

tradition to creatively transform the form of intangible cultural heritage products, extract typical pattern elements of intangible cultural heritage, and combine them with other daily necessities. Only when people are willing to see, experience and buy products can intangible cultural heritage be activated.

Conclusions: The intangible cultural heritage experience design under the background of cultural and creative industry and the cultural and creative industry value of intangible cultural heritage are two mutually influencing and complementary relationships. In today's society, culture has evolved into a technology, product or service experience. The development of traditional culture is increasingly inseparable from the addition of creative elements, and the creative industry shows a trend of accelerating the penetration into traditional culture. Cultural and creative industries activate the contemporary value of intangible cultural heritage protection; Only by giving the experience of traditional cultural connotation can the cultural and creative industry have a solid foundation. The purpose of integrating the protection and inheritance of intangible cultural heritage into the experience design idea is to better intersect with people's daily life and improve the cohesion and affinity of intangible cultural heritage. With the development ideas of cultural and creative industries and marketing ideas, we will deeply explore the cultural DNA of intangible cultural heritage, and use design creative thinking to design cultural products with both traditional cultural heritage and core value and spiritual connotation, so as to produce huge economic benefits and achieve sustainable protection and inheritance of intangible cultural heritage.

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EXPLORATION ON THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION BASED ON COLLEGE STUDENTS' PSYCHOLOGICAL NEEDS

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Background: What is human need? Different academic schools have made different explanations for people's needs based on their own research perspectives. This paper defines needs from the perspective of educational psychology. The psychology of Ideological and Political Education Edited by Guo Conghui defines needs as follows: "generally speaking, the understanding of needs can be divided into broad and narrow senses. Broad needs refer to all living things (biology, human and Society) The living things are different from the inanimate things. Their survival and development always maintain a certain exchange relationship with the external environment, and this exchange relationship is expressed as the needs of organisms. In the narrow sense, needs refer to people's needs, which refers to the psychological response to the object conducive to their own existence and development, which is for people's survival and development Need is a subjective state produced when an organism lacks something or is stimulated, especially when it is strongly stimulated. It is a unique psychological inclination and psychological state of an organism seeking self-protection and self-development. "

Objective: What people really need is one of the more important questions about "people". The ideological and political education of college students is to do the ideological work of "people". In order to do this work well, it is very necessary for us to explore what people need. Only by clarifying people's needs, can we act according to the needs and do a good job in college students' Ideological and political education.

Subjects and methods: 1. It provides an important theoretical basis for the effectiveness of College Students' Ideological and political education. Human needs theory is an important part of the Marxist theoretical system and one of the solid theoretical basis and important basis of Ideological and political education. Improving the effectiveness of College Students' Ideological and political education must be based on Marxist needs theory. As Marx pointed out, "need is one of the important logical starting points for understanding human activities and human history". In the whole human social activities, every single person starts from his own needs. Need is human nature. Ideological and political education is carried out for people, more specifically for people's needs. From this point of view, Marxist theory of human needs must become the logical starting point and important basis of Ideological and political education.

2. The effectiveness of College Students' Ideological and political education promotes the enrichment and perfection of the theory of needs. The effectiveness of Ideological and political education has been improved, which shows that it has a real effect in daily ideological and political education. These practical experience will promote the enrichment and improvement of theory. Educators engaged in the practical

work of Ideological and political education will further think and summarize the needs theory, and improve the theory with their own personal experience. This improvement is a new interpretation and supplement to various needs theories made by educators from their own perspective and experience, so as to lay a solid theoretical foundation for further improving the effectiveness of College Students' Ideological and political education in the future.

Results: 1. The application principle of need theory in improving the effectiveness of College Students' Ideological and political education.

1) Adhere to the principle of socialist core values. College students are in an open era, especially sensitive to new things, new ideas and new trends, and also have a strong sense of need. However, in the face of various ideologies and values, some college students lack the guidance of core values and the ability to distinguish right from wrong and good from bad. They often accept everything according to the order, resulting in value orientation disorder and spiritual confusion. Therefore, when applying the need theory, we must adhere to the socialist core values, guide college students to establish a Marxist world outlook, outlook on life and values, and help college students establish a socialist core value system, which is the responsibility of College Students' Ideological and political education.

2) Adhere to the principle of taking college students as the main body. The ideological and political education in Colleges and universities must adhere to the educational principle of people-oriented. The people here especially refer to contemporary college students. They should pay close attention to the needs of college students at all levels to promote education. Specifically, the needs of college students are diverse, including low-level needs and high-level needs; There are both material and spiritual needs; There are reasonable and unreasonable needs. Then, our ideological and political education should carefully study these needs, give full play to their subjective position in the process of respecting, meeting and guiding the needs of college students, stimulate them to participate in the activities of Ideological and political education and have income, and realize the educational function of College Students' Ideological and Political Education.

3) Adhere to the principle of being close to the actual life of college students. Marx's need theory has pointed out that need is human nature and is completed in people's daily production and life practice. To carry out ideological and political education for college students, we can't leave their real life, otherwise it will become empty preaching. Only by entering the actual life of college students and understanding their practical needs, can the ideological and political education be implemented and play a role.

2. The application strategy of needs theory in improving the effectiveness of College Students' Ideological and political education.

1) To meet the reasonable needs of college students to the greatest extent. Every college student has his own needs, but in a variety of needs, there are reasonable and unreasonable. "In terms of the relationship between need and value, people often need to define value and take the subject's need as one of the standards of value evaluation. In fact, the subject's need itself also has a problem of value evaluation, that is, whether the need is reasonable or not". Ideological and political education should meet the needs of educational subjects, and the premise is that the needs must be reasonable. The so-called reasonable need refers to the need that conforms to human nature and can promote the harmonious development of human itself, nature and society. Otherwise, it is unreasonable. In the whole process of Ideological and political education, we must meet the reasonable needs of college students, because our ideological and political education must be implemented to the educational object itself. Only by meeting the reasonable needs of college students, our education will radiate the brilliance of human nature.

2) To guide the development of College Students' needs to the greatest extent. The need theory has mentioned that people's needs are constantly changing and developing, especially college students. They are in the period of youth and rising and development of life. All kinds of needs come out of different groups and develop rapidly. In this case, ideological and political education should play its guiding role and guide the development of College Students' needs. Both theory and experience have shown that the development of human needs is blind and should be guided. "In people's real life, many people have needs and are constantly meeting their needs. They are just blindly led by their instinctive needs, have not carefully examined their needs, and do not understand what people's real needs are.". "Yes, a considerable number of college students have not seriously examined their needs, let alone understand what they really need. This is an urgent and serious problem, and the responsibility of Ideological and political education is great. Through our education, we should let college students understand, understand and grasp their needs. We should guide them to deal with the relationship between physical and spiritual needs and lead them to Guide them to deal with the relationship between low-level needs and high-level needs, and guide them to deal with the relationship between personal needs and social needs.

3) Pay the greatest attention to the differences in the needs of college students. There are no two identical leaves or two identical people in the world. Differences are common. The key to the difference of college students lies in the difference of personality. The method adopted in our current ideological and political education is group education, that is, class sharing, unified teaching methods, unified learning contents, and even the textbooks used are unified national textbooks. Such a neat and uniform education model only pays attention to the cultivation of students' commonness, but greatly ignores the cultivation of personality. But in fact, people's personality is extremely important. It is people's internal regulation and the source of social innovation and development. Without personality, there is no colorful life world, and there is no rapid social development. Therefore, ideological and political education should pay attention to students' personality to the greatest extent, pay attention to the needs of each student, carry out effective personalized education, and enhance the pertinence and effectiveness of Ideological and political education.

Conclusions: In the new era, with the changes of social environment, the psychological state of contemporary college students is changing with each passing day. We should keep pace with the times, fully understand the correlation between psychology and ideological and political education, constantly explore in practice, follow objective laws, establish a long-term mechanism, and organically combine ideological and political education with the application of psychology, Then improve the level of College Students' Ideological and political education, constantly enhance the effectiveness of College Students' Ideological and political education, and push the ideological and political education of colleges and universities to a higher and newer level.

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RESEARCH ON THE USE OF MUSIC THERAPY IN STUDENTS' MENTAL HEALTH EDUCATION

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Background: At the stage of higher education, college students' psychology and physiology are not yet mature, but they have high sensitivity and perception, are highly sensitive to the changes of the objective world, and their psychological quality is poor, which is easy to go to extremes. From the current situation of College Students' mental health education, many colleges and universities do not attach great importance to this work, which leads to the immature psychological development of many college students and their very weak compressive ability, which has a negative impact on the physical and mental health development of college students. Relevant experts and scholars put forward that the application of music therapy to college students' mental health education is conducive to improve the quality of education and guide college students to maintain a healthy state of mind. Therefore, it is necessary for relevant personnel to make an in-depth analysis of its role in order to give full play to its application advantages and promote the development process of mental health education in Colleges and universities.

Objective: Music therapy, also known as music therapy, is a marginal interdisciplinary subject integrating music, medicine and psychology. There are different opinions on the definition of music therapy in different countries. At present, the most authoritative definition should be the definition proposed by Dr. bruxia, a famous American music therapist, former president of American Music Therapy Association and professor of Temple University: "Music therapy is a systematic intervention process. In this process, the therapist uses various forms of music experience and the therapeutic relationship developed in the treatment process as the driving force of treatment to help the treated object achieve the purpose of health.

Subjects and methods: 1. *Alleviate college students' bad emotions.* The development direction of College Students' mental health is directly related to emotional changes. Emotion is an important source affecting college students' psychological changes. Music therapy can effectively alleviate college students' negative psychological emotions and has an important impact on College Students' mental health education. In music therapy, when facing students with great psychological pressure, teachers often do not choose to play soothing light music, but will choose to play music with low melody and full of sadness to stimulate the psychology of college students, so that college students can fully vent their bad emotions and release their depressed emotions under the stimulation of music. When college students vent their inner haze, students' mood will change in a good direction. At this time, teachers can play some soothing