

Conclusions: Sexual attitudes still largely influence marital and family relationships in China, although there is a downward trend in this influence. This reflects the fact that Chinese people's sexual attitudes are still on an overall conservative trend.

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EDUCATIONAL MANAGEMENT STRATEGIES AND DEVELOPMENT TRENDS OF UNIVERSITIES BASED ON STUDENTS' MENTAL HEALTH

Qingkai Chen

Nanchang Institute of Technology, Dean's Office, Nanchang, 33000, China

Background: In the open development of China, there are in-depth exchanges with other countries and cooperation between universities of different countries, which promote academic progress and broaden students' horizons, meanwhile, the culture and ideological values of other countries also come into China. The influence of non-mainstream ideology and the promotion of egoism and money-worship has caused a bad impact. Education management in colleges and universities is difficult. Colleges and universities contain different faculties and departments specialising in different subjects, and there are a large number of students in each faculty and department. The pressure of education management on teachers, counsellors and administrators is very high, and education managers in colleges and universities are not only responsible for students' study and life, but also have to guide students' ideology and pay attention to their psychological health. However, many university counsellors lack professional education management knowledge and rich education management experience, especially some young counsellors. Counsellors focus more on the management of professional studies and lack concern for students, and the situation of postgraduates and PhDs is slightly better because there are fewer postgraduates and PhDs, and each tutor leads fewer students and can basically take care of the situation of individual students. In contrast, the education and management of undergraduates faces greater difficulties. The number of undergraduates is larger, the professional teachers lack understanding of the students, and the tutors have a very busy workload and simply do not have too much energy to pay attention to the psychological and ideological problems of students. This has led to a variety of psychological and ideological problems among students in the new era of universities. Some students have poor psychological quality and stumble after encountering setbacks and blows; some students are more sensitive and often feel inferior and anxious because they encounter many people who are better than them in colleges and universities; some students have poor social skills and do not form good relationships with their classmates; most students face problems in professional learning, the education methods of high school and university are completely different, colleges and universities pay more attention to independent learning, and many many students are unable to adapt to the learning style of university and do not master the scientific learning method, spending most of their time on games and entertainment and not taking their professional courses seriously. These problems of students bring various difficulties to the educational management of universities, which tests the patience of teachers and counsellors. Many educational administrators are highly accomplished in their professions but have obvious deficiencies in teaching and managing students. Although many scholars and educators have researched educational management in colleges and universities, few have done so from the field of psychology. In this context, we study the current situation and methods of educational management in colleges and universities from the level of psychology, so as to develop educational management in a scientific way and make it more efficient and effective.

Objective: To investigate the educational management in colleges and universities from the perspective of psychology, to further improve and enrich the theoretical system of educational management in colleges and universities, and to provide systematic theoretical guidance for college educators and managers. Through research at the psychological level, educational administrators can grasp the knowledge and skills of psychology and apply them in practical educational management, so that they can quickly grasp the learning and psychological state of students. If a large number of students are more negative and perfunctory in their recent courses, educational administrators can detect the changes of students in time and analyses the specific reasons, and if it is a problem in teaching If it is a teaching problem, the teaching methods and plans should be adjusted; if it is something else, they can talk to the

students to understand the deeper reasons and change the learning status of the students in the whole class, major and college, so as to continuously optimize the education system and improve the management system of the university. Education managers can also use psychological skills to help students who have psychological problems. When they find that students are more sensitive, have less ability to tolerate frustration, or are too demanding of themselves, they can use psychological methods to solve students' problems and help them channel their negative emotions, so that contemporary college students can grow up healthily and become a new-age youth with a sound personality, independent thinking and psychological health.

Subjects and methods: To investigate the effective initiatives of educational management in colleges and universities by using the methods of psychology. Various research methods such as survey method, observation method, literature research method, interdisciplinary research method and descriptive research method are used. The current situation of education management in colleges and universities is investigated, the attitudes and views of college students towards school education management are investigated, observations and analyses are made in the actual education management, certain phenomena in education management are described, and a large number of questions are found, mainly including literature on education management in colleges and universities and literature on psychology, in order to better complete the top-level design and formulate education In order to better complete the top-level design and formulate educational management strategies at the macro level, an interdisciplinary research approach was adopted, combining the educational management and psychology majors, and also to understand the actual situation of educational management in the various faculties and departments of the universities.

Result: The investigation of educational management in colleges and universities, the observation of educational management personnel and students' conditions in colleges and universities, the discovery of some problems in educational management in colleges and universities, the analysis of these problems at the level of psychology, as well as the application of relevant knowledge and methods of psychology to explore the ways of educational management in colleges and universities. In the actual investigation, it is found that many colleges and universities have the problem of having a small number of counsellors. These counsellors have a larger scope of work, more work content, need to care and consider a large number of things, not only to do a good job of daily management, but also to do a good job of psychological health education and ideological and political education of students, to complete other work arranged by the school, the scope of duties of college counsellors is getting bigger and bigger, to do a good job of coordination and organization The scope of responsibilities of university counsellors is growing, and they have to do a good job in coordinating, organising, managing and psychologically counselling students, which makes their work very stressful. Too many daily affairs distract the counsellors' energy. Counsellors do not have too much time and energy to observe students or communicate with them, and they lack understanding of students, so they have to finish their daily administrative work and basically have no time to start ideological and political education and mental health education. The biggest problem is that many of the counsellors themselves are not of high psychological quality and are too tough and serious in their work. When students see the counsellors, they have a sense of strangeness and distance, and some of them lack knowledge of psychology and do not apply it in their daily education and management work. Analysing the method from a psychological perspective, it was found that certain knowledge in psychology explained the causes of these phenomena well, such as the priority effect, where counsellors observe students in terms of dress, behaviour and expression and evaluate them based on initial impressions and external factors, potentially overlooking students' potential problems and their personality and potential. Analysis using the halo effect reveals that counsellors interacting with students are attracted to one aspect of the student's strengths and potentially overlook other aspects of that student's problems, resulting in other aspects of the student's deficiencies becoming increasingly apparent. Analysis using the butterfly effect reveals that many of the obvious and prominent problems in university education management arise from a series of small problems, which are made increasingly serious because education managers do not pay attention to these small problems. An analysis using the dispersal of responsibility effect reveals that some education administrators are not scientific in their management of students. If certain problems occur in the student body and the same methods of punishment are followed, students simply do not realise the seriousness of the problems and some students who take the lead in making mistakes are not punished as they should be, making it easy for the same problems to occur again. If the education and management methods are not scientific enough, students will also form a rebellious mentality. If the rebellious and resistant mentality of students is not noticed and the same methods are still used, a stronger rebellious and resistant mentality will emerge under the influence of the over-limit effect, which will seriously affect the impression and status of the education and management staff in the minds of students.

Conclusions: Theoretical knowledge of psychology is studied, and psychological skills are skillfully used in the process of communicating and getting along with students to identify psychological and other aspects of their problems in a timely manner, and to help them solve their problems in all areas. Educational administrators use the skills of listening in psychology to guide students to express their ideas and confide in their problems on their own initiative, and to make scientific suggestions for the educational management of the school. The counsellor must become a good listener, not interrupting students at will, not being unresponsive, and not making arbitrary comments, and uncovering the deeper causes of students' problems through listening and guidance. In order to equip educational administrators with more professional psychological knowledge and skills, universities should launch training in psychology so that teachers and counsellors can pay more attention to students' mental health issues and improve the professionalism and expertise of educational administrators. Educational administrators should be able to use psychological skills to provide psychological education and guidance to students, to identify students' problems in a timely and accurate manner, to use certain skills to discover the root causes of students' problems, and to use scientific methods to help students get out of their difficulties, so that students in universities can have stronger psychological qualities, good moral qualities and correct ideological values. Educational administrators can integrate psychological knowledge into their practical activities, educate and manage students in a variety of ways, close the distance between teachers and students, make students respect educational administrators, actively cooperate with teachers and counsellors, reduce the work pressure of educational administrators, and form a more scientific and perfect educational management system with the help of psychology, so that contemporary university students have a positive and healthy psychology and can practise their social life on their own. With the help of psychology, a more scientific and perfect education management system can be formed, so that contemporary university students can have a positive and healthy psychology and can practise the core socialist values on their own.

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PRACTICAL RESEARCH ON INFILTRATING MENTAL HEALTH EDUCATION INTO COUNSELORS' WORK FROM THE PERSPECTIVE OF "THREE COMPLETE EDUCATION"

Xiaoxiang Chen

College of Education and Music, Hezhou University, Hezhou, 542899, China

Background: Strengthen and improve the school's ideological and political education, create a complete staff, the whole process and all-round education system and mechanism, to confirm the 'three complete' in the ideological and political education system of education thought, and make counselors realize the importance and necessity of implementing the 'three complete' education thought. The work of counselors is to assign various tasks assigned by the school, answer all kinds of doubts of students, and implement the education of Building Morality and cultivating people while managing the class order. This requires counselors to always take the three integrity education as the starting point. College students are an important subject in the construction of socialist cause. When facing the pressure from modern society, college students in the stage of growth and development are likely to cause all kinds of psychological problems. The mental health education based on the three integrity education can strengthen the physical and mental quality of college students, help counselors improve the talent training system and lay a solid foundation for the development of Ideological and political work, It is of great significance to greatly improve students' comprehensive quality.

Objectives: Three complete education is the basic requirement of the party and the state for the ideological and political work in Colleges and universities, and also points out the direction for the development of counselors' work. The development of counselors' mental health education from the perspective of "three complete education" can give full play to the function of psychological education, and realize the same direction of Ideological and political education and mental health education. As an important part of Ideological and political work, mental health education is the educational content that counselors need to focus on. The main research goal of this paper is how to implement the concept of three complete education in mental health education and realize the implicit development of mental health education.

Object and method: The research objects are counselors and leaders of students and workers in typical colleges and universities in Shanghai. Through investigation and interview, we can understand the