

by students, and the innovative model can be applied to the innovation of music education and teaching in colleges and universities in the future.

Conclusions: The proposed innovative mode of college music teaching combined with educational psychology and quality education has good satisfaction in the basic theory of vocal music, singing teaching, personal characteristics, professional positioning and innovative ability. This mode can significantly improve the students' cognitive, emotional and emotional levels, especially in the students' cognition. This model is of great significance in the innovation and development of music teaching in colleges and universities in the later stage.

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THE EFFECT OF COLLEGE MUSIC EDUCATION MANAGEMENT REFORM MEASURES ON STUDENTS' PSYCHOLOGY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a subject that studies the law and essence of students' psychological activities. Its goal is to cultivate a sound personality and healthy psychology. The characteristics of educational psychology include teachers' characteristics, students' characteristics and teaching methods. Different from psychology, educational psychology focuses on the psychological laws of student groups, and evaluates whether students can learn knowledge and master corresponding skills under normal teaching conditions. The teaching subject of educational psychology theory is the workers engaged in education, and the purpose is to guide teachers to complete teaching work. The future research trend of educational psychology is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. The practical significance of this discipline is to assist teachers to complete the problems in teaching work, provide scientific and reasonable theoretical guidance for teachers' teaching work, and assist teachers to analyze in practical teaching work. Due to the great differences in college students' life experience, growth environment and their own personality, most students feel more irritable and anxious. Therefore, college education should be combined with educational psychology for innovative development, which is not only conducive to the all-round development of students, but also conducive to improving the overall teaching quality of colleges and universities.

The teaching process of vocal music course in colleges and universities faces very big problems, which are embodied in that teachers do not pay attention to dance practice in the professional teaching process, the teaching resources prepared by teachers are limited, it is difficult to bring diversified learning contents to students, the teaching method of teachers in the teaching process is single, and there is no professional talent training plan. Specifically, there is no in-depth excavation of the connotation of teaching content and teaching content, and there is no preparation for the talent training plan. Students are in a boring learning atmosphere. In this case, understanding and mastering the content of music performance are not in place. In terms of teaching resources, teachers cannot help students' in-depth experience. In dance practice, students lack the perfection of practice. Stage practice plays a very important role in music education in colleges and universities. Students' technical skills can be effectively improved, and teachers can find problems in time in the teaching process. Dance practice can give students the opportunity to show themselves and test themselves in stage practice. Stage practice is the key point in teaching. It can not only exercise students' performance ability, but also improve students' good attitude. The reform measures of music education management in colleges and universities are as follows: improve the training scheme of professional talents, innovate the teaching strategy of music courses, integrate the teaching resources of music courses, and formulate the practice of stage performance.

Objective: This paper analyzes the reform and development countermeasures of music education management in colleges and universities under educational psychology, in order to improve the level of music education management in colleges and universities and ensure the cultivation of high-quality music talents.

Research objects and methods: The students of two schools are selected as the research object to evaluate the reform measures of music education management in colleges and universities through the constraint-based cluster analysis algorithm. The number of students in each school is 100. The evaluation

contents are to improve the training scheme of professional talents, innovate the teaching strategy of music course, integrate the teaching resources of music course, and formulate the practice of stage performance. The evaluation results are homogeneity, integrity and weighted average of the two. Among them, the value range of homogeneity and integrity is [0,1], and the weighted average value of both is [0,+∞]. In order to ensure the reliability of the results, the average value of all research objects is taken as the result.

Methods: Through the statistical analysis software of statistical, this paper analyzes the evaluation results of music education management reform in colleges and universities under the background of educational psychology.

Results: Table 1 refers to the evaluation results of school K's management reform of music education in colleges and universities under educational psychology. It can be seen from Table 1 that the uniformity and integrity of the four aspects of improving professional talent training scheme, innovating music course teaching strategy, integrating music course teaching resources and formulating stage performance practice are within the ideal value range, the value range of uniformity is 0.57-0.78, the value range of integrity is 0.62-0.68, and the weighted average value range of the two is 0.62-0.78. The management measures of music education in colleges and universities combined with educational psychology are of great significance.

Table 1. Evaluation results of school K's management reform of music education in colleges and universities under the educational psychology

Type	Homogeneity	Integrity	Weighted average of the two
Improve professional talent training program	0.57	0.62	0.62
Innovative music teaching strategies	0.68	0.63	0.68
Integrating teaching resources of music courses	0.72	0.68	0.78
Formulate stage performance practice	0.78	0.65	0.68

Conclusions: The reform measures of college music education management combined with educational psychology proposed by the research have ideal evaluation results. The follow-up reform measures of college music education management can learn from the research ideas, which can make corresponding contributions to the reform of college music education.

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THE APPLICATION OF FILM AND TELEVISION TEACHING METHOD IN MARXIST TEACHING FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: With the continuous development of psychology, new psychological research has become a development trend, and cognitive psychology came into being under this background. Cognitive psychology is a subject that analyzes the law of human psychological activities. Its research object is the cognitive status of human body in psychology, including language, thinking, memory, perceptual learning, attention, perception and so on. Cognitive psychology can be divided into two types: broad sense and narrow sense. The narrow sense of cognitive psychology holds that it is a science of information processing; In a broad sense, cognitive psychology includes information processing psychology, psychologism school and structuralism psychology. Cognitive psychology theory attaches importance to the role of knowledge and points out that the main influencing factor of human behavior is knowledge. There is long-term memory in cognitive process. Long-term memory is determined by emotion and attention. It can also stimulate short-term memory and make it valuable. Marxism teaching combined with cognitive psychology has become a research hotspot of educators at this stage. Years of practical teaching results show that the traditional teaching model cannot achieve the ideal teaching effect. Film and television teaching has become a common teaching method in modern teaching by combining video and audio materials.

Film and television teaching is of great significance in Marxist teaching, which is embodied in the following points. First, change the curriculum model from static to dynamic to improve students' interest in learning. Traditional teaching methods are mostly static and plane teaching methods, which will cause students to lose the fun of learning. Film and television teaching can make the static theory move. Second,