Subjects and methods: This paper mainly studies and analyzes the psychological influencing factors of tourism souvenir marketing from the emotional transmission of advertising. It is studied from four aspects: aesthetic sense, regional culture and innovative design. Ten tourism cities were randomly selected to send questionnaires to citizens to statistically analyze the psychological impact of advertising emotion on tourism souvenir marketing.

Study design: 600 tourist groups were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 589 were recovered, and the number of valid copies was 573.

Methods: Excel is used to count the psychological impact of advertising emotional transmission on tourism souvenir marketing.

Results: Tourists are first attracted by its exquisite shape, and the visual response directly affects their psychological judgment. Therefore, advertising is used to deepen the shape, color and packaging publicity of tourist souvenirs, so as to directly leave a first impression on tourists. Tourist souvenirs meet the needs of tourists. Most tourists buy tourist souvenirs in the hope that the place they have been to can leave space for their memories, or by purchasing tourist souvenirs, they can deepen their understanding of local customs, or give gifts to family and friends, share the regional culture of the tourist destination, and expand the scope of communication by using advertising. Only after understanding the needs of tourists and considering various factors can the design of tourist souvenirs better meet the material and spiritual needs of tourists and produce better value.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 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 600 tourism groups are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Psychological effect of advertising emotion transmission on tourism souvenir marketing

Content	Aesthetic sense	Regional culture	Innovative design
College students	4	3	3
White collar group	4	3	3
Retired group	3	4	4

Conclusions: Extending the design of tourist souvenirs with the method of advertising design can better change the current situation of similar and poor Chinese tourist souvenirs, make targeted arrangements for the design of tourist souvenirs according to the needs of consumers, and let tourist souvenirs attract the attention of tourists through their own themes, shapes, colors and materials, so as to better More comprehensively tap the consumption market potential of tourist souvenirs, so as to obtain the market initiative and actively guide consumers' consumption behavior.

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THE APPLICATION OF EDUCATIONAL PSYCHOLOGY THEORY IN INNOVATIVE TEACHING OF PIANO COURSE

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Background: Educational psychology is the product of the combination of educational activities and psychology. It is a science to explore the psychological laws of middle school and teaching in the process of education. Educational psychology can describe, explain, predict and control educational practice. It can help teachers understand problems, provide theoretical guidance for practical teaching, predict and intervene students' behavior, and make them carry out educational research combined with practical teaching. Behaviorism learning theory, cognitive learning theory, humanistic learning theory and constructivism learning theory constitute the general learning theory of educational psychology. With the improvement of people's living standards, more and more people have the opportunity to learn music. Some learners regard piano learning as one of the main ways to contact music. Through years of piano teaching and performance practice, the author finds that piano teaching does not exist in isolation, but is closely related to pedagogy and psychology. However, there are still many problems in vocal music teaching at this stage, such as single teaching mode, thin teaching content and backward teaching methods, which need our

attention. Under the situation of continuous progress of vocal music art as a whole, the exploration of vocal music education should also move forward, consistent with the international advanced level, and should be improved in the form, content and teaching means of vocal music education, so as to make great progress in vocal music education.

Objective: The theory of educational psychology has a strong application in the innovative teaching of piano course. For example, in piano teaching, the research on group learning psychological differences and individual learning psychological differences. Research on how to adapt piano teaching to different groups and individuals. research on specific problems directly related to piano teaching psychology and piano learning psychology, etc. The more in-depth and detailed research on the applied topics of music educational psychology is an important aspect of the development trend of music educational psychology. At the same time, it also provides a broader and diversified research space for educators.

Subjects and methods: In order to understand the basic situation of piano course teaching at the present stage, 200 students studying piano course in art colleges were selected and sent out questionnaires for sampling survey. The survey time is 2019. The students in Grade 1, grade 2 and grade 3 of a school were investigated after class. The students in grade 4 were investigated during the grade meeting. A total of 200 questionnaires were distributed and 200 questionnaires were recovered. The contents of the questionnaire mainly involve students' interests, communication with teachers, teaching forms, teacher-student relations Satisfaction and suggestions on course content and structure, etc.

Results: The survey results of students' satisfaction are shown in Table 1. It can be seen that some students are not satisfied with the existing curriculum teaching, mainly including teaching content, teaching methods, etc.

Table 1. Statistical results

Satisfaction	Dissatisfied	Commonly	Basically satisfied	Satisfied
Proportion of people	32	23	30	15

At the same time, in view of the problem of learning interest, 33% of the students expressed great interest in learning, 42% of the students expressed that their interest in learning was ok, and 25% of the students expressed little interest in learning. The main reasons were low self-confidence, not really understanding the art of vocal music, not loving themselves, etc. The results of this survey show that the learning purpose of piano learners is not entirely out of interests and hobbies. Even if they have begun to learn relevant courses, they still have not improved their interest.

In view of the communication between teachers and students in classroom teaching, the survey results show that 69% of students have different degrees of communication with teachers, and 31% have little or no communication with teachers. The main reasons are a sense of distance from teachers, teachers' too serious attitude in class and fear of discussion during class, other reasons include lack of initiative and little interest. The survey results show that the status of teachers and students in colleges and universities is still unequal to a certain extent, and students dare not put forward problems, which will dampen their enthusiasm for learning to a great extent.

According to the teaching mode adopted by teachers, the survey result is that 81% of the teaching is based on the traditional teaching mode of teachers'' teaching and students'' learning, and 19% has autonomous learning under the guidance of teachers. The main reason is that teachers have no requirements in this regard. As long as they practice according to the teacher's method, teachers will praise them. The survey results show that in the teaching of piano course, teachers rarely have the awareness of requiring students to study independently. The requirements for students stay at the level of "more practice". The content of students'' learning is only to digest and strengthen the knowledge taught by teachers in class. There is no independent thinking and discovery, and there is little innovation.

According to the teaching situation adopted by teachers, the survey result is that 85% of teachers have not conducted other forms of teaching except classroom teaching. The survey results show that the teaching form of piano course is very single, limited to the piano room, and there are few practical teaching and vocal music activities.

According to the survey of the degree of harmony between teachers and students, most of the scores given by learners are 5-8. The results of this survey show that the degree of harmony between teachers and students is not too high, and most of the relations between teachers and students do not reach the ideal level in the hearts of students.

As for whether the teaching effect can be improved according to the teaching methods, forms and contents, 92% of the students believe that if the teachers adjust the teaching contents, methods and methods appropriately, the learning effect will be greatly improved. The survey results show that students

still have expectations for piano teaching, and the vast majority of students believe that there is room for improvement in piano methods, forms and contents, which is beneficial to their own piano learning.

Conclusions: It can be seen from the survey results that most students are not satisfied with their learning state or effect, some students have little interest in piano learning, and the teaching mode is still dominated by the traditional teaching mode. Most teachers have not conducted other forms of teaching except classroom teaching, and the degree of harmony between teachers and students is not too high, the vast majority of students believe that the teaching content and methods still have room for improvement, and will greatly improve their teaching effect. Therefore, piano teachers should fully combine educational psychology, formulate different teaching plans according to different situations of students, follow the policy of appreciating education, and teach with kindness, kindness and patience. Parents should cooperate with teachers at home and don't scold. According to children's different situations, patiently cultivate their interest in the piano, go to each class easily, complete their homework with confidence, and let students get good artistic cultivation in learning the piano.

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ANALYSIS OF THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' ANXIETY UNDER THE BACKGROUND OF THE NEW ERA

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Background: In the new era, with the rapid development of information technology, the amount of information and information dissemination are immeasurable. College students can obtain more information through the new media platform, which makes up for the lack of college students' classroom learning, and the new media platform has also become an important source for college students to obtain information. Under the background of the new era, the new media platform is shared for the dissemination of information. Therefore, it stimulates people's desire for innovation and exploration, and college students are not. In addition, due to the freshness of college students and their courage to try, college students are very receptive to emerging things, and their ability to use the new media platform is relatively high. Under the background of the new era, college students can observe the changes of the world from multiple angles and receive more new knowledge. Therefore, the flexibility and sensitivity of college students' thinking are enhanced. Under the background of the new era, the authority of Ideological and political education has been threatened. On the one hand, the leading authority of educators has been affected, on the other hand, the authority of the content of ideological and political education has been affected. In the information age, a large number of all kinds of information fill the space of students' study and life, increase the space of students' choice, and enhance the initiative of students' choice at the same time. The application of information technology makes the constraints of traditional ideological and political education in space and time disappear. Students can freely choose learning time and learning content through the application of new media platform. The breadth and depth of educational content completely surpass the traditional educational model and educators. Therefore, ideological and political educators and authoritative areas of educational content are facing severe challenges.

Objective: Ideological and political education has certain pertinence for students, but in order to achieve the pertinence of Ideological and political education, we must first have a comprehensive understanding of students, especially a systematic understanding of the psychological changes of students' growth, so we can take corresponding measures according to the needs of students' actual development. Under the background of the new era, college students' ideological and political education has obtained a new educational platform and educational media. Teachers and students can communicate in real time through the new platform, and the information transmission is timelier. At the same time, under the background of the new era, college students' ideological and political education gets rid of the traditional indoctrination education mode, and the forms of education are more diversified, which can better meet the needs of college students for ideological and political education.

Subjects and methods: 400 college students, aged (21.15 ± 1.48) years, were randomly divided into experimental group and control group, with 200 people in each group. Under the background of the new era, the experimental group carries out ideological and political education by means of network and new media, tracks students' psychological dynamics in real time, and adjusts the course teaching content. The control group received traditional ideological and political education. The experiment lasted for 2 months. The anxiety status of the two groups of students before and after the experiment was tested by issuing the