

## 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.

**Conclusion:** In the context of the rapid development and popularisation of new media, in order to ensure that the information dissemination performance of radio stations can be maximised and to maintain the overall quality level of the professional broadcast host team, it is necessary to rely on change cognition to complete the cultivation of a good state of mind, focus on optimising the stress resistance of broadcast hosts, attach importance to the enhancement of the psychological skills of broadcast hosts, the construction and creation of a strong psychological defence, and The implementation of a variety of strategies and means such as updating cultural knowledge with the times, to ensure that the broadcast host professional talents can only successfully complete the programme broadcast work under the impact of new media and better perform the communication duties of television broadcasting stations.

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## PSYCHOLOGICAL DISORDER PERFORMANCE AND CAUSES AND COUNTERMEASURES OF ENGLISH LEARNING FOR STRUGGLING STUDENTS IN COLLEGES AND UNIVERSITIES

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**Background:** As the number of students who have difficulty in learning English in colleges and universities increases year by year, the English subject, as an important part of the education system in colleges and universities, generally has attention disorder and perfunctory behaviour in English learning, which affects the overall quality of English teaching in colleges and universities and is also detrimental to the healthy psychological development of college students in the future. In this case, students who have difficulty in learning English in colleges and universities will have problems such as substandard grades, delayed graduation or even withdrawal, which will bring negative effects to the education and management of colleges and universities. In recent years, the National Education Work Conference has clearly put forward the requirements of "education for poverty alleviation", leading teachers to adhere to professional ethics, creating a strong atmosphere of moral education and promoting the harmonious development of university education. Therefore, in order to address the English learning of struggling students, firstly, such students should not be rejected by all parties, and secondly, the focus of English teaching should be combined with the future growth path of struggling students. The obstacles in autonomous learning of English majors and the basic conditions for autonomous learning are proposed. In order to make autonomous learning a truly effective way of learning, it is necessary to change the traditional teaching concept of teachers and students, cultivate students' motivation and strategy of autonomous learning, and reform the teaching evaluation system to promote the gradual implementation of autonomous learning as a new learning mode of college English.

**Objective:** Since the reform and opening up, the reform of China's higher education system is in a state of continuous improvement, and the outline of the relevant education reform and development plan clearly points out that "education work should be taught according to students' abilities", that is, to develop students' advantageous potential around their characteristics and personality differences, and to establish a learning difficulty student's psychological performance in English learning according to the mechanism for helping students with learning difficulties is based on their psychological performance. In the process of education and teaching, due to the influence of factors such as student management methods and assessment mechanisms, the lack of attention to teaching English to struggling students in actual teaching has led to a lack of timely transformation of struggling students, making academic problems of struggling students in colleges and universities increasingly common. Therefore, this paper aims to study and analyse the psychological performance of English learning for students who are struggling in higher education, and to identify the main manifestations of psychological disorder to learning, such as motivation, interest in learning and learning purpose, in order to support the development of subsequent English education countermeasures. This study aims to explore theoretically and practically a more effective English teaching system in colleges and universities, to effectively help students with learning difficulties, to improve students' commitment to learning, to facilitate the successful completion of their studies, to gradually complete the transformation of the group of students with learning difficulties, and to improve the English learning environment while promoting the improvement of English teaching in colleges and universities.