

Secondly, the questionnaire method. In the questionnaire survey method, a total of three sessions were set up: firstly, an interview session was conducted to make a preliminary investigation into the teaching hardware and software, the strength of teachers and the dissemination channels of psychological teaching; secondly, two different groups were set up in the questionnaire distribution session to compare variables, so as to effectively collect the effectiveness of the teaching process; thirdly, an expert session was set up based on the limitations of the current professional level, through the way of discussion with experts, to further open up the research ideas and repair the research content.

Thirdly, the categorisation and summarisation method. The research was summarised and analysed in terms of different variables, combining mathematical statistics and logical thinking, in order to improve the accuracy of the results.

**Result:** After research and investigation, the main challenges faced by the current implementation of moral education in universities combined with psychological health education to carry out relevant teaching activities are in three aspects: First, in terms of teaching and education, some teachers' moral education work is detached from textbooks, and does not increase the care for students, failing to fully practice teaching according to their abilities. Secondly, in terms of service and nurturing, the failure to open a moral and psychological counselling room and the lack of logistics make teaching, research and students' daily life and teaching quality vulnerable to external influences. Thirdly, in terms of management and education, the professional level and system of the management staff are backward, which in turn affects the effectiveness of the courses. By analyzing the causes and adjusting the relevant countermeasures, it is found in the process of collecting and organizing the survey results that moral education and psychological health education in colleges and universities are carried out together, which makes students more motivated in the classroom and can change the current situation that moral education in colleges and universities is conducive to formality.

**Conclusion:** Moral education in colleges and universities is a complex engineering system that requires the scientific concept of development as a guiding philosophy and the participation and support of the party and society in order to improve the effectiveness of moral education in colleges and universities. Based on the background of the new curriculum reform, the integration of psychological health education into moral education in colleges and universities has become the mainstream trend of current development. Colleges and universities should recognize the current teaching reform situation, and continuously improve the current moral education teaching system based on the development of modern education and quality-oriented education. On the premise of enhancing students' core qualities and psychological qualities, we should pay more attention to the cultivation of the inner qualities of teaching staff, so as to continuously improve the quality of the construction and development of moral education work in China's colleges and universities.

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## **DIGITAL COMMUNICATION OF LINGNAN TRADITIONAL SPORTS CULTURE IN THE PERSPECTIVE OF PSYCHOLOGY**

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**Background:** Lingnan traditional sports culture is part of China's traditional culture and an important component of human sports culture, which contains the history of human development and survival, and is also a comprehensive, open and diverse cultural system form. At present, the international political situation is turbulent, the social environment is complex, and as China's strength continues to grow, it is urgent to inherit and develop China's excellent traditional culture, and the State Council has issued the Opinions on Implementing the Project of Inheritance and Development of Excellent Chinese Traditional Culture and other related traditional culture construction policies. Based on the background of the new period, new era and new media, it is the responsibility of every citizen to revive traditional culture and promote the spirit of national sports in China. Therefore, in order to conform to the development of the

times, continuously strengthen the construction of China's cultural soft power, and comprehensively improve the cultural literacy and physical quality of the people, this paper makes a study on the dissemination channels of national traditional sports culture under the background of new media digitization, hoping to further enhance the national sense of cultural self-confidence under the psychological perspective.

**Objectives:** Firstly, with the scientific outlook on development as the guiding theory and the "Three Represents" as the construction ideology, based on the current national and people's emphasis on traditional culture, the spirit and connotation contained in the national sports culture should be carried out deeply into people's lives, and while enhancing people's awareness, the scope and channels of dissemination should be expanded and the international sports arena should be further developed. The second is the development of the information society.

Secondly, in view of the current development of the information society and the advent of the new media era, the strength and depth of the dissemination of China's national sports culture is insufficient. In order to better meet the pace of the times, this paper will study the difficulties in the digital dissemination of China's traditional national sports culture in the context of the new media era, and at the same time, we should make use of new media means to increase the construction of the heritage of traditional national sports culture.

Thirdly, by comparing the differences between new media digital communication and traditional media, we analyse the advantages and disadvantages between the two, and explore how to make use of the advantages of digital communication from the perspective of psychology to seek the maximum effect of communication.

**Subjects and methods:** Firstly, the object of the study: this includes the subject of the communication channel; the content of cultural communication; the various media of digital communication; the audience of communication and the final communication effect.

Second, research methods: This paper uses five methods to carry out the relevant research, which are implemented throughout the research cycle.

Preliminary information - Literature method, making full use of online resources to collect, collate, reference and analyse information on the current research content, combined with existing library and paper media resources, by searching for keywords and relevant content in the form of a more solid theoretical foundation for the article.

Research process - questionnaire method, select the appropriate audience group objects for the study, through two links to complete the initial research process, one is to conduct interviews design combined with the current digital communication channels, the different audience groups from the perspective of psychology, the relevant content of the research. Secondly, a questionnaire was distributed to test its effectiveness in conjunction with expert interviews.

The later part of the study - the mathematical and statistical method - will be used to collate the research content using big data technology and combine it with logical analysis to summarise it and form opinions and conclusions about relevant communication developments.

**Result:** The investigation and research found that the current lack of in-depth understanding of national sports culture is one of the main reasons why digital communication cannot be further developed, coupled with the fact that the content of its communication is relatively lacking in science, which makes some of the disadvantages such as commercial traffic that exist in modern new media, also further affect the connotation of the traditional national sports culture that exists, so it is necessary to purify the existing digital communication system by way of Therefore, the value of traditional national sports culture should be constantly enhanced by purifying the existing digital communication system. Secondly, the professionalism of the communicators should be strengthened, not only by mastering certain knowledge of traditional ethnic sports culture, but also by recognising the current situation of digital communication development, fully grasping the trend of modern people's thinking and further expanding the audience. Finally, to address the current problem of insufficient dissemination of ethnic traditional sports culture, the current problem of overly fragmented dissemination content should be addressed first, so as to extend the dissemination cycle of ethnic traditional sports culture in the psychological perspective.

**Conclusion:** In summary, for the current research on the digital dissemination channels of ethnic traditional sports culture in the psychological perspective, one is to seek breakthrough points in the dissemination channels above modern people's life and way of thinking, so as to continuously enhance the value of ethnic traditional sports culture dissemination and use digital dissemination means in a targeted manner. Second, to increase cross-field cooperation, in response to the current situation of lack of professionalism in the dissemination of traditional ethnic sports culture in China, attention

should be paid to the cultivation of talents, the use of cross-field, interdisciplinary approach, the use of new media and traditional ethnic sports and cultural research personnel to form a high-quality propaganda team. Thirdly, to further expand the cultural dissemination carrier, the audience of ethnic sports culture can be expanded by establishing a multi-lingual system, so that it can go to the international stage and increase the propagation of China's ethnic culture.

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## **BASED ON ECONOMIC BACKGROUND ON SUPPORT AND MENTAL HEALTH OF URBAN RETIRED ELDERLY**

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**Background:** Population aging refers to the process in which the proportion of the elderly population increases as the number of young people decreases and the number of elderly people increases in the total population. China has entered an aging society since 1999. With the aggravation of the aging problem, the social burden also increases. Meanwhile, China is further faced with problems such as the shrinking family size of the elderly population and the increasing number of the elderly living alone with empty nests. Especially in the current economic development background, the relevant departments should actively cope with the serious situation of population aging fast development, in view of the town of retired old people promoting pension service work, strengthen the construction of elderly activities, development of old age education, strengthening the old methods and so on propaganda work to meet the demand of urban retired elderly endowment, And promote the sustainable development of China's aging cause. With the improvement of the level of economic development, the attention to the psychological problems of the elderly population has become an important part of the pension cause, and how to improve the mental health level of the urban retired elderly is also the issue that the relevant departments need to focus on. With the increase of age, the elderly need to face changes in health status and social environment, which will also cause certain psychological problems, so it is necessary for relevant departments to strengthen the research on the pension and psychological characteristics of the urban retired elderly, in order to meet the needs of the elderly and improve their mental health level.

**Objective:** At present, China is in the period of economic structure and social structure reform, and the cause of aging is also facing new situation, new situation and new problems. In this process, relevant departments should adhere to the work on aging, so as to promote comprehensive, coordinated and sustainable development. Under the background of current economic development, more humanistic care should be given to the urban retired elderly to maintain, realize and develop their vital interests. With economic development and progress of consciousness, the urban pension mode gradually from family pension is given priority to family pension, institution endowment, family endowment and community endowment etc. Various patterns change, at the same time need according to the physiological and psychological characteristics to explore the elderly out more scientific and reasonable model, in order to realize the urban old-age retirement proper solution of the problem. Combined with the current development trend, the research objectives of this topic mainly include: (1) analyze the pension willingness and demand of the urban retired elderly, and get the factors influencing the willingness and demand on the basis of constructing the corresponding theoretical analysis framework; (2) Fully understand the physiological and psychological characteristics of the elderly, and give more attention to their psychological care problems, so as to help the elderly spend their old age happily; (3) Through theoretical analysis, put forward effective measures to meet the pension needs of urban retired elderly group and improve their mental health level.

**Subjects and methods:** The research object of this topic is in the current economic development background, the needs of the urban retired elderly group and the psychological health problems, and explore the factors affecting their needs and psychological problems. The research methods include (1) literature research. Extensive reading of relevant theoretical literature and research monographs at home and abroad, understanding and mastering relevant theoretical trends at home and abroad, and providing