

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

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Background: Since 2017, the main idea of China's economic market development is to keep making progress while maintaining stability and continue to promote the development of the overall economy in the new period in accordance with the macroeconomic pace of national industrial structure adjustment and supply side structural reform. However, from the current economic data, in 2016, the national CPI increased by 2.1% and PPI increased by 5.1% year-on-year. Although the total GDP rose to 17 trillion, the national economy as a whole is facing great pressure from the continuous increase of inflation. With the rapid development of enterprises and the increasing requirements of market environment on enterprise management ability, the decision-making and application of enterprise finance have been directly related to the comprehensive management level of enterprises. The ultimate goal in the process of enterprise development is internally consistent with the goal of enterprise financial management, which is to maximize enterprise benefits and profits. Therefore, only by raising the financial management to the height of enterprise management, can financial management really play its role in enterprise capital operation, risk management and strategic planning. The new economic and enterprise development model endows the enterprise financial management with new significance and role, that is, in order to improve the capital operation efficiency of the enterprise and strengthen the core advantages of the enterprise in the current competitive environment, the financial management should start from the overall perspective of the enterprise strategy, based on the long-term development strategic objectives of the enterprise, and give full play to its strategic role in the enterprise's financial activities Tactical role.

Objective: The growing economic situation has brought greater pressure to the further development of enterprises. In order to improve the pressure resistance of enterprises and ensure the survival and development of enterprises, financial management plays an important guiding role in enterprise strategic planning and decision-making. Therefore, based on the current economic development situation and the objectives and contents of enterprise financial management, this paper discusses and analyzes the application of financial management in enterprise strategic planning and investment decision.

Subjects and methods: Under the background of psychology, efficient enterprise strategic management and financial decision-making and application can effectively promote the development of enterprises. This paper mainly studies from three aspects: performance feedback, strategic change and risk prevention and control. Six large, medium and small enterprises are selected as the research object to investigate and analyze the decision-making and application of enterprise strategic management finance.

Study design: A questionnaire was distributed to 60 senior executives of six companies. The questionnaire is required to be completed at one time. It takes about 15-20 mins for each person to fill in the questionnaire. A total of 60 copies were distributed, 60 copies were recovered, and the number of valid copies was 60.

Methods: The decision-making and application effect of enterprise strategic management finance from the perspective of Excel statistical psychology.

Results: The process of performance feedback information is disturbed and affected by many factors, among which the cognition and risk preference of financial managers are the key to the interpretation of fuzziness. Under the psychology of self enhancement and self-service, financial managers can guide the fuzzy feedback information to the decision-making and application of finance. Management's financial decision affects the organization's strategic change to the enterprise, and can effectively promote the development of the enterprise. Correct financial decision-making can effectively improve the risk avoidance, loss control, risk transfer and risk retention of enterprises. Through the feasibility analysis of enterprise investment projects by the financial department, we can get the amount of funds and capital occupation time that enterprises need to invest in the process of project investment, and further estimate the rate of return and investment risk of enterprise investment.

The survey results use five grades of 0-4 to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 60 senior managers of enterprises are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Financial decision-making and application effect of enterprise strategic management from the perspective of Psychology

Factor	Performance feedback	Strategic change	Risk prevention and control
Small business	4	4	4
Medium-sized enterprise	3	4	3
Large enterprises	4	3	4

Conclusions: In order to effectively adapt to the development trend of economy, science and technology,

improve the comprehensive pressure resistance of enterprises, and give full play to the role of financial management in enterprise strategic planning and decision-making, it has become an important means for enterprises to get rid of the bottleneck of development. Enterprises can improve the positive role of financial management in the survival and development of enterprises through psychology, so as to realize the value-added and efficiency of enterprises in the current increasingly severe economic environment, and escort the further progress and development of enterprises.

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INFLUENCE OF TEACHER DEVELOPMENT ON ANXIETY AND EMOTION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF INTERNET PLUS

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Background: With the advent of "Internet Plus" era, higher education is facing opportunities and challenges. University teachers are the cornerstone of the development of colleges and universities, which determines the development direction of higher education in the future. From the perspective of development mode of college teachers, college teachers are faced with the opportunities and challenges of teaching reform brought by the Internet, as well as the pressure of updating their own knowledge system in order to better enhance their scientific research level. From the perspective of organizational system of university teacher development, it is urgent for TDC to provide university teachers with all kinds of development resources needed in the "Internet Plus" era. From the perspective of university faculty development motivation, the university faculty development in the "Internet Plus" era faces the situation of surplus external motivation and insufficient internal motivation. From the content of university teacher development, the way of university teacher development mainly includes teaching development and scientific research development. First of all, the "Internet Plus" era has subverted the traditional way of learning. It is more convenient for college students to acquire knowledge. College teachers' learning methods and teaching methods should also change accordingly. Secondly, the speed of knowledge updating in the Internet Plus era accelerates the aging of the original knowledge structure and knowledge system of university teachers. Scientific research can not only promote university teachers to better learn how to effectively obtain information and reorganize information in the vast ocean of knowledge, but also promote university teachers to further update their own knowledge system. The Internet Plus era provides more space and more options for university teachers to develop scientific research. From the perspective of university teacher development organization system, the university teacher development center is the institution most closely related to university teacher development. In the "Internet Plus" era, the development of university teachers faces unprecedented external impetus. Along with the development of the times, the network technology makes the knowledge change with each passing day, the channel for university students to obtain teaching resources is pluralistic, which leads to the situation that university teachers face the accelerated aging of their own knowledge structure and the lagging of their own teaching level, the external impetus faced by university teachers has destroyed the stability of university teachers' self-value judgment, and triggered the huge internal development demand of university teachers in teaching and research development.

Objective: Anxiety refers to a state of anxiety and fear in which a person's self-esteem and self-confidence suffer setbacks, or feelings of failure and guilt increase, as a result of a failure to achieve a goal or to overcome the threat of obstacles. Since the intensity of anxiety can only be directly assessed by experienced individuals, the researcher must have an indirect way to assess his or her phenomena and physiological characteristics. Competition in various fields has become a social phenomenon. The psychological pressure borne by people is increasing. Especially, the psychological health of college students is on the rise, especially anxiety. If students' anxiety is not adjusted in time, students' self-esteem and self-confidence will be affected, and the sense of guilt in learning will increase sharply. In the long run, there will be a kind of nervous and even fear of learning psychology, on our late music learning will also bring great obstacles.

Subjects and methods: A total of 800 questionnaires were randomly selected, including 500 questionnaires online and 300 questionnaires offline, using both online and offline methods. The questionnaire includes the impact of Internet plus times on students' life and learning style, how to treat the development of college teachers and the change of college students' anxiety and emotion. The