

more smoothly. Therefore, it is necessary for teachers to abandon the original concept of absolute authority, conduct in-depth communication with college students, and reasonably verify the rationality of educational methods according to the actual needs of college students.

4. Establish a scientific and perfect public opinion guidance system. Under the background of "Internet plus", we should make full use of Internet technology to carry out information mining, analysis and monitoring through big data means, and find out the ideological changes, emotional reactions and hidden problems hidden in the normal world in the Internet field. We should deal with the problems arising from the problem without delay or accumulation. Learn from the grid used in urban management to carry out grid management of student community. The so-called grid management refers to the division of urban management areas into unit grids according to certain standards based on unified urban management and digital platform. By strengthening the inspection of components and events in the cell grid, a form of separation of supervision and disposal is established. Set up grid members in the community to timely grasp the dynamics of students, build grid culture, deal with emergencies, and do a good job in the communication of upload and release. Get close to students through multiple channels and ways. For example, regularly carry out friendship meetings, student congresses, symposiums and exchange meetings between teachers and students, investigate the cultivation of values and ideological changes of students in school life through various channels and ways, communicate and solve problems in time, dredge doubts, and cultivate students' sense of belonging and centripetal force to the school. Everyone is in the era of we media. Schools should strengthen the monitoring and management of school media and we media. Analyze and guide the information of various forums in time to ensure correct guidance. Build an authoritative and influential school media brand and cultivate a group of correctly oriented and professional media teams, so that they can become the amplifier of the school's voice after the crisis, restore the facts and provide the truth as soon as possible. Set up a specially assigned person responsible group, strengthen personnel training, build a professional team, and improve the public opinion guidance plan, which is both scientific and flexible.

5. Grasp the timing, degree and effect of public opinion guidance, and adhere to guiding people with correct public opinion. First, we should respond promptly and accurately. It is not necessary to respond at the first time, but to clarify the facts on the premise of mastering all the facts and clearly weighing the advantages and disadvantages of all parties, and timely and completely feed back the truth to the audience at the appropriate time. Second, we should believe in the self purification ability of the Internet and let all information restore facts in the competition of self power. With the continuous improvement of College Students' media literacy, they will pay great attention to what they care about, and supplement and restore facts according to their own judgment and information. Third, we should strengthen the construction of teaching staff, pay attention to their own labels when using the media, adhere to the correct guidance of public opinion, and influence people with a positive image, but exciting and not out of standard.

Conclusions: To sum up, universities should pay attention to the harm of public opinion crisis and public opinion generalization. College students are the main force of the Internet. In the new historical period, they should strengthen mental health, strengthen the governance of College cyberspace, and create a good atmosphere for universities.

Key words: psychological law - education - public opinion

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APPLICATION OF PSYCHOLOGICAL CONTRACT THEORY IN HIGHER EDUCATION MANAGEMENT

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Background: Jingjing campus is full of students. University has always been the "spiritual home" in the eyes of countless young people. As a moral purification mechanism, the University guards the cleanest land in the world with its holy and magnanimous nature. The people here have pure thoughts, lofty ideals and profound knowledge. They have a strong sense of competition and the spirit of dedicating themselves to the ideals of the society. They are known as the elite of people and the pride of heaven. However, it is sad that the pure and healthy body of the ivory tower has been seriously eroded in recent years. College Students' sleeping in class, cheating in exams, plagiarism of papers, infatuation with Internet cafes, lack

of life consciousness and gratitude consciousness have become "different scenic spots" in college campuses. It is an indisputable fact that traditional universities and college students have been alienated. College students' Ideological and political education has encountered unprecedented conflicts, and the innovation and effectiveness of College Students' education management have been questioned. In sharp contrast to the increasingly sound rules and regulations, the comprehensive quality of college students has not been improved in proportion, and the management mode of traditional institutional education (text contract) has been seriously challenged. It is urgent to seek and build a more humanized and effective whole process psychological contract education management mode.

Objective: Rational contract has the characteristics of two-way subject, internal drive of power and persistence of influence. It is more in line with the purpose of education than formal contract and can better reflect the people-oriented concept of student management. It is imperative to form a new management model in Colleges and universities, which pays equal attention to "rigid management" and "flexible management", text contract and psychological contract. Based on the three stages of psychological contract, colleges and universities should adopt the whole process psychological contract management strategy of enrollment, training and employment; Based on the three-dimensional structure of psychological contract, colleges and universities should adopt a comprehensive psychological contract management strategy from the dimensions of material incentive, emotional incentive and development incentive; Based on the breach of psychological contract and the risk of violating behavior, the educational management of college students should eliminate information asymmetry and adopt the strategy of all staff psychological contract management of peer education.

Subjects and methods: (1) Convergence of goals. Psychological contract is based on mutual benefit and characterized by mutual influence, which is reflected in China's traditional culture. Confucius day: "when you do things, you should be polite, and when you do things, you should be loyal." This shows that there is a relationship of mutual respect, love and mutual benefit between monarchs and ministers. As a talent training base, the school's training objectives are generally consistent with the students' personal learning objectives. For students, to abide by school rules and regulations, complete their studies and be responsible for the school is actually responsible for themselves; For schools, the content of students' psychological contract is not only the means of implementing education, but also the purpose of implementing education. Providing hardware and software guarantee for students' adult and talent is not only the inevitable requirement of realizing educational objectives and functions, but also the inevitable requirement of the survival and development of schools and teachers. (2) Internal drive of power. The main body of psychological contract is students. People-oriented is the core of the scientific outlook on development. Taking students' development as the foundation is the fundamental purpose of education, and taking students as the foundation is the way to run the school. Education should be based on the development of students. It is necessary to love life, love life, fear life, respect students' personality, give full play to their initiative and promote their full and all-round development. (3) The duality of school role. As a party of psychological contract, on the one hand, the school should fully consider the wishes and requirements of students and strive to create a good environment to fulfill students' cognition of school responsibility; On the other hand, as students are students, their psychological state is not very mature and stable, and there may be deviations in their understanding of their own and the school's responsibilities and obligations, which requires the school to strengthen the guidance of their psychological contract content. (4) The dynamics of the process. The psychological contract relationship in Colleges and universities is a dynamic development process during the whole university period. The psychological contract starts from the enrollment link and ends in the employment link. During this period, students create, abide by, and constantly revise and consolidate the psychological contract under the guidance of the University. College students are the main controlling party of the psychological contract. Only when students believe that the school has fulfilled its commitments of scholarships and grants and created a rich and colorful cultural life, safe and warm living and learning environment, will students contribute their sincerity, enthusiasm, energy and time to the development of the school and the honor of the class. (5) Persistence of impact. If the psychological contract relationship between schools and students is damaged, it will have a far-reaching impact. The destruction of psychological contract is mainly a subjective feeling. One party believes that the other party does not fully realize the psychological contract, regardless of whether the violation of the psychological contract really occurs. As a base for cultivating talents, every move of the school affects the development of students. Once the trust relationship between the school and students is destroyed, it will directly affect students' views on the school, society and even life. This negative impact is likely to accompany students for a long time or even life. (6) Contracts are mainly relational and developmental dimensions. Although the psychological contract between teachers and students in Colleges and universities includes transactional factors based on the requirements of teaching norms and classroom discipline, it mainly depends on the interaction and cooperative relationship

formed between teachers and students in education and teaching, as well as the support and help provided by teachers for students' career development and quality and ability improvement.

Results: 1. Play the cohesive Role of "psychological contract". At present, some universities are generally faced with the problem of high teacher turnover rate, one of the most important reasons is the destruction of employees' psychological contract. Many employees enter the school with a beautiful expectation and hope to meet their material and spiritual multi-level needs with the help of the organization. The social exchange relationship between individuals and schools can not be fully reflected in the written employment contract, but in the heart of each employee, he has a clear understanding of what and how much he should pay for the organization, and what and how much the organization should reward himself. Psychological contract is different from economic contract, which refers to exchanging time, intelligence and physical strength for wages, rest and appropriate working conditions. The psychological contract defines the conditions of each employee's investment in the organization. Employees agree to give certain loyalty, creativity, etc. at the same time, they also have expectations beyond financial reward for the organization. They seek job security, fair and reasonable treatment, and organizational support for their desire to achieve development. From the current situation of teachers' team construction in independent colleges, there are some problems, such as unstable team, high turnover rate, unreasonable structure and weak sense of belonging. T an important problem is how to meet their psychological needs. Employees will inevitably encounter things contrary to their original expectations in their daily work, such as heavy workload, lack of good vocational training, etc., which changes their original view that the organization violates the psychological contract, so they choose to leave. A survey shows that the main reason for teachers' resignation is that they believe that the psychological contract with the organization has not been realized. When the psychological contract is destroyed, teachers will reconsider the exchange relationship with the organization. This should be a serious warning for organizational management. In Chinese culture, people believe that relationship is more important than written contract. Therefore, the important reason for determining the fate of employees is whether to establish a good psychological contract with the organization. This problem exists not only for ordinary teachers, but also for middle-level managers. Xu Shuying (1998) and others conducted a questionnaire survey on 500 middle managers in China (including state-owned enterprises, private enterprises and foreign enterprises), and found that managers do not favor the balanced employment relationship, that is, very detailed and clear tasks with long-term remuneration are not popular. But he has a special preference for relationship type. Behind the relational employment relationship is the psychological recognition of the organization, which has the effect of high company performance and low turnover rate. Therefore, establishing a harmonious psychological contract is the fundamental to enhance cohesion and establish a good employment relationship. The significance of psychological contract in teacher management is becoming more and more important. Its cohesion and incentive role has played an increasingly important role in stimulating and maintaining the professionalism, sense of responsibility and creative motivation of teachers in independent colleges. Practice has proved that the paper contract can not make teachers and schools achieve a high degree of fit psychologically. Only by paying attention to teachers' psychology, improving the management system and making them feel belonging in the school, can we really promote the improvement of teaching quality and the development of the school.

2. Play the incentive role of "psychological contract". In the era of knowledge economy, the most intuitive and basic feature is the unprecedented improvement of the status of knowledge as a factor of production. The principle of human value pays more attention to the excavation of knowledge potential - the maximum exertion of human ability. In this case, every employee in the school is the carrier of knowledge. The value of their knowledge to the school and the dedication of employees to the school will determine the fate of a school in the competition. For teachers, whether they can work effectively, whether they will sprout a sense of responsibility, loyalty and enthusiasm for the school and its development goals, and whether they can get satisfaction from their work largely depends on the realization of the psychological contract between the organization and employees. Employees will feel whether they have received their expectations from the manager's behavior, so as to decide whether it is worth going all out or making appropriate efforts. In the psychological contract of employees, everyone's needs and motives are very different. Even the needs of the same person in different periods are different. Some people want to work hard in exchange for higher salary and other people's respect, and some people's satisfaction comes from challenging and pleasant work. Getting money from work can exchange for necessities of life and meet basic needs, but only high-level satisfaction can make people feel the greatest satisfaction and mobilize people's enthusiasm as much as possible. This satisfaction is the most important component in modern employee psychological contract. Therefore, the implementation of employee psychological contract management is necessary to strengthen organizational motivation. Only

by meeting people's development needs from a higher level can we stimulate people's subjective initiative. The establishment of "psychological contract" should recognize the specific needs of employees and effective incentive methods. Although various needs do not exist independently, people have a balance and choice when choosing external conditions to meet their needs. Not all employees will pursue material or high-level spiritual needs. Therefore, in the method and level of establishing employees' psychological contract, corresponding incentive methods need to be used to meet the corresponding employees' needs, And urge employees to return with corresponding work behavior.

3. Play the management role of "psychological contract". When people start a new job, they are usually excited or idealized, especially for young people who have just entered the society. But in a few months, or even a shorter time, he will go from the joy of work to a relatively low mental state. At this time, new employees will have a new understanding and evaluation of the psychological contract with the organization. Facing such a "habitual" adaptation process and psychological contract "crisis", organizations should take it seriously. After new employees are hired, managers should provide opportunities for communication outside their daily work, such as work communication among personnel in a department, or organize a lecture; It can also be a visit, small-scale and small-scale travel, etc., so that new and old employees have the opportunity to communicate privately. As a manager, he will clearly and timely understand what happened and control the situation at the right time. For example, giving new employees an opportunity to complain and express frustration, or talking about their own experience and experience can get twice the result with half the effort. When the psychological contract is found to be damaged, the reason shall be reasonably explained in time, that is, when the change, destruction or violation of the psychological contract has not led to the change of employees' emotion and behavior, the work shall be carried out. If the employees think that the school deliberately violates the contract, the subsequent response will be negative, and the employees will condemn the actions of the managers, And reduce their work performance or even leave. If the two sides do not agree on understanding, this response will be much better. Therefore, this has become an opportunity for managers to make a difference. In management practice, due to certain objective reasons, it is likely to cause the destruction of employees' psychological contract. At this time, if the management personnel handle it indifferently, the employees will attribute the violation of the psychological contract to the failure of the enterprise to realize the original commitment. On the contrary, if the enterprise management personnel give attention to the employees, he will attribute it to the objective rather than the organization. Therefore, it is of great benefit to properly use management skills to give employees a reasonable explanation for the destruction of psychological contract.

4. Play the cornerstone role of "psychological contract". Psychological contract is the cornerstone of organizational culture. The psychological contract in the organization is the link between employees and the organization, and it is an important factor affecting employees' behavior and attitude. Although psychological contract is implicit, it is an important determinant of organizational behavior. The role of psychological contract in the organization has three aspects: first, it can reduce the insecurity of both employers and employees. Formal economic contract can not involve all aspects of employment relationship, while psychological contract can fill the gap left by economic contract. Therefore, the implied terms of psychological contract can make up for some deficiencies in the formal text of employment relationship, reduce the uncertainty between employees and organizations, and increase the sense of security and mutual trust between individuals and organizations. Second, it can regulate the behavior of employees. Employees measure every behavior of the organization by the responsibility of the organization to themselves, and take it as the standard to regulate their behavior. Employees will balance their mutual responsibilities with the organization and adjust their behavior according to the results of the balance. Third, it can make employees have emotional response to events in the organization. Psychological contract plays an important regulatory role between employees' wishes (such as role, society, economy, etc.) and their performance. From the above discussion, psychological contract and organizational culture interact and influence each other: on the one hand, the main body of organizational culture management is employees, organizational culture hopes that employees' behavior can conform to organizational values, and corporate culture will eventually be externalized into employees' specific behavior; On the other hand, employees' psychological contract is the values held by employees and their subjective expectation of the organization. Employees' psychological contract will also be displayed by their specific behavior in the organization. Most people's psychological contract will slowly form a good organizational culture. Therefore, psychological contract is the cornerstone of organizational culture. We should pay attention to the cornerstone of psychological contract. If the psychological and emotional needs of employees are met and the psychological contract is fulfilled, employees' loyalty and satisfaction to the organization will be improved, so that employees are willing to make greater contributions to the organization - investment beyond the expectations of the organization.

5. Play the flexible role of "psychological contract". With the advent of the era of knowledge economy, the rigid management brought by the original pyramid management began to be flexible. The reason for this is that under the conditions of the era of knowledge economy, the relationship between labor and capital will undergo revolutionary changes. This is the material reason why human resource management has changed from rigidity to softness. The original coercion and order are more and more difficult to work, the maintenance of authority is more and more difficult to rely on power, and the "contractual relationship" between labor and capital is more and more like "contractual relationship", which is more prominent in the management of colleges and universities. Flexible management is essentially a "people-centered" management, which requires a "flexible" way to manage and develop human resources. In modern universities, the flexible management of human resources is a decentralized management implemented on the premise of respecting human personality independence and personal dignity and on the basis of improving the centripetal force, cohesion and sense of belonging of employees to the school. The biggest feature of flexible management is that it mainly relies on human liberation, equal power and democratic management rather than external forces (such as orders from superiors), so as to stimulate the internal potential, initiative and creative spirit of each employee from the bottom of their heart, so that they can really feel comfortable and spare no effort to continuously develop new excellent achievements for the school, It has become the source of strength for enterprises to obtain competitive advantage in the fierce global market competition. The basic characteristics of flexible management are: internal is more important than external, psychological is more important than physical, personal teaching is more important than oral teaching, affirmation is more important than negation, and incentive is more important than control. Obviously, flexible management should give more play to the guiding role of psychological contract; Pay more attention to employees' enthusiasm and creativity, and pay more attention to employees' initiative and self-discipline.

Conclusions: As a model of modern management, psychological contract makes students' behavior and school goals harmonious and unified through the definition of responsibilities and mutual expectations between colleges and students. The invisible constraint of psychological contract has no validity like the formal written contract, but it is more in line with the purpose of education than the formal contract, can better reflect the people-oriented student management concept, and can stimulate students' enthusiasm in learning, life and work. The establishment and improvement of College Students' psychological contract management mechanism promotes students to have a high sense of satisfaction and identity with the organization, so as to promote the sustainable development of College Students' management.

Key words: psychological - contract - Education Management

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MEASUREMENT OF ART EDUCATION IN UNIVERSITIES BASED ON EMOTIONAL PSYCHOLOGY

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Background: Art psychology refers to the change of the author's psychological state during art creation, and it is a discipline that deeply explores the psychological activities of the viewers of works and the social psychological activities reflected in works. The research object is the law of emotional activities such as emotion, cognition and will. Art education means that teachers elaborate on art works, urge students to truly feel the emotions expressed by art works, and communicate indirectly and deeply with the author. This exchange does not require students to face the author, but requires students to have solid theoretical knowledge and basic ability of fine arts, understand the psychological activities hidden in the author's works, and appreciate the whole mental process of the author's creation. The essence of the so-called art psychology is to further realize the in-depth research on art and its related fields through the theoretical knowledge of human psychology, and it also involves a wide range of aspects in the research process, including thinking, language, emotion and so on. The ultimate goal is to clarify the internal relationship between social culture, human inherent emotion and art activities through the study of students' art creation process, so as to make the originally complex and difficult art creation process clearer and organized under