

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.

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

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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.

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

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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