

Conclusions: Due to the lack of professional disease knowledge in oral and maxillofacial surgery patients, when faced with unknown diseases, it is inevitable that there will be negative emotions such as fear and anxiety, which will not only affect normal life and rest, but also further aggravate the disease, which is not conducive to follow-up treatment development of work. Therefore, in order to help patients to actively receive health treatment and recover from the disease as soon as possible, the relevant nursing staff, doctors and nutritionists should fully combine the actual situation of the patients, adopt personalized nursing methods, accurately grasp the psychological characteristics and reactions of different patients, and clearly According to the actual needs of the patients, through a series of psychological interventions, the patients' awareness of the disease can be strengthened, a good nurse-patient relationship can be created, the treatment effect can be maximized, and the emotional state of the patients can be effectively improved.

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BASED ON THE APPLICATION OF PSYCHOLOGICAL THEORY OF NEEDS IN UNIVERSITY ADMINISTRATION

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Background: Helping higher education institutions to achieve their educational and teaching objectives is the core content of university administration. According to the specific requirements of administrative management, management departments are set up and, with the support of the management system implemented, they play their own functions of organization and management, work coordination and other functions to guide teachers and students of the university to complete various work tasks or organizational activities efficiently. As the process of university administration involves various aspects, it is very necessary to choose the management methods reasonably and pay attention to the stimulation of the subjective initiative of the administrative personnel in order to maximize the effectiveness of its functions. Based on the theory of management psychology, we can grasp the psychological characteristics and behavioural rules of people, and control their psychology and behaviour by means of prediction and guidance, so as to achieve the purpose of stimulating their subjective initiative, and at the same time, to better achieve the administrative objectives of universities, solve various problems in university administration, and promote the level of administration. The aim is to further improve the level of administration.

Objective: The objective of using management psychology in university administration is twofold. Firstly, based on the theory of management psychology, it is an effective means to explore the human potential and promote the efficiency and quality of work; secondly, it is to organize administrative managers to participate in the psychological training activities carried out within the university, to accurately grasp the psychological characteristics and behavioural rules of administrative managers, to base on the actual needs of the personnel and to propose management measures and methods to meet their needs. The second is to organize administrative personnel to participate in the psychological training activities carried out within the university, to accurately grasp the psychological characteristics and behavioural rules of administrative personnel, based on the actual needs of personnel, to propose management measures and methods to meet their needs, in order to achieve the comprehensive quality level of university administrative personnel to further improve, to ensure the daily work efficiency. In order to achieve the above objectives, it is necessary to fully grasp and understand the knowledge and connotations of management psychology, so that the value of the use of management psychology can be maximised and administrative staff can be motivated and their personal qualities enhanced under the positive influence of the use of management psychology, thus providing better administrative services to teachers and students across the university.

Subjects and methods: In this process, university administrators are the main object of research in management psychology, taking the psychology and consciousness of administrators as the starting point, using management psychology theory as the scientific basis, fully considering the psychological needs and behavioural characteristics of individuals in the organisation, using management psychology to analyse the causes of problems in the actual work of university administrators, and providing them with reasonable It is also used to analyse the causes of problems in the practical work of university administrators and provide them with reasonable suggestions to ensure the scientific and correctness of the decisions made. How to effectively use management psychology in university administration can be done from the following aspects.

First, staff recruitment. When recruiting administrative posts, colleges and universities can make use of the characteristics of management psychology to analyse and master the working ability, psychological quality and stress resistance of candidates through some special techniques, which can help colleges and universities to quickly understand various aspects of candidates, such as professionalism, professional level and psychological characteristics, in a short time, so as to recruit excellent talents who meet the requirements of administrative posts in colleges and universities. In order to recruit excellent talents who meet the requirements of administrative positions in colleges and universities, and fundamentally guarantee the administrative management level of colleges and universities.

Secondly, personnel training. In the face of the development trend of high quality of university education, the administration team should maintain a high level of comprehensive quality to better assist the development of university education and teaching, and to meet the requirements of administrative positions in different periods. Based on this, management psychology is used in personnel training to guide individuals to pay more attention to their own professional development, and emotional management, stress resistance and professional knowledge are added to the training content. The effect of regulating personal behavior can further enhance the effectiveness of administrative management in colleges and universities.

Thirdly, career development. The effective use of management psychology in the management of administrative personnel's career development helps administrative personnel to establish a correct concept of career development and correct work attitude under the guidance of correct values, analyse the actual psychological needs of each individual through the use of management psychology and provide them with protection in a suitable way, so that administrative personnel can fully feel the care from the university in their actual work, mobilize their work and meet their sense of achievement. This will ensure that the administrators will feel fully cared for by the university, motivate them to work, satisfy their sense of achievement and happiness, and ensure that they will always maintain a correct working attitude and full enthusiasm in their future work.

Results: Based on psychological theories, special tools and techniques are used to improve and optimise the current management mechanisms in order to mobilise human motivation and enthusiasm. Applying it to university administration, the practical results show that management psychology plays a role in strengthening the psychological and behavioural analysis of administrators, and provides them with rationalised suggestions to stimulate their subjective initiative and promote the efficiency and quality of daily administration.

Conclusion: To achieve the goal of high-quality development of university education is inevitably inseparable from the support of efficient development of internal administrative work, and in the face of the current educational development situation, the requirements for administrative positions are also increased. Management psychology is reasonably applied in university administration, analyzing the psychological needs of administrative managers, accurately grasping their psychological dynamics and behavioral rules, putting forward targeted measures on this basis, stimulating the subjective initiative of administrative managers, promoting further improvement of work efficiency and quality, and enhancing the professionalism and standardization of university administrative management by means of training on the premise of fully satisfying the psychological needs of administrative managers. The aim is to provide a basic guarantee for the modernization of university.

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BASED ON THE MENTAL ANALYSIS OF TRANSFER THEORY TO LANGUAGE TRANSFER PHENOMENON

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Background: Language has always been an important activity in helping humans to cognitively develop their minds, and the study of mental has always had an irreplaceable value in language learning. Migration is a mechanism of influence in practical learning, and the study of migration has always been an important topic in the field of linguistics, whether it is the acquisition of a mother tongue or a second language. It is a concept in mental which identifies transfer as a learned behaviour, which simply means that after a learner has acquired a skill, his or her subsequent learning will be influenced by it. Research on language transfer was first conducted in the 1940s by American linguists using a contrastive hypothesis model. From