ANALYSIS OF THE INFLUENCE OF IDEOLOGICAL AND MORAL MANAGEMENT ON COLLEGE STUDENTS' NEGATIVE IMPACT

Guoqing Cui[1] & Lili Zhang[2]

[1]Department Of Student Affairs, Zhoukou Normal University, Zhoukou, 466001, China
[2]Teaching and Research Department for Ideological and Political Theory, Zkoukou Vocational and Technical College, Zkoukou, 466001, China

Background: Educational management psychology is a sub-discipline of psychology, which mainly refers to the study of individual behaviour and psychology, group behaviour and psychology, leadership behaviour and psychology and organisational behaviour and psychology in the process of educational management. Generally speaking, research methods in educational management psychology include observation, experimental research, survey research and test research. Through the study of educational management psychology, it is possible to effectively analyse and control the psychological patterns of managers and those being managed in educational management activities, so as to improve and optimise the corresponding educational management programmes and strategies and ensure the smooth development and implementation of educational work. At this stage of educational management psychology research, the core focus is on the psychological research of students, as they are the recipients of educational activities on the one hand, and the main targets of educational management on the other.

With the development and progress of the times, people have more and more channels to obtain social information, but social information and social atmosphere of different quality can also have a negative impact on people's psychological health. As a key group to promote social progress, students in colleges and universities play an important role with their pioneering and creative thinking characteristics. Therefore, teachers in colleges and universities should actively pay attention to the moral and ideological management of students, correct their political attitude, enhance their ideological height and promote the overall development and progress of students in colleges and universities. As students' physical and mental development is not yet fully mature and their life experience is lacking, their views on the development of things are somewhat biased, which restricts the healthy development of students' psychology and thoughts. By relying on the study of educational management psychology to guide the ideological direction of university students more actively, we can further promote the development of good ideological concepts and values among students, so that students' psychological problems can be effectively solved and a solid foundation can be laid for the cultivation of a high-quality talent preparation team.

Objective: Influenced by academic pressure, employment situation, life experience and other factors, many students in colleges and universities at this stage have certain psychological and ideological problems, and under the college education mode, students are difficult to get more appropriate guidance and guidance, resulting in serious deviations in students' psychological growth and ideological direction. In addition, influenced by the progress of technology and the continuous popularization of intelligent devices, many college students are weak in self-control and are often immersed in the Internet environment. Long-term indulgence in the Internet not only causes serious impact and influence on students' psychology, but also hinders students from carrying out normal interpersonal communication activities, resulting in students' personalities gradually becoming withdrawn and their thoughts gradually becoming extreme, which hinders the normal growth and development of college students. This has led to students' personalities becoming withdrawn and their thoughts becoming extreme, thus hindering the normal growth and development of students.

In addition, with the increasing number of college graduates, the employment situation facing students is becoming more and more severe, and many students have a certain fear and avoidance of the upcoming job search pressure, which will also have a certain impact on the minds and psychology of college students. Therefore, teachers should start from the students' point of view, to achieve the principle of localized and people-oriented management, learn to think differently, and analyze and study the complex psychological pressure and ideological environment faced by students at this stage, so as to come up with a more appropriate and reasonable moral education and ideological management plan for the subsequent This will lay a good and solid foundation for the subsequent management work. In addition, based on the requirements of social development and the current situation of university students, universities should combine the relevant contents of educational management psychology to build a perfect moral thought management mechanism for students, so as to solve all kinds of ideological and psychological problems that may arise in the course of study and life of university students in a timely and effective manner, further enhance the moral thought management effect of universities and make students' psychological health and ideological connotation more comprehensive. This paper is based on a university's moral education system.

Subjects and methods: This paper is based on a study of the moral management of students in a university, using questionnaires, data analysis and follow-up conversations to summarise and integrate students' thoughts and satisfaction with the moral management model, and to analyse the relevant data content, so as to lay the foundation for the corresponding opinions and suggestions based on educational psychology management.

Result: After conducting research on the moral management of students' thoughts in a university, the following results can be obtained, firstly, the influence of environmental factors. With the rapid development of the economy and society, people's mode of production and life has changed greatly, and people are overwhelmed by all the different kinds of information content produced in the process of social operation. As a group with a high level of knowledge, university students are also no exception. In the course of study and life, students may encounter extremely obvious contradictions and conflicts, leading to certain problems in their thinking and psychology, which have a certain negative impact on their development. Secondly, the influence of academic factors, in the long-term education and teaching activities, many schools are seriously influenced by exam-oriented education, blindly pursuing students' ability to take exams, but lacking attention to students' ideological and psychological health, resulting in the development of students' ability to be more one-sided, which seriously affects the continuous progress of students' ideological quality. Finally, the influence of family factors, many students' parents have not been trained and educated in a systematic way, and they have not studied and analysed the relevant contents of pedagogy, psychology and management in depth, which may lead to certain problems in the process of educating students' minds and psychological directions, resulting in a certain impact on students' minds and psychological health.

In addition to the influence of the external environment on students' thinking and psychology, personal factors are also crucial, firstly, the influence of personal psychological factors. Compared to junior and senior high school studies, the learning and living pattern of university has changed dramatically, from guided learning to independent learning, resulting in many students having adaptation problems. In addition, the more competitive nature of studying at university level has had a more serious negative effect on students' minds and mental health. Secondly, it is the influence of personal physical factors. At present, many students in colleges and universities are "far away" from physical exercise, and the frequency and frequency of participation in exercise are extremely limited, which leads to a continuous decline in physical quality and difficulty in adapting to the requirements of independent life in college, resulting in certain problems in behaviour and conduct, which affects the development of moral thought management in colleges and universities. This has affected the development of moral management in universities. Finally, the problem of personality is that most of the students in universities are only children, and many of them have grown up in a single environment, with poor adaptability to the external environment and a significant lack of expression, management and communication skills.

Conclusions: In order to further improve the moral and ideological management of colleges and universities, actively guide the ideological direction and psychological health of college students, and do a good job in the effective application of educational psychological management in the management of colleges and universities, relevant staff can take targeted measures for the following aspects, first of all, timely change management ideas, and actively pay attention to the ideological problems and even psychological health of college students. Although university students are gradually entering adulthood, most of them have not yet come into contact with society and have limited life experience, so they may have various kinds of ideological or psychological problems in the process of learning, which seriously affects the normal cultivation of university students and has a certain negative impact on the development of education and teaching activities. Relevant university management personnel and teachers should clarify the value and significance of school management, change and coordinate the traditional moral management ideas in time, strictly follow the human-oriented and local management policy and management strategy, think differently, understand the complex pressure of students, so that students' thoughts and psychological problems can be effectively ventilated and guided, and further improve the moral education in universities. This will further enhance the effect of moral education management in colleges and universities, make students' psychological health more reasonably guaranteed and promote the continuous improvement of moral education management in colleges and universities. In addition, as the environment and pressure faced by teachers are different from those of students, teachers should actively communicate and coordinate with student representatives, conduct a comprehensive analysis and judgment of the ideological problems existing in the student group, and then take more effective measures to solve them, so as to promote the continuous emergence of moral education management effects. Secondly, the psychological and ideological needs of students also differ significantly due to different educational backgrounds, upbringing and psychological personalities, etc. How to adapt to the different needs of students in universities has become a key challenge for moral education managers and psychology teachers in universities.

Teachers should use multi-level methods and tools to analyse and rank the different needs of students, and research the trends of students' minds and their mental health, so that they can meet the reasonable needs as far as possible in the context of the school's development. At the same time, in order to effectively improve the mental health of students, teachers in universities should also start with moral education methods to guide the content of students' thoughts and psychological trends, so as to promote the overall progress of students' ideological management effect. Finally, as a key group to promote social progress, university students play a key role with their outstanding performance of ideological quality and skill quality. Therefore, relevant educators should actively pay attention to the ideological health of university students and carry out moral education activities regularly, so that students can further master the knowledge of self-regulation and interpersonal communication, so that the moral education and ideological management activities in universities can be put into practice, and the significance of educational management The significance of psychology has been significantly reflected.

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ANALYSIS OF COLLEGE STUDENTS' PSYCHOLOGICAL HEALTH OF MORAL EDUCATION BASED ON INTERNET

Zhigang Deng

College of Music and Dance, Hunan First Normal University, Changsha, 410000, China

Background: Information technology and new teaching ideas are combined to promote the reform and development of education. Through the Internet platform, it can realize the real-time combination with the education system, build an information-based teaching platform, and provide a diversified platform for the teaching of specialized courses, which can not only enrich students' learning methods, but also improve the overall teaching quality, The psychological health of college students has been paid more and more attention. The psychological health of college students directly affects one's future achievements, and the moral education behavior of college students can also represent some people, and even intuitively reflect the success and failure of education. The research on moral education function of mental health education is still insufficient. The existing research both analyzes and lists the relationship between mental health education and moral education from the perspective of moral education. Or standing in the perspective of moral education from the top to the bottom, from the outside to the inside, put forward the necessary requirements for mental health education; or by comparing ideological education, political education, moral education and mental health education to explain its complementary status and possible role in ideological and political education. Based on the practice of college students ' mental health education, this paper analyzes and presents the moral function of mental health education from the perspective of objective neutrality, from bottom to top, from inside to outside, from near too far.

Objectives: There are three main purposes to study the psychological health analysis of moral education of Internet college students. The first purpose is to better understand the psychological state of college students and formulate courses in line with their development for college students; The second purpose is to analyze the relationship between moral education and psychological health by studying the moral education of college students; The third purpose is how the Internet can help college students' psychological health of moral education.

Object and method: The object of the study, as all college students in China, reflects the problem through the analysis of a student group, and puts forward a series of corresponding solutions to the problem. Through the opportunity analysis of the Internet, under the application background of information technology, integrate the psychological health of moral education with Internet technology, improve the pertinence and efficiency of moral education, and increase the path of educational penetration, Improve the status of moral education psychological health in students' knowledge system, and make students deeply aware of the importance of moral education psychological health; We should also clarify the relationship between moral education and psychological health. Although there is no connection between them on the surface, there are many connections between them in fact. As the main place for cultivating intellectuals in China, colleges and universities should understand that there is a basic relationship between moral education and psychological health. Through continuous research, it is more clear that psychological health is the expression of students' mental nature and ideas, and moral education can well reflect a student's psychological health, Through the guidance of students' psychological health level, we can promote the formation of students' ideological key and further improve the cultivation of students' good moral quality.