

formulate psychological contracts of transaction type. The frequency of communication affects the transfer efficiency. The behavior psychological contracts of peasant households established have positive correlation with their behavior cognitions. The clearer both sides understand the rent information, the more probably psychological contracts formulated, and the better the effect of the transfer is.

Results: The psychological contracts of three dimensions influence the behavior of the peasant households in the process of farmland transfer, which is mainly represented in three aspects: (i) the farmland transfer is a multi-objective decision making of motive restricting psychological expectations, and then influencing behavioral decision making, which is commonly found in the process of the farmland transfer; (ii) the establishment of the behavior psychological contracts of peasant households and the types formulated are concerned with their behavior characteristics of the behavior background, subjective norm and behavior cognitions. Different types of psychological contracts have different effects on farmland transfer; and (iii) the experience of the farmland transfer of the peasant households has a certain effect on their current psychology and behavior of farmland transfer. Assuming the institution and the environment being steady, the behavior of the peasant households will have continuity and stability to a certain extent in the process of the farmland transfer. Therefore, the future psychology and behavior of the farmland transfer may be inferred from present behavior psychological modes.

Conclusions: The psychological contracts are influenced by three aspects, i.e., individuals, organizations and society. The social structure and the cultural factor affect the contents and characteristics of the psychological contracts. The national conditions determine having certain restrictions on the scale of the farmland transfer in nowadays China, which is not appropriate to be in a hurry to succeed. In order to promote orderly, steady farmland transfer, it is suggested that improving policy and system builds steady institutional environment of the farmland transfer, creating conditions of the establishment of the psychological contracts of the peasant households, and guiding their establishing psychological contracts in the relationship dimension. Perfecting market system and appropriately cultivating and developing facilitating agencies of farmland transfer decrease the probability of psychological contracts violated or broken. According to the qualities of labour and culture of the peasant households, guiding them to maintain a positive attitude promotes their behavior decision making of farmland transfer, no matter the farmland transferred in or out.

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IMPROVEMENT OF RELATIONSHIP BETWEEN TEACHERS AND STUDENTS OF CHINA'S LOCAL COLLEGES AFTER COVID-19 PANDEMIC: FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Although the epidemic has eased in China, it is still raging abroad and there is a risk of a rebound. Therefore, domestic college students still have psychological problems such as fear, panic, worry, doubt, depression, anxiety and irritability, which brings tension and pressure to the teacher-student relationship. Positive psychology proposed by Seligman and Csikszentmihalyi in 2000 mainly studies human's positive psychological qualities and focuses on human's health, happiness and harmonious development. It provides guidance and substantial help to those who have inner doubts, confusion or pain, which is instructive for college students and teachers who are still worried in the post-epidemic situation.

Purpose of study: From the perspective of positive psychology, this paper surveys the present relationship of teachers and students of China's local colleges in post-epidemic situation, analyzes the present problems, puts forward effective coping strategies, aiming to create a happy, harmonious psychological environment, establish a relationship of equal status, mutual respect and sincere trust between teachers and students and improve the psychological happiness index of teachers and students.

Subjects and methods: Subjects: the present relationship between teachers and students of China's local colleges in post-epidemic situation of COVID-19. Methods: literature review, questionnaire survey, interview and discussion, statistical analysis, etc.

Study design: Due to the epidemic situation, it is impossible for the author to carry out large-scale experiment in other colleges. The author took 200 students and 5 teachers from one local college as observation objects. This study consists of four steps: (1) Pre-survey and problems analyzing; (2) Coping strategies proposing; (3) Experiment conducting; (4) Post-survey and result analyzing.

Methods of statistical analysis: Software of SPSS 23.0 is used for statistical analysis according to CSV

standard (Character Strength and Virtues: A Handbook and Classification). Software of Nvivo is also used to deal with interviews, accompanied by quantitative research.

Process and results: (1) Pre-survey and problems analyzing. 200 students received a pre-survey, including an online questionnaire with 32 questions (teacher-student relationship satisfaction, teacher-student relationship influencing factors, teacher-student relationship improvement suggestions). Pre-survey shows that students' satisfaction rate of teacher-student relationship is 73%, of which the very satisfaction is only 51.5% (Figure 1). Present problems are as follows: some teachers have personality defects, unwilling to communicate with students, lack the ability to communicate with students, are cognitively biased and disdain to interact with students, while some students are introverted, unwilling to contact with teachers, lacking in family education and life goals. (2) Coping strategies proposing. Under the guidance of positive psychology, strategies are proposed: improve teachers' moral cultivation and strengthen their psychological education, respect students and protect their personal integrity, listen to students with transposition thinking and trust students with mutual understanding. Students pay attention to their own education on life outlook, learn to deal with interpersonal relationship, focus on their own mental health, practice their ability to resist setbacks, establish peer support mechanism. (3) Experiment conducting. Related teachers and students were required to put the above coping strategies into authentic teaching and learning activities and other outside-class interactions. (4) Post-survey and result analyzing. After a semester of experiment, the author conducted a post-survey, with the 200 students involved answering the questions in the online questionnaire. The result shows that the students' satisfaction with the teacher-student relationship increases to 92.5%, of which the very satisfaction increases to 76.5% (Figure 1).

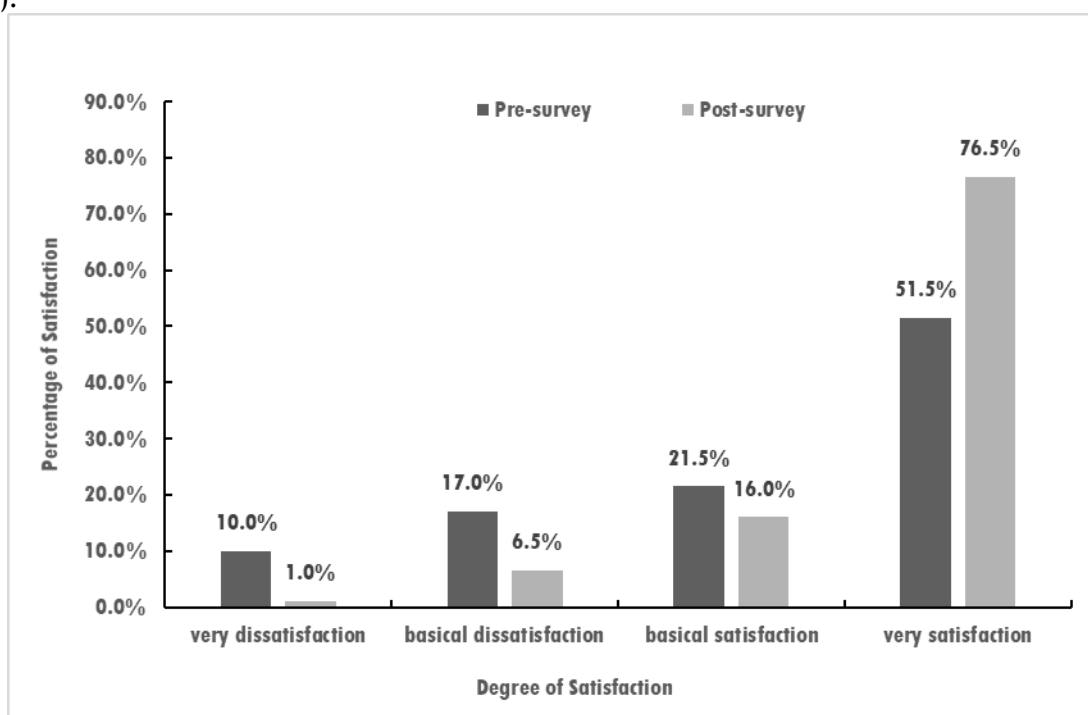


Figure 1. Comparison of teacher-student satisfaction rate between post-survey and pre-survey.

Conclusions: Positive psychology is instructive in improving the relationship between teachers and students of China's local colleges in the post-epidemic situation. (1) Positive psychology is closely related to positive subjective experience such as happiness and individual characteristics. If teachers and students don't agree with each other on the personality, interests, physical conditions, happiness expectations and other aspects, they should strive to attain the mutual respect and sincere trust. (2) Positive psychology explores the positive psychological qualities of human beings and advocates positive self-determination. Teachers should respect students with their self-determination, creativity, wisdom, virtues and other behaviors. (3) Positive psychology emphasizes on the positive influence of social environment, such as family's economic situation, parents' feelings, college's leaders and teachers, campus surroundings and regulations, society's epidemic situation, difficult employment and polarization between the rich and the poor, etc. Therefore, in the teacher-student relationship, teachers should actively guide students to act rationally when they have negative emotions and irrational behaviors.

To sum up, there are some suggestions for college teachers: treat students fairly and respect each student's personality; understand what the students want and meet the needs they expect; inspire students

to self-educate and care for each student's study and life; make full use of weekends and other spare time to promote the free communication between teachers and students.

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ARTISTIC CHARACTERISTICS AND MULTICULTURAL PSYCHOLOGICAL ANALYSIS OF HONG'AN EMBROIDERY

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Background: Hong'an Embroidery is a popular folk embroidery art for female workers in Hong'an County, Hubei Province, China. It is a kind of embroidery decoration made by using steel needles, colored threads, and textile fabrics. It has a long history. According to the records, it began in the Guangwu reign of the Eastern Han Dynasty, prospered in the Tang Dynasty, and prospered in the Qing Dynasty. In Hong'an folk, known as "no women no embroidery" ballad. Hong'an Embroidery is cheap and of high quality, which is of great value for protection and inheritance. In 2008, it was listed in China's National Intangible Cultural Heritage List. In 2010, it was exhibited in the "Activity Area of Chinese Elements" at the Shanghai World Expo. In 2012, it took root in Wuhan Intangible Cultural Heritage Park as a national "Intangible Cultural Heritage" project. In November 2019, the list of organizations under the protection of representative items of national intangible cultural heritage was published, and the Hong'an County Cultural Center was granted the status of "Hong'an Embroidery Living". In recent years, Hong'an County has carried out various forms of skill training for people with non-genetic heritage to further expand the influence of "Hong'an Embroidery Work", so that farmers can find jobs at home and consolidate the achievements of poverty alleviation. However, with the in-depth transformation of China's social economy, it is still facing the impact of modern economy and culture. In this context, it is necessary to carry out research and protection of Hong'an Embroidery as an excellent intangible cultural heritage.

Objective: As a folk embroidery craft with regional characteristics, Hong'an Embroidery is associated with the material and spiritual life of the working people. This paper attempts to analyze and elaborate its folk origin, artistic characteristics and multi-cultural psychology and connotation, in order to deeply explore the aesthetic psychological mode and its mechanism and characteristics in a specific region.

Subjects and methods: Based on combing the relevant literature and conducting in-depth field investigation in various places of Hong'an, this paper combines the theoretical explanation of aesthetic psychology with practical case examples.

Result: First, the folk origin of Hong'an embroidery is analyzed. Then, the artistic characteristics of Hong'an embroidery work are explained, including: first, the process is simple, and the stitch is flexible and original; Second, the pattern theme is rich, the shape is clever and vivid; Third, the color collocation is bold, and the color tone is changeable and exaggerated. Then, it analyzes the multi-cultural psychology of Hong'an embroidery from five aspects, including: first, unsophisticated philosophy consciousness; The second is the profound culture of Jingchu; The third is the spiritual imprint of human changes; Fourth, the emotional beliefs of the military and the people in the old areas; The fifth is the meaning of good and auspicious life. At last, it deeply explores the aesthetic psychological mode and its mechanism and characteristics in a specific region. In a word, it enriches the relevant research of Hong'an embroidery, improves people's understanding of Hong'an embroidery, and helps to enhance the social protection awareness of Hong'an embroidery. At the same time, it also enriches the research on the aesthetic psychological model and its mechanism and characteristics of a specific region.

Conclusion: Hong'an embroidery not only reflects people's simple life concept, the pursuit of a happy life, its formation and development from the side also reflects the folk custom in a specific region, as well as the diversified cultural psychology and artistic aesthetic connotation. The research shows that the aesthetic psychology highlighted in the folk arts and crafts in a specific region reflects the embodiment of people's aesthetics and values in all aspects of this region, and is a psychological model with its own regional characteristics. Undoubtedly, it also comes from people's daily psychological activities such as perception, imagination, emotion and understanding, which are mutual actions, which constitute specific and multiple aesthetic experience. At the same time, its formation is historic, its constituent elements are diverse, and its role is staged.