

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.

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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

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.

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## 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

of library more and more wide. Because of the wide sources of information, users will waste a lot of time in retrieving information, and the efficiency is low, so readers are easily conflicted, which is not conducive to effective sharing. Therefore, it is of great significance to innovate and develop library and information work of university library. Information work is accompanied by the development of the text, for the dissemination of culture has made a very great contribution. With the development of society, the importance of information becomes more and more obvious. With the continuous updating of information, library and information work has been reformed. Therefore, librarians should constantly improve their professional skills, explore new ways of work, and integrate information resources scientifically and rationally, so as to enable users to have a better experience.

**Objective:** Under the background of current digital information, keeping pace with the times is the newest requirement for library and information work. With the change of readers' demands and the development of information technology, library and information work should not only meet the needs of the society, but also promote the development of the library. The innovative reform of library and information work can renew the concept of library's information management and strengthen its professional ability. The function of the library is not only to store books, but also to provide users with a quality experience. Therefore, the innovation of library and information work can improve the service quality of library and optimize the user experience.

**Subjects and methods:** Select 100 student readers and distribute questionnaires to them. The questionnaires mainly focus on the factors that affect the readers' psychology, including static environment and dynamic environment. Static environment refers to the library's architectural design and supporting facilities, often referred to as the scene, which should be designed to fully reflect the people-oriented, user-friendly, maximum to meet the reader's reading behavior needs and psychological needs. Dynamic environment is a dual environment that librarians construct for readers to obtain knowledge and humanistic care, and to meet the readers' reading behavior needs and psychological needs. The dynamic environment embodies the service concept and comprehensive quality of librarians, which is embodied in the image, language and behavior of librarians. At the same time, the interview method is used to select 50 readers, the interview time is controlled from 30 to 90 minutes. The interview contents include the attitude to the development of library and information work of university library, the present satisfaction to library and information work and whether it supports the innovation of library and information work of university library.

**Results:** Statistical readers support library and information innovation reform of the psychology, the results are shown in Table 1.

**Table 1.** Results of reader support.

Result	No support	It doesn't matter	Support	Strongly advise
Percentage of population	0	12	53	35

In the knowledge-based economy and networked information environment, readers are no longer simply access to documents, but how to extract problem-solving knowledge from the complex information environment. Knowledge service provides readers with convenient and fast services in various forms, and is favored by readers. Library provides information products of high quality, can fully and accurately meet the needs of readers, readers are willing to come to the library to enjoy this service.

**Conclusions:** Under the background of informationization, the library is no longer a simple information management department and collection department, it has become an informationized data processing center. Library and information work for users to provide information level has been more in-depth. In order to do their work well, the information workers must change their inherent thinking, have a more comprehensive understanding of the arrival of the information age, have a deeper understanding of the importance of information resources, and constantly improve their professional accomplishments and skills, so that they have a more perfect ability to deal with information. The development of society requires that information workers should always have the enthusiasm to learn, and update their work skills and knowledge to meet the needs of high-speed development of information. Staff to have an accurate and comprehensive understanding of their own weaknesses, and continue to strengthen. Readers of library have various needs, so librarians and information workers should have very strong information reserves. Librarians should strengthen their information consciousness, have accurate knowledge of social and economic development trends, and have the ability to integrate and study the collected information.

The essence of library and information work is to provide service for users. In order to promote the further development of library and information work, it is necessary to innovate the work of library and information constantly. At present, the paper media has already lost the original dominant position, the digital library rises gradually, and will soon become the future mainstream of the library. Many book publishers have found great space for digital libraries. They are building their own information libraries and

satisfying users' personalized needs so that they can serve themselves according to their needs and interests. Digital library can also provide customized information services for users. Users can not only customize the information they need, but also customize the interface and services. The information workers need to collect and store information in different forms, integrate and update these information reasonably, and set up a special information database according to different specialties and subjects, so as to facilitate the users to search and bring better experience to the library users.

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## THINKING AND PRACTICE OF CARRYING OUT THE PROJECT OF CULTIVATING NEW TALENTS FOR MEDICAL STUDENTS IN HIGHER VOCATIONAL COLLEGES UNDER THE CONCEPT OF POSITIVE PSYCHOLOGY

Lirong Yuan

*College student mental health education center of Student Work Department, Hubei Polytechnic  
Institute, Xiaogan 432000, China*

**Background:** In 1998, Seligman, a former president of the American Psychological Association, first proposed the concept of positive psychology and published a special issue in January 2000 in the *American Psychologist*. Seligman said positive psychology aims to help people discover and use their internal resources to improve their abilities and lives. In 1998, Seligman, a former president of the American Psychological Association, first proposed the concept of positive psychology and published a special issue in January 2000 in the *American Psychologist*. Seligman said positive psychology aims to help people discover and use their internal resources to improve their abilities and lives. Positive psychology differs from traditional psychology, which emphasizes the treatment and repair of defects and injuries of the individual and focuses on the individual's own research and training. Positive psychology advocates the concept of positive prevention, which prevents the formation of internal systems of abilities from individuals, groups and societies, rather than correcting defects. At present, the popularity of cloud classroom platform has become a new trend in mental health education in higher vocational colleges, and the most significant teaching method is classroom reversal, which can make the current mental health education more effective. Therefore, it has been recognized by the majority of educators, and has been widely used in practical education. It enables students and teachers to interact more with each other through the mobile Internet and Internet channels, thus more accurately solving the mental health problems of vocational students. Teachers in higher vocational colleges should pay attention to the effective change of the roles of teachers and students, respect students' leading position, cultivate students' sense of ownership and encourage students to be guided by their own subjective initiative. In this case, can liberate each student's individuality, can arouse individual's subjective initiative and can tap their learning potential. Before carrying out mental health education and higher vocational education, teachers must be fully prepared to understand the needs of students' personality development and explore the positive characteristics of students. Positive psychology can lay a solid and reliable theoretical foundation for mental health education. Teachers will improve and encourage students' social adaptability according to the difficulties and setbacks they may meet in the process of independent practice. Through active learning and practice, students can achieve personal growth and development, and really achieve and improve personal happiness and sound character.

**Objective:** As a new subject knowledge, positive psychology is well received by teachers in the process of education and learning, which reflects the new requirements, new standards and new contents of mental health education. Teachers in higher vocational colleges should attach importance to the basic contents and values of mental health education, and focus on the current situation of education and educational activities.

**Subjects and methods:** In order to arouse students' enthusiasm for participation, teachers must pay attention to students' psychological guidance to ensure students' good emotional experience and help students generate more positive emotions. Of particular importance is regular training and independent practice for students. Teachers must adopt practical teaching strategies and methods to develop students' good experience, positive psychological and emotional abilities, so as to enable them to successfully complete their personal social practice and to interact and communicate with others. This paper investigates and analyzes the three aspects: developing mental health education and practical activities, formulating scientific and reasonable goals of mental health education, and effectively cultivating college students' excellent quality.

**Study design:** Stratified cluster random sampling was used to investigate 600 medical students in different schools, genders and grades. Totally, 600 questionnaires were distributed, 584 were retrieved and