

Conclusion: In conclusion, based on educational psychology, the case teaching method plays an irreplaceable role in the teaching of business administration, in which the case perfectly reflects the problems that business administration may encounter in real situations. This improves the students' problem-solving skills to a certain extent. As a result of the case study approach, this mode of teaching educational psychology should not be limited by the traditional case study approach, and teachers of business administration should be more innovative in their classroom situations in order to enhance the effectiveness of the case study approach. In addition to controlling the design and quality of the teaching sessions, teachers should also try to make up for the fact that the teaching activities are not based on real-life scenarios or practical training activities. In this way, the teacher can make up for the lack of paper-based teaching in business administration. In the teaching activities, different cases quoted by teachers can have different effects on students. Only by building a systematic teaching model and then combining the actual teaching situation of the business administration majors, can teachers compile cases to bring into play the effect that a master case teacher should bring into play and truly build a case teaching model suitable for the business administration majors. In general, under educational psychology, teachers can effectively exercise students' problem-solving ability by applying the case teaching method, which is a teaching method worthy of reference.

* * * * *

STRATEGIES OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION BASED ON MUSIC AESTHETICS EDUCATION

Yu Xia¹ & Fumei Xu²

¹Aviation Service and Music College, Nanchang Hangkong University, Nanchang, Jiangxi, 330063, China

²Music College, Jiangxi Normal University, Nanchang, Jiangxi, 330067, China

Background: The artistic discipline of music is able to combine psychological interventions based on the interdisciplinary and psychological adaptation of psychology. The process of music psychological adjustment is the use of musical features and functions in accordance with the psychological needs of the individual, combining passive acceptance with active and autonomous adjustment, not only to regulate and maintain the psychological situation, but also to improve it. Musical psychological adjustment is a part of music therapy and can extend the field of music therapy, using music as a means of regulating people's psychological state and improving it in a harmonious and healthy way. In the opinion of some scholars, if music resonates with people, it usually causes strong psychological feelings in the listener, which can lead to emotional changes in the listener.

Music psychological adjustment is commonly used in psychotherapeutic work and psychological interventions, where music and psychology intersect and are closely related to several disciplines, including sociology, in addition to education and aesthetics. Music psychological adjustment is characterised by the following features: psychology as the core, elements of both musicology and psychology, and close links with related disciplines.

In recent years, the pressure of employment and academic pressure on university students has become heavier and heavier, leading to a group of university students with significant mental health problems. Some surveys have shown that university students have various mental health disorders due to too much mental pressure, and the proportion of university students with mental disorders is increasing in the student body.

Objective: As the mental health of university students can affect their own growth, higher education institutions should pay more attention to the mental health of students, conduct psychological counselling activities and consultation activities at the appropriate time, and ensure the relevance and effectiveness of the activities, so that university students can have the awareness of mental health and the concept of mental health, not only in their own growth path and study path can reconcile their mental state, but also have the ability to They will also be able to make self-adjustments in their lives and resolve the many difficulties and doubts they encounter in their personal growth and development, not only in terms of interpersonal communication and employment, but also in terms of their studies. Through mental health education, students in higher education are able to have optimism and strength of character, and can guarantee the harmony of interpersonal relationships. Thirdly, it can help students to adapt to social development and succeed in their life path; fourthly, it can cultivate a healthy psychology among students.

The aim of the article is to explore the countermeasures of psychological health education for university students, to introduce the content of music psychological adjustment to the education of university students, to make full use of the characteristics of music art, to relieve students' psychological

pressure, to adjust their tense psychology, to cultivate their sentiments, to improve their humanistic cultivation, to be more artistic, and to make the educational role of music psychological adjustment outstanding. The programme is designed to help students to develop a more artistic temperament and to enhance their humanistic qualities.

Subjects and methods: The object of the article is university students, and the research methods include experimental method, measurement method and statistical analysis method.

A psychological survey was administered to the students and those who scored above a specified value were included in the study. In the experimental method, the author divided the study subjects into multiple phases based on the design protocol. In the measurement method, the participants were measured before the intervention and after the completion of all phases of the intervention, based on psychological scales. In the statistical analysis method, the data were analysed and processed with the help of relevant software.

Result: Through the implementation of the research method, it was possible to find the following effects of music psychological adjustment: firstly, it enables the psychological stress of the university students to be relieved; secondly, it is helpful for the interpersonal communication of the university students; thirdly, it can shape the sound personality of the university students.

Mental health education measures are as follows: firstly, teachers can use background music to create a favourable atmosphere; secondly, teachers can stimulate students' emotional experience through music appreciation; thirdly, teachers can use music activities to enhance students' psychological quality; fourthly, students' psychological state can be improved in music therapy.

Conclusion: Music psychological adjustment can play an important value in mental health education in colleges and universities, and can help students develop healthily. Educators should be aware of the mechanisms of music psychological adjustment and carry out mental health education work in conjunction with music psychological adjustment according to students' specific needs, so that their stress and negative emotions can be relieved. In mental health education activities, students can listen to a variety of rhythmic and melodic pieces, feeling and appreciating the experiences that a variety of music can produce, and in the process, their negative emotions will dissolve and they will be able to deal with challenges and trials with ease.

* * * * *

DIGITAL MEDIA DESIGN STRATEGY BASED ON CONSUMER PSYCHOLOGICAL EXPERIENCE

Lei Xiao

¹*School of Design, Nanjing University of the Arts, Nanjing, 210000, China*

²*Academy of Animation and Digital Arts, Communication University of China, Nanjing, 210000, China*

Background: With the continuous advancement and improvement of scientific and technological means in China in recent years, digital media technology has gradually developed rapidly and has been more widely used in applied psychology. To a certain extent, good digital media design needs to be guided by the knowledge and methods of applied psychology, and designers must refer to the influence of other information on digital media design, and then design digital media in a more targeted manner through other technical and artistic aspects.

Objective: In the course of the development of digital media, the content of communication is to a certain extent more distinctive and furthermore more personalised. The digital media will be used to disseminate information that is more distinctive and tailored to the needs of the user, thereby maximising the economic benefits and laying the foundations for the development of personalised content.

Subjects and methods: On this basis, if we want to really make use of the relevant concepts of applied psychology in the process of digital media design, we must play the role of implicit memory mechanisms. In the process of digital media design, the role of implicit memory mechanisms can be truly and effectively brought into play, which can also be understood as the unfolding and application of the content of applied psychology, further reflecting the actual theoretical value of applied psychology while further helping digital media design to be able to serve society and users in a comprehensive manner. In the process of deeply tapping into human implicit memory mechanisms, the target users of digital media design must be targeted in conjunction with the actual situation, and to a certain extent, provide a strong guarantee for highly connected digital media design products to further mobilise people's implicit memory, thus truly meeting the development needs of users and prompting them to actively search and