but also the vividness of language organization. The diversified dissemination of new media enriches the expression, expands the dissemination space in multi-dimensions, and brings infinite possibilities to the ideological and political education in colleges. Under the complex network public opinion environment, the ideological and political educator should be good at using the positive network red content to explain the ideological and political education content, transfer the values, make the discourse close to reality, and have the resonance. Cultivate and operate "gatekeepers", establish and improve new media operation centers and other similar institutions, do a good job in export of new media operation management and content review and release, and cultivate network public information monitoring teams, Qualified colleges and universities may purchase relevant public information monitoring services, improve the ability to deal with online public opinions through professional public opinion monitoring and analysis, and ensure positive image output, so as to guide the healthy development of online public opinions in the right direction. Aiming at the hot, hot and difficult issues on the Internet, this paper sets up discourse topics according to the school situation, and firmly grasps the discourse power of these issues by analyzing and judging, so as to guide the public opinions correctly. Colleges and universities should take the initiative to build their own data center, through data integration, data monitoring, data analysis, analysis of each student's personality characteristics and behavior preferences, through analysis of the results, college ideological and political education can be accurate education.

Conclusions: In today's society, every time the network technology touches a social field, the network public opinion also along with it seeps past. Network public opinion is a double-edged sword of ideological and political education in colleges and universities. Making good use of it can expand more space for its development. This paper probes into the problems and countermeasures of the discourse right of ideological and political education in colleges and universities under the network public opinion, and puts forward some relevant countermeasures, including strengthening the top-level design, cultivating political accomplishment, cultivating network opinion leaders, initiating the integration of discourse and actively using big data, etc., so as to provide some references for seizing the discourse right of ideological and political education in colleges and universities.

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IMAGE ANALYSIS AND APPRECIATION OF ANCIENT POETRY IN AESTHETIC PSYCHOLOGY

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Background: Image is one of the advanced forms of literary images. There are both similarities and differences in the understanding of image between Chinese and Western scholars. Chinese image theory has a long history, profound insight and unique value in poetic aesthetics. Compared with the image theory of China, the image theory of the West is vague, and there is no unified and complete theory. Most of the former scholars have compared their differences from the static point of view, but not from the dynamic point of view, nor have they pointed out the bridge of communication between Chinese and Western images and how to innovate in contemporary discourse, which plays a guiding role in the creation of literature. This paper attempts to compare the concepts of Chinese and Western images in the context of contemporary discourse, and explore the new aesthetic value of images in contemporary literary creation and appreciation from the perspective of aesthetic psychology, so as to shed some light on the construction of new poetics. The concept of image can be summarized as follows: (1) Image refers to all the objective objects with physical forms, including visually invisible substances and all the external manifestations of human beings, such as sounds, winds and modal behaviors of human beings. It refers to all the subjective activities of the poet, such as emotion, ambition, cognition, illusion, etc. (2) The essence of image is to imply, euphemize and imply meaning without direct words and meaning, so image has double meanings, that is, external meaning and internal meaning, also known as literal meaning and implicit meaning. A word, poem, or poem that has no dual meaning is not an image. (3) Meaning is subject, like object; meaning is end, like means; meaning is content, like carrier. (4) Only when there is some connection between image and intention can an image be formed. (5) Images are the unique aesthetic creations of poets. The same image can have different meanings for different writers and different time and space of the same writer.

Objective: As far as the aesthetic expression is concerned, image is the result of implicit technique. Poetically, imagery has a double meaning. The inevitable result of sustenance is that it has double meanings

and points out the essence of the concept of image very clearly. As far as the relationship is concerned, there must be a connection and interdependence between meaning and image, such as surface, meaning is inside. Image cannot be equated with the object image, is not simply to reproduce or synthesize the representation of things, is from life is different from the life of the artistic image. Although the image is taken from nature, it is not equal to nature itself.

Subjects and methods: In the process of imagery creation, it has been integrated into the writer's thoughts, feelings and creative intentions, which is the result of refining, processing and synthesizing the life images according to the characteristics of objective things and his own emotional tendency. This article mainly carries on the investigation analysis from the psychological distance, the intrinsic imitation and the empathy.

Study design: Stratified cluster random sampling method was used to investigate 400 groups of different ages, different genders and different occupations. 400 questionnaires were distributed, 379 were retrieved and 368 effective copies were obtained.

Methods: Using Excel statistical aesthetic psychology to analyze the image of ancient poetry and appreciate the effect.

Results: Aesthetic psychology is a concept of aesthetic psychology, which refers to a special behavior psychology of human beings, that is, the psychological state that may arise in the process of aesthetic practice. Aesthetic psychology is a borderline thing between psychology and aesthetics. As a result, this discipline has intensified the rapid growth of psychology in the exploration of human cognition of beauty or artistic creation. After all, because psychology is more abstract, and aesthetic is to be able to visualize the performance in front of you and me, more specific, more intuitive. Therefore, countless people indulge in the sea of art, but also because of strong psychological resonance.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 400 social groups assessed and averaged, with the specific statistical table shown in table 1.

Table 1. Image analysis and appreciation of ancient poetry under aesthetic psychology.

Factor	Psychological distance	Internal imitation	Transference
Group	3	4	4

Conclusions: At present, we are in a world of "integration" of the trend of the times. This kind of integration is reflected in the field of cultural theory, that is, the collision, fusion and reconstruction of ideas, ideas and theories in different cultural traditions. And this kind of reconstruction, will no longer be limited to a cultural tradition within the reconstruction, but will be based on the "world" vision of a real sense of the construction of world culture.

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PRACTICAL RESEARCH ON INTEGRATION OF IDEOLOGICAL AND POLITICAL ELEMENTS INTO DANCE CURRICULUM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Curriculum ideological politics "means that all the courses in colleges and universities have the functions of ideological and political education, ability cultivation and knowledge imparting." Since the concept of "curriculum politics" was put forward, many higher vocational colleges have vigorously promoted the teaching reform with "curriculum politics" as the goal. But there are still many problems in the course of concrete implementation. On the one hand, there is a lack of necessary theoretical research support and curriculum practice template for the system structure of dance curriculum. On the other hand, it lacks the syllabus of curriculum construction, the teaching materials, the training of teaching materials and teaching methods and the construction of curriculum evaluation system. From the level of teachers' team, on the one hand, the preparation is insufficient and the change of ideas is lagging behind; Influenced by the traditional education concept, the training of professional skills and the promotion of employment rate are the focus of concern, while the improvement of students' ideological and political quality is not much or