

universities can help students in art appreciation, product production the aesthetic consciousness of copywriting should be cultivated from three aspects.

Table 1. The effect of radio, film and television editing and directing teaching on the cultivation of students' aesthetic consciousness

Survey object	Freshman	Sophomore	Junior	Senior
Art appreciation	4	3	4	4
Product production	3	3	3	4
Copywriting	3	4	4	3

Conclusions: Taking the world's multiculturalism as the background, this paper analyzes the therapeutic effect of the teaching of radio, film and television editing and directing major in colleges and universities on the cognitive impairment of college students' thinking and emotion. The experimental results show that the teaching of radio, film and television editing and directing major in colleges and universities can cultivate college students' aesthetic consciousness and improve their perceptual sensitivity to a variety of thinking and emotions, it can effectively treat the thinking, emotion and cognitive impairment of college students. The teaching of radio, film and television editing and directing major in colleges and universities cultivate the aesthetic consciousness of students in audio-visual art appreciation, film and television work production and radio, film and television copywriting creation, improves the aesthetic interest and cultural connotation of college students, and has important practical significance for the treatment of college students' thinking, emotion and cognitive impairment.

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THE INTEGRATION OF PSYCHOLOGY AND ART APPRECIATION IN AESTHETIC EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: With the advancement of social process, the social development situation puts forward higher requirements for college education, requiring college students to achieve all-round comprehensive development. Art appreciation is an important part of college students' quality education. Through the form of art appreciation, we can improve college students' aesthetic interest and consciousness, and help college students improve their artistic literacy and ability. Under the traditional teaching mode, college education pays less attention to art appreciation and the cultivation of students' aesthetic consciousness, and art appreciation plays an important role in the curriculum system of colleges and universities. The traditional teaching system structure of colleges and universities has been difficult to keep pace with the development of the times and cannot meet the needs of the all-round development of college students. Colleges and universities are required to optimize and adjust their curriculum system, realize the innovation and reform of efficient teaching mode, change the backward concept of knowledge uniqueness under the traditional teaching mode, and promote the all-round quality development of college students.

The theory of effective psychology is introduced into aesthetic education in colleges and universities, which organically integrates psychology and art appreciation, promotes the development of aesthetic education in colleges and universities, and improves the aesthetic consciousness of college students. Effectiveness psychology insists on effective teaching based on students' personality psychology to promote the formation and promotion of students' humanistic consciousness. In the course teaching of colleges and universities, through the form of art appreciation, college students can not only obtain the same aesthetic experience as others, but also produce their own personality psychology and establish an aesthetic mechanism with personal style. And effectiveness psychology emphasizes the guidance and understanding of students, and takes students' ability as the starting point to strengthen students' understanding and perception of the artistic visual image. Effectiveness psychology also pays attention to students' personal emotions, and requires teachers to create a good art learning atmosphere for students in the teaching process and keep students in a natural and harmonious state of pleasure.

Objective: To analyze the coordinated development of effective psychology and art appreciation, explore the integration path of psychological theory and art appreciation in the aesthetic education of

college students, and analyze the organic integration mode of psychology and art appreciation, so as to provide help for improving the aesthetic consciousness and interest of college students and the quality of aesthetic consciousness education of college students.

Research design: The research uses Delphi method to analyze the integration characteristics between psychological theory and college students' art appreciation, study the integration characteristics between effective psychology and college students' art appreciation through three rounds of expert consultation, and obtain experts' opinions on the basic connection between effective psychology and college students' art appreciation in the first round of consultation, on this basis, it constructs the integrated development system of effectiveness psychology theory and college students' art appreciation. And then through two rounds of consultation, the integrated development system is preliminarily revised and adjusted, and finally, the integrated development system is scored by experts. Starting from the four dimensions of college students' personality psychology, humanistic quality, appreciation ability and emotional perception, and based on the analysis of the integration characteristics of effectiveness psychology and college students' art appreciation, the research constructs the integration development system of effectiveness psychology theory and college students' art appreciation, and puts forward the organic integration strategy and path of psychology and art appreciation.

Results: The expert consultation results of the integration of effectiveness psychology and college students' art appreciation are shown in Table 1. The combination of effectiveness psychology and college students' art appreciation improves college students' aesthetic consciousness and interest and helps college students establish a good aesthetic mechanism from the perspective of students' personality psychology, humanistic quality, appreciation ability, and emotional perception.

Table 1. Expert consultation results on the integration of effectiveness psychology and college students' art appreciation

Survey object	Expert 1	Expert 2	Expert 3	Expert 4
Personality psychology	3	3	4	4
Humanistic quality	4	3	3	4
Appreciation ability	3	4	4	3
Emotional perception	2	3	3	2

Conclusions: In the aesthetic education of college students, we should organically integrate psychological theory and art appreciation, start from the students' personalized psychological performance, take into account the students' self-characteristic performance, give full play to the students' unique thinking and creative ability, and improve the students' humanistic quality. Combining effective psychology with art appreciation in colleges and universities, starting from students' observation ability and appreciation ability, this paper guides and understands students' art aesthetics, analyzes students' psychological change characteristics in art appreciation activities from the perspective of psychology, and helps students strengthen their perception ability and aesthetic understanding ability of art visual image. Based on the theory of effective psychology, art appreciation teaching is carried out for college students, so that college students can maintain a good mood in the learning process, promote the cultivation of college students' aesthetic consciousness and enhance their learning enthusiasm for art appreciation courses with the help of high learning efficiency in a pleasant state.

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THE GUIDING ROLE OF MARXIST THEORY IN IDEOLOGICAL AND POLITICAL CURRICULUM UNDER THE OBSTACLE OF CONSCIOUSNESS

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Background: The formation and development of self-consciousness is an important factor in individual psychological development. The growth of self-consciousness is of great significance to the mental health development of college students. The university stage is an important development stage for the formation and maturity of individual thinking and logical concepts. College students' self-consciousness has not been fully formed and are experiencing the struggle process before self-integration. The formation and