

updated to meet people's aesthetic ideas. The development of Chinese oil painting depends on the image of Chinese traditional culture. Although with the development of society and Chinese culture, image oil painting has achieved satisfactory results, there are still problems of difficult nationalization in the development. Therefore, in college education and research, how to combine Chinese culture and show the traditional cultural connotation and poetic charm in image oil painting is extremely important. The study uses color psychology to construct students' basic appreciation ability, so as to obtain the traditional cultural connotation and poetic charm from image oil painting.

Objective: This paper discusses the application status of color psychology in art courses in colleges and universities, discusses the relevant teaching contents of image oil painting in art teaching in colleges and universities, and analyzes the understanding degree of teachers and students using color psychology to the national cultural connotation and poetic charm of image oil painting.

Study design: There are students majoring in fine arts in a university as the research object. In teaching, teachers take image oil painting as the main teaching content. Using color psychology to analyze students' aesthetic emotional expression and conscious association in the face of image oil painting, teachers evaluate students' ability to understand the national cultural connotation and poetic charm of image oil painting in teaching.

Results: Under the teacher's evaluation, the students' ability to understand the national cultural connotation and poetic charm of image oil painting by using the aesthetic emotional expression and conscious association in color psychology is shown in Table 1. Table 1 shows that under the influence of aesthetic emotional expression and conscious association, students have more strong understanding of national cultural connotation and less weak understanding. Similarly, the number of students with strong understanding of poetic charm is also significantly higher than that with weak understanding.

Table 1. Students' understanding ability of image oil painting under color psychology ($n=100$)

Index	National cultural connotation		Poetic charm	
	Strong understanding	Weak understanding	Strong understanding	Weak understanding
Emotional expression	67	33	79	21
Conscious association	71	29	77	23

Conclusions: College teaching needs to cultivate students' aesthetic ability, and students need to have a certain understanding of China's traditional culture. The research starts with color psychology, analyzes the content of color psychology in students' learning and appreciation of image oil painting, and evaluates students' ability to understand the national cultural connotation and poetic charm of image oil painting under the influence of color psychology. The results show that under the influence of color psychology, most students can fully understand the cultural connotation and poetic charm of image oil painting. In art teaching in colleges and universities, we should cultivate students' basic abilities based on color psychology and emphasize students' aesthetic emotional expression and conscious association, which can not only help students understand image oil painting, but also help colleges and universities carry out courses and inherit Chinese traditional culture.

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TEACHING REFORM AND PRACTICE OF DIGITAL MEDIA APPLICATION TECHNOLOGY SPECIALTY IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The proposal of educational psychology puts forward a new direction for the development and practice of teaching in colleges and universities. Educational psychology emphasizes the intervention of human learning and educational programs under the educational background, so as to improve the teaching level. In educational psychology, taking students' learning tasks as the background and psychology as the basis, this paper analyzes students' learning psychology, designs courses and optimizes teaching plans from students' learning levels. In psychological research, educational psychology includes pedagogy and psychology, but the mechanism of educational psychology is psychology leading pedagogy. Generally

speaking, students' psychology is the key factor of teaching curriculum development. The reason is that curriculum development serves students' learning. Students' attention to curriculum and changes in learning psychology is what teachers need to pay close attention to in teaching reform and innovation. With the development of society, the application scope of educational psychology has gradually expanded. Previous studies have found that early educational psychology focuses on the research of students' psychology and learning rate. Under the premise of social development, some studies have pointed out that educational psychology gradually tends to cultivate students' professional and technical ability. However, it must be admitted that the main way of college educational psychology is to use students' psychology to intervene students' curriculum learning, so as to improve the teaching system.

With the development of the information age, colleges and universities gradually informationize curriculum education. The emergence of multimedia provides a new direction for teachers' teaching innovation. In college multimedia teaching, teachers can use Internet technology to seek professional knowledge from the network and obtain richer and more convincing teaching means, so as to improve students' learning enthusiasm. With the support of multimedia network technology, the teaching of digital media application technology specialty also tends to be information-based. From the daily teaching of digital media application technology specialty, it can be seen that the important thing of digital media is to need people's subjective consciousness. In image production and processing, students take charge of aesthetics and emotion, which can affect their learning results. Therefore, in the teaching of digital media application technology in colleges and universities, how teachers use students' psychology to build a more reasonable internet teaching model is debatable. In order to solve the above problems, the research proposes to use educational psychology to excavate students' learning psychology, so as to analyze the teaching path of digital media application technology specialty.

Objective: To explore the current situation of the teaching curriculum of digital media application technology specialty in colleges and universities, and to explore the role of educational psychology in the teaching reform of digital media application technology specialty in colleges and universities, in order to put forward the direction of the teaching curriculum reform of digital media application technology specialty in colleges and universities in China, and provide theoretical support for the teaching development of colleges and universities.

Study design: In the research, students from freshman to senior grades in a university are taken as the research object, and 60 students in each grade are selected as the main research object to count the students' psychological demands and psychological changes in the study of digital media application technology, and build an innovative teaching scheme of digital media application technology based on students' psychological activities. The innovative scheme is adopted for teaching to evaluate the psychological changes and ideological and political achievements of middle school students in different grades in the teaching process. The teaching time is set as 6 months.

Results: In the teaching process, the psychological changes of middle school students and the changes of students' professional achievements are shown in Table 1. Taking students' learning psychological demands as the main index to evaluate students' psychological changes, they represent no demands and high demands according to the 0-4 score system.

Table 1. Comparison results of students' psychological grade changes

Survey object		Before teaching	After teaching
Professional achievement (points)	Freshman	47.2±5.1	57.9±4.9
	Sophomore	51.4±5.3	60.1±5.1
	Junior	55.6±4.2	61.3±5.2
	Senior	59.1±4.3	66.4±4.8
Psychological appeal	Freshman	1	4
	Sophomore	1	4
	Junior	0	3
	Senior	1	4

Conclusions: Digital media is a popular major at present. How to improve students' performance in professional teaching is a problem that colleges and universities need to solve. In order to improve students' professional performance, educational psychology is used to understand students' psychological changes in the learning process, so as to build an innovative teaching scheme of digital media application technology. The results show that students' professional performance has been significantly improved under the innovative mode. At the same time, students' psychological demands for digital media specialty have become stronger in teaching, and students' learning enthusiasm has been improved. In college teaching,

students' learning enthusiasm is the key factor affecting students' independent and long-term learning. Therefore, it is necessary to take students' psychological demands as the basis and use educational psychology to reflect students' psychological activities, so as to build a perfect college teaching system, which can help students continuously improve their ability in learning, achieve the purpose of college education and provide guarantee for students' future development.

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THE COUPLING OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION OF FOOD MAJORS IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: In clinical medicine, it is considered that the generation of cognitive impairment is the brain injury caused by the stimulation or external environment. The brain is the part that controls human activities. The impairment of brain cognitive function will lead to people's inability to accurately judge the external information they receive. However, most studies define cognitive impairment as a mental disease, and divide cognitive impairment into thought cognitive impairment and perceptual deficit disorder. From the perspective of psychology, cognitive impairment is a negative psychological problem. Research suggests that most patients are obstacles after psychological income generation and blow. In psychiatric research, the treatment of cognitive impairment mainly depends on the long-term efficacy of drugs. The treatment brought by drugs is limited, which can only alleviate individual cognitive impairment to a certain extent, and drugs have side effects. Long-term use will bring all kinds of unpredictable consequences. However, some psychiatrists have suggested that cognitive impairment, as an ideological disorder, can effectively cultivate the cognitive ability of patients with cognitive impairment through thinking and cognitive reconstruction. Thinking and cognitive reconstruction is the use of psychological induction to educate and cultivate patients with cognitive impairment, including reshaping the world outlook of patients with cognitive impairment, re-understanding things and events, etc. In modern society with the continuous development of society, people are more likely to have cognitive impairment under the influence of the external environment, and college students are more severely affected. Therefore, how to effectively alleviate and treat college students with cognitive impairment is of great significance.

In college teaching, we will construct students' correct values through ideological and political education, so as to alleviate students' cognitive obstacles. Ideological and political education is a kind of curriculum education to help students maintain normal health value for a long time in their follow-up study and life. Generally speaking, ideological and political education curriculum also continues to affect other curriculum education. With the development of society, food problems have received more attention, so the teaching of food specialty in colleges and universities is more important. In the innovative teaching of food specialty in colleges and universities, it is not only affected by the unique attributes of the current specialty, but also affected by ideological and political education. Some studies have proposed that the reason why ideological and political education affects other courses is that ideological and political course is a course to cultivate students' psychology and thought. The effectiveness of ideological and political education determines the direction of students' psychological and ideological changes, and then affects students' psychological activities in college learning. Although a large number of studies have put forward the correlation between ideological and political education and other majors, few studies have conducted in-depth discussion. Therefore, in order to clarify the impact of ideological and political education on college professional education, the study proposes to analyze the coupling relationship between innovative teaching and ideological and political education of college food major from the perspective of students' cognitive impairment.

Objective: This paper discusses the current situation of students' cognitive impairment in college food specialty courses, analyzes the impact of students' cognitive impairment on their professional achievements, analyzes the mitigation effect of ideological and political education on students' cognitive impairment, and then discusses the coupling relationship between ideological and political education and innovative teaching of college food specialty.

Study design: The research takes the students majoring in food in a university as the object, counts the professional performance and ideological and political education of the students from 2018 to 2021, and counts the changes of students' cognitive impairment during this period. The evaluation index system is