

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

also makes the competition faced by college students in their study and work more and more intense. If they do not have good psychological quality as the basis, it is very easy to cause serious psychological problems, which is difficult to meet the needs of society, fully tap the potential of students and continuously improve their core competitiveness.

Objectives: According to the current situation of College Students' mental health education in the new era, many colleges and universities still need to pay more attention to mental health education, which will also have a great impact on the healthy and all-round growth of college students. Therefore, based on the current situation of College Students' mental health education, this paper significantly improves the attention to college students' mental health education, and actively innovates the management of College Students' mental health education in the new era, so as to ensure that it can create convenient conditions for continuously improving the quality of college education, help universities form good psychological quality, and continuously enhance students' learning ability, interpersonal communication ability and other social adaptability, It can also effectively combine the age and personality of college students, fully explore their potential and promote the all-round development of college students.

Object and Method: The research object is to take the current college students as the main object of this paper, analyze the problems existing in the current college students' mental health education, and provide the basis for the management innovation of College Students' mental health education in the new era. By constructing a scientific system, strengthening teachers, innovating education mode, carrying out home school education and providing sufficient guarantee, we can realize the innovative and reasonable research on the management of College Students' mental health education in the new era. Among them, the construction of a scientific system is the premise and guarantee of College Students' mental health education and management in the new era, which can help colleges and universities carry out students' mental health education in an orderly manner and realize the source management of mental health education. It mainly includes six aspects: guiding ideology, basic principles, educational objectives, management system, teaching resources and realization ways. Strengthening the strength of teachers is based on the main characteristics of teachers engaged in mental health education in Colleges and universities, improve the overall strength of teachers through positive and effective ways, improve the professional level of mental health education, and provide sufficient guarantee for the continuous and efficient development of human resource management of mental health education for College students. It mainly includes two aspects: adjusting the team structure and carrying out special training. Innovative education mode is to break the traditional duck feeding mode, adopt a more novel and efficient education mode, improve the efficiency and quality of mental health education, and strengthen the process management of mental health education. It mainly includes setting up special lectures, enriching educational activities and combining with new media platform. Carrying out home school co education is to promote parents to participate in counseling in a variety of forms in the process of mental health education in Colleges and universities, so that students can receive more comprehensive mental health education and realize the result management of mental health education. It mainly includes the construction of parents' classroom, students' live broadcasting platform and special activities of psychological intervention. Providing sufficient guarantee is the guarantee management of College Students' mental health education, that is, to provide guarantee for college students' mental health education by using a variety of measures. It mainly includes two aspects: strengthening the backbone team and ensuring sufficient resources.

Results: Through the rational use of the above measures, based on the current situation of College Students' mental health education, we can achieve the goal of innovation in the management of College Students' mental health education in the new era from the perspective of source management, human resource management, process management, result management and guarantee management, and effectively make up for the shortcomings in the current low strength of College Students' mental health education and management, It can also create sufficient convenience and impetus for continuously improving the mental health education level of college students.

Conclusion: As the rapid development of society increases the demand for talents, it also promotes the pressure faced by college students in study and work. Therefore, in order to achieve the goal that college students can effectively adapt to social development in the new era, we should not only have a correct understanding of the current situation of College Students' mental health education in the new era, but also have a full and comprehensive understanding of the value and role of College Students' mental health education management, and can be organically applied to practice, so as to lay a solid foundation for truly realizing the fundamental task of Building Morality and cultivating people in Colleges and universities.

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EXPLORING STRATEGIES TO IMPROVE THE PSYCHOLOGICAL QUALITY OF BROADCASTING PROFESSIONALS UNDER THE NEW MEDIA

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Background: New media is now widely used, bringing more opportunities and challenges to many industries. At the same time, influenced by the development of the times, people's ideology and values have changed in essence. From the point of view of the broadcasting field, such changes have a great impact on broadcasting theory, pushing it to be gradually updated and presenting greater opportunities and challenges to all broadcasting presenters. In this context, radio and television, as the mainstream medium of communication in society, has suffered a clear impact and needs to be effectively transformed and upgraded in line with the new media, which also places higher demands on the professional skills and psychological qualities of broadcast presenters. The psychological quality of broadcasting professionals has a greater impact on the professional appearance of the anchor and the quality of the corresponding programme. In the context of the new media era, the audience's tastes continue to improve, the channels for collecting information have also expanded, and the information and environment are gradually developing in the direction of complexity and diversity, which has caused a more obvious impact on the psychological and cultural qualities of the broadcasting and hosting professionals. Only with stable and positive psychological qualities can broadcasters successfully complete their work under the impact of the new media and better fulfil their communication duties as television broadcasters. In the new media environment, broadcast hosting professionals should not be presumptuous, lose their stance, or blindly follow social trends in actual reporting, but should constantly implement self-improvement and promote the gradual development of programme hosts into brand programme hosts, which requires broadcast hosting professionals to focus on self-improvement and self-growth, and promote the gradual improvement of their psychological quality as a basis for supporting the upgrading of radio and television. The media's services are being upgraded. In general, influenced by the application and development of new media, radio and television media need to implement the continuous strengthening and upgrading of the psychological quality of the corresponding broadcast host professionals in the actual development process, and focus on building a high-quality anchor team, so as to ensure that the communication effectiveness of radio broadcast host professionals can be maximised in the context of new media.

Objective: This study is a comprehensive exploration and summary of the psychological qualities required of broadcasting presenters, analysing the core elements of the psychological qualities of broadcasting professionals and exploring the shortcomings of the psychological qualities of broadcasting presenters in the context of new media. On the basis of this, strategies to improve the psychological quality of broadcasting professionals in the context of new media are discussed, so as to support the formation of a higher quality team of broadcasting professionals, enhance the ability of broadcasting professionals and broadcasting stations to cope with the impact of new media, enrich cultural communication and meet the cultural needs of audiences in the context of new media to the greatest extent.

Subjects and methods: This study mainly applies literature research to collect, synthesize, read and analyse a series of literature on the development of new media, the impact of new media on traditional media, the qualities that broadcasting professionals need to possess, and the impact of new media on broadcasting professionals. This course is designed to identify the current research on the relationship between new media and the psychological qualities of broadcasting professionals, to understand the psychological qualities that broadcasting professionals must possess, and to optimise the cultivation of the psychological qualities of broadcasting professionals. At the same time, we use case studies to analyse and explore the ways to strengthen the psychological quality of broadcasting and hosting professionals under the new media.

Result: To summarise the psychological qualities required of broadcast hosting professionals and the core elements of the psychological qualities of broadcast hosting professionals in the new media context, to explore the deficiencies in the psychological qualities of broadcast hosting professionals in the new media context and the different manifestations of the lack of psychological qualities of broadcast hosting professionals, and to propose ways to optimise the cultivation and enhancement of the psychological qualities of broadcast hosting professionals in order to cope with the impact of the new media. In this way, the traditional radio and television media can achieve better development and high-quality transformation and upgrading in the context of new media, and provide support for the maximum effectiveness of radio and television media information dissemination.