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A NEW THOUGHT ON COLLEGE ART EDUCATION FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Presently, the university fine arts education unceasingly obtains the new development, is marching towards the market, the world advancement, its development advancement also presents the multiplication tendency gradually. Because of the different economic and social conditions in different countries and regions, colleges and universities have different emphases in the direction of modern art education. In this diversified market environment, modern art education is also constantly reforming, innovating teaching methods, adjusting teaching objectives, in order to meet different social needs to train more talents. The traditional fine arts education pays attention to the teaching of professional knowledge in the aspect of personnel training, which makes the division of majors more detailed. Art psychology is a subject that studies the author's psychological activities in the process of art creation, the appreciator's psychological activities and the social psychological activities reflected in art works. This research process is mainly to discuss the activity law of emotion, cognition, will and so on. Art education is through the teacher's interpretation of art works, so that students can communicate with the creators of art works in a silent dialogue and indirect communication. This kind of communication does not need the students and the artists face to face, but students need to have a certain theoretical knowledge of art and art knowledge, can understand the art works hidden in the works of the inner psychological activities, can appreciate the art creator's mental process.

Objective: With the continuous development of teaching reform, some colleges and universities in order to unilaterally integrate with the market, improve the practical requirements in subject setting and teaching content. On the other hand, due to the impact of market economy, some college students have changed their moral concept and value orientation, and have been greatly impacted by the impact. Some students are eager for quick success and instant benefit. They hope to get a higher reward in a short time, but they do not pay attention to the basic knowledge of their specialty. The concept of learning also has obvious utilitarianism and tendentiousness, but the study of professional knowledge and basic knowledge has been neglected. How to correctly guide students to change this learning concept and attitude, to establish a correct concept of art, is one of the key issues to be studied in modern art education, but also an important issue facing art educators.

Subjects and methods: Art psychology is a special subject, but we should not reject or even abandon it just because it belongs to a marginal subject. Its existence is of great significance to the development and perfection of art education. Art education can effectively improve the students' awareness of art creation, and it can also promote the formation of students' personality and cultivate students' necessary emotion of art creation. This article mainly carries on the investigation analysis from the fine arts psychology regarding raises the fine arts teacher teaching ability, creates student thinking ability and active classroom atmosphere.

Study design: Using stratified cluster random sampling method, 600 students and teachers majoring in art were investigated by questionnaire. A total of 600 questionnaires were distributed and 579 were retrieved, with 561 valid copies.

Methods: Using Excel statistical art psychology to influence the students and teachers of art specialty.

Results: Art teachers are a special group, he shouldered the duties of teaching and responsibility, but also to play a pioneer in the cause of art education and explorers. The key and essence of creative thinking lies in imagery thinking, because creation must have new ideas and cannot copy old ideas, so creation can be guided by art psychology to improve thinking ability. In the teaching process, the teacher must have the principle of art psychology, simplify the complicated things in art teaching, present them in a relatively interesting and easy-to-learn way, and teach in an equal atmosphere.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective errors in the evaluation, the evaluation values of 600 subjects were averaged and the results were rounded off. The statistical table is shown in Table 1.

Conclusions: Art psychology is a study of art works and human psychology of science, is a can help people better learn the art of learning. Therefore, it is more closely related to art education. At the same time, art psychology is a kind of psychological re-link, but also a very practical and can fully demonstrate the

application of knowledge. Art education is a great cause of education. The aim of Art education is to train students' ability of visual reading, expression and communication, and guide them to think and interpret classical art works and visual images in daily life. Art psychology can effectively develop and extend art knowledge and skills, meet the needs of human society, economy and spiritual culture, at the same time, improve personality, form basic art quality and promote people's all-round development.

Table 1. Influence of art psychology on art majors and teachers.

Factor	Teaching ability	Thinking ability	Classroom atmosphere
Student	3	4	3
Teacher	4	4	4

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THE INFLUENCE OF WEAK COMMUNICATION THEORY ON READING PROMOTION IN UNIVERSITY LIBRARIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: According to the Weak Communication Hypothesis, the initial concept of public opinion is strength, and strength is the most important attribute and relationship of public opinion world, and thus a complete theoretical system is constructed. The weak propagation hypothesis consists of nine concepts and theories. Weak communication refers to the communication phenomenon of the advantage of the weak in the world of public opinion, sometimes also refers to the communication strategy based on the theory of weak communication. The weak world refers to the world of public opinion operating according to the law of weak propagation. The strong world refers to the real world. The weak communication theory system is simply called the weak theory, which is a philosophy about the world of public opinion. It answers the fundamental question of "what is the world of public opinion", and sums up the fundamental law of the world of public opinion, which is a theoretical system of world outlook and methodology. In addition to the natural world, the weak principle means that human beings live in the real world and the public opinion world at the same time. The public opinion world is the inverse world of the real world, and they are basically opposite in the attributes of strength and weakness, primary and secondary relations, light and light judgments and rational guidance. The world of public opinion is a world built on the surface of scrambling for attention, recognition and recognition. In the process of its competitive communication, the world of public opinion is dominated by the strong in the struggle for attention, by the weak in the struggle for recognition, and by the larger in the fight for the surface area. The weak theorem means that the world of public opinion is the world of strong meat and weak food. Its popular expression is that the strong group in reality is the weak group in the public opinion. The law of emotion is the world of public opinion. Its popular expression is that public opinion is unreasonable. Light rules for the world of public opinion is the world of communication. Its popular expression is that light things are best spread. The second theory is that the world of public opinion is a world of communication reversed. Its popular expression is that the main melody is the most difficult to spread. The four laws of the world of public opinion are summarized as follows: the advantage of the weak, the emotional strength, the light for the heavy, the secondary. Weak communication theory in a word: natural selection of public opinion, the survival of the weak.

Objective: The four laws of the world of public opinion are summarized as follows: the advantage of the weak, the emotional strength, the light for the heavy, the secondary. Weak communication theory in a word: natural selection, the survival of the weak. The popularization of reading in university libraries is conducive to raising the awareness of reading for all and promoting the improvement of cultural quality.

Subjects and methods: The advent of the information age provides more channels for the promotion of library reading. In order to improve the comprehensive reading ability of the students and lay the foundation of the students' cultural accomplishment, it is necessary to establish a more perfect strategy of library popularization. This paper mainly studies the reading situation from the influence of weak communication theory from the perspective of psychology, by consolidating the ideological basis, building talent support and improving the mechanism.

Study design: Stratified cluster random sampling method was used to investigate 600 college students, undergraduates and postgraduates. Random three schools of different grades, different genders, different majors of each 200 students of the questionnaire survey, 600 questionnaires, 574 valid questionnaires were