

results of the influence of the director's class teaching attitude on the intercept and gradient between the first-level classes are shown in Table 1.

Table 1. Parameter estimation results of the influence of head teacher class teaching attitude on intercept and gradient between the first levels.

Dependent	Variable	Fixed portion			
		Predictive	Estimated value	Standard error	t
Oral English	Intercept	Teaching grate	0.31	0.15	2.06*
		Teaching	4.14	1.65	2.51*
	Gradient	Teaching grate	0.07	0.03	2.60**
		Teaching	-0.76	0.39	-1.98*
Oral English	Intercept	Teaching grate	0.22	0.16	1.40
		Teaching	4.06	1.17	3.48**
	Gradient	Teaching grate	0.06	0.03	1.95
		Teaching	-0.74	0.26	-2.83**
English	Intercept	Teaching grate	0.24	0.18	1.52
		Teaching	2.88	1.35	2.13*
	Gradient	Teaching grate	0.06	0.03	1.82
		Teaching	-0.42	0.28	-1.49

Conclusions: The research verifies the hypothesis that the classroom teaching attitude of college teachers has a positive predictive effect on students' oral English anxiety, and it has a moderating effect on the relationship between students' academic efficacy and English oral anxiety. Through a questionnaire survey of 109 classes of college teachers and 3066 primary school students in grades three to six, the analysis results of the multi-level linear model (HLM) show that: (1) Students' oral English anxiety and oral English are controlled when the gender influence of students is controlled. There are significant differences in class level between methods and spoken English skills; student academic effectiveness has a significant predictive effect on students' spoken English anxiety, spoken English methods and spoken English skills, and there are significant differences in class level in the intensity of this influence. (2) Under the influence of controlling the grades taught by teachers, the level of classroom teaching effectiveness of college teachers has a significant predictive effect on students' oral English anxiety, English speaking methods and English-speaking skills. Classes with high teaching attitudes of college teachers, Students' oral English anxiety is more active; (3) College teachers' classroom teaching attitude has a significant moderating effect on the relationship between students' academic efficacy and students' oral English anxiety and oral English methods. The weaker the impact on oral English anxiety and oral English disorder, on the contrary, the lower the teaching attitude of college teachers, the greater the impact of students' academic attitude on oral English anxiety.

* * * * *

THE COMBINATION OF COGNITIVE PSYCHOLOGY AND CREATIVE THINKING ABILITY OF ART DESIGN

Yongbo Yang

Art and Media Institute, Wuhan College, Wuhan 430212, China

Background: As an important individual difference variable, cognitive style has received extensive attention from researchers. Cognitive style refers to the preferred and habitual way in which individuals organize and represent information. In the discussion of the relationship between cognitive style and creativity, previous studies tend to link innovative thinking ability with field-independent cognitive style. However, it is not that a certain cognitive style helps or a certain cognitive style does not help. Creativity, but the combination of different cognitive styles and thinking processes determines the difference in creative thinking ability. Because individuals with different cognitive styles rely on different internal and external reference methods, field-independent individuals rely more on their own internal references and are less susceptible to the influence and interference of external factors; field-dependent individuals rely more on

external references from the surrounding environment, his artistic inspiration is more derived from the external environment and unrelated factors. Therefore, the level of artistic creativity of field-dependent individuals may be more affected by cognitive psychology, and higher inhibitory control will promote their creative inspiration to become poor. This research will introduce cognitive style to explore whether it will have a moderating effect on the relationship between cognitive psychology and artistic creative thinking ability.

Based on this, this study uses the random action generation test and the pasted drawing test to explore the influence of cognitive psychology on the ability of artistic creative thinking, and uses the mosaic pattern test to explore the moderating effect of cognitive style in it. The research hypothesis is: there is a negative correlation between cognitive psychology ability and artistic creative thinking ability; cognitive style has a moderating effect on the relationship between the two. Because the creative inspiration of field-independent individuals mainly comes from internal resources, their artistic creative thinking ability is less affected by cognitive psychology; on the contrary, the artistic creative thinking ability of field-dependent individuals is affected by cognitive psychology ability Larger.

Subjects and methods: 114 college students (49 boys and 69 girls) participated in this experiment. The age range was 17-25 years old, and the average age was 20.25 ± 1.85 years old. All subjects were naked or had normal corrected vision, without any language and hearing impairment, and had not participated in similar tests or experiments. Give a small gift after the experiment is over.

Study design: The scorer is required to rate each work from 7 dimensions. The scoring dimension refers to the following 7 dimensions: 1. The degree of creativity (the degree of creativity of the work); 2. The degree of cuteness (how much you like the work); 3. Imagination level (the richness of the author's imagination); 4. Artistic level (the artistry of the work); 5. The degree of precision (the degree of perfection of the work for details); 6. Communication (the level of describing the language content of the work); 7. Comprehensive impression (your comprehensive evaluation of the work). The scale used for scoring is the Likert 7-point scale, the highest score for creative thinking ability is 7 points, and so on, the lowest score is 1 point.

Methods of statistical analysis: Using SPSS 11.5 software, the independent sample t test was used to compare the baseline and post-intervention results between the two groups, and the paired t test was used to compare the baseline difference between the two groups and the post-intervention difference and calculate the effect size.

Results: In order to more clearly reveal the moderating effect of cognitive style on the relationship between cognitive psychology ability and artistic creative thinking ability, we selected the field independent tendency group (average score more than one standard deviation) and the field dependence tendency group (average score) The following one standard deviation) two groups, through a simple slope test to further analyze the moderating effect of cognitive style on the relationship between cognitive psychology and artistic creative thinking ability. According to the regression equation, the prediction of the cognitive psychology ability for the artistic creative thinking ability of the individual in the field-dependent and field-independent cognitive style of the tendency is calculated respectively. After testing, the slopes of the two regression lines are in the degree of creativity ($t = 2.269$, $df = 40$, $P < 0.05$), imagination ($t = 2.448$, $df = 40$, $P < 0.05$) and communication ($t = 3.052$, $df = 40$, $P < 0.01$) There are significant differences in the three dimensions. The degree of creativity ($\beta = -0.463$, $P = 0.023$) of the cognitive psychology ability of the field-dependent group on the creative thinking ability of art (Table 1), the level of imagination ($\beta = -0.484$, $P = 0.017$), communication ($\beta = -0.628$, $P = 0.001$). The three dimensions can play a significant negative predictive effect; the cognitive psychology ability of the field-independent group has no significant predictive effect on the various dimensions of artistic creative thinking ability.

The results of this study show that the relationship between cognitive psychology and innovative thinking ability may be different in different fields. Cognitive psychology ability has a negative predictive effect on artistic creative thinking ability. However, in the field of scientific innovative thinking ability, individuals with high scientific innovative thinking ability show stronger cognitive psychology ability. Because the cognitive psychology research paradigm adopted by different researches is different, it is difficult to directly draw the root cause of the differences between the research results. Regarding the relationship between scientific creative thinking ability and artistic creative thinking ability, previous views are mostly speculative or empirical descriptions, and there is still a lack of empirical research. Future research can adopt a unified inhibitory task, design a sophisticated experimental paradigm, and directly study the mediating role of the field in the relationship between cognitive psychology and innovative thinking ability, as well as the specific performance differences of the relationship between the two in different fields.

Conclusions: Taking 114 college students as the subjects, the Mittenecker pointing test and the pasting task were used to investigate the relationship between cognitive psychology ability and artistic creative thinking ability, and the mosaic pattern test was used to investigate the moderating effect of cognitive style in it. The research results show that: (1) There is a negative correlation between cognitive psychology ability

and artistic creative thinking ability. Cognitive psychology can play a significant negative predictive effect on the individual's degree of creativity, communication level and comprehensive impression of artistic creation., It can play a marginal and significant negative predictive effect on the cuteness and imagination level of individual artistic creation; (2) Cognitive style plays a moderating role in the relationship between cognitive psychology ability and artistic creative thinking ability, which is mainly manifested as Cognitive psychology ability has a significant predictive effect on the creativity, imagination, and communication level of field-dependent individuals, but has no predictive effect on the artistic creative thinking ability of field-dependent individuals.

Table 1. Test of cognitive style on the relationship between cognitive psychology ability and artistic innovative thinking ability.

Dimensio N	Change Quantity	First step			Second step			Third step			
		B	SE	0	B	SE	0	B	SE	0	
The degree of creation	Gender	0.06	0.09	-0.08	-0.06	0.09	-0.07	-	0.04	0.09	-0.06
	Age	0.03	0.04	0.08	0.03	0.04	0.09	0.04	0.04	0.11	
	Cognitive style	-	-	-	0.08	0.07	0.10	0.07	0.07	0.10	
	Cognitive psychology	-	-	-	-0.16	0.07	-0.22*	-	0.18	0.07	0.25*
	Cognitive style X cognitive psychology	-	-	-	-	-	-	0.14	0.07	0.20*	
	AF	-	0.33	-	-	3.01*	-	-	4.68*	-	
	-	-	0.01	-	-	0.05	-	-	0.04	-	

* * * * *

RESEARCH ON THE DESIGN AND DEVELOPMENT OF CULTURAL CREATIVE PRODUCTS FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

Cheng Li

School of Network Communication, Zhejiang Yuexiu University, Shaoxing 312000, China

Background: Consumer psychology is used by people to describe everything that can make you feel like, excited or obsessed. The original meaning of consumer psychology is that when readers see beautiful girl characters (comics), they have a kind of enthusiasm. state. Later, some girls dressed themselves in comparison with the appearance of beautiful girls in the comics, looking like teenage girls. With the popularity of this type of “consumer psychology”, “creative cultural products” have also sprung up on the market, and over time, a culture of urban consumer psychology has formed.

The structure and function of general products are not complicated, so product forms can be varied. Affected by consumer psychology, some products adopt bionic forms or imitate some cartoon and animation images, through exaggerated deformation and bright colors, to create humorous or cute and beautiful product images, which are characterized by good taste and cuteness. Sex, organicity, affinity, and nature can touch people's hearts and make people happy to accept them. Under the influence of personal subjective wishes, people have different associations and imaginations when they see objective things. Products with abstract shapes, unique designs and development, and emotional beauty can stimulate people's imagination and imagination more than rigid traditional products. Creativity allows people to increase work efficiency in a happy environment. According to market surveys, the individual and interesting products in the product store are selling very well.

This work attempts to combine the basic research of consumer psychology of human thinking with the research results of artificial intelligence, and uses the principle of analog generation model to develop a computer-aided design system “multi-source analog face generation system” and use this platform The fMRI experiment was carried out to explore the consumer psychology mechanism of human brain design and development thinking. The experiment uses the “design task” in the open-ends mode and the “control task” in the problem-solving mode as controls, and a total of 15 healthy adult subjects are collected with valid data. The data results show that the design task activates the medial prefrontal lobe, middle frontal gyrus, right superior temporal gyrus, anterior cingulate gyrus, bilateral hippocampus, and precuneus more

significantly than the control task. Based on previous research speculations, the medial prefrontal lobe may be more related to the representation of self-information in the design and development of cultural products, the temporal lobe may be related to the continuous generation and output of novel ideas, and the limbic system may be mainly related to the design and development of thinking activities. Related to the power driving role. In general, design and development thinking are the result of highly distributed processing involving multiple brain regions at the same time.

Subjects and methods: 251 pairs of data were collected, and the overall matching rate of the three rounds of data was 57.04%. The average age of the creative proponents participating in the survey was 29.88 years ($SD = 3.79$), with 21.5% males and 78.5% females. In terms of education level, college degree accounted for 21.9%, bachelor degree accounted for 76.9%, master degree and above accounted for 1.2%. Their average service life in the organization is 5.83 years ($SD = 3.47$), and the average service life in the current job position is 3.10 years ($SD = 2.00$). They come from the Risk Management Department (11%) and the Operation Center (55%), Asset Management Department (11%), Customer Relationship Management Department (12%) and Customer Service Department (11%). The chi-square test results show that there is no significant difference between the lost sample and the final sample in creative quality ($P > 0.05$) and creative implementation ($P > 0.05$).

Study design: Work preference scale, there are 15 items in the intrinsic motivation tendency, using Likert's 6-point rating method, 1-6 means from "strongly disagree" to "strongly agree", self-evaluation by the creator of the idea. A typical entry is: "My participation in innovative proposal activities is driven by curiosity." We chose this scale for the following reasons:

(1) The work preference scale is highly reliable in the short-term (< 6 months), and has good stability in the long-term (> 6 months). (2) The work preference scale is suitable for measuring the motivational tendency of employees in the context of innovation. The Cronbach's α coefficient of this scale in this study is 0.864.

According to the experimental design and the preprocessed fMRI data, the matrix design is carried out, and then the parameters of this matrix are estimated according to the GLM model, and then the corresponding statistical parameter map is obtained through the design contrast (design task > control task) and t -test (Contrast map and t -value map), and finally set the threshold for the individual t -value map (such as $P < 0.001$, cluster size = 10) to get the individual activation map under the contrast condition.

Methods of statistical analysis: Using the contrast map of each individual for group analysis, using a two-tailed one-sample t test, the threshold is $P < 0.01$ and the activation clumps are greater than 40 voxels ($P < 0.05$ after AlphaSim correction, smooth kernel FWHM = 6 mm, using the whole brain mask), where AlphaSim correction is the probability threshold (P value) of the joint single voxel and the smallest clump (the number of voxels), and the Monte Carlo simulation method is used to determine the joint Threshold.

Results: The results of this study are completely consistent with the three-factor model of creativity proposed based on several brain injury patient research reports and some neuroimaging research reports. This model believes that creativity is the result of the functional connection between the three brain regions of the frontal lobe, temporal lobe and limbic system. A whole-brain analysis found that compared with control tasks, design tasks more significantly activated the following brain areas: medial prefrontal lobe, right superior frontal gyrus, right superior temporal gyrus, left anterior cingulate gyrus, bilateral hippocampus, The statistical results of the data information of the brain areas such as the left precuneus and the right caudate nucleus are shown in Figure 1.

The research results show that compared with general tasks, cultural product design and development tasks performed more activated brain areas including the medial prefrontal lobe, superior temporal gyrus, anterior cingulate gyrus, hippocampus, precuneus, and caudate nucleus. It suggests that design and development thinking may be related to the activities of multiple brain regions such as frontal lobe, temporal lobe, limbic system including cingulate gyrus and hippocampus. This result is consistent with previous research reports.

Conclusions: This research has made innovations and bold attempts in methodology. By combining the research results of artificial intelligence-assisted design-the analog generation model with the research on the consumer psychology mechanism of design and development thinking, the "three-source analog face generation" experimental platform suitable for the use of magnetic resonance instruments has been developed, and the design and development of cultural products Comparing the brain activation caused by the two tasks of face generation and conditional face generation, the results show that: compared with the limited generation task, the cultural product design and development task significantly activates the medial prefrontal lobe, superior temporal gyrus, and anterior cingulate. Gyrus, hippocampus, precuneus, caudate nucleus. The result is consistent with the "three-factor anatomical model of creativity". The medial prefrontal lobe may be related to more representations of self-information in the design and development of cultural products, the temporal lobe may be related to the continuous generation and output of novel ideas, and the limbic system may be mainly related to the driving force of the design and development

thinking activities. In general, design and development thinking are the result of highly distributed processing involving multiple brain regions at the same time.

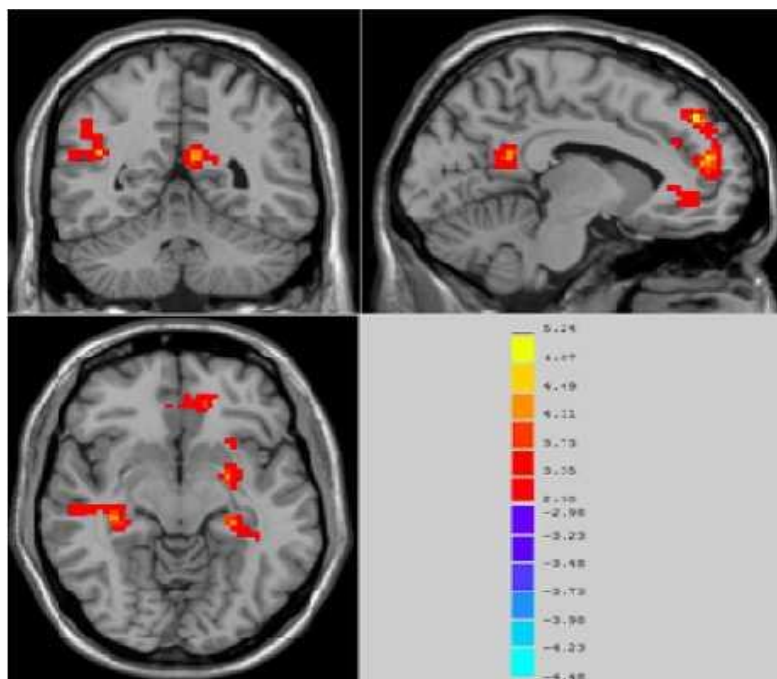


Figure 1. Statistics of cultural product creation on brain region activation data.

* * * * *

THE REFORM AND EXPLORATION OF HIGHER MATHEMATICS TEACHING FROM THE PERSPECTIVE OF PSYCHOLOGY

Meng Zhang

Basic Teaching Department, Zhengzhou University of Industrial Technology, Zhengzhou 450000, China

Background: Many educational theoretical researches at home and abroad praise the implementation effect of performance evaluation, and at the same time, it basically stays at the stage of theoretical research, and normative empirical research is extremely lacking. There have been very few experimental studies, and cognitive abilities such as teaching reforms are often treated as the research as a whole, and most of them are completed in situational experiments. The researchers believe that only practical, traceable and analytical research can better reflect the impact of performance evaluation on the ability of teaching reform, and provide more valuable information and suggestions for teaching.

Based on the above research, the purpose of this research is to combine the background of my country's current curriculum reform, with the implementation of performance evaluation as the independent variable, the higher mathematics subject as the carrier, the higher mathematics teaching reform ability as the dependent variable, and the use of tracking research. In a relatively long period of time, it examines the influence of performance evaluation on the ability of higher mathematics teaching reform and its development. Here, the reform of higher mathematics teaching is defined as "the task-solving process without knowing the reform method in advance". The theoretical model framework of advanced mathematics teaching reform believes that advanced mathematics teaching reform mainly includes steps such as understanding teaching, formulating reform plans, implementing plans and inspections; for decades, due to the completeness of the Polya model and its closeness to the reform process of advanced mathematics, It has always been a hotspot in advanced mathematics teaching research; Mayer's framework is known for focusing on the psychological mechanism of teaching reform. The influence of the model of higher mathematics teaching reform represented by it continues to expand.

According to the existing research data of performance evaluation and higher mathematics teaching reform, combined with the research purpose, the specific teaching of this research is whether the

implementation of performance evaluation has a certain impact on the reform of higher mathematics teaching and its development and changes; the impact is mainly reflected in higher mathematics. What are the specific processes or aspects of mathematics teaching reform? Whether the impact is affected by school type factors, gender factors, and students' original academic level factors.

Subjects and methods: 335 junior middle school students in a certain city, from the key districts of the city and ordinary middle schools. There are 165 students in 4 experimental classes, 170 students in 4 control classes; 188 boys and 147 girls.

There is no significant difference in the results of the experimental class and the control class in the same school in the preliminary examination after entering junior high school, and there is no significant difference in the final advanced mathematics examination results in January 2020. There was no significant difference in the number of male and female students in the experimental class and the control class.

Study design: Compile the performance evaluation plan of higher mathematics: the teachers of higher mathematics subject of junior high school and higher mathematics subject and the researcher of education evaluation shall follow the requirements of the new curriculum standard of higher mathematics subject of full-time compulsory education. Using the expert judgment method, using the "Higher Mathematics Performance Evaluation Task Content Validity Evaluation Table" as a tool, the content validity of the task plan is evaluated. The comprehensive evaluation results of 19 junior high school and advanced mathematics experts on the content validity of the performance evaluation task plan reached 6.55, with a standard deviation of 1.60, which was at a higher level in the ten-level evaluation table including 0-9. The results of the one-way analysis of variance show that the ten tasks have no significant differences in the comprehensive rating ($F(9,180) = 0.50, P > 0.05$)

Methods of statistical analysis: The research results were analyzed using software SPSS10.0 and AMOS4.0. According to the types of data studied in each part, the analysis is mainly carried out by using repeated measures multi-factor analysis of variance and non-parametric test path analysis methods.

Results: The results of repeated measures multivariate analysis of variance showed that the main-effects MPS experiment dealt with genders at statistically significant levels ($F(2,608) = 19.33, P < 0.001; F < 1,304) = 9.51, P < 0.01; F < 2,302) = 4.63, P < 0.01$), the main effect test of gender showed that the MPS of girls was significantly higher than that of boys (< 42.39). The two interactions MPSX gender reached a marginal significance level ($F(2,604) = 2.87, P = 0.057$), indicating that there may be significant differences in the differences between genders in the three MPS measurements. In-depth analysis shows that although in each measurement, the MPS of all girls is higher than that of boys, but the difference between the three times is different. As shown in Figure 1, in the first measurement, the MPS of girls and boys were basically the same, but in the second and third measurements, the MPS gap between boys and girls increased, and girls were higher than boys.

At the same time, the two interaction experiments X sex did not reach the significant level ($F < 1,304) = 0.04, P > 0.05$), indicating that the difference between male and female students was not significantly different between the experimental class and the control class. The three MPS X experiment X gender did not reach a significant level ($F(2,604) = 0.44$), indicating that the difference between boys and girls in the three MPS measurements was not significantly different between the experimental class and the control class.

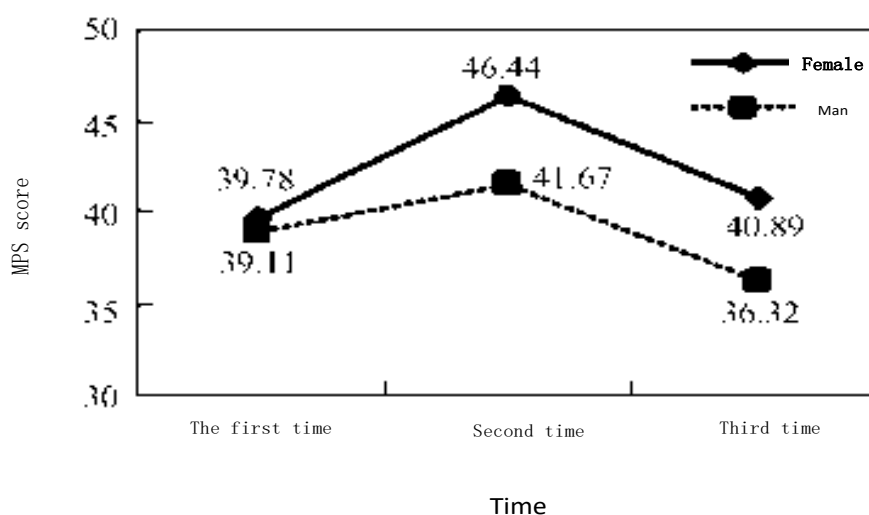


Figure 1. Interaction analysis plot of MPSX sex.

Conclusion: Psychological assistance has a significant role in promoting the development of higher mathematics teaching reform ability, and with the implementation of the experiment, this role in promoting has been increasing. The analysis of the oral report data shows that the role of psychology assistance in promoting the ability of higher mathematics teaching reform is mainly reflected in the understanding of teaching metacognition and teaching reform strategies.

Psychological assistance significantly promotes the development of students' higher mathematics teaching reform ability. It is not affected by the type of school or the gender of the student, but it is affected by the original academic level of the student. The higher the original academic level, the greater the promotion of homework.

* * * * *

THE INFLUENCE OF DISCOURSE POWER OF NETWORK IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' PSYCHOLOGY AND EMOTION IN THE NEW ERA

Ruixue Zuo

Academic Affairs Office, Shandong Youth University of Political Science, Jinan 250103, China

Background: The key issue in the field of mainstream ideology in colleges and universities is whether to control the discourse power of mainstream ideology, which essentially reflects the core values of socialism in the new era. General Secretary Xi pointed out that "propaganda and ideological work is to consolidate the guiding position of Marxism in the ideological field, and consolidate the common ideological foundation of the Party and the people". In the Internet age, the mode of ideological transmission has changed. College students express their views fully and freely through the Internet, which is also influenced by the non-mainstream ideology of the West, thus reducing their sense of identification with the mainstream ideology. In the network age, the right of discourse of socialist ideology presents the predicament of "aphasia", "marginalization" and "dilution". In view of the realistic and challenging social problems brought by the network environment, it is an important and urgent task for colleges and universities to study how to construct the dominant ideological discourse in the new era. Ideology is a specific inherent spiritual phenomenon in class society, and "discourse power" is closely related to a pair of related words. The construction of discourse power of the mainstream network ideology in colleges and universities in the new era is to follow the working rules of the mainstream network ideology, set up discourse carriers, guide college students to set up "three perspectives", strengthen the socialist development direction, correctly, accurately and scientifically express the discourse power of the mainstream network ideology, firmly grasp the leadership and management power of the CPC in the mainstream network ideology, safeguard the political nature of the ideological and political education in colleges and universities, and further promote the continuous and healthy development of higher education.

Objective: Under the background of the network age, the ideological and political education in colleges and universities must always adhere to the guiding position of Marxism. The construction of mainstream ideological discourse in colleges and universities is facing severe challenges. Colleges and universities should guide students to dialectically and scientifically treat the fragmented information, teach the systematic mainstream ideological discourse system, and establish an effective mechanism to regulate the path of students' network expression so as to consolidate the ideological position of the mainstream ideological discourse in the network, and then create a new form of ideological and political education in the new era.

Subjects and methods: Modern higher vocational education in our country has a great influence on the Internet. Therefore, many higher vocational colleges will have the right to speak on the Internet.

Study design: Methods: A total of 400 students of different ages, genders and majors were interviewed. The interview time was 25-35 minutes.

Methods: Through the research and analysis of the new era of college network ideological and political education discourse on the impact of students' psychological emotions.

Results: Strengthens the top-level design, condenses the thought politics education the core value. The school must strengthen the troop construction, the consolidated knowledge training, carries on the social practice, promotes the comprehensive quality. Innovative work ideas, with new media to disseminate the main theme, promote positive energy, with high "value" to abstract theory, boring sermon into simple language, so that ideological and political education as the air soaked in the mind and silent. The ideological and political education in colleges and universities should not only have the authority of theory in content,

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.

* * * * *

IMAGE ANALYSIS AND APPRECIATION OF ANCIENT POETRY IN AESTHETIC PSYCHOLOGY

Hongxia Liu^{1,2}

¹*School of Chinese Language and Literature, Nanjing Normal University, Nanjing 210097, China*

²*General Education Department, Changzhou Vocational Institute of Engineering, Changzhou 213164, China*

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.

* * * * *

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

Miao Zhou

College of Music and Dance, Hunan First Normal University, Changsha 410205, China

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

even optional. On the other hand, the excavation of ideological and political elements in the art curriculum is insufficient; Failed to find the “ideological and political” elements into the dance curriculum efficient teaching methods; Lack of professional courses in how to integrate into the ideological and political content and effectively guide students to learn the socialist core values and other issues of in-depth thinking. From the level of students, on the one hand, students have just left the tight environment of high school, separated from the strict management of parents, in the relatively loose environment of colleges and universities easy to relax their ideological and political quality requirements. On the other hand, students generally believe that ideological and political education is too political and theoretical to help their future employment, and lacks the initiative and internal drive to accept ideological and political education. Therefore, in the view of educational psychology, curriculum ideological and political education should fully excavate ideological and political cultural elements, realize the inheritance and development of culture, give full play to the role of moral education of curriculum, and infiltrate relevant spirits and ideas into the learning process of college students, so as to improve the effectiveness of curriculum ideological and political education, which can play an important role in the teaching reform of dance major and help achieve the all-round development of students.

Objective: Teachers study educational psychology in order to master the law and age characteristics of students’ cognition, choose appropriate teaching methods and take corresponding measures according to students’ age and psychology. Therefore, in the perspective of educational psychology, ideological and political elements into the dance curriculum is the need for professional curriculum development. In order to adapt to the social change, educational development and individual progress, and to meet the new requirements of the new era for curriculum teaching, it is an inevitable choice for dance courses to undertake the important task of curriculum thinking and politics, and also a responsibility to achieve the all-round education of dance courses. We should try our best to solve the new problems, such as the construction of curriculum system, the development of teaching materials, the excavation of ideological and political elements, the guidance of teaching design and the cultivation of a correct view of professional talents.

Subjects and methods: Methods: A total of 200 students majoring in dance were randomly divided into two groups. The control group consisted of 100 students who received daily training and study. In the experimental group, 100 teachers, after training the basic theories of educational psychology, introduced the ideological and political elements into the dance teaching, mainly through the teaching of folk-dance culture and the practice of dance skills. Let the students feel and appreciate the beauty of nature, life and art, so as to enhance the healthy aesthetic taste of students. Love art, love all the good things, and spread this experience of beauty to the people around them and their future career development plays a positive role. The experiment lasted for 3 months. After the experiment, questionnaires were distributed to the students to test their satisfaction during the 3 months. Using Excel statistics of student satisfaction.

Results: The result of the experiment shows that the degree of satisfaction of the students in the experimental group is higher than that of the control group.

Table 1. Satisfaction of two groups of students after the experiment.

Crowd	Numbers	
Experimental group	Dissatisfied	0
	A little dissatisfied	5
	General	35
	Relatively satisfactory	34
	With great satisfaction	26
Control group	Dissatisfied	16
	A little dissatisfied	43
	General	17
	Relatively satisfactory	22
	With great satisfaction	2

Conclusions: Educational psychology focuses on the positive aspects of human nature, society and life, and devotes itself to the study of human development potential and virtues. Educational psychology itself is a branch of psychology, which is also called a milestone in the history of psychology development by many scholars. In recent years, the theory of educational psychology has been widely used in the field of education. There are also calls and specific attempts to apply educational psychology in the domestic educational reform. Combining with the characteristics of dance courses, teachers should constantly tap the ideological

and political factors in dance education and teaching, complement each other in professional courses and ideological and political education, and imperceptibly carry out ideological and political infiltration of college students, so as to enable students to consciously undertake the historical mission and the responsibility of the times on the premise of mastering professional skills, and become a good young man with responsibilities.

Acknowledgement: The research is supported by: Hunan Educational Science 14th Five-Year Plan Project in 2021: Practice Research on the Integration of Ideological and Political Elements into Dance Major Courses in Normal Universities (NO. XJK21CTW012).

* * * * *

COLLEGE ENGLISH TEACHING STRATEGIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Cheng Yao

School of International Education, Hubei Polytechnic University, Huangshi 435003, China

Background: Teaching method is the link between teachers' teaching plan and students' actual learning effect. Teaching method is based on the principle of educational psychology. As far as foreign language education is concerned, various schools of pedagogy in history have established their own theoretical systems directly based on corresponding psychological viewpoints. As far as school education is concerned, teaching is not an end in itself, but a means of promoting students to learn better, teaching is subordinate to learning and serving learning. Teaching is a process, is a process of interaction with students, the nature of teaching is the method of choice, is to choose the best way to promote students to learn best. Based on the analysis of the psychological characteristics of teaching and learning by teachers and students, we can get better teaching results by choosing appropriate teaching methods according to relevant language materials. College students have different psychological characteristics in English learning because of their different origins, different personality and different English proficiency. Some are confident, some are self-abased, some are proficient in spoken English, and some are proficient in written tests. Some students are afraid of learning English and have no clear goal. They think that learning English is useless and their interest in learning English is not strong. They generally reject the study of English from the psychological, that their vocabulary is small, weak grammar, poor spoken English, fundamentally poor English. Many students study English only for the sake of obtaining certificates and coping with exams. They only pay attention to the examination results and neglect the improvement of communicative competence. The phenomenon of "dumb English" is everywhere. Therefore, teachers must analyze the psychological characteristics of students' English learning and improve the teaching methods in order to improve the effectiveness of learning. The basic principles of educational psychology have a profound impact on teachers' educational ideas, teaching modes, teaching evaluation methods and curriculum structure. It plays a positive role in improving teaching methods, stimulating students' interest and motivation in learning and coordinating the interpersonal relationship with the people around them. As one of the main parts of college English teaching activities, teachers should have some educational psychology, understand the psychological characteristics and personality differences of students, arouse their interest, mobilize their enthusiasm for learning English, so as to achieve better teaching results.

Objective: Modern educational psychology holds that school situation includes teaching and learning, all activities of education can be classified into the category of teaching, and the influence of students can be classified into the category of learning. At present, there are many difficulties in the teaching and learning of college English courses. How to improve the teaching effect of college public English has been a hot topic. From the perspective of educational psychology, it is a valuable way to examine the psychological characteristics of teachers and students in the process of teaching and find out the measures of teaching improvement.

Subjects and methods: In this study, 200 college students and 30 English teachers were selected to fill in the questionnaire, which was composed of 35 questions. The time of filling in the questionnaire was controlled from 30 to 60 minutes. At the same time, the teachers were interviewed, the contents of the interview were added to support targeted teaching, taking into account the psychological characteristics of the teaching content. The mental states of teachers and students were collected, recorded and archived in Excel.

Results: The psychological state of students and teachers to the current curriculum design is shown in Table 1. It can be found that both students and teachers, there are some people are not satisfied with the

existing teaching model. At the same time, we find that 27 teachers strongly support it. Teachers think that the combination of educational psychology can help students to find out the true psychological thoughts of students, help students solve problems, not only improve students' English scores to some extent, but also improve students' mental health.

Conclusions: Educational psychology is one of the important theories in the study of modern English teaching methods. In the process of teaching, teachers should follow the teaching law, understand the students' individual psychological characteristics, explore the process and characteristics of using language, learning language and mastering language from the psychological point of view, arrange teaching contents reasonably, adopt appropriate teaching methods, effectively solve a series of psychological problems encountered in teaching practice, and achieve the actual effect of teaching.

Table 1. Status of two groups of students after the experiment.

Crowd	Numbers	
Teacher	Dissatisfied	3
	A little dissatisfied	7
	General	15
	Relatively satisfactory	5
	With great satisfaction	15
Student	Dissatisfied	25
	A little dissatisfied	86
	General	54
	Relatively satisfactory	35

* * * * *

THE CONCRETE IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Lin Fu¹, Huixian Zhao², Feng Tian¹ & Kaihui Yu¹

¹*School of International Education, Hainan Medical University, Haikou 571199, China*

²*Student Affairs Department, Hainan Medical University, Haikou 571199 China*

Background: Educational psychology has been well applied in domestic higher education, and has made great contributions to the improvement of subject teaching quality. Under the people-oriented education and teaching concept, the teaching method and learning model advocated by educational psychology also conform to the overall direction of educational reform. But most teachers are at a loss about the concrete application of educational psychology, so it is necessary to explore the concrete application path of educational psychology in teaching practice.

Objective: Most college students will go to work directly after graduation, and whether this group has a firm will and good ideological and political consciousness will directly affect its comprehensive development. In the domestic education system, great attention is paid to the ideological and political teaching, changing the teaching mode and improving the teaching efficiency are frequently mentioned. Because students can obtain information through many ways, their immature world outlook, outlook on life and values are easy to be influenced by many bad ideas when they are formed. The negative emotions of some students have seriously affected their physical and mental health, and it is necessary to improve the ideological and political quality of students through the ideological and political class reform.

Subjects and methods: Stratified cluster random sampling method was used to investigate 200 students randomly. 200 questionnaires were distributed and 178 valid questionnaires were collected. The content of the questionnaire is to evaluate the existing ideological and political teaching methods.

Methods: Using Excel statistical survey results.

Results: The resulting statistical tables are shown in Table 1.

Therefore, the specific implementation paths of the reform are:

(1) Applying innovative education methods to improve classroom teaching

Under the background of educational psychology, the reform of ideological and political curriculum in

colleges and universities needs to pay attention to the improvement of classroom education effect. In the teaching process of ideological and political course, it is very common for ideological and political teachers to use mechanical methods to teach knowledge, and the teaching methods of some ideological and political teachers cannot arouse students' learning autonomy and interest. If the students lose the autonomy and education of the ideological and political curriculum, it will be difficult to improve the classroom effectiveness. Therefore, the ideological and political teachers need to apply various innovative forms of education, such as micro class and multimedia education, to the practice of education and teaching, and cross-use with educational psychology. In the process of classroom education and teaching, according to the interactive characteristics of multimedia, strengthen the contact with students, according to show the relevant pictures and excellent deeds, give students an upward psychological hint of education, so that students form a deeper level of recognition of the mainstream values.

Table 1. Students' evaluation of ideological and political teaching methods.

Factor	Stereotyped teaching	The teaching content is dull
Numbers	135	147

(2) Attaching importance to the correct guidance and correction of students' thoughts

Under the background of educational psychology, political teachers need to motivate students to express their opinions and suggestions in the process of classroom teaching, and adjust and improve educational strategies and means with pertinence and purpose after comprehensive understanding of students. Under the influence of psychological hints and education, we should continue to guide the students' thinking correctly. For the students with ideological and political problems, we should make corrections in accordance with the organic integration of classroom education and after-school counselling. Under the background of educational psychology, the reform of ideological and political curriculum in colleges and universities is a reform of the form of education, and we should also pay attention to the change of teaching contents, and fully respect students, and continue to help students overcome all kinds of ideological obstacles, which is also the main problem that ideological and political teachers should solve.

(3) Strengthen the connection between ideological and political courses and social life

Most ideological and political teachers cut off the connection between education and social life unconsciously in the process of carrying out classroom education. Under the condition of educational psychology, the reform of ideological and political curriculum in colleges and universities should start from this practical problem. Ideological and political teachers should strengthen the degree of reality and life of curriculum education. For example, the hot events in the society will be paid attention to by the students. Therefore, teachers can take such hot events as the main cases of ideological and political education in the process of education and teaching, and teach the students the ability of correctly discovering, analyzing and solving problems in the process of carrying out inquiry with the students. When students have negative emotions and thoughts, the ideological and political teacher should give them positive psychological hints according to the selection and teaching of more classical cases, so as to help them form sound personality and improve their ideological quality and moral quality.

Conclusions: From the perspective of educational psychology, the reform of ideological and political education should make better use of the relevant concepts of educational psychology and stick to the reform as a normal work. Psychology itself is a discipline that constantly influences the subject of behavior through guidance and elicitation. The reformative application and attempt of educational psychology in ideological and political teaching should pay more attention to the influence on students step by step. In addition, teachers are still the initiators of educational behavior, and need to better understand educational psychology, and combine with teaching practice, adjust and apply it to promote the reform goal.

Acknowledgement: The research is supported by: 2021 Hainan Medical University Educational Research Subject "Study on the Cultivation of Scientific Research and Innovation Consciousness of Undergraduates in the International Class of Clinical Medicine Guided by Craftsmanship" (HYYB202168).

* * * * *

THE DEVELOPMENT STATUS AND INNOVATIVE IDEAS OF SOCIAL PSYCHOLOGY AND COMMUNITY FAMILY EDUCATION

Yanlei Si¹ & Yaxi Wen²

¹College of Continuous Education, Dongguan Polytechnic, Dongguan 523808, China

²*School of Marxism, Dongguan Polytechnic, Dongguan 523808, China*

Background: Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology probes into interpersonal relationships at individual level and social group level. Studies conducted at the individual level include the following: Individual socialization process, communication, speech development, partners, family and living environment, and the influence of school on individuals. At the level of social groups, the study includes: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture. With the continuous progress of family education in community, family education develops towards multi-level and multiplex, which is not only embodied in the organic combination of family education and school education, but also in the scientific guidance of community on family education. The formation and development of community family education provides a new educational concept for family education. In the role of quality education, in order to better promote family education, the community constantly updated ideas, to build a scientific family education guidance system. At present, the different levels of family education in the community have different effects on the development of children's physical and mental health. The community should select its essence, discard its dross, and integrate resources in a pluralistic, multi-angle and all-round way to guide family education.

Objective: This paper analyzes and explores the current situation of family education from the aspects of the concept of family education, the use of various resources in the community, the publicity of the concept of education, and the management system of family education in the community.

Subjects and methods: Using the method of interview, we actually visited many communities, and interviewed and discussed with community managers from the perspective of social psychology. Each interview lasted 50 - 120 minutes. Sorting out the problems of community family education, current development status and future development ideas, recording the whole interview process, and sorting out the interview content after archiving.

Results: The interview found that there were four main problems:

(1) Insufficient understanding of family education and insufficient attention to family education guidance in the community

Due to the lag of people's concept of family education, the development of community family education in our country is immature, and the participation of community residents in community education is not active. Parents in the community have a weak sense of participation in community education, believing that only children who go to college can achieve success. They rely too much on schools for their children's education, and take their academic achievements as the main concern. They do not realize that community education plays an irreplaceable role in children's physical and mental health. Community leaders pay too much attention to the economic development of the community, the understanding of family education is not in place, the pertinence of early childhood family education is not enough.

(2) Inadequate utilization of resources by communities

The community is open, but now some members of the community do not understand the status of resources in the community, the community library, activity room to a few people, this is not conducive to the development of people's social, easy to cause waste of resources. In the community, there are many members of different ages, different jobs and different educational backgrounds. If they are arranged as a whole and allocated reasonably, it can promote the perfection of the guidance system of community family education. At present, most of the community managers are people without professional knowledge and lack some professionals with high educational backgrounds.

(3) The way of publicity to parents in the community is single, and the publicity is not enough

Communities have continued to adopt traditional, monolithic forms of publicity, such as pamphlets, posters, leaflets, etc., which are customary. In a fast-paced society, the content of publicity is often overlooked by parents and affects the effectiveness of publicity. Therefore, community guidance on family education cannot be implemented.

(4) The management system of family education in the community is not sound enough

When the community carries on the family education instruction activity, some families do not pay enough attention to this, do not cooperate, do not participate in the community organization's activity, has caused the community instruction family education not to be in place, its basic reason is the community management system is not perfect and slack, community cohesion is not strong. Community is a complete organism with different educational levels. People are not enthusiastic to participate in community activities. There is no good way for parents to actively participate in community activities. Community management system is not sound enough, affecting the implementation of family education guidance in the community.

Conclusions: In view of the above present situation and the existence question, proposed the innovation development mentality:

(1) Learn to establish new concepts and take effective measures in a timely manner

Community should adapt to the difference of economic level and cultural level of community members, and improve the comprehensive quality of community members, which is conducive to creating a good environment for growth.

(2) Optimize the existing resources of the community to provide the guarantee of human and material resources for family education in the community.

The community should absorb various social resources, create a good community environment, promote the development of professional community family education guidance activities, and form a characteristic people-oriented community support model of family education.

(3) Community use of existing conditions to carry out lectures, etc.

First of all, when publicizing family education, the community should grasp the time and ways to carry out effective publicity. The community can use the existing conditions to carry out lectures and organize parents and children to participate in community activities. Secondly, the community should hold some artistic and cultural activities to attract more people to participate in the activities; In the context of the Internet, the community is good at using the network to carry out online lectures, the release of parenting knowledge in the public. Parents should be aware that their children need not only school education, but also the importance of community education for their children. Once more, the community organizes some parent-child cooperation small game or the talent performance, strengthens between parent-child's emotion through the game, through appreciates the work to expand child's field of vision.

(4) Formulating a community family management system that keeps pace with the times and perfecting the organizational structure

The aim of family education guidance in community is to provide service for family education in community, improve the quality and ability of parents, promote the development of children's physical and mental health, and coordinate the relationship among parents, children and community workers, so as to enhance the effect of family education, improve the quality of family education and the level of community management.

* * * * *

APPLICATION OF COLOR PSYCHOLOGY IN BAROQUE ARCHITECTURAL DESIGN

Fanwei Meng

School of Engineering and Architecture, The University of Jaume I, Castellon de la plana 12006, Spain

Background: Color design in interior design plays a role in the transformation or creation of a certain style, so give a person in the visual will produce a certain difference. Do the color design of interior space must fully consider the use of its object, the difference in the place. Everyone into a space in the first few seconds 70% of the impression is the color of the feeling, and then to understand the form, reasonable color design can make the interior space looks more harmonious, vivid, and thus to the highest level. Physical effect of application color, choose reasonable color to be able to change the area of design space to a great extent, have certain influence to the person's vision. Color design personalization, in addition to the designer's design style, the main is the user's personalization, as well as physical and psychological comfort of personalization, but in personalization must also maintain a degree. Because the color itself has the physical property, sees the color is different, its wavelength is also different, therefore, the color can indirectly or directly affect people's psychology, causes the human to have the different mood, if the indoor color purity is excessively many, will cause the human to feel agitated, tense, the melancholy, contrarily the color contrast is too few, will let the human feel lonely, empty, is bored and so on psychological effect. For example, from the point of view of indoor lighting, when natural lighting is not good, the appropriate use of color adjustment, light will have a certain impact on all objects, such as the higher the reflectivity, the higher the object's brightness, the lower the reflectivity, the lower the object's brightness, reflectivity is based on the object surface color change. Indoor environment for the adjustment of light has a great role is the color, different colors have different reflectivity.

Objective: The Chinese Baroque Block has been built since 1890. With the impact of market economy and the change of living habits, the orientation and public space attribute of the whole block are changing imperceptibly. With these changes, many new materials and new styles of buildings came into the city, and the restoration of historic buildings was accompanied by many new buildings and the impact of the surrounding buildings. Today, however, color science is far ahead. For the color design means of Chinese Baroque block show a little behind, many building color has deviated from the original historical context,

continue to repeat 100 years ago Munsell subtractive color system color theory. The stereotyped architectural images created by the decolorization design cannot meet people's aesthetic requirements, and the study on the color design strategy of historical blocks is urgent.

Subjects and methods: By using the method of literature, this paper puts forward the research on the color design of baroque architecture, and analyzes the color features of baroque architecture by collecting and sorting out the literature.

Results: For the Chinese Baroque historical blocks, different colors in the continuity of the characteristics of typicality, can be very typical to very atypical between the changes. For those who have lived in Harbin for a short time but have never been to the Chinese Baroque neighborhood, the typical gradient still has an impact. When we design the color of the block, we can divide the rest buildings into two parts, one is the new and rebuilt buildings in the historic block, the other is the buildings near the historic block. For the former, it occupies the core position in the whole urban area affected by the historical and cultural radiation, and it should belong to the typical individuals according to the typical gradient. Therefore, in color design, should be based on a small range of historical color texture, a comprehensive consideration of the design of decent, rooted in the neighborhood environment of the building color. As a new member with similar characteristics to the historical buildings in the block, the color context of the block is established. For the latter, the texture of the Chinese Baroque Street itself is the main street connected with the auxiliary street, which is a series of fishbone connected with a series of inner courtyard. Therefore, from the typical gradient, the representative architecture of the old block should be the core, that is, the color prototype. The closer the buildings are to the historic district, the more historical the color features are. Reestablish the link between the historical block and the high-speed expansion of the city, and the distance from the historical block space farther the plot, its use of color will not need more attention.

Conclusions: In interior design, color can be said to be the most significant factor in the environment. It can not only regulate space perception, function division, affect mood, imply temperature, but also express personality. Color can make indoor space excited or depressive, we should be specific analysis of specific issues, such as people engaged in boring work more need a little stimulation. We must take into account the personality and feelings of our inhabitants. Colors are inextricably linked to psychology, both in interior design and in other areas of criticism. Sometimes we need to step out of the box, put aside what we think we know about colors, and experiment with colors. The best color design is when you really go into the space, to feel the space to you, because it is a color, background and contrast effect, light, eyes, brain interaction process.

Color is the most vivid and active factor in interior design, which can embody the sensitive and affectionate character of modern people and is closely related to people's life. So long as we follow the law of color itself from a scientific angle of view, and use professional knowledge and skills, we can create an interior environment full of personality, level, order and emotional appeal, so as to make people's life more comfortable and satisfactory and meet and balance people's spiritual and psychological needs.

* * * * *

THE INFLUENCE OF ENTERPRISE INNOVATION PERFORMANCE BASED ON POSITIVE PSYCHOLOGY ON ECONOMIC DEVELOPMENT

Jie Gao

College of Economics and Management, Dali University, Dali 671003, China

Background: In recent years, the exploration of psychological factors is attracting the attention of economic researchers. As a new field of psychology. Positive psychology is the applied science that mainly studies the things that make life more valuable and meaningful, which reveals the advantages of human beings and promotes their positive skills. With the continuous development of positive psychology, more and more scholars begin to realize the importance of combining positive psychology research with economic research. Existing empirical studies have found that positive psychological firm innovation performance can promote economic development. In the 21st century, the essence of enterprise competition is actually talent competition. With the extensive application of humanistic management concept in management field, the most precious resources of enterprises have changed from traditional resources such as capital and technology to human resources. How to create a fair and just working environment and create a harmonious organizational atmosphere to arouse the enthusiasm and initiative of employees has become the primary goal of human resources management activities. The continuous popularization of network information technology, the intensification of economic competition and the acceleration of innovation speed of services

and products will gradually transfer various pressures faced by organizations in market competition to employees, and the nature of employees' work has also undergone profound changes. For example, work tasks require employees to make independent decisions, and employees need to be self-motivated and take the initiative to acquire knowledge and skills; work responsibilities increase, and the relevant innovation requirements are significantly enhanced; flexible work modes such as the project system are gradually popularized, work uncertainty increases, and safety decreases. These series of changes in the nature of work make employees have to change their original short-term, passive and unchangeable behavior modes. Employees who are flexible, passionate about their work, responsive to relevant tasks, willing to take risks and challenge the conventional wisdom are essential resources.

Objective: Social cognitive theory points out that human beings, as the product of environment, will not only passively accept what the environment gives them, but also carry out systematic reflection, self-regulation and proactive action to change the environment. Proactive behavior means that employees take actions spontaneously to change their situation and environment through passion and effort in order to further expand their roles and improve their work system to achieve the desired results.

Subjects and methods: The goal of performance appraisal is an important link in the process of performance appraisal. Scientific and reasonable goal of performance appraisal is the basis and guarantee of the practice. This article mainly uses the literature research and the interview method analysis positive psychology enterprise achievements influence to the economic development.

Study design: Through literature study method, we can search and collect the relevant domestic and foreign research literature, comb and sum up the relevant literature, absorb and digest the existing research results, understand the domestic and foreign research survey involved in the content of this paper, find out the existing theoretical gap, and lay a solid theoretical foundation for this study. Based on the literature research and theoretical analysis, this paper makes on-the-spot interviews with managers and employees in order to further understand the views of employees on organizational performance appraisal practice and the relationship between performance appraisal and employee behavior. Field interviews with managers and employees are also helpful to promote the in-depth understanding of the practice of performance appraisal and the relationship between organizational management practice and employees' attitude.

Methods: Using the method of literature research and interview, 30 executives and 50 employees were interviewed. The interview time was 20min-30min.

Results: The purpose of performance appraisal is the final way and way of using the results and information of staff appraisal in the practice of management. As one of the important parts of the performance appraisal system, the purpose of performance appraisal is also one of the most important strategies of staff management. The outcome variables of performance appraisal mainly include the precision and deviation of appraisal, employees' attitude perception and employees' behavior, which have an impact on economic development.

Conclusions: With the development of positive psychology, more and more managers and scholars begin to pay attention to the active behavior of employees. Employee's initiative behavior means that in order to further expand their roles, perfect and improve their own work system, and achieve the desired results, employees take spontaneous actions to change their own situation and environment through passion and efforts, which can effectively promote the upgrading of enterprise economy.

* * * * *

APPLICATION OF SOCIAL PSYCHOLOGY IN COPING WITH NETWORK PUBLIC OPINION

Xiurang Yang & Zhengbao Lv

School of Law and Politics, Suqian University, Suqian 223800, China

Background: The change of attitude in social psychology refers to the corresponding change of a formed attitude under the influence of a certain information or an opinion, and its essence is the continuous socialization of the individual. In modern society, the mass media plays a vital role in the activities of public opinion. The public is connected as a whole through mass media, and they are increasingly inclined to use the news media to express their opinions, suggestions and aspirations. With the development of network media, the influence and function of public opinion is more and more important. As a public opinion, the function of public opinion mainly manifests in the following aspects:(1) Cognition function. Public opinion itself is the expression of people's opinions, attitudes and ideas, which itself is a cognitive behavior, is a reflection of real life to some extent. At the same time, public opinion is progressive, positive, correct and

backward, negative and wrong in nature. Through the study of public opinion, people's ideas and social civilization can be reflected. (2) Education function. The formation of public opinion is a process of expression and exchange of various opinions, attitudes and ideas. In the formation of public opinion, each individual can compare his own judgment and evaluation with others, so as to distinguish right from wrong, good from evil, and beauty from ugliness, which is conducive to forming correct ideas and cultivating good habits of behavior. (3) Constraint function. The public opinion has a very strong social influence, and it is a kind of external force and restraint to people's behavior. The public condemnation of a person, there will be a considerable psychological pressure, or even a sense of loneliness of the many betrayals, this pressure will force him to change his behavior.

Objective: The so-called public opinion, refers to the people in the recent period of time on social events or social phenomena of opinion, attitude or individual and social sentiment generation, expression and dissemination. From the point of view of social psychology, social cognition is the whole process of analyzing one's mental state to others, understanding one's behavior motivation, and then conjecturing and judging. Social cognition is a set of cognitive selectivity and cognitive responsiveness. In a given social environment, people's psychological state and emotions will be affected by different degrees. In the network environment, the psychological state and emotion of college students will be affected by the network public opinion. That is to say, in the network environment, we can avoid the influence of public opinion infection only if we treat and analyze the network information correctly and judge and analyze it rationally. Network public opinion is the public through the Internet platform of the attitude or emotional expression. The essence of network public opinion guidance is the process that the main body of public opinion guidance makes the netizen "attitude change". The theory of attitude change in social psychology provides a theoretical reference for the study of online public opinion guidance. Typical reports, in-depth reports, network news reviews, opinion leaders and other ways of guiding public opinion on the network are the concrete application of persuasion, propaganda, hint and imitation and group influence. The questionnaire was used in this survey. There were 800 questionnaires and 763 questionnaires, of which 741 were valid, with a response rate of 95.4% and an effective rate of 97.1%. The survey was conducted among employees or students in different positions. The questionnaire was used in this survey. There were 800 questionnaires and 763 questionnaires, of which 741 were valid, with a response rate of 95.4% and an effective rate of 97.1%. The survey was conducted among employees or students in different positions.

Subjects and methods: The questionnaire consisted of 37 questions, including the time online, the focus of the news, the type of events concerned and the attitude of online comments. Using SPSS18.0 software statistical survey results.

Results: According to the survey, 52.7% of people chose to stay online for 3-5 hours a day, while 30.2% chose to stay online for 1-3 hours. Only 8.1% chose to stay online for less than 1 hour a day. A lot of netizens when browsing news on the net, can see news itself not only, still can see a lot of "big V", "opinion leader" and the popular comment of a few netizens and view. About 74.2% of netizens choose to be partially affected by these online comments. Only 12.5% of netizens chose to remain virtually unaffected. Another 13.3% of netizens said they felt strongly influenced by online comments (see Table 1).

Table 1. Survey results on the extent of influence of public opinion on internet users.

Degree of influence	Partly affected	Barely affected	Very affected
Percentage of population	74.2%	12.5%	13.3%

Conclusions: As a hot new media, the influence of network media has penetrated into social and political, economic and cultural life and so on. In recent years, almost every time the focus of events at home and abroad, netizens will cause strong repercussions and fierce debate. Many of them have constructive views and opinions, some of which have a positive impact on the decision-making and governance of the relevant departments, the Internet is becoming a "free market of opinion." However, the Internet is a "double-edged sword", its freedom, anonymity, immediacy, interactivity and other communication characteristics make some bad or illegal content information spread arbitrarily. Under this background, how to guide the network public opinion effectively has become an important task that the network news work faces. The aim of the guidance of network public opinion is to change the incorrect or irrational public opinion and lead it to the correct direction. Therefore, the essence of the network public opinion guidance is the process that the main body of public opinion guidance makes the netizen "attitude change". Practice has proved that the guidance of online public opinion also needs "attacking the heart", and understanding and grasping the psychological characteristics of netizens is helpful to enhance the pertinence and effectiveness of public opinion guidance.

* * * * *

THE IMPACT OF ENTERPRISE EQUITY INCENTIVES ON ECONOMIC DEVELOPMENT BASED ON POSITIVE PSYCHOLOGY

Xiuju Gao, Xiaodong Wang & Jianli Gao

*Institute of Finance and Economics, Hebei Normal University of Science and Technology, Qinhuangdao
066004, China*

Background: Along with the social economy unceasing development, the company manages is also quietly changing. Professional managers manage and operate shareholders' capital as professionals. It is the separation of ownership and management rights that leads to the incompatibility of incentives between shareholders and managers. Equity incentive as a long-term incentive means, is to reduce the incentive object of short-term behavior, is conducive to the long-term development of enterprises in the future. The process of enterprise management is a process from investment to operation and then to profits, which includes two key words, namely, ownership and management rights. But the social production pattern develops from the small production time to the big production time's process, is precisely the ownership and the right of management from unifies to the separation process. With the continuous improvement of the modern enterprise system, as well as the expansion of enterprise scale, the degree of separation of ownership and management is growing. Due to the existence of separation of the two powers, asymmetric information and inconsistent objective function of shareholders and management, the agency problem of management may damage the interests of shareholders. The key to solving this problem is to devise a mechanism that aligns the objectives that management pursues with those of shareholders. In order to improve the efficiency of management, companies around the world have implemented a variety of incentives, both pay incentives and non-pay incentives, pay incentives, including short-term incentives and long-term incentives, of which the most common as long-term pay incentives. The means of equity incentive is to grant the shares of the company to the incentive objects so as to make the management compatible with the shareholders' incentives, that is, the management manages the company in the principle of maximizing the interests of the shareholders, so that the management can reduce short-term behaviors and share profits and risks with the shareholders. Most of the cash compensation in the traditional sense is fixed compensation, but the main difference is that the incentive object must work hard to achieve the performance target and make the stock price of the company reach and exceed the exercise price or grant price. The more the cash compensation exceeds, the more the profit is.

Objective: Equity incentive is a long-term incentive method for an enterprise to improve the operating efficiency of the employees to be incentive and retain the core talents (such as senior executives, core employees and other personnel). Equity incentive is to give part of the shareholders' rights and interests conditionally, so that they can share the risks and profits with the shareholders when they participate in the decision-making.

Subjects and methods: Based on the positive psychology of the three factors of equity incentive methods, this paper mainly from the enterprise's development philosophy, production efficiency and transformation and upgrading, these three aspects. Select three large, medium and small enterprises in the city, as the study object, to distribute questionnaires to their employees, statistics on the effect of equity incentive on economic development.

Study design: Questionnaire to 300 employees, the three companies are selected 100 employees to test, asked to complete the questionnaire once, each person to fill in the questionnaire about 15 to 25 minutes. A total of 300 copies were distributed, 291 were recovered and 287 were valid.

Methods: Using Excel statistical analysis of positive psychology of enterprise equity incentive on the impact of economic development.

Results: In the process of enterprise work, the positive psychology of the enterprise equity incentive has a promoting effect on economic development. Thus, the positive psychological state, to improve the production efficiency of enterprises and help enterprises to organize production better performance has a positive role.

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 are rounded to an average of 100 employees per company, and the statistical table is shown in Table 1.

Conclusions: Corporate performance is the comprehensive reflection of the management effect and the performance of the managers. The operation effect of an enterprise mainly embodies in such aspects as the ability to create profits, the ability to use assets, the ability to pay off debts and the potential for future development, etc., while the performance of an operator mainly embodies the contribution made by the operator to the achievements made by the enterprise in the course of operation, growth and development. In terms of the relationship between equity incentive and corporate performance, although the original

intention of equity incentive plan is to improve corporate performance, the relationship between equity incentive and corporate performance is uncertain due to the influence of such factors as the design and implementation of equity incentive plan by different companies and the difference of companies. The relationship between equity incentive and corporate performance includes: Significant positive correlation, negative correlation, correlation but not significant, complex correlation and no correlation. Equity incentive is a long-term incentive mechanism for enterprises to encourage and retain the core talents. Equity incentives conditionally give certain shares of the company to the incentive recipients, so that they and the interests of the company's shareholders tend to agree, thus promoting the company's long-term development.

Table 1. Positive psychological impact of equity incentives on economic development.

Factor	Development philosophy	Production efficiency	Transformation and upgrading
Enterprise A	4	3	3
Enterprise B	4	3	4
Enterprise C	4	4	3

Acknowledgement: The research is supported by: Soft science research special project of science and technology department of Hebei province, Research on equity incentive reform of transformation of scientific and technological achievements in colleges and universities(194576111D).

* * * * *

COLLEGE TEACHERS' PHYSICAL EDUCATION RESEARCH MODEL UNDER THE BACKGROUND OF PERSONALITY PSYCHOLOGY

Peixuan Wang & Jian Liu

School of Physical Education, Nanchang University, Nanchang 334000, China

Background: Psychology is a science that studies the mental phenomena, mental functions and behaviors of human beings and other animals. It is not only a theoretical subject, but also an applied subject. Psychology, including theoretical psychology and applied psychology, involves many fields such as perception, cognition, emotion, personality, behavior and interpersonal relationship, and also relates to daily life, such as family, education and health. Personality psychology belongs to applied psychology, which studies human learning, the effect of educational intervention, teaching psychology, and social psychology organized by schools in educational context. The emphasis is on applying psychological theories or research to education. The object of study is the basic psychological law of students learning from teacher education in the school education context. Personality psychology has three major functions in education and teaching: guiding students to study efficiently, optimizing teachers' teaching behavior; Promote students' all-round development and teachers' professional growth. Teachers, as the educators entrusted by the society to educate the educates, play a leading role in the process of education. Therefore, the study of teachers' psychological characteristics is not only the focus of psychological research, but also the focus of educational and teaching research. The psychological characteristics of college teachers are divided into cognitive characteristics, personality characteristics and behavior characteristics. Cognitive features include basic abilities, such as observation, memory, imagination, thinking and attention, teaching design, language expression, organization and management, teaching in accordance with students' aptitude, teaching monitoring, self-education, education and scientific research, and educational tact. Personality traits include educational belief, devotion to one's job, selfless dedication, caring for students and respect for friendship. Honesty and trustworthiness, strict self-discipline; Trust, understanding and tolerance; Enhance comprehensive strength, lofty ambitions. Behavioral characteristics include educational and ideological nature, social and purposeful nature, scientific and cultural nature, normative and legal nature, strategic and artistic nature.

Objective: The development of the times challenges the school physical education, and it is urgent to build a high-quality, self-development innovative teachers, continuing education is an effective way to mature teachers. It is not only the need of promoting the professional prestige of PE teachers, but also the guarantee of the quality of higher education to establish a dynamic and open teacher education mode in line with the development trend of the world today, and to give new connotation to the form and content of continuing education, so as to improve the professional level of PE teachers from a deeper level and

make it adapt to the development of education and physical education in the 21st century.

Subjects and methods: Personality psychology can effectively promote the physical education of college teachers, guide teachers to practice correct teaching methods, and improve the comprehensive ability of college students. This paper investigates and analyzes personality psychology from three aspects: improving teachers' teaching ability, promoting students' learning ability, healthy mentality and willpower. Through the way of sending out questionnaires, statistical analysis of personality psychology on college teachers physical education research model.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Random sampling of 3 universities, each grade randomly selected 1 major, a total of 12 professional students to conduct a questionnaire survey, a total of 500, 489 recovered, the number of effective 474.

Methods: The influence of Excel statistical product personality psychology on college teachers' P. E.

Results: Personality psychology plays an important role in the construction of college teachers' P. E. study mode. Through the active guidance of college teachers, college students' learning anxiety has a significant downward trend.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of personality psychology on physical education training mode of college teachers.

Factor	Learning ability	Healthy mentality	Willpower
University	4	4	4

Conclusions: Whether it is through teaching activities to inherit human civilization and wisdom, or through practical actions to interpret social and professional ethics, teachers have never stopped moving forward. While continuously improving the visible ability of teaching, it is undoubtedly of great practical significance to care about teachers' psychology and pay attention to the study of psychological characteristics.

* * * * *

DEVELOPMENT STATUS AND IMPROVEMENT STRATEGY OF RURAL HEALTH PRESERVING AND VACATION TOURISM BASED ON SOCIAL PSYCHOLOGY

Zhijia Chen¹ & Lei Peng²

¹*School of Business and Trade, Nanjing Vocational University of Industry Technology, Nanjing 210023, China*

²*Sol International School, Woosong University, Daejeon 34606, South Korea*

Background: In recent years, rural tourism in China has been developing rapidly and its forms have been innovated, which has given birth to new types of tourism. With the acceleration of urbanization process, people's health concept continues to improve, rural health resort tourism as a new economic support came into being. Rural health tourism, which is popular by all circles of the society, breaks through the restriction of traditional industries, has far-reaching influence on the growth of economic benefits, strengthens the interaction and exchange between urban and rural residents, and promotes the sustainable development of rural regional economy. The rapid development of tourism industry not only helps to increase rural economic income and employment, but also plays a positive role in promoting the integration of rural industries. Under the background of urban-rural integration, rural health tourism, as a new economic form, is an important way to achieve urban-rural integration, effectively narrowing the distance between urban and rural areas, and is also important for the positive transformation of agricultural structure. At present, China's economy is in the stage of rapid development, people's living standards continue to improve, the consumption capacity of residents greatly improved, the quality of life put forward higher requirements. On the one hand, China's population of over 65 years old reached 150 million, the one-child policy has given birth to a large number of empty nesters living alone. Influenced by the traditional concept of health preserving, the retired middle-aged and old people not only have enough money and leisure time, but also have a great demand for health preserving tourism products, which provides conditions for the rapid development of health preserving resort towns. On the other hand, with the rapid development of the city,

the urban environment is destroyed seriously, the high-speed life rhythm makes people in a state of constant pressure, many people appear double “sub-health” in physical and psychological aspects, have the idea of “escaping from the city”, and then have the rural health resort tourism. At present, China’s rural health resort tourism is still in the primary stage, there are still many problems in the development process.

Objective: China has a vast territory. The vast rural areas have very rich tourism resources. Only on the basis of reasonable development of natural tourism resources, can we better meet the needs of consumers. Macroscopically grasping the development of tourism resources to create a unique local characteristics of rural health resort tourism. From the strategic goal, we should make the rural health resort tourism system efficient cooperation, each play an important role in order to improve the quality of regional tourism development.

Subjects and methods: Social psychology can guide social groups to reasonably use natural resources and green consumption through various forms. Reasonable development of rural health resort tourism. This paper mainly from the impact of social psychology, people can effectively and reasonably use of natural resources, green consumption, rational development of resources, such as three aspects.

Study design: Interview 10 rural tourism developers and 50 tourists to understand the development of rural health resort tourism, the existing problems and specific recommendations for rectification. Visit time is about 15min-25min.

Methods: The impact of Excel statistical social psychology on the development of rural health resort tourism.

Results: In order to promote the development of rural health resort tourism, it is necessary to make use of natural resources rationally, promote the green consumption of tourists, and develop effective resources rationally.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Influence of social psychology on the development of rural health preserving vacation tourism.

Factor	Natural resources	Green consumption	Exploit resources
Economy	4	4	4

Conclusions: Rural health tourism not only effectively pull the rural economic development, but also meet the needs of the urban population’s individual health requirements. In view of the problems existing in the development of rural health care and vacation tourism at the present stage, we shall take the market development as an important orientation and government policy support as an important support, give play to the core role of health care cultural resources, promote the deep integration of rural tourism resources, and escort the healthy and sustainable development of rural health care and vacation tourism.

Acknowledgement: The research is supported by: The research Project is supported by the Philosophy and Social Sciences of Nanjing Vocational University of Industry Technology. “Research on the Development Path and Mechanism of Medical Tourism Industry in China from the Perspective of Rural Revitalization” (NO. 2019SKYJ04); the Philosophy and Social Science Foundation of the Jiangsu Higher Education Institutions of China. “Research on the path and mechanism of rural tourism development in China from the perspective of epidemic normalization prevention and control” (NO. 2021SJA0650).

* * * * *

RURAL COMMUNICATION STRATEGY OF MEDIA ADVERTISEMENT IN NEW ERA BASED ON COMMUNICATION PSYCHOLOGY

Xiaozhu Yang

College of Humanity and Laws (College of Foreign Languages), Zhejiang A&F University, Hangzhou 311300, China

Background: John Wernameck of the famous “Father of Department Stores” famously said, “Half of my investment in advertising is useless, but the problem is I don’t know which half is.” This sentence not only expresses the perplexity of advertisers to the waste of advertising investment, but also puts forward higher requirements and expectations for the actual effect of advertising communication. Indeed, all enterprises or organizations advertising, very much hope that advertising effectively convey their own ideas, images and products to influence and persuade consumers, and ultimately profitability. When the effect of

advertising communication is far from the expectation of the enterprise, the enthusiasm of advertising clients will be weakened, which will eventually affect the development of the whole industry. The media used in city advertisements are diverse and rich, including not only traditional media such as newspapers, magazines, radio and television, but also some new media such as the Internet and mobile phones, as well as mass advertising media such as road signs, car bodies, elevators and mobile television. In rural areas, in addition to traditional media advertising (mainly television advertising), the more common are a number of wall advertising, gift advertising, car ads and other mass media advertising, the media form is relatively single, scattered. As urban and rural media exposure and use of different habits, the dissemination of media advertising on the different effects. For example, the exposure rate and reading rate of urban audiences to newspapers are higher than that of rural audiences. Newspapers are an important source of information for urban audiences and have an important impact on urban audiences. But the newspaper advertisement to the countryside audiences influence is small. In addition, the use of some new media, such as the Internet, is also very different. The utilization rate of all kinds of network applications of rural netizens is lower than the average level of cities and towns, among which there is a big gap between urban and rural areas in such aspects as online shopping for business transactions, online banking and online payment. Rural Internet users mainly focus on entertainment, online music ranked first in the use of rural Internet users, they seldom use online shopping, online banking, etc. Therefore, the influence of online advertising on urban audiences is greater, they can make full use of online advertising information for shopping, using online banking payment. Especially the group buy website advertisement information dissemination, to the city audience influence is big. But the rural audience pays attention to this kind of advertisement few, this causes this kind of advertisement in the city the review rate and the dissemination rate to be much higher than the countryside. In rural areas, the use of advertising media because of the lack of integrity and more sporadic, such as print advertising in the form of wall advertising, wall advertising is mainly text advertising, the appeal of rural audiences is not large, and therefore stay wall for a short time. The main problem is that the cost of wall painting is high, and many advertisements are blurred by the lack of timely maintenance. Therefore, the effect of wall advertising is naturally affected by the lack of continuity and mobility. There are also various publicity carts, which are important media forms of disseminating information in rural areas. However, during the process of walking through the streets, the publicity carts are regarded as the noise of communication because of playing loudspeakers, which cannot achieve good advertising effect. There are other household appliances advertisements, which are mostly spread through the word of mouth of television stations at the county level or relatives and friends to build their own brands in rural areas, and the communication channels are relatively narrow.

Objective: These single, decentralized advertising media, to a certain extent, the dissemination of advertising limited the effect. It can be seen that under the circumstances of increasing consumer's subject consciousness and more obvious personalized trend of consumption, it is difficult for many enterprises and their products to reach the ideal effect in rural areas.

Subjects and methods: Communication psychology can effectively promote rural media advertising in the new era. This paper mainly through the questionnaire, statistical analysis of the impact of communication psychology on rural advertising communication.

Study design: Using stratified cluster random sampling method, 400 questionnaires were distributed to rural residents of different genders and ages, with a total of 400 questionnaires and 389 retrieved, with 357 effective copies.

Methods: The influence of Excel statistical communication psychology on rural advertising communication.

Results: Advertisement publishers should not only play the role of TV, newspapers and periodicals, but also make comprehensive use of the local media form in rural areas. At the same time, but also effective and correct use of wall advertising, body advertising, large billboards and banners for advertising dissemination. Secondly, we should strengthen the consciousness of integration and cooperation among different media. Based on the actual situation of rural media, we should combine all kinds of media reasonably and give full play to their own advantages, further do a good job in product publicity, and promote the maximization of advertising information in rural market.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the assessment, the evaluation value of 400 rural residents shall be rounded off and the result shall be determined by means of average. The specific statistical table is shown in Table 1.

Conclusions: In order to cope with the changing market, it is necessary to analyze the characteristics of the audience in rural areas, and to deal with the changing market by means of marketing, communication and advertising. In short, advertising communication is a complex process, the need for advertising disseminators of each element, each link should be carefully analyzed and grasped.

Table 1. Effects of communication psychology on rural advertising communication.

Factor	Rational choice of media form	Give full play to the role of media	Effective utilization of rural resources
Rural inhabitants.	4	4	4

* * * * *

ARTISTIC LANGUAGE EXPRESSION OF ADVERTISING PHOTOGRAPHY BASED ON AUDIENCE PSYCHOLOGY

Li Li

College of Fine Arts, Anyang Normal University, Anyang 450000, China

Background: Any art form has a common language, but also has its own unique language. Advertising photography, as an important means of advertising expression, has developed rapidly in our country in recent years, and has become one of the most significant forms of expression of print advertising. Advertising photography, as a category of photography, is an artistic creation technique that uses the unique artistic language of photography to spread information. Today's society has entered the era of reading pictures, survey found that with an article and a proper image works to express the same content, the results of more than 90% of people quickly accepted the content of image communication. Therefore, advertising photography has been widely used in packaging, advertising, fashion exhibitions, newspapers and magazines and many other media. In today's media, advertising wars, smoke, "killed" advertising is countless, the main reason is the lack of creativity and the performance of the mediocre language. Therefore, advertising photography attaches great importance to the innovation of performance language, calling for excellent creativity, has arrived at an urgent moment. In this paper, this reason for advertising photography on the study of artistic language innovation. Advertising photography, as a branch of photography, has its own particularity as well as the universal law of photography language. The paper divides the photographic language and the performance category into three kinds. First, the basic photography vocabulary, also known as the ontological photography vocabulary. That is to say, it is different from other artistic languages, such as the control of depth of field, the control of perspective by wide-angle and long-range, the distortion and exaggeration of wide-angle, the variation of shutter to moving image, multiple exposure, etc. These purely photographic languages belong to the basic photographic vocabulary and the design photographic vocabulary. The so-called design photography vocabulary, because it is mainly used for reference the composition of the design art and graphic creative language, such as plane composition theory in the use of photography; The third is to expand the photographic vocabulary, or postmodern vocabulary. This is a language that distinguishes advertising photography from other photographic genres. It goes deeper into the interaction between the essence of photography and its psychological impact. Photographic vocabulary develops to this stage, and advertising photography really begins to blossom into a colorful era. Advertising photography is a means of displaying commodities often used in advertising activities. It has become an industry with strong vitality and great development prospects by means of photography, which is mainly motivated by the dissemination of commercial information, based on the latest imaging technology and supported by the theory of visual communication design.

Objective: In today's increasingly globalized economy, the ubiquitous advertising in various forms has penetrated into all aspects of people's lives, or a big or subtle impact on our thinking, behavior and even values, in modern visual advertising in the form of the most common, the most influential. Advertising photography is a kind of technology and art that provides the best interpretation for advertising. Especially in today's information explosion, people are willing to accept and understand the information in the fastest way, so reading the picture has become the most accurate and fastest way to get information.

Subjects and methods: Analyzing the art of advertising photography from the perspective of audience psychology can effectively improve the effect of advertising language expression. This paper investigates and analyzes the effect of audience's psychology on the language expression ability of advertisement from four aspects: the combination of perceptual thinking and rational thinking, innovation and heterosexuality, formal aesthetic feeling and psychological suggestion and induction.

Study design: Stratified cluster random sampling method was used to investigate 600 different age, gender and occupation audiences. 600 questionnaires were distributed, 586 were retrieved and 571 effective copies were obtained.

Methods: Using Excel statistics audience psychology to improve the ability of advertising language

expression.

Results: Design thinking can start from the emotional, can also start from the rational, can be a simple emotional thinking in the whole design, through seeking differences to obtain creative thinking in advertising. According to the concept of photography, elements of the screen components, color, light sensitivity and shooting focal length for aesthetic ideas and creativity, so that the whole advertising photography picture aesthetic. Using the advertisement picture to carry on the psychological suggestion and the induction, urges the audience to have the purchase desire. The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Effects of audience psychology on language expressiveness in advertising.

Factor	Combination of perceptual thinking and rational thinking	Innovation and heterosexuality	Formal aesthetic feeling	Psychological suggestion and induction
Audience	4	4	4	4

Conclusions: Photography, as its own unique authenticity, quickness and technicality, occupies more and more important position in the field of commercial photography. Under this premise, advertising photography's excavation and innovation of new artistic language becomes increasingly urgent. First of all, due to the nature of photography with a high degree of realism, so that the audience can most vividly experience the atmosphere of goods, to avoid hand-painted and computer works untrue. Of course, advertising photography in the pursuit of authenticity, but also the subject of the moderate "beautification" and "performance", as well as the subject of a certain part or feature exaggerated performance, which does not violate the requirements of the authenticity of advertising communication. Secondly, photography advertising production is relatively fast, can be in a short period of time a large number of productions, dissemination, adapt to the rapid development of the contemporary global economy. Finally, because the development of photography technology has lowered the threshold of entry for photography, a large number of creative artists can become excellent advertising photographers without too much training. These are the basis and motivation for the rapid development of advertising photography and the growing maturity of artistic language, which have stimulated the production and development of artistic language in advertising photography.

* * * * *

THE INFLUENCE OF DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' PSYCHOLOGY AND EMOTION IN THE PERSPECTIVE OF INTERNET

Nan Yuan

School of Materials Science and Engineering, Nanjing Institute of Technology, Nanjing 211167, China

Background: The reasons for the great importance of ideological and political education in colleges and universities are as follows: It not only undertakes the important task of teaching and educating people, cultivating excellent talents for the motherland, but also undertakes the great task of studying, carrying forward and spreading Marxist theory and maintaining the correct orientation of national ideology. The discourse power of ideological and political education in colleges and universities is the embodiment of its influence and dominant position. The promotion of the discourse power of ideological and political education in colleges and universities responds to the call of the state for doing a good job in ideological and political work in colleges and universities, strengthens the effectiveness of ideological and political education in colleges and universities, and maintains the correct orientation of national ideology. Entering the new era, network culture has become the "main media environment" for college teachers and students. Network culture is the crystallization of the combination of network technology and culture, which provides a new research perspective and a new research topic for the promotion of discourse power. Therefore, it is necessary to study the promotion of discourse power of ideological and political education in colleges and universities from the perspective of "network culture".

Objective: From the perspective of "Internet Plus", this paper studies the issues related to the discourse

power of ideological and political education in colleges and universities. From the educator's point of view, it is shown as follows: the guiding power of discourse context is divided, the persuasive power of discourse content is dissipated, the appeal of discourse communication is weakened, and the control of discourse effect is weakened; From the point of view of the educated, it is manifested in the following aspects: the lack of responsibility consciousness of discourse subject, the insufficiency of discourse identification ability, the loss of expression and exercise of discourse power. In view of these existing problems and then launched a new thinking: the cultivation of ideological and political network culture team to enhance the right of discourse educators; Strengthens the network culture theory construction and the innovation, promotes receives the education the speech power; Make use of the law and means of network culture communication to realize the common promotion of the discourse right of educators and educates. Colleges and universities should improve the ways of expression and communication, in order to solve the challenge of raising the right of speech.

Subjects and methods: A total of 800 questionnaires were randomly selected, including 500 questionnaires online and 300 questionnaires offline, using both online and offline methods. The content of the questionnaire includes the impact of Internet on students' life and learning style, how to treat the discourse right of ideological and political education and the reconstruction of the discourse right of ideological and political education in colleges under the Internet plus vision, the quality, connotation and channel of discourse of ideological and political education. The questionnaire was collected on the spot, with a total of 800 questionnaires and a 100% response rate. If there is more than one blank or most options are the same continuously or all options are the same, the questionnaire will be invalidated. The final valid questionnaire is 729 and the effective rate is 91.125%. The questionnaire results were analyzed by SPSS17.0 software.

Results: The result of the survey shows that there are some problems such as weak influence, insufficient guidance, lack of authority and lack of initiative. Some students doubt the right of ideological and political discourse, and think it is jumbled in content and single in form. The result is shown in Table 1.

Table 1. Part of the results of students' psychology and emotion on the discourse power of ideological and political education in colleges.

Psychological emotion	Question (%)	Superfluous content (%)	Single form (%)	Deviated specification (%)
Percentage of population	21.3	47.2	32.4	15.2

The popularity of smartphones and tablets and the operation of Chinese Internet users on a comprehensive platform for social, entertainment and business activities have changed people's way of life and affected the way of thinking, thinking habits, psychological awareness and discourse paradigm of college students.

Now we are facing a strong sense of self-identity "after 95" college students. They have wide vision, quick grasp of information and diversified thoughts, which makes the ideological and political education in colleges and universities must innovate its own discourse power to guide students. Under the new media, innovate the discourse power of ideological and political education, spread our positive energy in the form of words and expressions popular with young students, infect students and attract them. For example, make full use of micro videos, live webcasts and other direct and fast communication modes generally favored by students, enhance interaction, discover political and ideological problems of students and solve them in a timely manner. The network language also unceasingly gives the new, is surprising, is splendid, has the fresh vitality and the strong appeal. Modern timely interaction and other network platforms often mixed with some "emoticons" symbols and some strange "code", students like, easy to accept. Therefore, the ideological and political work of colleges and universities should learn to use new language and new sentence patterns to narrate, express and disseminate, not only to disseminate the socialist road with Chinese characteristics and our theoretical culture, but also to catch the hot media events, to keep up with the students' concerns, to highlight the timeliness, and to focus on content innovation and richness, to strengthen the discourse power of ideological and political education.

Conclusions: Enhancing the discourse power of ideological and political education in colleges and universities is the embodiment of doing well ideological and political education in colleges and universities. It not only plays an important role in strengthening the effectiveness of ideological and political education in colleges and universities, but also helps to maintain the correct guidance of national ideology. The research on improving the discourse power of ideological and political education in colleges and universities is not accomplished overnight, but a gradual, long and complicated process, which needs the coordination of various factors. It needs the cooperation of the educators and the educated to make the subject, content, form and carrier of discourse complement each other, so as to realize the effective promotion of the power

of ideological and political discourse and promote the active response of the students.

* * * * *

INHERITANCE OF REVOLUTIONARY HERITAGE AND DISPLAY OF ARTISTIC INNOVATION IN NORTHERN SHAANXI UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

Zhen Wang^{1,2}

¹*Art College of Xust, Xi'an University of Science and Technology, Xi'an 710054, China*

²*School of Human Settlements and Civil Engineering, Xi'an Jiaotong University, Xi'an 710049, China*

Background: Nowadays, the international definition of intangible cultural heritage is that the living cultural heritage left by the people from generation to generation originates from the life of the people, embodies the progress of the society, has a variety of manifestations, and has great historical value and research value. Common forms of intangible culture are: traditional folk customs, cultural works, folk art, folk knowledge, cultural space and so on. Northern Shaanxi revolutionary heritage as China's unique cultural treasures, is China's intangible cultural heritage in a more representative. Nowadays, new media plays an important role in the process of information dissemination and transmission. How to inherit the revolutionary heritage of northern Shaanxi in the new media environment, thus promoting the overall inheritance of intangible cultural heritage, has important research significance. Historical significance, because the development history is long, has the rich cultural inside story, not overnight may create. Due to the continuous integration and progress of today's world, intangible culture has been gradually promoted to the international market, and the Northern Shaanxi Revolutionary Heritage must meet the inevitable requirements of social and economic development.

Cognitive psychology, as a discipline, can be traced back to Plato's philosophical speculations. It was not until the 1950s that Donald Broadbent established the fundamental theoretical framework of cognitive psychology and began to move towards science. What distinguishes architectural color design cited by cognitive psychology from traditional color design is the cognitive process of perceptual subject. In the traditional color design, the cognitive process of color is simplified as a kind of stimulus-reaction-response reaction, which is a simple and primitive logical structure. Cognitive psychology interprets this process based on long-term memory, which is controlled by attention and emotion and gives meaning to short-term memory or stimulation.

Objective: Northern Shaanxi, the cradle of modern Chinese revolution, witnessed the glory of Chinese revolution from failure to success, and experienced a great course from decline to prosperity. In the torrential rain of revolution, the red culture promoted by war injects new soul into the inheritance and artistic innovation of the revolutionary heritage in Northern Shaanxi.

Subjects and methods: In the research on the inheritance of revolutionary heritage and the exhibition of artistic innovation in Northern Shaanxi under the background of cognitive psychology, this paper puts forward some new elements needing attention in design. This article mainly carries on the investigation and analysis from the long-term memory representation, the attention, the prototype and the example.

Study design: Stratified cluster random sampling method was used to investigate 300 groups of different ages, different genders and different occupations. Randomly selected students, white-collar workers, retired people each 100 people to conduct a questionnaire survey, a total of 300 questionnaires, 289 back, the number of effective copies 277.

Methods: Using Excel statistical cognitive psychology under the background of Northern Shaanxi revolutionary heritage and artistic innovation show effect.

Results: Long-term memory is the memory of experience and skill, which is influenced by all aspects of life cognition before stimulation. Through the screening of information and stimulation, the ability to filter out extraneous factors improves concentration. Taking the prototype as an example, the class feature set is implemented. In the matching process, the example can provide a direct comparison of the reference, its working rules are a class of members must have the characteristics.

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 300 social groups assessed and averaged, with the specific statistical table shown in Table 1.

Table 1. Effects of inheritance of revolutionary heritage and exhibition of artistic innovation in northern

Shaanxi under the background of cognitive psychology.

Factor	Long term memory	Attention	Prototype	Paradigm
Student group	4	3	3	3
Working population	4	4	3	4
Group of retirees	3	3	4	3

Conclusions: Transformation is the soul of a country and a nation. Culture rejuvenates the country, strong culture strong nation. Without high cultural self-confidence and prosperity of culture, there would be no great rejuvenation of the Chinese nation. Intangible cultural heritage is an important carrier of the spirit and culture of the Chinese nation, with significant cultural value, a true witness of history, an embodiment of the wisdom of the Chinese nation, and the basis for maintaining national unity and unity. Red culture is not only the inheritance and sublimation of Chinese excellent traditional culture, but also an important part of Marxist Chinese theory. It is the most advanced socialist culture with Chinese characteristics.

Acknowledgement: The research is supported by: Scientific research plan project of Shaanxi Provincial Department of education, project name: Research on Inheritance and Innovation Exhibition of revolutionary heritage in Northern Shaanxi, (Project No. 18jk0496); Prosperity and development plan of philosophy and social sciences of Xi'an University of science and technology, project name: Research on planning and design of revolutionary heritage exhibition in Northern Shaanxi, (Project No. 2017sy11).

* * * * *

THE TRANSFORMATION AND DEVELOPMENT OF CALLIGRAPHY EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Zhenyu Lin

School of Literature and Communication, Quanzhou Normal University, Quanzhou 362000, China

Background: Modern cognitive psychologists emphasize that the learning of motor skills must involve cognitive elements such as perception, memory, imagination and thinking. They believe that in the formation of motor skills. Learning must understand the knowledge, nature and function related to the operation skills, recall the actions related to the immediate task learned in the past, anticipate and assume the response and action paradigm needed to solve the problem, form the goal image and goal expectation, compare and analyze their own response with the standard response of the demonstrator, make attribution, find out the error, and take countermeasures to monitor and regulate their own response. The higher the level of motor skills, the higher the need for learners to have a higher level of cognition. Calligraphy practice process can adjust nerve, relax body and mind. When I write, my vision and spirit focus on it. I think, think, remember, and give feedback. My whole body participates in activities and relaxes and calms down. Because calligraphy can regulate mood, concentrate attention, activate cognition and strengthen sensibility, healthy people can improve their psychological quality and help them master the situation and make correct judgments. Calligraphy learning is not only the training of writing skills, but also the training of cognition and thinking. In the process of calligraphy learning, we must have the ability of observation, perception, memory, representation, imagination and other cognitive abilities. With the accumulation of calligraphy art learning, the learners' nervous system and cognitive abilities have been continuously developed and improved, which has been proved by many art education institutes. In recent years, the analysis of the psychological mechanism of calligraphy learning and the function of calligraphy in psychological education have been gradually attached importance to. Psychological science, as an important tool for studying and teaching, should also be applied to the traditional calligraphy teaching, so as to establish a systematic theory of calligraphy educational psychology.

Objective: Calligraphy study is a kind of comprehensive study subject with the characteristics of both declarative knowledge and procedural knowledge. On the one hand, learners need to understand and master the basic knowledge of calligraphy and a variety of pen characteristics. On the other hand, learners need a lot of handwriting practice and imitation to learn writing skills. Therefore, for students to learn calligraphy, they must have the ability to combine declarative knowledge with procedural knowledge. Calligraphy learning includes four aspects: knowledge, skills, aesthetics, personality, that is, to master writing skills on the basis of understanding knowledge, to further comprehend aesthetics on the basis of a large number of writing exercises, and to gradually develop a good personality in the process of continuous accumulation of skills and knowledge and gradual improvement of aesthetic ability. Therefore, this study aims to explore

the transformation and development of calligraphy education from the perspective of educational psychology in order to provide reference for calligraphy education.

Subjects and methods: In a number of schools in a city, 200 students of different grades learning calligraphy were randomly divided into the control group and the experimental group, the control group was only for normal education. The experimental group undertook calligraphy education under the consideration of educational psychology. There were no significant differences between the two groups in age, gender, calligraphy level, academic achievements, study habits and family education before the experiment.

Study design: The teaching of the experimental group mainly includes the following characteristics: (1) Arouse students' curiosity and motivate them to learn books under the guidance of calligraphy culture; (2) Taking campus culture as the orientation, creating a good learning environment and cultivating students' interest in learning books; (3) Take the opportunity of calligraphy education to tap the function of calligraphy education and teach students in accordance with their aptitude to publicize their individuality; (4) Taking anecdotes of calligraphy as resources, educating students in image perception and improving their consciousness in studying books; (5) Taking inheriting the tradition as the orientation, deepening the perception of book posts and strengthening the corresponding training of learning books; (6) Exemplifying calligraphers of past dynasties, practicing basic skills constantly and diligently, and cultivating a confident spirit; (7) Lay the foundation for students' lifelong development, deeply analyze students' creativity of artistic beauty, and focus on cultivating students with artistic aura, so that they can enter the palace of calligraphy art; (8) Take life experience as the basis to expand students' artistic vision and understand the mystery of "extra-word Kungfu". Inherit and develop the educational function of calligraphy culture.

Methods: The experimental time was set to 3 months. The questionnaire was distributed to the students and the satisfaction degree of the two groups was calculated. Using SPSS18.0 software statistical survey results.

Results: The satisfaction of the two groups of students is shown in Table 1. The experimental group of students, the teaching methods are satisfied or general, all satisfied with the students. In the control group, about a third of the students were not satisfied with the traditional teaching results, and only a quarter were satisfied.

Table 1. Satisfaction results of two groups of students.

	Dissatisfied	General	Satisfy
Experimental group	0	26	74
Control group	29	46	25

Conclusions: Calligraphy education, as an important part of quality education, plays an active role in improving students' writing level and promoting their all-round development. From the perspective of teaching psychology, this paper makes a deep study on the problems and countermeasures in calligraphy teaching, and makes an active exploration and experiment on the new modes and methods of calligraphy teaching. The aim of this paper is to sum up how to improve the effect of calligraphy teaching both in theory and practice, so as to improve the students' writing level, carry forward the traditional culture and promote the students' all-round development.

* * * * *

THE INFLUENCE OF THE INNOVATION AND DEVELOPMENT OF LIBRARY AND INFORMATION WORK ON READERS' PSYCHOLOGY

Teng Long

Library, Shandong Polytechnic, Jinan 250104, China

Background: In the information-based today, we can receive a lot of information in our daily work and life. According to statistics, more than 20,000 articles containing new knowledge are published every day, which imperceptibly adds a lot of pressure to the library. Library's daily work is mainly to discover and collect new information, and to store and process this information, in order to facilitate the use of future inquiries. Many libraries have reached the storage capacity of saturated state, there is not enough capacity to carry a large number of information. The establishment of digital library makes the information coverage