

Results: The results of this survey use the influence values of 1 to 5 grades and specific quantitative 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 200 students are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Table 1. Application of educational psychology in physical education teaching model reform

Content	Learning interest promotion	Physical enhancement	Mode of education
Control group	2	4	2
Experimental group	5	4	5

Through investigation, the experimental group of students obviously felt the intervention based on educational psychology, the reform of physical education teaching model is more acceptable.

Conclusions: Educational psychology can promote the cultivation of individual characteristics and the formation of positive emotions. The application of educational psychology to the reform of physical education can not only promote the physical and mental health of students but also shorten the relationship between teachers and students. Today's high school promotion rate has added many obstacles to the design of physical education curriculum. Primary and secondary schools are the best time to cultivate students' habits of lifelong exercise. Therefore, school leaders should be aware of the importance of physical education, re-change their minds, attach equal importance to physical education and strive to cultivate students with comprehensive physical and mental health.

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EXPLORE THE SHORT-VIDEO MEDIA INTEGRATION OF NEW MEDIA AND TV NEWS UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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Background: Relying on the popularization and development of new media technology and modern and digital electronic information technology, a new media platform gradually forms a more rapid and convenient way of news and information transmission under the background of the new era. Compared with the traditional means of television, radio, newspapers and periodicals and other media, the new media technology has unlimited development potential and becomes the most widely used means of information transmission in the world today. The extensive application of new media technology provides the opportunity for the public to pay attention to the society and express their opinions freely.

In the period of transition from a traditional society to a modern society, the diversification of interest structure, the expansion of interest difference and the dominance of interest antagonism have become the typical characteristics of individual interest contradiction and group interest contradiction in this period, and people's cognitive structure, psychological demands, ideas and emotions have also undergone fundamental changes. Especially in recent years, "social mentality", "national mentality", "group psychology", "public opinion", "social violence" and so on, has become the media and the public frequently mentioned and hot words. Obviously, the populace more and more realizes the social psychology, the social psychology including individual psychology and the group psychology to the individual, the society and the national influence.

Objective: The development of modern network technology has brought about changes in various fields of society, which has also profoundly affected the environment for the development of media. The development of new media is in full swing, and has brought about great challenges to traditional media. Therefore, under such circumstances, traditional media have begun to explore the road of integration with new media. As for television media, they have been exploring the mode of integration of traditional media and new media in the process of development. Facing the rapid development of the Internet in China, it is an urgent problem that how traditional media can maintain its communication, credibility and influence in the new media environment.

Subjects and methods: For the current society, with the advancement of social reform and modernization process, the people more and more participate in social and political life, and increasingly become a powerful force affecting social and political development. But we also notice that the populism in cyberspace has occupied the high ground of Internet public opinion in the name of “the people” or “the people”, and the irrational expression is much more than rational restraint, and often becomes the catharsis of the netizens’ group emotion. In order to guide the public to correctly understand the development of today’s society, understand the national conditions and current political issues, new media and e-commerce news video media integration is imperative. This paper mainly studies the significance and influence of the media convergence of new media and short video TV news under the intervention of social psychology.

Study design: A populist self-test was conducted among 500 netizens randomly selected with higher self-test scores as the subjects for the experimental study. The self-test data before the experiment were kept and sorted. There are no specific requirements for the gender, age and occupation of investigators. The 500 netizens were randomly divided into experimental group and control group, according to the results of two groups of netizens do not affect the experimental results. The experimental group was limited to 3 months, and interfered with the network TV news short video platform 3-4 times a week. During this period, the subjects could discuss with each other or express their opinions freely. At the same time, the TV news media should change the traditional voice, use network language reasonably, enrich the expression form, make the atmosphere more relaxed and harmonious, and increase the investigator’s interactive needs. And the media platform for the release of TV news media and short video information complementary to each other, hot issues of public concern from the perspective of interesting and practical in-depth mining. According to the news report aspect has the specialty and the public trust, integrates the information fragmentation which the information short video brings, transforms in the dissemination speed the inferiority to the content quality superiority. There is also a need to restructure the media sector strategically, break down barriers to the flow of information between sectors, share resources, reduce intermediate links, and implement flat management. Three months later, the two groups of netizens once again self-assessment, comparison of the two groups of scores, statistics and analysis.

Methods: Statistical results were obtained using the SPSS 20.0 software.

Results: The psychological status before and after the two groups were counted, and the specific results are shown in Table 1.

Table 1. Scores of both groups

	Group	Mean value
Experimental group	Before the experiment	6.2306
	After the experiment	6.8864
Control group	Before the experiment	6.2304
	After the experiment	6.2304

The survey results show that the integration of new media and TV news short video media has a correct guiding role on netizens’ thoughts.

Conclusions: With the advent of the information age, the new media technology of our country has been given sufficient development space, which has caused a serious impact on the traditional television programs and media methods, and led to the continuous compression of the living space of the traditional media forms. Therefore, the development direction of the traditional media gradually changes to the short video of the television news of the new media. By strengthening the means of news arrangement, deepening the reform of the news media and other means, it is imperative to accelerate the integration of multiple media, rebuild the reasonable legitimacy of social order, rebuild the relationship between the authoritative class of the elite and the public, and relieve the populist mood of the masses on the network from the psychological root without delay, so as to form a harmonious and healthy network public opinion environment and realize the fair and orderly and healthy development of the society.

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ANALYZING THE TRANSLATION STRATEGIES OF CULTURE-LOADED WORDS FROM THE PERSPECTIVE OF IDEOLOGY

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Background: Culture-loaded words have multiple forms of expression, and different cultural orientations have created different translation styles, but they have seized the right to speak of national culture from the ideological level in order to improve the identity of national culture through the most standardized translation. Analyzing the translation strategies of culture-loaded words from the ideological field is easier to further understand the profound connotations carried by language and cultural translation, improve the aesthetic consciousness and creative discourse right of translators, and establish a sense of national identity in the process of literary translation.

Subjects and methods: Based on the correlativity between culture-loaded words and ideology, this paper combines the translation strategies of different types of culture-loaded words with the field of ideology to find the common ground between the source language and the target language, further improve the translator's translation level, and give deeper connotation to the national spirit of culture-loaded words.

Results: In the field of cultural research, through the aesthetic construction of literary works, it establishes a deep connection with the deeper cultural connotation and ideology of the works, thereby tapping the aesthetic uniqueness of literary and artistic creation, and highly establishing a sense of national identity. This is an important starting point of cultural studies and its core problem. Culture-loaded words are the cultural connotations naturally generated under the unique language system, which can show the unique cultural characteristics of a region and a nation, as well as highlight the religious pursuit and class identity of a country. From this point of view, culture-loaded words not only play a general aesthetic role, but also embody a strong social education function, which endows literary works with the necessary concept of power through some revealed text contents. In recent years, with the deepening of the research on culture-loaded words translation, the relationship between ideology and translation function has also attracted a lot of attention. In the process of cultural transformation, translation scholars can broaden the linguistic connotation of culture-loaded words with the help of ideological research of texts, and make efforts to improve the translation value of culture-loaded words from different dimensions such as religious belief, political power, aesthetic commonality and ecological inheritance.

Conclusions: The increasing advancement of globalization provides more realistic paths for cross-cultural communication of culture-loaded words, which is crucial to inheriting Chinese civilization and enhancing the international influence of Chinese culture. In the process of translation, Chinese culture-loaded words should not only abide by the ideology of Chinese local culture, but also ensure that the cultural aesthetic style of the target language can be highlighted, so as to firmly grasp the translation power of culture-loaded words under the shape of differentiated content and achieve the strong export of Chinese culture. The translation strategy of literary works is actually the product of the export of ideology. The political orientation, religious belief and cultural value involved in the translation process are all recreated through the conversion of text symbols, which is an important part of the high integration of literature and thought. Lefever's ideology theory provides a new perspective for the translation of culture-loaded words, it not only breaks away from the theoretical shackles of traditional translation concepts, but also focuses on analyzing and translating texts through the cultural background of globalization, emphasizes the commonality between culture and political, religious economy and promotes the ecological spread of culture-loaded words to a large extent.

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EXPLORATION OF GREEN BUILDING DESIGN IN URBAN AND RURAL PLANNING PRACTICE FROM PSYCHOLOGICAL PERSPECTIVE

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Background: In the process of people's lives, analysis of people's psychological problems. If we can create a good humanistic living environment, people's living conditions will be improved. At the same time