

Work Path Innovation of Vocational College Students' Mental Health Education Under the Background of Financial Media

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Abstract: With the rapid development and widespread popularity of Internet technology and mobile intelligent terminal equipment, financial media has become an important part of contemporary vocational college students' life. It not only provides a platform for students to express themselves freely but also provides rich resources for modern educational activities. At the same time, the complex information brought by financial media also has a profound impact on students' ideological consciousness and mental health. Therefore, this paper aims to analyze the influence of financial media on the mental health of contemporary vocational college students, summarize the application value of financial media in vocational college students' mental health education, and put forward the working path of vocational college students' mental health education under the background of financial media.

Keywords: Melting-media; Vocational college students; Mental health education

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1. Introduction

As a new form of media, financial media is formed in the process of the integration and development of traditional media and new media. It integrates the core advantages of traditional media such as newspaper, TV, and radio and emerging media such as the Internet and mobile communication to realize multi-channel and interactive content communication ^[1]. The interactivity and immediacy of financial media also provide students with a new channel to express themselves and obtain information, which to a certain extent promotes the diversification of students' thoughts and enhances the self-adjustment ability of students' mental health. However, it may also cause students to suffer from a series of problems such as stress due to information overload, decreased sleep quality, degradation of real social function, and confusion of values. Under this background, the work of mental health education in higher vocational colleges has ushered in unprecedented opportunities and challenges ^[2]. Therefore, higher vocational colleges can fully tap the educational application value of financial media and build a mental health education paradigm based on financial media platform.

2. The challenge of mental health education in higher vocational colleges in the era of financial media

The potential challenge of the media environment to the mental health education in contemporary higher vocational schools is reflected in many aspects.

First of all, in the environment of financial media, students are surrounded by various information sources, which makes it difficult for students to select and deal with. At the same time, faced with multiple or sometimes contradictory values, students may feel confused, affecting students' self-identity and mental health^[3]. Secondly, contemporary vocational college students have a strong personality. In the age of media integration, students have a strong dependence on online social communication, which affects their practical social ability and self-discipline^[4]. Finally, with the development of financial media technology, students can easily obtain all kinds of information and knowledge, which makes them less dependent on teachers. Moreover, misinformation and pseudoscience on the Internet may weaken the professional authority of teachers, and students may be more inclined to believe the opinions on the Internet rather than the guidance of teachers. This not only affects the teaching effect, but also may lead to students' disrespect for academic integrity and professional knowledge^[5].

Therefore, in the contemporary vocational college students' mental health education, teachers must pay attention to the influence of financial media, tap its application value, and play a positive role in promoting and guiding.

3. The application value of financial media in vocational college students' mental health education

3.1. Exploring students' mental health risks

Financial media is not only a platform for contemporary higher vocational students to obtain information and resources but also a space for students to express their thoughts and emotions. Therefore, it can become an important channel for higher vocational colleges to obtain and explore students' mental health risk factors. Vocational colleges can use the big data system to automatically collect and obtain students' daily records of financial media. By analyzing the text, pictures, and video information shared by students' moments, Weibo, Douyin, and other platforms, vocational colleges can grasp students' emotional fluctuations and timely understand the possible mental health risks of students^[3].

3.2. Optimize mental health education means

As an important information transmission medium in the current social environment, financial media is also a platform for mental health education and an important means and methods to enrich the mental health education of vocational college students. Firstly, financial media platforms host a large number of professional psychologists and psychology educators who provide psychological education and popular science content. Students can independently access these resources, enabling them to better understand their own psychological characteristics^[4]. Secondly, in teachers' teaching, the platform not only becomes a bridge of interaction between teachers and students as well as assists in psychological assessment, but it also provides online psychological consultation services.

3.3. Building a platform for mental health education

With the support of financial media, higher vocational colleges can create mental health education and service platforms for students. For example, a diversified platform system can be established to synchronize information across web pages, client portals, and mobile apps. This system can offer students various functions, including mental health consultation appointments, course teaching services, psychological assessments, expert consultations, and updates on group psychological counseling activities ^[5].

4. The work path of vocational college students' mental health education under the background of integrating media

4.1. Mechanism change: grasp the psychological dynamics of students with media integration as the carrier

In the practice of mental health education in traditional higher vocational colleges, the emphasis is often placed on post-event intervention. However, with the coming of the age of financial media, higher vocational colleges must change their educational concepts and upgrade from reactive treatment to active prevention. A predictive education strategy should be implemented through a prevention-first approach, integrating both proactive and preventive measures. Enhance comprehensive publicity and guidance in mental health education to help students develop emotional management skills and self-awareness, fostering their overall development.

First of all, mental health education should not only adhere to the basic principle of being people-oriented but also focus on prevention. In this process, the role of mental health education teachers is particularly crucial. They are not only knowledge providers but also guardians of students' mental well-being. Therefore, teachers can make use of the extensive and interactive features of the financial media platform to establish special accounts, popularize psychological knowledge, help students understand their own psychological state, improve self-cognition, and build a solid defense line for students' mental health. Thus, the potential negative impact of financial media environment on students' mental health can be alleviated and students' psychological quality can be enhanced ^[6].

Secondly, in the process of carrying out mental health education, it is necessary to improve students' psychological self-help ability as the core. Teachers need to respect students' subjectivity, guide students to clear self-cognition, and learn to identify the symptoms and manifestations of various psychological problems. They need to help student treat psychological problems with a scientific attitude so that they can self-regulate or seek outside help when they encounter psychological troubles ^[7].

4.2. The combination of movement and activity: innovating education and teaching methods by integrating media as a channel

In the traditional vocational college students' mental health education, its education model is mainly divided into three types: the first is the medical model, aiming at solving students' serious psychological problems, focusing on post-intervention and consultation of mental illness; The second is the development model, which aims to serve the growth of all students, and promote the all-round development of students by mining and cultivating their positive psychological qualities; Finally, the comprehensive mode, which integrates multiple resources through the creation of teaching activities, medical services and social environment, aims to create a good physical and mental development environment for students, to alleviate students' mental health problems ^[8]. Under this background, mental health education in higher vocational colleges can adopt the teaching method

of a combination of dynamic and static to strengthen students' comprehensive quality.

First of all, it is necessary to integrate resources and innovate teaching methods. Higher vocational colleges should make full use of the interactivity and real-time of the financial media platform, integrate educational resources, innovate teaching methods, and improve the attractiveness and effectiveness of teaching. They should combine teaching, medicine and social services to create a good environment conducive to the development of students' mental health.

Secondly, at the level of static education, teachers should build mental health education space. By integrating virtual and real-world approaches, mental health education can be delivered effectively. On one hand, fundamental knowledge is taught in the classroom, while on the other, an online learning space is established through internet platforms. This provides students with targeted mental health courses, helping them understand strategies and solutions for various psychological challenges ^[9]. In this process, teachers should also make use of Weibo, B station, Douyin, WeChat public account and other financial media platforms to push mental health education columns, popular science videos, and other resources to create a good mental health education environment for students ^[10].

Finally, at the level of dynamic education, higher vocational colleges should build a more complete psychological dynamic intervention and monitoring system for students and use advanced technologies such as big data, cloud computing, and artificial intelligence to collect and analyze students' behaviors on the financial media platform. Once abnormal data is detected, the system will give an early warning and remind teachers to adjust and intervene in time to improve the pertinence and effectiveness of mental health education ^[11]. At the same time, teachers can further expand the content and form of the education platform and establish platforms such as mental health thematic websites, online mutual assistance communities and online communication societies based on financial media, to solve the difficulties encountered in life and grow together through online communication, mutual assistance, and sharing of students.

4.3. Teacher development: establish a teacher introduction and training mechanism based on the path of financial media

In the context of the era of media integration, the psychological pressure faced by vocational college students is showing an increasing trend. These pressures not only come from the traditional fields of study, employment, family, and emotion but also the impact of financial media information on students' mental health that can not be ignored. Therefore, mental health education has become a key link in the construction of the current talent training system. Given the shortage of mental health education teachers in higher vocational colleges, it is necessary to take practical measures to solve the problem.

First of all, higher vocational colleges should attract more professional mental health education talents to join by optimizing the introduction system of teachers to enrich and strengthen the professional team of mental health education. Professionals in clinical psychology and psychology can be actively introduced to participate in mental health education. Regular lectures on topics such as "The First Lesson of Mental Health in School Admission" and "How to Deal with Negative Emotions" should be held to provide students with scientific psychological guidance. Secondly, recruit mental health teachers based on the student population to meet the teacher-student ratio required by national regulations. Implement a strict recruitment process and pre-job training to ensure that teachers are proficient in applying financial media platforms effectively ^[12]. The third is to broaden the team of mental health teachers, including counselors, moral teachers, ideological, and political teachers, etc. into the ranks of mental health education. On this basis, the three parts of the teachers

will be integrated and divided into divisions, respectively responsible for different mental health education responsibilities and intervention tasks ^[13].

Secondly, establish and improve the teacher training mechanism, improve the professional ability and teaching level of existing teachers through regular professional training and academic exchanges, and ensure the quality and effect of mental health education. A combination of online and offline approaches can also be adopted to encourage teachers to participate more in online and offline mental health education-related thematic lectures, educational theory conferences, live psychological classes, etc ^[14].

4.4. Brand building: To build a mental health education brand on the platform of financial media

In the era of financial media, higher vocational colleges should make full use of the publicity advantages and brand influence of financial media to build a new platform for mental health education. To this end, higher vocational colleges can organize teachers and students to build a professional financial media operation team and create a financial media brand with mental health education as the core to expand the campus and even the society's attention and influence on mental health education.

First of all, the team of teachers and students should improve the quality of the content of mental health education and integrate the media to convert the psychological science popularization knowledge into clear, easy-to-understand, and vivid language and images for popularization in students' daily lives. Such as: in the form of short videos, cartoons, videos, and other forms to present psychological decompression, empowerment, and other related knowledge, in order to improve students' psychological resilience.

Secondly, the team should pay attention to the interaction with students and users, conduct in-depth communication in the comment section of the financial media platform, and actively answer and reply to questions to strengthen the users' loyalty and give full play to their professional quality and skills ^[15]. In addition, the team should also rely on the Rongmedia platform to actively carry out various mental health practice activities, such as online psychological assessment, psychological sand table, live psychodrama, online group psychological counseling, live expert classes and other activities based on the campus culture festival, to strengthen the brand effect and influence.

In this way, higher vocational colleges can not only improve the coverage and effectiveness of mental health education but also form a positive atmosphere of mental health education inside and outside the campus, contributing to the healthy growth of students and the harmonious development of society.

5. Conclusion

To sum up, in the environment of financial media, mental health problems have become an important factor affecting the life, study, employment, and growth of contemporary vocational college students. Vocational colleges should proactively mitigate the potential negative impact of the media environment on students' mental health by monitoring students' psychological well-being through media platforms and innovating educational approaches. By leveraging teacher recruitment and training programs, enhancing mental health education, and building a strong media brand, colleges can establish a high-quality mental health education service model and foster a positive campus environment. This, in turn, supports the healthy development of students' physical and mental well-being.

Disclosure statement

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