysis of the deep-seated causes of the problems of flexible service. In particular, efforts should be made to establish the concept of readers' needs, create a harmonious service environment, establish a humanistic service model, create an emotional communication platform, and improve the flexible service ability, so as to make the library reader service more humanized, humanistic and humanistic.

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## THE PATH OF COLLABORATIVE INNOVATION AND DEVELOPMENT OF TWO COURSES EDUCATION AND PERSONAL MORALITY

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**Background:** In the process of analyzing students' mental health education, we need to make a specific analysis according to mental health problems and ideological and political problems to judge the health education mode and application standard of Ideological and political psychological quality in Colleges and universities. This paper analyzes the educational ideological and political model, finds out the possible incompatibility in practice, and puts forward an effective solution model. Judge the standards of mental health education in Colleges and universities, effectively combine ideological and political education, constantly promote, enhance and improve, achieve effective comprehensive development of mental health education with effective development, and clarify the synergy between mental health quality in Colleges and universities and ideological and political education.

**Subjects and methods:** In the analysis of the construction of core psychological quality in Colleges and universities, according to the collaborative innovation model, strengthen the synergy of the combination of Ideological and political education, enhance the level of students' comprehensive psychological quality, and take the development of effective two courses education model as the requirement. According to the relevant basis, pay attention to the application of comprehensive value and path problem analysis, cooperate with the synergy of mental health education with comprehensive management and control standards, enhance the comprehensive political education level of mental health education in Colleges and universities, improve the application of effectiveness, promote the comprehensive development of college students, and meet the growth analysis of health education. This paper will analyze the ideas, basis and path of collaborative innovation, and strengthen the coordination and cooperation between them. Gradually enhance the comprehensive analysis of mental health education in Colleges and universities, judge the value and practicability of Ideological and political education, constantly promote the comprehensive development of students, and establish a healthy growth model, ideas and development requirements.

**Results:** This paper holds that the two courses education model and psychological education model need to be innovated in thought, content, method and way in order to comprehensively and cooperatively educate. In the process of carrying out two courses education activities in Colleges and universities, we should pay attention to the idea of cultivating talents, strengthen the combination of morality, psychology and quality, and adjust the influencing factors of the environment. This paper analyzes the effectiveness of two courses education activities, defines the relationship between two courses education and psychological education, and strengthens their coordinated and stable development. In the construction of

students' two courses education team, through the comprehensive team construction of counselors, teachers, full-time Party cadres and students, all kinds of thinking modes in adjusting students' mental health quality are introduced into the team construction.

**Conclusions:** To sum up, through the analysis of the comprehensive model of collaborative innovation of two courses education and mental health education, strengthen the coordination and integration of college psychological education and ideological and political education. According to the requirements of modern collaborative development innovation mode, combined with the operation standards, obtain the standard mode in line with the school's ideological and political education, improve the comprehensive development of Two courses education and psychological thinking consciousness, meet the construction requirements of the operation mode, and realize the coordinated development and application of Two courses education and psychological quality in Colleges and universities.

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## THE INFLUENCE OF INDIVIDUAL MORAL QUALITY OF MEDIA PRACTITIONERS ON THEIR SOCIAL ADAPTATION

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**Background:** In recent years, the media industry is in the transformation period of media transformation and integration. The mental health of its practitioners has attracted the attention of academia and industry, and the social adaptation has become the focus of discussion. In particular, the development of new media technology has subverted the traditional media ecology. In this case, the gap between news communication education and media formats has been unprecedented widened. Therefore, the social adaptation of college students receiving traditional media education should be paid more attention. Based on physiological conditions, psychological quality internalizes the externally obtained stimuli into stable, basic and implicit psychological quality with basic, derivative and development functions, which is closely related to people's adaptation, development and creation behavior. It is closely related to social adaptation. However, people have mainly made relevant research on the relationship between individual elements of psychological quality and social adaptation. At present, the main group is college students, and there is a lack of research on the overall corresponding relationship between the psychological quality of media practitioners and their social adaptation.

**Subjects and methods:** In this study, a total of 237 questionnaires were distributed by means of online questionnaire. Based on the group of college graduates whose graduation year is within three years, 186 effective samples were obtained. This paper investigates the social adaptation and psychological quality of new college graduates in the media industry, and uses SPSS 22.0 data analysis software to explore the relationship between them, in order to provide empirical support for talent training in media education and talent selection in the media industry.

**Results:** This study examines the relationship between the psychological quality of media practitioners and their social adaptation. The results show that the overall social adaptation level of new media practitioners is good, and their psychological quality has an important impact on their social adaptation, but the impact of various factors of psychological quality on their social adaptation is slightly different. This proves the importance of China's media education for the cultivation of students' quality to a certain extent.

**Conclusions:** Traditional media education focuses on the cultivation of students' comprehensive quality. Therefore, in the torrent of advocating the supremacy of technology, media education needs to adhere to its teaching contents and methods. In addition, in the process of entry selection, the industry can take all dimensions of psychological quality into account in its talent selection. In this study, the measurement of the psychological quality of media practitioners is based on the division of College Students' psychological quality. However, the media industry has its particularity, and the definition of its psychological quality dimension needs to be more specialized and specific in future research. Future research can consider revising the professional psychological quality scale of media practitioners based on the reality of the media industry.

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