

culture.

Objective: With the rapid rise of China's economy, tourism is becoming more and more prosperous. As the state puts forward the strategy of actively implementing rural revitalization, many villages have embarked on the road of getting rid of poverty and becoming rich. Taking the beautiful countryside in central and southern Hainan as a case, this paper carries out systematic research, hoping that through the research, it can contribute to enhancing the popularity of rural tourism brand image, improving rural tourism construction and enhancing rural economic development.

Subjects and methods: Consumer psychology can design rural tourism brand image and spread and promote rural tourism brand image through various forms. By studying the influence of consumer psychology, this paper can improve the overall image of the countryside, carry forward the rural characteristic culture and increase the income of the villagers.

Study design: Using the method of interview analysis, 50 builders and 200 tourists of beautiful villages in central and southern Hainan were interviewed to understand the effect of rural tourism brand image. The visit time for each person is about 15-25 mins.

Methods: The influence of consumption psychology on the design of rural tourism brand image is analyzed by using Excel.

Results: Rural tourism brand means that the local government, enterprises or individuals in the countryside take the countryside as the tourism scope, name it after the countryside, and use the unique resources and environment of the countryside to attract tourists, so that the tourists who come to visit can experience an atmosphere different from urban life, which can effectively improve the overall image of the countryside. By displaying rural resources, tourists can feel the nature closely and experience various local activities held by villagers, which can reflect the characteristic culture of rural tourism. The increase in the number of tourists has increased the income of villagers.

According to the survey results, 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. The specific statistical table is shown in Table 1.

Table 1. Impact of consumer psychology on rural tourism brand image design

Factor	Overall rural image	Rural characteristic culture	Villagers' income
Influence value	4	4	4

Conclusions: On the road of rural tourism development, the innovation and design of brand image can improve the popularity of the countryside and contribute to the development of rural tourism, so as to achieve the purpose of revitalizing the beautiful countryside. To develop rural tourism, we must first find methods, find the right methods, and learn to innovate. While vigorously developing rural scenic spots and building beautiful villages, we should help rural tourism construction and promote rural economic development by building rural tourism brand image. Integrating the characteristics of beautiful villages in central and southern Hainan into the brand construction, highlighting the characteristics and improving the publicity effect plays an important role in the publicity and promotion of rural tourism image. Through the understanding and innovation of the local geographical environment, cultural customs, scenic spots and historic sites, the characteristic elements are extracted and integrated, and the unique brand visual image belonging to the village itself is designed. Through on-the-spot detailed investigation, understand the characteristic highlights of beautiful villages in central and southern Hainan, transform them into new visual symbols, and reasonably apply them to brand design to design a unique brand image for rural tourism.

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CHANGES OF WOMEN'S CLOTHING IN TANG AND SONG DYNASTIES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: The Tang Dynasty was a strong and prosperous Dynasty in China's history. The inclusive social atmosphere made the cultural and trade exchanges between the Tang Dynasty and ethnic minorities more frequent. Generally speaking, the culture of the Tang Dynasty mainly accepted foreign culture, and its cultural spirit and dynamics were complex and enterprising. Clothing is the product of the integration of social, political, economic, cultural and other factors. Women's clothing in the Tang Dynasty has many styles, colorful and strong flavor of Hu people, while women's clothing in the Song Dynasty is simple, elegant and implicit, showing different style characteristics. The Tang Dynasty was a prosperous period of ancient society in China. Enlightened politics, rich economy and inclusive thought created a gorgeous, rich and free clothing culture. During the Tang Dynasty, Chinese clothing constantly absorbed, integrated and innovated, forming a clothing culture with great aesthetic characteristics of the times. The Song Dynasty had frequent social wars and the society had been in a state of turbulence for a long time. Although the social economy had developed in the Song Dynasty, people's thoughts tended to be conservative and their absorption of foreign culture almost stagnated. In the Song Dynasty, due to the great changes in politics and economy, the rise of Zhu Zi's Neo Confucianism and the common action of the aesthetic taste of scholar officials and scholars, clothing appeared different aesthetic characteristics from that of the Tang Dynasty. Song Dynasty costumes are comfortable, simple and elegant, light as the main tone, creating a kind of leisure and elegant aesthetic interest.

Objective: As the product of the integration of many factors such as history, politics, economy and culture, clothing is the embodiment of the comprehensive spirit and material of a period. When it developed to the Tang and Song Dynasties, it showed different styles. Women's clothing in the Tang Dynasty was inclusive and elegant. Women's clothing in Song Dynasty showed the characteristics of simplicity, implication and elegance. Through social psychology, we can effectively study the changing characteristics of women's clothing.

Subjects and methods: Based on the existing literature, archaeological relics, paintings, poems and other ground and underground data, this paper analyzes and compares the characteristics of women's dresses and regular clothes in the Tang and Song Dynasties, including the shape and color of makeup, and clarifies the context of the development of dress color in the Tang and Song Dynasties and the different views of dress color in the Tang and Song dynasties. This paper discusses the relationship between the evolution of clothing color and the vigorous development of handicraft industry in the Tang and Song Dynasties from the perspective of social psychology.

Study design: This paper comprehensively uses multiple textual research methods, historical comparative research methods, inductive analysis and other research methods, takes Confucianism and Taoism as representatives, combs the traditional concept of clothing and color in ancient China, and traces the origin of the different styles of women's clothing color in the Tang and Song Dynasties from the traditional ideas.

Methods: Use Excel to count the changes of women's clothing in Tang and Song Dynasties from the perspective of social psychology.

Results: In Chinese traditional dress culture, dress not only plays the role of covering the body, but also becomes the cultural carrier of "rule of Rites" in feudal society. Represented by Confucianism, Chinese traditional clothing concept advocates the clothing culture concept with "ceremony" as the core, and promotes the etiquette society of respecting and inferiority, elders and children with the help of the externalized form of clothing. Clothing color controls the development and change of the universe by the rise and fall cycle of the five elements of gold, wood, water, soil and fire. The five colors of green, red, black, white and yellow are regarded as the corresponding colors of wood, fire, water, gold and soil, which are regarded as positive colors. The intermediate colors are mixed according to the philosophical view of yin and Yang, which are located between the five colors, forming a unique color view in ancient China and forming a color that affects social life Political culture, religious etiquette and other aspects of the color culture system. In the traditional culture at that time, the five colors once contained a relatively distinct thought of color hierarchy. Black in the five colors represents the sky. Yellow is both the earth and the sun, so it is an auspicious and auspicious color. According to the five elements, yellow represents the middle position. In the Tang Dynasty, it became the exclusive clothing color of the emperor, ranking first among the five colors, which fully shows the hierarchy conveyed by the color.

According to the survey results, 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. The specific statistical table is shown in Table 1.

Conclusions: Clothing culture not only reflects the politics, economy and culture of a certain historical period, but also reflects a nation's national spirit and national psychology. On the whole, the Tang Dynasty

is a prosperous and open Dynasty with great national integration in China's history. The silk weaving industry was developed in the Tang Dynasty. Therefore, in the Tang Dynasty, women's clothing mostly used thin, light and transparent silk. The Tang Dynasty was open-minded, with Confucianism, Buddhism and Taoism, human nature was fully publicized, and the clothing showed the characteristics of gorgeous and open. The Song Dynasty was in years of war with the northern minorities, and the society was turbulent. The economy of the Song Dynasty was more developed than that of the Tang Dynasty, breaking the boundary between the square and the city. Economic activities were active, and then the country was poor and weak. The rulers of previous dynasties emphasized pragmatism and simplicity. With the rise of Neo Confucianism in the Song Dynasty, the feudal patriarchal clan system and ethics bound people's thoughts, so the costumes in the Song Dynasty tended to be simple and simple.

Table 1. Changes of women's clothing in Tang and Song Dynasties from the perspective of social psychology

Factor	Clothing view	Color view	Hierarchy view
Women's clothing	4	4	4

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EVALUATION AND ANALYSIS OF COMMUNICATION EFFECT OF ANIMATION FILM AND TELEVISION WORKS BASED ON BEHAVIORAL PSYCHOLOGY

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Background: With the healthy and rapid development of information economy and science and technology, people's enthusiasm for culture and art is becoming stronger and stronger. Under the background of serving the cultural and creative industries needed by people's spiritual life and becoming the focus of social attention, network animation has become one of the mainstreams of a new artistic ideology and fashionable flash culture. It is a "new discipline" produced in the era of modern new media. The development of network animation has further promoted the development of technology, art and commerce. This will also face a great test for our cultural form. Under the impact of the changing mainstream fashion, the differentiation brought by media culture is often more exciting and profound than the previous ideas and cultural factors. However, in today's harmonious society, we should pay more attention to the integration of economic common prosperity and cultural order. In the current society, the demand and application range of network animation is very broad. The convenience, economic and civilized benefits and social and cultural progress brought by network animation are incalculable. Under the influence of high technology and digital information age, the development of network animation is gradually reaching a climax. The development of this trend has gradually formed a new ideology of art, and also promoted the development of new media art and commercial economy.

Behaviorism learning theory takes empiricism as its philosophical background. Positivism provides operational methodological guidance. At the same time, we find that positivism is essentially a kind of mechanical materialism. Positivism is manifested in different stages of positivism in its development process, such as empirical positivism, logical positivism and so on. Under its influence, behaviorism learning theory can be divided into two tendencies in its development process: One is radical behaviorism, including Watson's classical behaviorism and Skinner's operational behaviorism. They are greatly influenced by empirical Positivism: another tendency is the mild behaviorism represented by hull and Tolman, which is greatly influenced by logical positivism.

Objective: Animation is a film and television art form with animation form. It not only has all the characteristics of film and television works, but also has its own particularity. Tracing the origin of animation is entirely in people's imagination of the dynamic performance of life. From the perspective of film and television psychology, the common appreciation of refined and popular customs does not mean that audiences at different levels have a common understanding of the connotation of the same program, but that the works contain a meaningful core in the surface interpretable narration, from which viewers who are able to understand this core can obtain philosophical insights. Therefore, through behavioral psychology,