

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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## ANALYSIS OF THE UNIQUE ROLE OF AESTHETIC COGNITION IN ART EDUCATION IN DEVELOPING BRAIN POTENTIAL

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**Background:** Art education refers to a kind of socialized behavior that educators use certain means to train the educated to form an overall understanding and creative ability of art. The task of art education is to infiltrate aesthetic theory into people's aesthetic psychology and aesthetic consciousness, so as to cultivate people's aesthetic ability and creative ability. In the process of promoting quality education, more and more people realize the unique role of art education in improving and perfecting people's quality. Especially after aesthetic education was included in the educational policy, art education received unprecedented attention, ushered in new development opportunities and entered an important period of development. Art curriculum has a humanistic nature. It is the main way for schools to carry out aesthetic education. It is a compulsory art curriculum for all students in the nine-year compulsory education stage. It plays an irreplaceable role in the process of implementing quality education. It not only cultivates students' sentiment, improves their aesthetic ability, and guides students to participate in cultural inheritance and exchange, but also develops students' perception ability and image thinking ability, forms students' innovative spirit and technical consciousness, and promotes students' personality formation and all-round development. It lays a foundation and points out the direction for deepening the role of art in developing brain potential and promoting mental health.

**Subjects and methods:** In the process of promoting quality education, more and more people realize the unique role of art education in improving and perfecting people's quality. This paper discusses the unique role of art education in developing brain potential and promoting mental health, and points out that seeking the organic combination of art education and mental health education should become the direction of joint efforts of art education and mental health education in the future.

**Results:** This paper holds that the development of brain potential focuses on the development of the right brain and the coordination of the left and right brain. Art education develops the whole brain potential by activating the right brain. The new curriculum standard defines the function of art mental health education, and art education embodies the connotation of mental health. With its unique non-verbal expression, art education uses the perception of beauty to achieve the purpose of self-healing and nurturing the healthy growth of the mind by transferring and transforming creativity and aesthetic experience and adjusting people's mentality.

**Conclusions:** As the saying goes, "the speech of behavior is the voice of the heart". Art not only reflects and exercises people's attention, observation, imagination, memory, thinking and other psychological abilities, but also affects various psychological qualities such as interest, emotion, will and character. At the same time, it can activate the right brain. Explore the potential of developing brain potential and promoting mental health in art education. Through art activities, improve students' sensibility, promote students to have a deeper understanding of classic works and themselves, be more sensitive to their own hearts, make their psychological feelings more positive and active, and further develop their brain potential, especially the right brain potential, so as to enrich the forms of mental health education. Therefore, seeking the organic combination of art education and mental health education should become the direction of joint efforts of art education and mental health education in the future.

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## INVESTIGATION ON THE CORRELATION BETWEEN SHALLOW READING AND MASS CULTURE COMMUNICATION AND ANALYSIS OF PSYCHOLOGICAL FACTORS

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**Background:** In today's world, with the progress of science and technology and the development of productivity, the time and degree of revolutionary changes in people's production and life style are shortened and intensified. Various modern communication elements such as fast food culture, instant communication and massive information interact with people's original social psychological system, which