

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

Zhen Wang<sup>1,2</sup>

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

<sup>2</sup>*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).

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## 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