

information-based memory assistance system on memory impairment.

Results: The impact of information-based memory assistance system on financial accounting memory impairment from different angles is shown in Figure 1.

In Figure 1, the information-based memory assistance system can significantly improve the memory impairment of financial accounting in terms of memory assistance system and practical practice, while the impact on the integration of software and knowledge is only important and not significant.

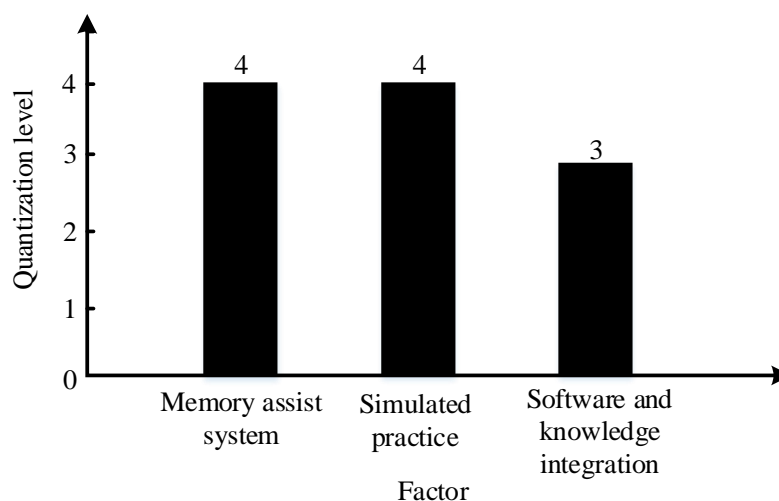


Figure 1. Effect of information system on memory impairment

Conclusions: The complicated financial information and financial knowledge in modern financial accounting often led to the memory impairment of accounting practitioners, which will seriously interfere with the work and learning of accounting practitioners. The financial information assistance system established by means of informatization can help accounting practitioners get familiar with the information they need to remember in business from three aspects: memory assistance system, practical exercise software and knowledge integration, and help accounting practitioners overcome the obstacles of financial accounting information memory through auxiliary systems such as mobile phone and computer software.

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TELLING CHINESE STORIES WELL IN THE CONTEXT OF COGNITIVE PSYCHOLOGY: THE EXPRESSION OF TRADITIONAL CULTURE IN FILM AND TELEVISION WORKS -- TAKING “BIG FISH BEGONIA” AS AN EXAMPLE

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Background: Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism as the basis of human behavior. Its core is the internal psychological process between input and output. It aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem-solving. Mastering the learning methods of cognitive psychology is helpful for us to input and output culture. China’s animated films were created in the early 1920s. In 1926, the production of the first black-and-white film composed of animation and real people “big noise studio” announced the official birth of Chinese animated films. After nearly 90 years of creation and exploration, Chinese animation films have been committed to looking for Nationalized Chinese unique creative techniques. The domestic animated film “big fish Begonia”, which has been planned and produced for 12 years, was released in the summer of 2016. Since its release, the film has not only obtained rich box office, but also received different opinions. The film tells a story with the theme of love and growth in the context of Chinese mythological world. The protagonist “Chun” went to the human world on the day of the bar mitzvah, but formed an indissoluble bond with mankind because of the opportunity of “exchanging life for life”. The whole film is full of Chinese elements. It tells us the charm of Chinese traditional culture and its unique aesthetic value from the naming of film characters, the source of inspiration of the story, film

lines, color expression, the transmission of emotional value and so on. In the animation, the pursuit of “freedom and beauty”, the discussion of “the relationship between heaven and man”, and the relationship between “Tao” and cause and effect are presented in the form of “imagination and intention”. At the same time, the details in the animation of big fish and begonia, such as the unique earth building, not only have aesthetic value, but also contain the Chinese traditional concept of “round sky and place”. The symbol of fish and Begonia flower is also the peace and beauty that Chinese people have been pursuing. The display of traditional cultural symbols such as couplets, totems, myths and folk customs not only conforms to the theme of the film, but also creates a traditional Chinese cultural atmosphere and leaves a deep impression on the viewers. In short, “big fish Begonia” makes the film animation a better way to show Chinese traditional culture with its unique narrative way and unique traditional culture narrative perspective, and its original intention of expressing traditional culture in film and television expression is worth learning from and learning. It is an animation production with strong Chinese color.

Objective: Taking big fish Begonia as an example, this paper reveals the perspective and expression of film and television works on telling traditional culture, and takes this opportunity to provide reference significance and reference ideas for telling Chinese stories by using cognitive psychology, in order to promote the improvement of Chinese film and television production level and the dissemination of Chinese culture and stories.

Research objects and methods: 200 students majoring in editing and directing in a film college were selected as the research objects. By organizing students to watch “big fish Begonia”, their views on the production of film and television animation were collected with the help of the scale of film and television evaluation dimension indicators, and small videos were created after class after teaching. Through its different narrative means and perspectives on the video, this paper evaluates the difference mechanism of the subjects affected by film and television creation.

Method design: The subjects were divided into experimental group and control group by experimental grouping. The control group only watched the animation, while the experimental group first studied the relevant theories of cognitive psychology before watching the animation. The creative ideas of cognitive psychology on film and television works were evaluated by using video creation works and sorting out the data of big fish Begonia scale. The influence on the expression form of traditional culture and the unique perspective of telling Chinese stories.

Methods: The presentation means and unique ideas of students’ evaluation and learning of film and television in conveying traditional culture from different perspectives were measured, and the difference data were sorted out and analyzed by spss20.0 statistical tool.

Results: Using cognitive psychology to analyze the means and ideas of film and television creation is helpful to help students understand the expression of traditional culture in film and television animation, provide new ideas for their creation and communication of works with Chinese charm, and it is easier to create better works on the basis of grasping the psychology of film and television audience. There were significant differences in the scores of the scale from different perspectives ($P < 0.05$). Table 1 shows the statistical difference between the two groups in the evaluation of the film and television animation of big fish Begonia.

Table 1. Statistics on the difference of evaluation of film and television animation of “big fish Begonia” between the two groups

Evaluating indicator	Experience group	Control group	<i>t</i>	<i>P</i>
Reference of narrative means	3.79±3.56	3.10±2.88	2.77	0.042
Enlightenment of film details	3.84±2.13	3.07±1.54	3.68	0.039
Spiritual and emotional resonance	4.67±3.12	2.46±2.31	4.94	0.01

Conclusion: The creation of “big fish Begonia” breaks the production restrictions of traditional Chinese style themes, makes innovations, makes breakthroughs in scene, film music and character setting, tells the main line of the story, shows Chinese traditional culture and ideas, and opens up new ideas for the production of domestic motion picture films. The use of cognitive psychology to create film and television works can more actively grasp the psychology of the audience and create works in line with people’s cognitive and thinking habits. At the same time, it also points out the ideas and direction of creation on the basis of firm cultural self-confidence for telling Chinese stories.

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RESEARCH ON CONTEMPORARY HIGHER ENVIRONMENTAL EDUCATION REFORM AND TALENT TRAINING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization under the educational situation. Its focus is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. Educational psychology pays attention to how students learn and develop. In practical work, it pays special attention to students with special educational needs. Based on psychology, it constructs the relationship and connection between the two disciplines, and applies and combines them with each other. At the same time, educational psychology can develop many special fields to study educational problems, including instructional design, educational technology, curriculum development, organizational learning, special education and classroom management. Educational psychology includes the relationship between students' personality development and educational environment, students' intelligence, ability development and knowledge learning, the relationship between social development and standardized learning, the effectiveness of teaching and the regularity of talent training. Educational psychology focuses on people-oriented and the cultivation of students' subjectivity, advocates inquiry learning and cultivating creativity, provides a psychological scientific basis for the setting of diversified courses, improves the quality of students' moral education, aesthetic education and governance, and improves the efficiency of classroom teaching.

The continuous progress of the times has promoted the reform process of higher education environment and the urgent development of talent training. Breaking through the traditional limited thinking and "examination-oriented training" scheme, and truly creating practical talents and practical talents has gradually become one of the teaching priorities of colleges and universities. Teaching culture is the soil of educational ideas. In order to better implement the curriculum reform, teachers must break the traditional classroom teaching culture and build a new classroom teaching culture. The construction of new teaching culture should be carried out according to the law of students' development and the law of education itself. Teachers should change many ideas in their teaching. The transformation of teaching ideas is the premise of the reconstruction of teaching culture. Establishing teaching people-oriented, student-oriented and promoting students' diversified development is one of the important goals of teachers and teaching reform. At the same time, teachers should adjust their psychological state, adapt from leading to guiding, constantly improve their teaching level, establish good mental health quality, and be ready for change at any time.

Objective: In order to better promote the reform of higher education environment and speed up the training of practical talents with high comprehensive quality who adapt to the development of the times, this paper studies the ways of education reform and talent training scheme from the perspective of educational psychology, in order to promote the path of education innovation reform and the level of education quality in China.

Research objects and methods: 600 college students of different grades in a university were selected as the research object. The stratified cluster sampling method was used to collect students' evaluation views on the effect of teaching reform and talent training plan through questionnaire design.

Method design: The subjects were divided into experimental group and control group. The control group normally carried out the learning process without any intervention, while the experimental group carried out the learning process with innovative teaching methods based on teaching objectives and teaching methods from the perspective of educational psychology through classroom observation. The teaching test and the evaluation of teaching effect are used to compare the views and evaluation of the two groups of students on the talent training of educational reform. The teaching experiment time is one year.

Methods: Excel was used to analyze the scores of students' evaluation of teaching environment reform and talent training effect from the perspective of educational psychology.

Results: After introducing the perspective of educational psychology to study the reform of higher environmental education and the effect of talent training, the results show that educational psychology helps to improve students' enthusiasm for classroom participation and help schools better promote the realization of educational reform and talent training programs by starting from students' needs, innovating teaching methods and increasing teaching objectives. There was significant statistical difference between the two groups before and after the experiment. Table 1 shows the statistics of score difference of the impact of educational psychology on the effect of teaching reform.