

Methods: Using Excel statistics of students of all ages to accept the ideological and political education courses in colleges and universities, to analyze the results of curriculum ideological and political teaching reform.

Results: In the actual teaching work, we should firmly carry out the teaching idea of student-oriented, fully stimulate students' initiative and creativity in learning, so as to realize the resonance with students' thoughts and consciousness, fully stimulate students' interest in learning, and better carry out the teaching work of ideological and political courses. Ideological and political course teachers treat ideological and political course teaching as a major course by changing the traditional formal concept of ideological and political course teaching to arouse students' enthusiasm. Through a variety of ways to discuss with students, timely understanding of vocational students in mind and learning activities of the problems, the implementation of guidance for students, in the late education to improve. Attach importance to the evaluation of fairness and hardness indicators, give students unqualified evaluation, promote the importance of education and education of students, standardization.

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 500 students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Contents of educational psychology on ideological and political teaching reform in higher vocational colleges

Content	Higher vocational college A	Higher vocational colleges B	Higher vocational colleges C
Student-oriented education and teaching concept	4	4	5
Personal quality and skill training of teachers	4	5	4
Teaching information feedback mechanism	4	3	3
Multifaceted assessment of students	4	3	4

Conclusions: In essence, psychology is a subject that continuously influences individual's behavior according to guidance and inspiration. But educational psychology in higher vocational colleges ideological and political curriculum education of transformative use and try, should pay more attention to the implementation of the impact of students. Educational psychology attaches great importance to human nature, life and society, and pays attention to exploring people's inner potential and virtue. In order to ensure the healthy development of students, we need to infiltrate the idea of educational psychology into the whole process of ideological and political teaching in vocational colleges. Under the background of educational psychology, the reform of ideological and political curriculum education in higher vocational colleges needs better and more comprehensive application of educational psychology.

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IDEOLOGICAL IMPACT IN ANCIENT CHINESE LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY-TAKING THE BOOK OF SONGS AS AN EXAMPLE

Jia Fan

School of Literature, Journalism & Communication, Xihua University, Chengdu 610039, China

Background: Social psychology is a science that studies the occurrence, development and change law of individual psychological activities under specific social living conditions from the perspective of the interaction between society and individuals, that is, the problem of "how to think". Social psychology can effectively study the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. The research contents at the individual level include: individual socialization process, communication, speech development, partners, the impact of family and living environment and school on individuals. The research contents at the social group level include: group communication structure, group

norms, attitudes, racial prejudice, aggression, customs and culture, etc.

The book of songs is the first collection of poems in China. It collects poems from the early Western Zhou Dynasty to the middle spring and Autumn period, spanning about 500 to 600 years. The book of songs is divided into three parts: wind, elegance and ode. Wind is a ballad of the Zhou Dynasty. "Ya" is the Zhengsheng elegant music of Zhou people. "Ode" is a sacrificial song of Zhou Wangting and noble ancestral temples. The book of songs is rich in content. It reflects labor and love, war and corvee, oppression and resistance, customs and marriage, ancestor worship and banquet, and even celestial phenomena, landform, animals and plants. It is a mirror of the social life of the Zhou Dynasty. In these rich contents, it shows the political and ethical thought of ancient China in the form of art.

Objective: Social psychology is a major branch of psychology. It studies psychological problems related to society. We know that all social things have human factors, that is, psychological problems. Therefore, this paper uses social psychology to analyze the impact of ideological impact on ideological politics in ancient Chinese literature.

Subjects and methods: This paper mainly analyzes the effect of social psychology on the ideological impact in ancient Chinese literature. It is studied from three aspects: influencing individual motivation and behavior, emotion and emotion theory, and promoting the development of ideological work.

Study design: Through the method of literature investigation, this paper refers to the literature on the literary thought of the book of songs in recent 10 years, and studies and analyzes the thought of ancient Chinese literature. Literature survey is a very convenient, free and safe survey method. Literature survey is less restricted by the outside world. As long as the necessary literature is found, it can be studied anytime and anywhere. Even if there is an error, it can be made up by re research, so its safety factor is high.

Methods: The impact of social psychology on the thought of ancient Chinese literature is statistically analyzed by Excel.

Results: The starting point of the work is to guide people's thoughts and behaviors in the right direction on the basis of understanding individual political history, ideological consciousness, moral quality and personality psychological characteristics. Through the impact of social psychology, the development of individual motivation and behavior can be promoted. From the perspective of emotion, it can awaken people's ideas and use the power of emotion to infect the object. Social psychology research shows that emotional communication is most likely to produce positive results. At the same time, harmonious interpersonal relationship can effectively carry out ideological work.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in evaluation, the rounding method of the obtained results is determined. The specific statistical table is shown in Table 1.

Table 1. Ideological impact of social psychology on ancient Chinese literature

Content	Individual motivation and behavior	Emotion and emotion theory	Promote the development of ideological work
Degree of influence	5	5	5

Conclusions: The Chinese nation has a profound cultural tradition, has formed a distinctive ideological system, and embodies the knowledge, wisdom and rational speculation accumulated by the Chinese people for thousands of years, which is the unique advantage of China's thought. Chinese civilization continues the spiritual blood of the country and nation. It not only needs to be passed down from generation to generation, but also needs to keep pace with the times and bring forth the new. The book of songs is one of the earliest and most important classics in the history of the development of Chinese civilization. Its form, content, thought and spirit have a great impact on the development of Chinese civilization. Up to now, it also gives important enlightenment to our political ethics construction and even cultural construction.

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DECISION MAKING AND APPLICATION OF ENTERPRISE STRATEGIC FINANCIAL MANAGEMENT FROM THE PERSPECTIVE OF PSYCHOLOGY

Shuran Feng

School of Business, Hong Kong Baptist University, Hongkong 999077, China