

Subjects and methods: management psychology is mainly through the study of human psychology and the laws of behaviour to improve the manager's control over the behaviour and psychological ability of the staff in order to improve the motivation of the staff and better achieve the work objectives. In the end, administration is still managed by people, and people are the core of the problem. Each person is an independent individual and has his or her own ideas and distinctive characteristics, different characteristics create a different personality, in this case, you can use the method of management psychology to analyse the different psychological characteristics of different personnel and find out the key to the problem, solve the problems one by one, so as to effectively improve the efficiency of university administration. With the development of society, the pace of people's lives is gradually accelerating and various kinds of pressure are coming to make it difficult for people to maintain a positive and optimistic attitude to face the problems in life and work, which eventually leads to physical problems and affects the efficiency of work. Therefore, in the recruitment of administrative staff in universities, some techniques of management psychology can be used to analyse the psychological characteristics of the candidates and grasp their ability to resist stress and their attitude towards difficulties, so as to quickly understand their professional abilities and qualities and play an important role in the recruitment of talents in universities; in addition, management psychology can be applied to the administrative management mechanism, so that administrative staff can fully understand themselves and know what they want and their potential know what they want, how much potential they have, and have a more thorough understanding of themselves so that they can strengthen and improve themselves in their future work. At the same time, according to the different aspirations of the staff, you can select reasonable rewards and punishments in a targeted manner, and set up a reasonable reward and punishment mechanism to give full play to the role of motivation. For example, the use of job rotation, salary and compensation, to solve the worries of employees and promote the position and other methods to different positions, different levels of staff to use different reward methods, to promote the administrative management of colleges and universities to develop.

Results: The use of management psychology plays an important role in the administrative management of colleges and universities. In the process of applying management psychology to university administration, by studying the psychological state of administrative managers, analyzing and summarizing the psychological needs and personality characteristics of administrative managers, analyzing the characteristics of each person and adopting targeted methods to solve problems, we can effectively improve the motivation of administrative managers. In addition, in the process of using management psychology to manage the staff, attention should be paid to the use of methods, giving full consideration to humane management solutions, which can greatly stimulate the enthusiasm and creativity of the staff. Finally, management psychology can also help administrative managers to analyze problems, gain insight into people's hearts, solve problems scientifically and effectively, and better realize the administrative management ability of colleges and universities.

Conclusion: With the continuous reform within the university, the efficiency of the university is gradually improved, and the competition between the amount of each position is increasingly fierce, in this case, the application of management psychology is more and more important. Reasonable use of management psychology can fully mobilize the enthusiasm of administrative personnel, achieve the improvement of the operational efficiency of colleges and universities, and enable higher education institutions to achieve better development.

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PRACTICE OF COMBINING PSYCHOLOGICAL EDUCATION AND IDEOLOGICAL EDUCATION IN UNIVERSITIES BASED ON THE NETWORK PERIOD

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Background: The development of science and technology and the advent of the Internet era have brought about great changes in the lives of modern people, and the way of life, consumption and travel have all produced certain changes, especially the technological innovation and overwhelming information brought about by the Internet era have had a direct impact on the psychology of contemporary university students, and even indirectly changed the real life of contemporary university students. As the most

dynamic young group in the process of social development, university students face many new things derived from the network era, such as the popularity of mobile smart terminals and the proliferation of big data, etc., which have a great impact on the study and life of university students, especially the common application of smartphones makes more university students start to contact more new things through the network. They rely too much on mobile phones for their study, life, games and entertainment, communication, etc. At the same time, the psychology of college students has also produced certain changes, and if they are not guided correctly, it is easy to produce adverse effects.

Objective: Firstly, through the analysis of the many influences on college students' study, life, entertainment, games and communication in the Internet era, the positive and negative influences of the Internet era, especially smart terminals such as mobile phones, on the psychology of contemporary college students, and then point out the importance of college students' psychological education and ideological education.

Secondly, the importance of psychological health education for college students in the network era is analyzed in depth, and the connection between psychological health education and ideological and political education in colleges and universities in the network era is analyzed by combining the theories related to psychological health education.

The purpose of mental health education is to give students a comprehensive and sober understanding of themselves, to further enhance the self-discipline, stress resistance and self-regulation ability of college students in the Internet era with the help of systematic psychological education in colleges and universities, and to help college students gradually form a sound and positive personality; the integration of ideological education and psychological education is to inculcate college students with ideological and political education on the basis of psychological education, so that They can face the world with a positive and optimistic attitude.

Through the combination of the two, we explore how to carry out more targeted mental health education for students through the transformation of the classroom and teachers' teaching methods in the Internet era, and make students understand the essence of the Internet era and technological development through ideological and political education.

Subjects and methods: (1) Psychological changes of university students in the Internet era. Through the analysis of the characteristics of the Internet era, combined with the influence of contemporary college students' study and life, to deeply analyze the impact of the Internet era on the psychological changes of contemporary college students.

(2) The importance and feasibility of combining psychological health education and ideological and political education in colleges and universities. Through analyzing the negative influence of the Internet era on college students and the psychological influence of college students, we point out the importance of combining ideological and political education with psychological education. The two have the same educational real name in the cultivation of people in colleges and universities, moreover, they are objective requirements for the comprehensive and healthy development of college students in the Internet era. Even though there are differences in the focus of the two kinds of education, the aim of the clan is to enhance the comprehensive quality of college students through educational efforts in the spiritual field and help them form a positive and independent personality and subjective initiative.

(3) Exploring the path of combining psychological education and ideological education in colleges and universities. Recognize that the concept of education in colleges and universities in the network era should change with the times and pursue innovative changes; psychological education and ideological education in colleges and universities are systematic educational projects that require long-term exploration and innovative working mechanisms for the integration of the two educational approaches, based on the integration and innovative support from the levels of human resources, systems as well as material.

Results: The integration of psychological education and ideological education in colleges and universities in the network era must firstly have a harmonious and stable campus education environment, create positive environmental elements for the formation of good ideological character, moral sentiment and positive values of college students, fully mobilize the advantageous educational resources inside and outside the university, and integrate various forces such as teachers' power within the university, families and social organizations to create a quality environment for the integration and enhancement of psychological education and ideological education.

Secondly, we should focus on improving the construction of teachers' teams for psychological and moral education, actively building a team of teachers with strong professional knowledge and good professionalism, focusing on the quality training of the teachers' team, and reflecting the role of humanistic care through the improvement of teachers' overall quality.

Furthermore, keep abreast of students' psychological state and the state of their ideological and moral cultivation, and let them actively integrate into life and social practice by organising practical activities inside and outside school, and use positive things to influence their growth.

Conclusions: To sum up, the integration of psychological education and ideological education of college students in the network era should be closely combined with the background of the times and the influence that college students are affected by in the current era, combine the needs of psychological education and ideological education of college students, give full play to the advantages of human, material and institutional resources, carry out more targeted double ideological education for college students, and create a more professional and scientific modern ideological education system.

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CONSTRUCTION OF DISCOURSE SYSTEM OF IDEOLOGICAL AND MORAL THEORY EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Since the 19th Party Congress, General Secretary Xi Jinping has made it clear in the conference report that, based on the background of the new period, not only is the Party and the national cause undergoing historic changes, but education in China's colleges and universities is also gradually achieving deeper reforms in the wave of the development of the times. The context of different periods sets different educational goals and missions for universities. In the case of universities, apart from undertaking the important task of cultivating high-quality talents, they are also the main venue for implementing moral education. In the specific interaction behavior, due to various factors, there are many interaction barriers between teachers and students in colleges and universities, which affects the correct expression of the discourse. It is also of great practical significance to achieve the great rejuvenation of the Chinese nation.

Traditional psychology mainly focuses on the study of negative aspects of human beings, analysing the root causes of problems and the negative effects on people, and how to adopt effective methods to eliminate negative emotions. Positive psychology, on the other hand, focuses on the positive aspects of the human being, with the enhancement of happiness and pleasure as the core of the study, with the aim of bringing out the full potential of the human being. Positive psychology focuses more on how individuals see themselves, whether they maintain a positive and optimistic form, and whether they can be guided by positive individual behaviour to stimulate their potential. At the same time, positive psychology also places great emphasis on the development of good psychological qualities and the integrity of the individual, encouraging individuals to develop their potential by transmitting positive energy. Based on positive psychology, the creation of a theoretical education discourse system for moral education in colleges and universities is not only conducive to the precise implementation of moral education in colleges and universities and the high-quality completion of moral education objectives, but also plays a role in strengthening communication and exchange between teachers and students in colleges and universities; it focuses on highlighting the main position of students and flexibly uses positive psychology theory to provide professional guidance for the scientific and reasonable creation of a theoretical education discourse system for moral education in colleges and universities, while deeply The aim is to implement the core values of Chinese specialties, to discuss the challenges and difficulties faced by the educational discourse system of moral education in colleges and universities at the present stage, and to seize the opportunities of development in the new era, so as to realize the creation of the educational discourse system of moral education in colleges and universities from multiple dimensions.

Objective: Establishing moral education is the core objective of moral education work in colleges and universities, and it is also the key link in the process of creating the discourse system of moral education ideology and theory education in colleges and universities. Cultivating more excellent and high-quality talents for national construction and development is the fundamental task of college education, and in the actual education and teaching work, students should be taught professional knowledge and skills, but also take into account the cultivation of good moral quality. From the perspective of the development of moral education in colleges and universities, to create a discourse system of moral education in colleges and universities based on positive psychology, it is necessary to actively meet the development trend of the times, grasp the psychological characteristics of college students nowadays, to update the content of the discourse in time, and to actively change the way of discourse. Under the influence of China's