

ROLE OF PROPAGANDA PRINTS IN PROMOTING NATIONAL IDENTITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: According to the attitude theory of social psychology, people's sense of identity is a relatively stable and lasting psychological reaction tendency, which is an internal psychological structure composed of cognition, emotion and intention. People's sense of identity formation mechanism is the main body in the disseminator, mode of transmission, identity and spread, under the function of situational factors such as psychological activity in people's obedience, assimilation, internalize the three stages, people's psychological attitude through, utilitarian obey development of passive to active, voluntary approval, finally realize people's identity. For a long time, there has been a loyal, lasting and strong sense of belonging to "China" in the hearts of people of all ethnic groups in China, that is, Chinese identity, which includes Chinese land identity, Chinese national identity and Chinese state identity. The four basic connotations of identity and Chinese cultural identity are influenced by traditional established factors, persistence factors, inheritance factors and selection factors, which in turn are closely related to the satisfaction degree of acquired needs to realistic interests. The restriction of various factors has an important influence on the identity of ethnic Chinese. From the perspective of social psychology, it can be seen that in terms of being endowed, it is the strengthening of the historical identity that produces such identity that gets rid of the haze of historical nihilism. Analyzing their choice from the perspective of social psychology, we can see that starting from the driving role of interests, starting from the legal and institutional aspects, we can truly and thoughtfully realize the interests of a certain group and satisfy their pursuit of legitimate and reasonable interests. However, these two aspects are a whole, they cannot be independent or partial, and neglecting either of them could have extremely serious consequences. Therefore, strengthening people's Chinese national identity from the perspective of social psychology plays an important role and significance for social stability and national harmony, and for the great rejuvenation of the Chinese nation. Therefore, this paper focuses on the promotion of propaganda prints to people's sense of identity from the perspective of social psychology.

Objective: The simple propaganda and education will turn into pale preaching, so in the process of propaganda and education, we should grasp the psychological state of students and analyze the psychological state of learners from the perspective of social psychology, so as to improve the persuasion of propaganda and education. Therefore, one can flexibly analyze educational identity through social psychology. Publicity print is an effective means of verifying whether printed matter aims at improving people's identity from the perspective of social psychology.

Subjects and methods: Printmaking is made by printing the marks left by various knives on the wooden board, or with some special texture effects, and transferred by ink. The biggest advantage of printmaking is that it is highly reproducible. In ancient times, it played a great role in propaganda. Social psychology emphasizes the interaction between society and individuals, the discussion of social situations, and the internal psychological factors of individuals. Therefore, the relational methodology based on the perspective of social psychology focuses on exploring the role of propaganda prints in promoting people's sense of identity from the perspective of cultural value, and it can undoubtedly give more insightful and rational answers to many practical problems.

Study design: There are many classifications of modern prints, such as wood prints, copper prints, silk-screen prints, lithographs, digital prints, and comprehensive effect prints based on the materials used. This paper selects 100 prints for research, evaluates the role of these 100 prints in promoting people's sense of identity, and sets specific evaluation conditions in the evaluation:

- (1) Printmaking has the function of education, and the score is 20;
- (2) Printmaking has the function of ideological and political education, and the score is 20;
- (3) Printmaking has the function of image shaping, and the score is 20;
- (4) Printmaking has the function of enhancing people's sense of identity, and the score is 40.

Use SPSS13.0 software for data management and analysis.

Results: The attitude change theory in social psychology provides a theoretical reference for studying the promotion effect of propaganda prints on the people's sense of identity. Table 1 shows the evaluation results of the promotion effect of propaganda prints on the people's sense of identity.

Analyzing the data in Table 1, it can be seen that in terms of educational function, ideological and political education function, image shaping function, and function of enhancing people's sense of identity, publicity prints have all received higher scores, indicating that they can play a certain role in publicity, and in publicity. In the process, it plays a role in guiding the people's public opinion, thereby enhancing the people's sense of identity.

Table 1. Evaluation of the role of propaganda prints in promoting people's sense of identity.

Function type	Score
Educational function	18
Ideological and political education function	19
Image shaping function	15
Enhance people's sense of identity function	35

Conclusions: At present, China is in the period of social transformation, which is not only an opportunity period for development, but also a period of contradiction. There are many factors that affect the sense of national political identity in this period. These factors have a negative impact on maintaining the social and political stability of our country, and must be solved to enhance the sense of national identity. Let the Chinese identity become a bond, maintain the harmony of the blood and national harmony of the various ethnic groups in China, let the Chinese identity become a bridge, lead to the stability of the frontier ethnic regions and the final completion of the great cause of the reunification of the motherland, and let the Chinese identity become a force. It inspires us to realize the great rejuvenation of the Chinese nation. In this process, with the help of social psychology theory, should give full play to the role of publicity prints.

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MODERN ART APPRECIATION COURSES ON STRENGTHENING STUDENTS' PSYCHOLOGICAL ENDURANCE

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Background: Modern art appreciation course is an important course reflecting college students' spiritual life. It reflects people's spiritual world in an all-round way and profoundly influences people's psychological activities. Not only because of its powerful cultural imagination and cultural identity function, it has become a social and cultural phenomenon closely related to people's lives. In today's market economy, the pressure of competition between individuals is increasing, and this kind of competition is also unavoidable for contemporary college students. Facing all kinds of competition and pressure, especially employment competition and pressure, coupled with the tension of interpersonal relationship, the psychological problems of college students are increasing, and their mental health is worrying. The research on the effect of mental health course is not only conducive to improving the mental health level of college students and promoting their more comprehensive development, but also conducive to improving the quality of mental health course and perfecting its deficiencies and defects. In addition, many poor college students have to bear huge economic pressure and heavy psychological burden. These psychological problems are closely related to personality problems. Because from a psychological point of view, personality is a core part of a person's psychological structure, is the unique psychological characteristics that distinguish a person from another person. College students generally exist a variety of psychological problems, often manifested as the distortion of psychological personality development and different degrees of personality disorders. In the face of various psychological problems of college students, this paper studies the influence of modern art appreciation courses on enhancing the psychological tolerance of college students.

Subjects and methods: Two classes were randomly selected from the first-grade students of the same major, with 35 students in each class. The subjects were 18 to 22 years old. The research objects are divided into the research group and the control group, and the students in the research group are added part of the class hours in the mental health education course to supplement the content of modern art appreciation course. The control group only offered ordinary mental health education courses. In order to analyze the influence of modern art appreciation course on Strengthening Students' psychological endurance, Cattell's 16 personality tests were carried out at the beginning and end of the semester by using the "control group pre-test and post-test design".

Study design: The course design of modern art appreciation in this study adopts the design idea of film appreciation and group activities. The course is bi weekly, and each course is 4 class hours. A total of 9 courses are designed in 18 weeks of a semester. The first and last courses are basic theory courses and comprehensive discussion courses. In the other seven courses, one inspirational film is arranged and a