

running characteristics, establish a scientific evaluation mechanism for innovation and entrepreneurship education courses, and dynamically adjust in teaching practice, in order to constantly improve itself and keep pace with the times.

Thirdly, we can effectively establish a team of practice teachers to guide college students' innovation and entrepreneurship. In this process, the school can select teachers to form a practice team, which can not only give students guidance on professional knowledge, but also better explore students' own potential and give students positive guidance in practical projects. The composition of teachers in the team is very important. They can be selected from various disciplines and dynamically adjusted with scientific research projects and practical training cases as the classroom theme. At the same time, they should pay attention to teachers' industry practical experience, provide training opportunities for teachers, and build a team of innovative and entrepreneurial practice teachers who master discipline frontier and industry experience.

In addition, the government should also encourage college students to develop new technologies. The government can further cooperate with colleges and universities and enterprises to provide venues, funds, guidance and other service support for college students' innovation and entrepreneurship through the integration of resources. Through the integration and coordination of government, enterprise, university and research, build a technological innovation system integrating college students' innovation and entrepreneurship practice, entrepreneurship incubation, innovation and entrepreneurship training and innovation and entrepreneurship service functions, which can not only improve the ability of enterprises to make original innovation, integrated innovation and introduce digestion, absorption and re innovation. It can also effectively improve the training effect of college students' innovation and entrepreneurship.

Finally, build an innovation and entrepreneurship practice platform for students, and fully realize that the construction of college students' innovation and entrepreneurship practice platform is the key to the improvement of college students' innovation and entrepreneurship ability. College students' theoretical knowledge and practical ability of innovation and entrepreneurship can be tested through the practice platform, and continuously improved and improved through the training projects of the platform. By holding various forms of innovation and entrepreneurship competitions, the innovation and entrepreneurship practice platform can provide college students with an opportunity to show themselves. Students can not only experience the difficulties of innovation and entrepreneurship, but also realize the importance of teamwork. The construction of college students' innovation and entrepreneurship practice platform should be the top priority of college students' innovation and entrepreneurship curriculum construction, which is of great significance to the improvement of College Students' innovation and entrepreneurship ability.

Conclusions: In the era of big data, the information obtained by data mining is automatically analyzed and deeply mined to form more valuable analysis results for previous, current and future education. With the application of big data technology and the deepening of innovation and entrepreneurship education reform, colleges and universities integrate the implementation of innovation education while promoting quality education, to cultivate creative high-quality talents in line with the market development trend. At the same time, it is noted that the internal psychological characteristics of individuals are a key factor to determine the ultimate success of innovation and entrepreneurship activities. It should be noted that not every college student is required to realize their self-worth through entrepreneurship, but no matter what career they engage in in the future, the improvement of innovation and entrepreneurship psychological quality is of great benefit.

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EFFECTS OF DIFFERENT LANDSCAPE ENVIRONMENT DESIGN STYLES ON RESIDENTS' PSYCHOLOGICAL COGNITIVE PREFERENCE

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Background: Landscape design creates a good, suitable and harmonious environment for people, and aims to solve the relationship between environment and people. Environmental psychology mainly explores the relationship between people and the environment. In landscape design, we should follow the "people-oriented" principle, meet people's physiological and psychological needs, and consider people's psychology, so as to correctly recognize the relationship between human behavior and the environment, in order to scientifically and artistically make higher quality landscape planning works, so as to enrich people's life, achieve natural ecological balance and environmentally sustainable development. Psychological research shows that, to a large extent, we acquire knowledge and establish contact with the outside world in the

way of “hint”. When our sensory organs are hinted and affected by the real scene, a series of psychological sensory feelings will have a noticeable impact on our next behavior activities. To sum up, in the landscape design of residential areas, the suggestive effect of plant color, texture, aroma and taste on people guides the direction of landscape design and affects the living environment and residents’ psychological feelings.

Objective: Psychological research shows that people know the world through feeling, which includes five forms: sight, hearing, touch, taste and smell. We also have the initial understanding of plants through the five most intuitive sensory forms of sight, hearing, touch, taste and smell. Based on our innate criteria and judgments in learning about plants, people will have different psychological and sensory experiences when facing plants with different ornamental characteristics. With the development of society and the gradual improvement of citizens’ living standards, our requirements for the living environment are also increasing. Therefore, the landscape design of residential areas closest to urban residents should take into account the sensory experience brought by plants, and give full play to the effective role of plants, a major element of landscape, in people’s body and mind.

Subjects and methods: Embodiment of application in space shaping. In modern landscape planning and design, many places focus on protecting people’s personal space. In the process of interpersonal communication, there are different distances between people with different degrees of intimacy. Different distances will also produce different reactions and behaviors, which will also show people’s different psychological conditions in the process of communication incisively and vividly. In public places, many activities will contact a large number of strangers. Therefore, when designing the space, we should fully consider the comfortable distance between people and pay attention to avoid crowding, which will make people anxious. In the planning of the rest area, it is necessary to ensure that everyone has sufficient activity space. The scale and type of seats in the place should also be designed in a variety of ways, so as to meet the needs of all kinds of people and make people feel more comfortable. Application in plant selection. Plant allocation is an important part of landscape planning and design. Plant allocation also needs to fully consider the behavior and psychological needs of users. It is mainly reflected in the following aspects: practicability, safety, livability, publicity and privacy. Applying environmental psychology to landscape planning and design can better realize the unity between environment and people, so as to meet the aesthetic and functional requirements, and fully reflect the design concept of “people-oriented”.

Results: A good environment can promote people’s enthusiasm for communication. Only when the surrounding environment is comfortable enough can we mobilize people’s yearning to the greatest extent and increase people’s desire to use the place. Therefore, landscape designers should try their best to get the relationship between people’s enthusiasm for use and the stimulation of the environment, so as to make the designed landscape place give full play to the maximum utilization value. For example, now many plants have carried out night lighting design, which not only increases the ornamental nature of plants in the place, but also strengthens people’s night use.

The research between environmental psychology and landscape planning is mainly to investigate the use of places by people of different types and ages. However, at present, most landscape designers choose to rely on their own design experience for scene design. The garden design made only by this design method cannot meet the use needs of modern people. Therefore, before the specification and design, it is necessary to investigate different people, so as to find their similarities and differences in the use needs of the place, and carry out planning according to the investigation results, so as to make the landscape place meet the needs of the public. Due to the high proportion of the elderly in China, the use of the elderly in the survey is relatively common, while the survey of people of other ages is relatively lacking. Therefore, in the future landscape planning and design, designers should investigate people of different types and ages, so that people of all ages have a space suitable for themselves to relax and rest. The evaluation system means that people study the likes and dislikes of garden landscape and explore the situation of individuals or people on the place.

Through such research, designers can clearly know people’s specific feelings about the place and the popular landscape types. There are many evaluation methods of landscape design, and the evaluation of garden environment will also be affected by many conditions, such as environmental space, time and different ages. To improve the evaluation system of landscape environment can provide more, better and more detailed design basis for many planning designers, so as to make more contemporary landscape suitable for people’s life.

Conclusions: As the most vital, flexible, and free element in landscape design, plants have their own rich external characteristics, which have a positive psychological impact on people’s vision, touch, taste and smell. Therefore, on the premise of being familiar with the physiological habits and ornamental characteristics of landscape plants, it is particularly important to give full play to the positive hint and guidance of plants to human senses. According to the intuitive feeling and impression shown by the external characteristics of plants, it is of great significance to plant them reasonably in the landscape design of residential area to meet the sensory needs of community residents and further improve the quality of life

and happiness index of residents.

Acknowledgment: Jiangsu Education Department, Based on the Culture and Tourism of Tea Village B&B Design, General Project of Philosophy and Social Science Research in Colleges and Universities in Jiangsu Province (2020SJA2219).

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THOUGHTS ON THE INTEGRATION OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION

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Background: Ideological and political education is no stranger to college students. From the beginning of contact education, students have been receiving ideological and political education, which is a course accompanied by students' growth. Mental health course is a new course that college students meet after entering the University. The understanding of psychological education also begins in the University. The psychology of college students seems to be relatively mature, but after investigation, it is found that the psychology of college students has unhealthy factors, and the actual psychological state of college students is not as healthy as it seems.

Objective: University is an important stage for students to improve their thinking and ability. In addition to receiving the edification of professional knowledge, students should constantly improve their comprehensive literacy, such as moral education literacy, ability literacy and so on. With the increasing attention of the Party Central Committee and governments at all levels to college students' ideological and political education, the integration of college students' ideological and political education and mental health education has become an inevitable measure for college students to receive education, so it is necessary to think about this measure.

Subjects and methods: Integrate the ideological and political education and mental health education of college students from the height of ideological understanding. Cognition plays a guiding role in behavior. As the main guides and implementers of education, college ideological and political educators' cognition will directly affect their teaching behavior and teaching effect. Therefore, ideological and political educators in colleges and universities need to make it clear that the objects of Ideological and political education and mental health education are people. They complement each other and cannot be biased in their understanding of their importance. Educators need to correctly view the relationship between the two. By understanding and integrating the two, they can better apply the principles of ideological and political education in the process of mental health education. Moreover, from the perspective of the comprehensive and overall development of college students, ideological health and mental health play a very important role in the cultivation of their sound personality and good cultivation. Therefore, the integration of the two at the cognitive level can better promote the development of students.

At the level of content and goal of education, integrate college students' Ideological and political education with mental health education. Compared with primary and secondary education, the university campus is freer and students' autonomy is stronger, but at the same time, due to the relaxation of the school form, many students have some problems in thought, quality and psychology. College students will enter different posts in the society in batches, and their ideological consciousness and psychological state will determine their performance in work and whether they can contribute to the society. Therefore, college educators need to adjust and arrange the educational content and objectives on the basis of understanding the psychological characteristics of college students, and integrate ideological and political education and mental health education, promote to focus on different educational directions, so as to grasp the focus of education and students' learning. Of course, when integrating the two and solving practical problems, educators need to clarify whether the problem is ideological or psychological, so as to suit the remedy to the case and ensure that the solution is targeted.

Realize the integration of college students' ideological and political education and mental health education from the perspective of educational means and strategies. The teaching strategies and methods of ideological and political education and mental health education are different. Ideological and political education is carried out in an open and active way, while mental health education is promoted by a strategy of respect and equality. Therefore, when integrating the two, we need to learn from each other and complement each other's advantages, so as to add to the icing on the cake and improve the quality of education. Specifically, when carrying out ideological and political education, teachers can understand