

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

education reform and the implementation of quality education, moral education has gradually become an important part of the education system of colleges and universities at this stage. If the moral education system is too outdated, it will not only have a negative impact on the interaction between teachers and students, but will also, to a certain extent, restrict the function of moral education in universities and reduce the effectiveness of moral education. Nowadays, the Internet era, coupled with the application and popularization of new media technology, has enriched and expanded the ways and channels for contemporary students to receive information, while social values are also diversified. Therefore, based on the theory of positive psychology, we pay attention to the psychological characteristics of university students at different times, focus on the cultivation of individual psychological qualities and personality integrity of students, cultivate positive forces and stimulate the potential of individual students. We take the enrichment of the theory of moral thought and theory education discourse as a grip to promote the in-depth construction of moral education work, analyse the feasibility of positive psychology for the reasonable creation of the moral thought and theory education discourse system in colleges and universities from the perspective of multifaceted research, and help the construction of the discipline theory through good research on the discourse system, so as to realize the continuous output of new contents of the moral thought and theory education discourse in educational practice.

Subjects and methods: Higher education is a relatively special environment, in which the generation and development of educational discourse on moral education ideology and theory in higher education are closely related to it. The object of research on educational discourse on moral education ideology and theory in higher education can be regarded as the discourse rules based on which teachers and students interact benignly in this special environment in higher education. The content of communication is based on the mainstream social consciousness of the present day, instilling and transmitting correct ideological values to students, and taking moral norms and the cultivation of ideological and political awareness as the basis of moral education theory, as a premise to establish an effective and smooth discourse relationship to promote the overall comprehensive quality of university students to effectively improve the usefulness of the matter, but also to enhance the students' sense of identification with the teaching discourse of educators, based on positive psychology It is important to create a reasonable discourse system for moral and theoretical education in colleges and universities in order to help them accomplish their moral education goals with high quality and effectively improve the quality of interaction between teachers and students in colleges and universities. How to create a discourse system of moral education and theoretical education in colleges and universities can be done from the following aspects.

Firstly, change the original concept of moral education theory education discourse in colleges and universities. The integration of positive psychology and moral education in colleges and universities provides a brand new perspective for the creation of moral education theoretical education discourse system in colleges and universities, and from the perspective of the development of moral education theoretical education discourse system in colleges and universities, it has its own unique development rules and guidelines, and the right of discourse has an extremely important position in the moral education theoretical education discourse system in colleges and universities. We should change the original concept of moral theory education discourse, base on the development needs of contemporary university students, choose suitable discourse methods to transmit the mainstream social consciousness to students, deeply implement the core socialist values, eliminate the phenomenon that students are the losers of discourse rights, and then effectively transmit the discourse that can guide the positive development of individuals to the educated.

Secondly, using positive psychology as a guide, create a comprehensive and systematic discourse system of moral education ideology and theory education in colleges and universities. The core content of moral education is closely related to the Party's policies and guidelines, which are the guidelines for the implementation of moral education in colleges and universities, and also an important political foundation for the creation of a moral education discourse system. With positive psychology as a guide, we adhere to the basic principle of "people-oriented", break the limitations of students' individual development, lead students to view themselves, others and society positively with a positive moral education discourse, take shaping students' positive qualities and personality as an entry point, strengthen students' creativity, integrate the content of positive psychology theory, help students to strengthen their ideas and beliefs, effectively strengthen the construction of ideology and morality, and truly implement the fundamental task of establishing moral education.

Thirdly, the content of the discourse should be updated in a timely manner. The original moral education model is too passive, and the educated do not fully accept and agree with the educator's words, which to some extent affects the function of moral education, therefore, it is necessary to update the content of the discourse in a timely manner, eliminate the barrier of discourse transmission between teachers and students, form a positive interaction and benign relationship, and put both sides on an equal

footing, so as to ensure that the content of the discourse of moral education can be smoothly transmitted among the university students. This will ensure that the content of moral education discourse can be transmitted smoothly among university students, and also ensure that the content of moral education discourse is more relevant to the essence of moral education in universities in the new era.

Result: Positive psychology provides a new perspective for the creation of a theoretical education discourse system for moral education in colleges and universities. The essence of the implementation of moral education is to make contemporary college students accept and agree with the mainstream social discourse system and clearly realise the close connection between personal development and national construction and the great rejuvenation of the Chinese nation. They should be aware of the link between personal development and national construction and the great rejuvenation of the Chinese nation. In terms of moral education in universities, the creation of a comprehensive and systematic discourse system for moral education and theoretical education in universities is not only conducive to the better realisation of moral education objectives, but also has a certain role in promoting the overall and coordinated development of students; based on positive psychology, the content of moral education and theoretical education discourse in universities is enriched and updated, as well as the innovation of discourse methods, so as to deeply explore the positive psychological qualities of university students and cultivate their sense of responsibility, morality and correct life values. It is also important to make use of positive psychology to enrich and update the content of moral and theoretical education discourse in universities and to innovate the discourse, so as to develop students' sense of responsibility, morality and correct values of life, to shape positive personalities, to enhance students' ability to discriminate against diversified social values, and to make reasonable use of moral and theoretical education discourse to penetrate the connotation of moral education into students' lifelong development.

Conclusion: To sum up, the creation of a theoretical educational discourse system for moral education in colleges and universities is the key content of moral education work in colleges and universities at this stage and the implementation of theoretical practice research on moral education. Based on positive psychology, paying attention to the psychological characteristics of college students in different periods, with the goal of cultivating students' positive qualities and personality as well as realizing the exploration of new paths for moral education in colleges and universities, a comprehensive and systematic theoretical discourse system for moral education is created from a new perspective. The aim is to create a comprehensive and systematic educational discourse system from a new perspective, to actively meet the development trend of the times, to consolidate the foundation of moral education theory and education practice in colleges and universities, to change the discourse and update the content of the discourse at the right time, so as to help deepen the reform of college education and further improve the level of moral education in colleges and universities, and to achieve more comprehensive development of students.

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EXPLORATION ON THE MANAGEMENT INNOVATION OF COLLEGE STUDENTS' QUALITY AND HEALTH EDUCATION IN THE NEW ERA

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Background: With the continuous advancement of higher education reform, the psychological education of college students has become an aspect of great concern. The main reason is that as the main position for transporting high-quality talents to the society, colleges and universities do not pay much attention to college students' mental health education, which is mainly reflected in the obvious shortage of teachers in mental health education, most of whom are part-time in other disciplines, and most of the teachers lack professional mental health education ability. Not only the educational content is lack of pertinence, but also the educational method is relatively monotonous, which is difficult to fully improve the attention of students, It is also common to ignore and resist. In this case, the potential psychological problems of many college students are ignored. At the same time, the rapid pace of social development