

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,

we can convey a simple and beautiful understanding to the audience, provide sufficient entertainment and recreation, and have a strong communication effect.

Subjects and methods: 600 social groups were randomly selected, including 200 students, 200 working groups and 200 retirees. The questionnaire was filled in within 15-20 mins. A total of 600 questionnaires were distributed, 587 were recovered and 573 were effective.

Methods: Excel table is used to study and analyze the evaluation of the communication effect of behavioral psychology on animation film and television works, as shown in Table 1.

Results: People's understanding of color is often accompanied by experience and association formed by these knowledge and experience. Color is divided into two systems: warm color and cold color. Using their different emotional symbolic meanings to depict characters can effectively spread animation values. At the same time, in the design of animation, the law of beauty and the change of rhythm and rhythm are often used to enhance the aesthetic psychological needs of the audience. In film and television animation, passionate music is used to show the scene of fighting. use soothing music to express sweet and dreamy animation scenes. use deep sad music to express heavy and sad emotions. These all need to flexibly use music to promote the development of the story plot according to the needs of the story plot of film and television animation, so that the audience can feel in it. In the field of design, the theme and ideological realm of a work directly affect the success of the work, which is also applicable in the creation of animation works. In the process of animation creation, the creator needs to constantly integrate his thoughts into the animation works, and communicate with the audience in this way, so as to resonate between the audience and the creator.

Use 0-4 to represent the actual impact effect degree, 0 means no impact, 1 means slight impact degree, 2 means impact effect, 3 means strong impact effect, and 4 means profound impact effect.

Table 1. Communication effect of behavioral psychology on animation film and television works

Group	Color	Music	Story
Student group	4	3	3
Working group	4	4	3
Retired group	3	3	3

Conclusions: Whether the cartoon can be loved by the audience does not depend on how beautiful its picture is, how much money it has invested, or how powerful its production team is. To a large extent, it depends on whether it touches the sensitive nerves of the audience and wins the heart of the audience. Therefore, the communication effect of animation film and television works can be effectively through behavioral psychology, so as to expand the influence scope and degree of animation works. According to the effect of the evaluation, it is concluded that to improve the specific means of communication, we can gradually cultivate high-quality animation senior talents who understand creation according to the law of education and market, constantly establish in-depth and perfect research on the basic aesthetic theory and animation creation theory, and apply these theories to practice, so as to improve the level of animation creation in China.

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VISUAL EXPRESSION OF CARTOON IN CHILDREN'S FOOD PACKAGING UNDER THE BACKGROUND OF PRESCHOOL CHILDREN'S PSYCHOLOGY

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Background: Cartoon is a Chinese transliteration of English "cartoon". The word cartoon originated in Japan and separated from painting art, including traditional comic books with ironic humor, multiple comic books in narrative form (mostly seen in comic books, i.e., today's picture book stories) and comic books with free spirit of graffiti hand-painted. Because comics can convey information more vividly and intuitively, and are more in line with the fast-paced modern life and children's aesthetic habits, the product packaging based on cartoon and comics is welcomed by parents and children. With the development of social economy, the continuous innovation of science and technology and process materials, the level of product packaging is rising, the design methods are diversified and the style is personalized. Packaging design has some commonness and individuality among different industries and within the same industry. For example,