

teaching during the experiment.

Results: The satisfaction of the two groups of students with physical education during the experiment is shown in Table 1. It can be seen that with the help of cognitive psychology teaching, there are no dissatisfied students in the experimental group, and the satisfaction rate is 77%, while the satisfaction rate of students in the control group is only 31%. It shows that during physical education teaching, teachers should pay attention to students' subject status, pay attention to students' psychological state, combine their own teaching skills, actively guide students to learn physical knowledge, carry out physical exercise, explore their potential and improve their ability. In specific teaching links, teachers can make reasonable teaching planning and adjustment according to students' own quality and teaching objectives, so as to continuously improve students' ability and teaching quality.

Conclusions: When carrying out the reform of physical education teaching methods in Colleges and universities, we should pay attention to the following problems: First, we recognize that the reform of physical education teaching methods in colleges and universities under the dimension of cognitive psychology is a new reform, which takes cultivating students' moral character, psychology, physical quality and personality as the new teaching goal, determines different teaching methods according to the classification of physical education knowledge, and transforms students' physical education knowledge into physical education ability. The reform of physical education in the dimension of cognitive psychology should break the form of knowledge indoctrination with teachers as the main body in the past traditional teaching, respect students' individual differences, take students as the main body and cultivate students' interest in physical education. Teachers should give full play to their teaching level, inspire and guide students to study actively and creatively from the perspective of cognitive psychology, consciously carry out physical exercise, and pay attention to the cultivation of students' independent thinking ability and creative ability in physical activities. Change the form and means of physical education teaching, adjust the technical difficulty, create physical education teaching situation by means of competition, stimulate students' learning motivation, and effectively improve the teaching effect and quality.

Table 1. Statistical results

Group	Dissatisfied	Commonly	Basically satisfied	Satisfied
Experience group	0	23	32	47
Control group	17	52	19	12

In a word, the reform of college physical education teaching methods under the dimension of psychological cognition must be carried out from the aspects of teaching ideas, teaching objectives and teaching methods, take students as the main body in the teaching process, respect students' personality development, and carry out comprehensive training from the aspects of psychological quality, physical quality, personality development and moral education. Combine the theoretical knowledge of cognitive psychology with the actual situation of physical education, carry out scientific and effective physical education, and comprehensively improve the level of physical education in colleges and universities in China.

Acknowledgement: The research is supported by: This paper is the scientific research plan project of Shaanxi Provincial Department of education, "Research on the construction of red sports culture in Shaanxi universities from the perspective of core values" (No. 18jk0025). key scientific research support project of Baoji University of Arts and Sciences key scientific research support project of Baoji University of Arts and Sciences "construction of school red sports culture and education system from the perspective of core values" (No. zk2017005). the 16th batch of teaching reform funding project of Baoji University of Arts and Sciences "Research on the exploration path of Ideological and political elements in College Physical Education Curriculum" (No. 21jgyb15).

* * * * *

THE IMPORTANCE OF PSYCHOLOGICAL ANALYSIS TO VOCAL MUSIC SINGING TEACHING

Gaosheng Duan¹, Jia Zeng¹ & Haibing Ji²

¹College of Music, Hubei Normal University, Huangshi 435002, China

²College of Art, Henan University of Economics and Law, Zhengzhou 450046, China

Background: Psychology is a science about the occurrence, development and change law of human

psychological phenomena. Psychological phenomena, including feeling, perception, representation, memory, thinking, imagination, emotion and will, exist in all human behaviors, as well as in human vocal singing and teaching activities. De aspelund, a vocal music educator, believes that all human vocal phenomena are always determined by psychology, from the infant's instinctive cry to the language and singing related to the advanced process of adult artistic creation. The famous Italian singer and composer Lamberti said: "In the process of learning vocal music, we must mobilize the whole body's attention. Hearing, vision and feeling participate in the process of learning. Let the stimuli received by the sensory organs constantly feed the information to the central nerve of the brain. The central nerve constantly adjusts the motor state, accurately realizes the command requirements of singing consciousness, and master the singing skills, skills and scientific methods of singing as soon as possible. At the same time, it also formed the psychology of singing". It can be seen that the quality of singing psychological problems affects and restricts the normal play of singers' singing level. Good psychological quality not only helps the singing career, but also plays a positive role in the singer's future life. The ideal psychological state should be natural relaxation without slack, high concentration without tension and panic. Only by maintaining a good state of mind can we achieve success. It can play its due level in performances and competitions. Singing is an extremely complex functional activity controlled by the advanced nervous system. There are certain requirements for good singing desire and success. It requires singers to have excited spirit and happy mood, good singing psychological consciousness and full emotion. People's breathing, pronunciation, resonance, enunciation and hearing with joint participation, we can form a correct psychological state. Therefore, in the process of learning vocal music, we should always adhere to the knowledge of psychology and maintain our mental health.

Objective: Singing psychology is not only the key to the success or failure of vocal music singing and teaching, but also the primary factor in the whole singing process. Focusing on cultivating students' excellent singing psychological quality and giving full play to the important role of singing psychology in singing activities often have unexpected effects on shaping music image, creating singing atmosphere, strengthening artistic innovation and enhancing artistic vitality. Vocal music teaching is mainly the teaching of singing art. As an art combining human voice and language, singing art can express and show people's thoughts, feelings and psychological world. The most important thing of singing art is not only sound, but also the infectivity of internal thoughts and feelings invested in singing. These are inseparable from the singer's good psychological quality. Only by mastering singing psychology can we perfectly express our understanding and feelings in the song. Therefore, singing psychology is a very important part of vocal music art, and so is vocal music teaching. This paper mainly analyzes the importance of singing psychology in vocal music teaching, and discusses how to cultivate students' singing psychology in vocal music teaching.

Subjects and methods: Fifty vocal singers were divided into two groups with 25 people in each group. There was no significant difference in singing skills and abilities between the two groups before the experiment. The experimental group requires professional teachers to guide singers to fully understand the character image, completely control or even abandon their emotions and personality, enter the character's emotional world and accurately depict the character's inner world completely according to their own understanding of the character. To accurately depict the character's character, we should not only look at the lyrics in the works, but also study the contents other than the lyrics. The same sentence, different psychology and different tone will say different meanings. The control group had no special requirements. Select the same track, let the two groups of actors sing before the experiment, and score by experts. After 2 weeks of preparation, perform the repertoire again and be scored by experts. The full score is 10 points. Use Excel statistical experts to score.

Results: The scoring results of statistical experts are shown in Table 1. It can be seen from Table 1 that there is little difference between the average scores of the two groups of students before the experiment, which does not affect the analysis of the experimental results. After the experiment, the performance of actors in the experimental group was significantly improved, although there was a certain improvement in the control group, but the range was not large. This shows that analytical psychology is helpful to the singing of actors. This reminds that in the teaching of vocal music singing, we should pay great attention to the analysis of psychology, help students find the psychological characteristics of music and establish good students' psychological quality.

Table 1. Scores of two groups of students

	Group	Average value
Experience group	Before experiment	6.25
	After the experiment	9.23
Control group	Before experiment	6.36
	After the experiment	7.98

Conclusions: The health, maturity and stability of singing psychological quality plays a vital role and influence on vocal music singing and teaching. It is mainly affected by the emotion (emotion), personality (personality), consciousness and other elements of psychological quality. Therefore, the cultivation of singing psychology is as important as the training of singing skills, and plays a vital role in vocal singing and teaching activities. Vocal music teachers should pay enough attention to students' psychological state in teaching, timely and correctly master students' psychological activities, carry out vocal music teaching according to scientific psychological methods, cultivate students' self-confident singing psychological quality, and let students correctly, standardize and perfectly express vocal music art.

* * * * *

SOLVING THE FINANCING CONSTRAINTS OF MIXED REFORM ENTERPRISES WITH THE COMBINATION OF INDUSTRY AND FINANCE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY -- BASED ON THE PERSPECTIVE OF FINANCIAL COMPANY

Bimao Fu & Xin Qian

China National Chemical Engineering Group Corporation-Finance CO., Ltd., Beijing 100091, China

Background: When the market economy develops to a certain extent, there will inevitably be the combination of industry and finance. The developed capitalist countries represented by the United States, Japan and Germany have formed three main modes of combination of industry and finance. At the beginning of the phenomenon of the combination of industry and finance, academia has been exploring and practicing the theory of the combination of industry and finance. The combination of industrial capital and financial capital includes two basic modes: financial capital entering the real industry and industrial capital entering the financial industry. At present, China has entered an important period of economic structure adjustment and industrial transformation and upgrading. The combination of industrial capital and financial capital can effectively reduce transaction costs, achieve economies of scale and complement each other's advantages. Promoting the integration of industry and finance enterprises to realize the internationalization strategy and meet the requirements of diversified development of enterprises is theoretically conducive to improving the allocation efficiency of resources. In recent years, with the clear support and encouragement of the state, more and more enterprises begin to combine industry and finance.

Educational psychology is the social psychology that studies human learning, the effect of educational intervention, teaching psychology and enterprise organization in the educational situation. The focus of educational psychology is to apply the theories or research results of psychology to education. Educational psychology can be applied to design schemes, improve enterprise financing methods, promote development motivation and help enterprises face various difficulties and challenges in the process of growth.

Objective: Enterprises integrating industry and finance can promote industrial and commercial enterprises and financial institutions to expand their business scope, transformation and upgrading. However, the development of China's financial market is not complete, and the development of the real economy has been burdened with the problems of enterprise financing difficulties and high financing costs. Financing constraint is the first problem that Chinese enterprises represented by financial enterprises need to face when carrying out innovation activities. Therefore, it is of great practical and policy significance to explore the combination of industry and finance from the perspective of educational psychology to crack the financing constraints and integration mechanism of mixed reform enterprises.

Subjects and methods: Based on the influence of educational psychology on the combination of industry and finance of financial companies, this paper mainly studies from four aspects: Building a financing platform under the dynamic cause of the combination of industry and finance, realizing industrial expansion, reducing transaction costs, realizing synergy and obtaining excess profits. Six large, medium and small financial enterprises are selected as the research object, and a questionnaire is issued to their management to make statistics on the financing constraints of enterprises.

Study design: A questionnaire was distributed to 60 managers of six companies. The questionnaire is required to be completed at one time. The time for each person to fill in the questionnaire is about 20 - 25min. A total of 60 copies were distributed, 60 copies were recovered, and the number of valid copies was 57.

Methods: Use Excel to count the financing constraints of financial enterprises.

Results: The combination of industry and finance is an effective way for financial enterprises to avoid