

teaches students not to throw rubbish randomly, and it does not analyze the reasons of their throwing rubbish randomly from the students' psychology. Furthermore, it prescribes the right medicine to guide them to correctly understand and voluntarily accept the rubbish psychologically so as to correct bad habits.

**Objective:** The psychology of ideological and political education is the inherent development need of the teaching of ideological and political education, and the related theories of psychology are the theoretical basis of the education of ideological and political education.

**Subjects and methods:** Based on the communication between ideological and political education and psychology teaching strategies, this paper finds that the development of psychology of ideological and political education needs a process, and there are still some problems. On the one hand, there is a lack of full-time employees in colleges and universities, and schools do not pay enough attention to the introduction and training of talents in this regard, and the staffing and the number of students does not match. On the other hand, the level of staff needs to be improved, most of the employees are not graduates of this major, many of them are from other majors, there is a gap in knowledge accumulation and theoretical level compared with the graduates of this major, and the school's training investment in this area is insufficient. Then, the level of psychological education services is not high and low efficiency, and students rarely seek help from psychological education staff when they encounter psychological problems. At present, the technology and tools used in psychological education in colleges and universities are deficient, especially in psychological measurement. Scientific scales and advanced measuring tools and scientific means are not widely used as in developed countries. Psychological consultation is in poor condition and lacks necessary technical facilities. At present, the psychology of ideological and political education is faced with low efficiency and wide application scope, but the effect is not good. The development of the psychology of ideological and political education is not adaptable to the social development situation. Based on the above questions, this paper puts forward some suggestions and conducts a questionnaire survey after the reform.

**Study design:** A total of 100 college students and 50 teachers were randomly selected. Age, major and gender. A total of 150 questionnaires were distributed, 146 were recovered and 140 valid questionnaires available.

**Methods:** Use of excel to statistics the influence of ideological and political education and psychology.

**Results:** According to the survey results, the analysis is analyzed from the following three aspects: First, whether the establishment of ideological and political psychological education service platform has a positive impact. Second, whether the acceleration of the training of full-time practitioners has a positive impact. Third, whether strengthening discipline teaching innovation has a positive impact.

The results of the test, quantified the influence value of specific factors with 1-3, 1 indicates the irrelevant, 2 means the impact is general, and 3 indicates the greater impact. In order to reduce the large subjective error in the assessment, 150 investigators took the evaluation value and obtained the average. The specific statistical table is shown in Table 1.

**Table 1.** Influence of cross strategy of ideological and political education and psychology

Group	Improve the system	Personnel training	Strengthen innovation
Teacher	3	3	3
University student	3	3	2

**Conclusions:** Ideological and political education psychology as an emerging discipline, its development and improvement is a long-term process, with the rapid development of national economic science and technology, increasing social demand for ideological and political psychological education, under the government, through the joint efforts of ideological and political education psychologists, ideological and political education psychology scientific, systematic, standardized goals will be achieved as soon as possible.

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## RESEARCH ON TRADITIONAL CULTURE COMMUNICATION STRATEGY PROMOTED BY MOBILE SHORT VIDEO BASED ON COMMUNICATION PSYCHOLOGY--TAKE THE SHORT VIDEO AT STATION B FOR EXAMPLE

Rui Li

*School of Art & Design, Guangzhou College of Commerce, Guangzhou 511363, China*

**Background:** Chinese traditional culture is the spiritual strength of the Chinese people, it imperceptibly integrated into the daily life of the Chinese people, forming the people's values and personality traits. The pace of social development has been speeding up, traditional culture has been adapting to social development, and new media have been used to enter the public eye. Peking Opera, traditional painting, calligraphy, shadow play, ancient prose and other cultural carriers are making use of new media to shine. The application of B-station and other short video APP has changed the way of information transmission, but also changed the mode of transmission of traditional culture. Traditional culture with short video as carrier has been paid close attention to by the public, which has been recognized by the public with the characteristics of fragmentation, situation, role and popularization, and has stimulated the subconscious cultural gene of the public and deepened the national pride. Integrate the role of personal experience, to meet the public imagination, its satisfaction arises spontaneously. In the short video of B station, the traditional culture is presented in the form of video, which is different from the spread of words and pictures. The spread of video emphasizes the combination and interaction of the elements of traditional culture and the modern space environment. The creators have made a personalized interpretation and interesting expression of the traditional culture, so as to make the elements of traditional culture scene and life, highlight the spirit of traditional culture and arouse feelings and resonance. Station B short video for traditional culture can also be used to "sing, read, do, play" these four words to reflect. Singing refers to the traditional art with music as the carrier; reading refers to the performance in the form of reading aloud; doing refers to the hand-made, painting and calligraphy creation; playing refers to the dance-like body movements, including dance and dance-like martial arts.

**Objective:** Station B and other short videos APP uses a new video interpretation method to videoize and live traditional culture mainly through pictures and words, and evoke gradually blurred or even unfamiliar Chinese cultural memories. Especially for young users, it makes various forms of cultural expressions such as calligraphy and paintings, traditional crafts, martial arts, folk music and so on return to daily life. The display, audience, discussion and sharing of Diaoyin users make the traditional culture far away from modern life exude new charm. On the one hand, it makes people understand the rich content of Chinese traditional culture, on the other hand, it promotes the inheritance and development of traditional culture. Although in the dissemination way has had the change, but does not affect its load bearing content and the spirit dissemination. The more we know about Chinese traditional culture, the more we can deepen our national self-confidence and pride in our hearts. Traditional culture's acceptor while obtains the people attention and the approval, satisfies own psychological demand, obtains the formidable spiritual strength. In this new way of communication, users are not only the recipients of cultural communication, but also the participants. Videos made with special effects are further disseminated, and the re-creation and re-diffusion of traditional culture are promoted. Other users' audience, praise, attention and comments are praise to the creators and recognition of traditional culture. The role of generation into the new and participate in the dissemination of the personal experience, so that user satisfaction arises spontaneously.

**Subjects and methods:** The combination of short video and traditional culture will play a great positive role in the inheritance and development of Chinese traditional culture. Short video on the dissemination of traditional culture in the present significance of more performance: awakening, activation, reproduction. Stratified cluster random sampling method was used to select 500 young people for paper survey, age 20-35 years old, regardless of sex. A total of 500 papers issued, taken back 483 papers, 472 valid papers. Using Excel statistics from the mobile short video to see the impact of changes in contemporary young people's psychological characteristics.

**Results:** Through the questionnaire survey, statistical analysis from the mobile short video to see the changes in the psychological characteristics of contemporary young people a greater impact.

The results of this survey use the influence values of 1 to 5 grades and quantitative specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 500 young people are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

**Table 1.** Influence of contemporary youth psychological characteristics on short mobile video

Factor	Pay attention to external	Self-expression	Looking forward to being recognized	Curiosity	Belongingness
Young people	4	4	5	4	5

**Conclusions:** Chinese traditional culture is the spiritual lifeline and prominent advantages of the Chinese nation. The video renaissance of Chinese traditional culture realizes the fusion of traditional culture and modern life, and it is the combination of high-quality content and new mode of transmission, which drives

the development and inheritance of Chinese traditional culture so as to make more users understand and develop traditional culture. Short videos have promoted the practice and recreation of Chinese traditional culture, activated cultural genes, aroused subconscious cultural precipitation, satisfied users' needs for understanding traditional culture, and deepened their sense of national pride. Personal practice and role substitution have stimulated participants' satisfaction.

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## STUDY ON THE ROLE OF BEHAVIORAL PSYCHOLOGY IN TEACHING SKILLS OF INTERNATIONAL CHINESE TEACHERS

Xiaoyu Yang<sup>1,2</sup>

<sup>1</sup>*School of Culture and Media, Zhanjiang University of Science and Technology, Zhanjiang 524000, China*

<sup>2</sup>*Graduate School, Srinakharinwirot University, Bangkok 10110, Thailand*

**Background:** It has been more than 100 years since behaviorism came into being. Its philosophical foundation is mechanical materialism and realism, its natural science foundation is biological evolution and animal behavior research, and its psychological foundation is functionalism and conditioned reflex theory. The representative of the new behaviorism is Skinner, which further distinguishes Watson's responsive behavior from operant behavior. Focusing on the intensified stimuli, we can control our own responses through the mechanism of external intensification and self-intensification. Unconditional stimuli play an intensifying role in conditioned reflexes. Behaviorism psychology has the following characteristics: stressing the subject status of human beings, emphasizing the subjective initiative of human beings, attaching importance to the influence of social factors on human behavior, dialectically analyzing the relationship between congenital inheritance and acquired knowledge, and paying attention to the role of self-regulation and cognition.

Attention to the role of the environment in individual behavior, so that we can clearly see the real changes in the individual. It is very important to create a target language environment for foreign students to learn Chinese in non-target language environment. Through the arrangement of teaching environment and the design of classroom environment, we can create a good learning environment for Chinese learners, which will play an immeasurable role in strengthening their enthusiasm to learn Chinese. Chinese learners are a special group, and the use of punishment principles must be appropriate to prevent cultural conflicts and negative psychology. Behavioral psychology emphasizes the importance of external environment, which requires that we should consider the pertinence of textbooks, different teaching environments, and the learning period and learning goal of Chinese learners. Firstly, we should make extensive use of various psychological ideas and objectively sublimate the main ideas of various psychological schools. For example, in the elementary and intermediate stage of TCFL, we can make extensive use of behaviorism in language, strengthen the participation of foreign learners in learning Chinese, and in the advanced stage of TCFL, we can also adopt the language view of cognitive psychology school to emphasize the exploration of students' cognitive ability. Secondly, we can absorb the basic idea of constructivism that knowledge is a kind of meaning construction of the subject to the objective world, the principle of student-centered and the basic idea of humanism psychology about self-realization, value and human potential, and put them into teaching practice according to the different stages of teaching.

**Objective:** At present, the knowledge level, teaching ability and comprehensive quality of international Chinese teachers show an unbalanced situation. Overall, the overall level is uneven, which is difficult to meet the growing international Chinese learning needs. Most of the research on international Chinese teachers focuses on their skills and qualities, and it makes it clear about what skills and qualities teachers should master.

**Subjects and methods:** Teachers' teaching skills play a vital role in the teaching effect, so it is of great significance to conduct in-depth study on the training mode of international Chinese teacher training. This paper investigates international Chinese teachers by means of questionnaires, and interviews them before distributing the questionnaires. Based on behavioral psychology, this paper analyzes the influence of behavioral psychology on the improvement of international Chinese teachers' teaching skills. Again, carries on the statistics by the questionnaire survey way.

**Study design:** Twenty international Chinese teachers were randomly selected as investigators. Age limit, and gender. A total of 20 questionnaires were issued, 20 questionnaires were recovered, and 19 valid