different needs for creativity must also be considered in innovation communication. The transmission channels of sports events gradually transition from newspapers and radio to the Internet. The conditions for attracting spectators to watch the game are not limited to the victory or defeat score of the game. As the organizer of the event, it is necessary to clearly analyze its own positioning in combination with the characteristics of the city, make horizontal and vertical comparison with the corresponding events in the same city and at home and abroad, inject creative communication ideas on their basis, and meet the needs of the audience from multiple angles by comprehensively identifying the characteristics of the project.

Subjects and methods: The research cooperates with a university sports club. The university sports club holds two sports events at the same time in the basketball stadium of the school. The two sports events carry out warm-up publicity from the week before the game. A group of publicity group acts as the experimental group to carry out targeted publicity and warm-up according to the psychological needs of students in different grades. The other group of publicity groups as the control group carried out non differentiated publicity. There was no difference in the publicity frequency and publicity place of sports events between the two groups. Finally, the study counts the proportion of the number of students in different grades watching basketball games in the total number of grades, and uses psychological evaluation tools to investigate the satisfaction of the people participating in the sports events, and evaluates the satisfaction with level 1-5. The higher the evaluation level, the higher the satisfaction of the audience with the sports events.

Results: Table 1 of the experimental results shows that under the sports event communication strategy of the experimental group, the proportion of people participating in the competition in different grades is significantly higher than that in the control group. For the satisfaction evaluation of sports events, the evaluation level of the experimental group is also higher than that of the control group, which shows that the strategy of creative communication of sports events from the perspective of psychology can expand the impact of sports events and meet the needs of different levels of the audience.

Table 1. Strategies and effects of creative communication in different sports events

Group	Proportion of students watching sports events in different grades (%)				Satisfaction series
	Freshman	Sophomore	Junior	Senior	
Experience group	12	18	25	37	4
Control group	8	6	3	5	2

Conclusions: In order to expand the influence of sports, the communication strategy of sports events should be based on the characteristics of psychology. Integrate Internet thinking into communication strategies, combine local characteristics, and inject creative communication ideas into the event communication strategies of other cities and platforms to push through the old and bring forth the new. And pay attention to improving the service quality of sports events, strengthen the innovative and open thinking of the staff, make the publicity means break through the original mode and meet the needs of the audience at different levels.

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RESEARCH ON THE INFLUENCE OF MUSIC BEL CANTO TEACHING BASED ON SCHOOL PSYCHOLOGY ON STUDENTS' ANXIETY PSYCHOLOGY

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Background: Because Bel Canto is born out of opera performance, Bel Canto teaching pays more attention to the expressiveness of human voice in music courses. The aesthetic psychology of Bel Canto drives students to obtain aesthetic experience when learning courses. The mobilization of music on emotion can help students vent their negative emotions and alleviate their psychological pressure, anxiety and loneliness. Stimulating students' positive emotions is conducive to developing students' interest and potential in music learning. Music itself is a special language to express the player's emotion. Its

psychological influence mechanism on the receiver comes from the situation constructed by music, which has the ability of emotional infection. At the same time, the melody, sound quality, cultural connotation and other contents contained in the music itself can bring aesthetic experience to the listener, and a relaxed and comfortable environment can trigger its positive emotion and achieve the mental health impact. In music education, the different grasp of Bel Canto's artistic style is also the main content for students to understand the emotional expression of Bel Canto music. When the early Bel Canto was used in opera, most artists believed that emotional expression was the first of artistic expression. Therefore, Bel Canto education should aim at the harmonious display of students' singing and their emotions, and avoid the singing method of voice worship psychology and technical elements. Pay attention to the artistic expression of group cooperation and serious aesthetic style in Bel Canto education, actively guide students to build a good mentality and self-confidence in Bel Canto music education, and encourage students to pursue teamwork in the artistic atmosphere. From the theoretical perspective of positive psychology, the form of Bel Canto teaching can enhance students' self-cognitive psychology and self-confidence by enhancing students' sense of participation in artistic display. Participating in the emotional performance of music can induce students to enter the situation of Bel Canto expression and alleviate students' anxiety and loneliness. Therefore, combining the content of Bel Canto teaching with the goal of positive psychology, we should start with group cooperation, students' vocal expression analysis, the cultural complex of Bel Canto singing content and specific voice protection, so as to alleviate students' learning pressure and life anxiety, and construct students' aesthetic presupposition and self-esteem psychology.

Objective: The theoretical cornerstone of this study comes from the emotional influence mechanism of positive psychology and music aesthetic psychology. The goal of this study is to explore the guiding role of Bel Canto teaching content in music teaching on students' healthy psychology.

Subjects and methods: The research objects of this experiment are two homogeneous classes in a university. The two classes are taken as the experimental class and the control class. The number of students in both classes is 35. The experimental class implements the curriculum content of music Bel Canto teaching according to the principle of positive psychology, while the control class implements traditional vocal music education. The study time of both courses is 24 class hours. After the course, the students and their corresponding courses are evaluated quantitatively in psychology.

Results: The psychological measurement results of the experimental group and the control group before and after the course are shown in Table 1.

The psychological quantitative evaluation indicators in Table 1 are divided into positive emotion quantitative indicators, happiness quantitative indicators and curriculum enthusiasm quantitative indicators. The data in the table is the average value of the evaluation of 35 students, and the evaluation standard is quantified as the value of 1-5. From low to high, it means extremely dissatisfied, dissatisfied, satisfied, relatively satisfied and very satisfied respectively. It can be seen from the data in the table that traditional music courses and Bel Canto music education courses have different positive effects on students' positive psychology, and the positive impact of Bel Canto music education is more obvious. In terms of quantification of positive psychological evaluation, the change before and after the implementation of traditional curriculum is 0.19, while the implementation change of Bel Canto education curriculum is 0.59.

Table 1. Psychological measurement results of the experimental group and the control group before and after the course

Testing phase	Positive emotions		Happiness index		Class enthusiasm	
	Before implementation	After implementation	Before implementation	After implementation	Before implementation	After implementation
Experience group	3.46	4.05	3.62	4.19	3.99	4.36
Comparison group	3.54	3.73	3.07	3.41	3.84	3.93

Conclusions: The problems and difficulties encountered by teenagers in the process of study and life often turn into psychological anxiety and psychological pressure. The teaching objectives and some teaching contents in music courses and psychology courses are unified and coordinated. Therefore, the implementation of music classroom can effectively reduce the learning pressure of students. Because of its unique aesthetic characteristics and teaching contents, Bel Canto teaching is based on group cooperation, students' vocal expression analysis, cultural complex of Bel Canto singing content Specific voice protection and other contents discuss the specific positive impact of traditional music education and Bel Canto music education on students. The experimental results show that Bel Canto music education has a more obvious

positive impact on students' positive emotion guidance, happiness stimulation and learning enthusiasm.

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INNOVATION AND DEVELOPMENT OF COLLEGE COUNSELORS' THEORETICAL WORK IN IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the use of psychological theory or research to carry out educational intervention. It refers to the conscious and phased practical application according to the psychological laws and change characteristics of both teaching subjects and objects in a specific educational situation. Educational psychology can be applied to curriculum design, teaching method improvement and teaching motivation guidance to help students deal with difficulties and challenges in life and learning. Based on psychology, educational psychology discusses the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between teaching effectiveness and talent training. Educational psychology can develop many special fields to study educational problems. It pays attention to the cultivation concept of people-oriented and student-centered, which can provide a psychological scientific basis for the setting of diversified courses. Teaching method is the link between teachers' teaching plan and students' actual learning effect, and the essence of teaching is the selection of methods and the process of interaction between teachers and students. Based on the teaching law and students' psychological law, the innovation and optimization of teaching methods can produce different learning effects and quality. Counselor's work is the main body of the current ideological and political education, and the professionalism, rationality and ways and means of college counselors' work will produce different work effects. Different psychological activities and goal orientation will lead to the differences and enthusiasm of students' learning attitude. The theoretical work of college counselors is guided by the theory and practice of college counselors' work, which comprehensively manages students' ideological status, quality education, psychological counseling and employment problems. However, due to the lack of understanding of the actual situation of students and the grasp of the law of students' psychological activities, most college counselors have insufficient integration with ideological and political education and lack of innovation in the way of theoretical work, which is easy to make college counselors have negative psychology and work fatigue, which is not conducive to the normal development of their students' work. Therefore, from the perspective of educational psychology, the research promotes the innovative development of the theoretical work of college counselors in ideological and political education, and improves the psychological status of counselors.

Subjects and methods: Firstly, the research collects the basic information of the problems, working methods and means and individual psychological status of a college counselor in the current ideological and political education, and then classifies the counselor's psychological status and work problems, taking the college counselor with psychological problems and negative emotions as the research object. Then, with the help of the relevant contents of educational psychology, this paper improves and optimizes the ways and means of counselors' theoretical work in ideological and political education, such as the pertinence of work strategy improvement, the individual differences of psychological counseling, and so on, so as to build a new educational model. The research objects are randomly divided into teaching intervention group and conventional teaching group. The teaching intervention group adopts the new model proposed by the research to carry out ideological education, while the conventional teaching group adopts the original teaching method to carry out ideological education. The experimental time is three months. After the experiment, the data of the effectiveness of ideological and political education and the psychological status of counselors under different working modes are collected and sorted out, and the difference analysis of experimental data is realized with statistical analysis tools, so as to better study the innovative application results of college counselors' theoretical work in ideological and political education from the perspective of educational psychology.

Results: Educational psychology can effectively help college counselors grasp the internal relationship and external influence between teachers and students, realize the focus of ideological and political education on the basis of following students' psychological laws and teaching characteristics, and then improve the pertinence and effectiveness of educational work. The results show that the new educational