

college students in three aspects: overall discipline dialogue, localization connection and fracture supplement. These three aspects can effectively combine psychology and ideological and political education. The influence of homogeneous docking and heterogeneous coexistence on college students is more important and not significant.

**Conclusions:** The rapid development of society often brings strong collision between old and new ideas and the emergence of different types of ideas. College students who are in a critical period of life are vulnerable to the influence of external bad information, which is unfavorable to the construction of college students' outlook on life and values. This study combines psychology with ideological and political education, starts with students' psychological needs and actual living conditions, enhances the subjectivity of Ideological and political education, creates a good learning atmosphere, attracts college students to carry out ideological and political learning independently, distinguishes the nature of external information, and establishes a perfect positive outlook on life and values.

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## STUDY ON THE INFLUENCE OF DIGITAL CLOTHING COLOR ON MEMORY IMPAIRMENT

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**Background:** Digital color is a technology of color assembly through digital codes 0 and 1 in computer, that is, a technology of using digital method to express color. Digital color can define the brightness, purity and hue of color. According to different coding modes, it can also be divided into red, green and blue, printing color and other different color modes. The application of digital color in clothing often has different psychological effects on individuals with different characteristics. This influence is mainly shown in two aspects: on the one hand, it is the influence of cognitive level, on the other hand, it is the influence of emotional association. At the cognitive level, individuals' different physical and mental states may cause their different cognition of color, some of which is at the physiological level, that is, the recognition of color by human eyes. Each individual will have subtle differences in color recognition, which is likely to lead to different cognition among individuals. At the psychological level, the difference of individual growth environment often leads to different interpretations of color meaning. In terms of emotional association, after digital color stimulates individuals, individuals often produce certain emotional association. This instinctive association ability is an important way to overcome memory obstacles, that is, digital clothing color can be used as a media memory carrier to awaken individual memory. The media has the attribute and ability to retain information. Individuals can awaken a certain past memory through the retention of the media and restore or reproduce the memory in reality. A large part of the reason for the symptoms of memory impairment is that individuals cannot awaken the memory retained in the brain, that is, if memory media can be used to help individuals trigger memory. Then memory impairment can be alleviated. Using digital clothing color to improve memory impairment is to use digital clothing color as a medium to awaken individual memory, and achieve the effect of alleviating the symptoms of memory impairment by specifying and transforming the media.

In the process of using digital clothing color, we should pay attention to the specificity and daily nature of clothing color. From the perspective of specificity, each patient with memory impairment has a specific emotional association for a specific color, which cannot be standardized. We should formulate a specific color treatment scheme for different patients to achieve better treatment effect. From the perspective of daily life, clothing color is one of the most common color types in daily life. Clothing color should be reasonably applied to the daily life of patients with memory impairment, so that patients can get used to memory media in daily life, so that patients can gradually get rid of the assistance of memory media and overcome memory impairment.

**Objective:** Memory impairment is often caused by the individual's inability to awaken the memory retained in the brain, and color can make the individual produce psychological cognition and emotional association and trigger past emotions. This study takes the digital clothing color as the memory medium, and achieves the effect of alleviating the symptoms of memory impairment through the debugging and daily use of color.

**Subjects and methods:** This study studied the influence of digital clothing color on memory impairment by issuing color cards and questionnaires to memory impairment groups.

**Study design:** In this study, 230 questionnaires were distributed, 212 questionnaires were successfully recovered, and 18 questionnaires were not recovered. The questionnaire contains a standard color

identification card. The respondents can confirm their cognition of color according to the color card and fill in the questionnaire on this basis. The content of the questionnaire is mainly the direct psychological experience of the respondents in the face of digital clothing color, and the types of memory that different colors can awaken are investigated.

**Methods:** This study uses Excel software to sort out the questionnaire data, and then analyzes the impact of digital clothing color on memory impairment.

**Results:** The distribution of people who have emotional associations with different digital clothing colors is shown in Table 1:

In Table 1, the number of emotional associations with yellow is the largest, reaching 57, followed by red and orange, 41 and 35, respectively. The three colors with less emotional associations are purple, black and white. The number of emotional associations with these three colors is less than 10. It can be seen that bright and bright colors are more likely to make emotional associations for memory impaired groups.

**Table 1.** Distribution of people associated with digital color

Statistics	Color type								Total
Color	Red	Orange	Yellow	Green	Blue	Purple	White	Black	
Number of people	41	35	57	19	37	9	6	8	212

**Conclusions:** Among the symptoms of memory impairment, a large part of patients have memory impairment because they can't wake up the memory in the brain. By using digital clothing color as a memory medium to awaken past memory, we can provide memory recall for patients with memory impairment in the way of emotional association, so as to alleviate the symptoms of memory impairment. When using digital clothing color as daily memory medium, we should pay attention to patients' different feelings for different colors, actively help patients connect color and emotion, emotion and memory into a stable triangular association chain, and carry out rehabilitation training based on the triangular chain to overcome the symptoms of memory impairment.

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## THE INFLUENCE OF SPORTS CULTURE COMMUNICATION ABILITY ON HUMAN HEALTH AND PSYCHOLOGICAL EDUCATION DEVELOPMENT

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**Background:** Sports culture is composed of sports morality and its various norms and systems. It is an important part of culture and plays a very important role in culture. Its purpose is to strengthen the body, invigorate the spirit and seek a positive lifestyle, which is the sum of sports and the material and spiritual wealth it creates. With the development of The Times and the society, sports culture has a great influence on the development of health education. The word "sports culture" was first published by the international sports terminology committee in the book "sports vocabulary", which defined sports culture as "a part of the broad sense of culture, which is the law, system and material facilities that comprehensively utilize physical exercise to improve human biological and spiritual potential". In China, Yi jiangdong defined sports culture as "physical exercise and related cultural body aiming at people's physical and mental health and all-round development". Lu yuan town summed up the sports culture: "sports culture is the sum of the material, system, spirit and culture of sports". With the advent of the Internet era, the communication mode and speed of sports culture have undergone earth-shaking changes, which has also had a great impact on the development of health education and aroused people's attention to the topic of health education. As the product of sports activities, sports culture plays an important role in improving people's health thought in the modern society with rapid development.

**Study design:** With the continuous enhancement of sports culture communication ability, people's understanding of sports culture is deepening, people are more and more concerned about their own health problems, thus promoting the development of health education. So for sports culture communication ability, the influence on the development of health education, 2012-2016 of sports system as the research object, firstly establish the fuzzy comprehensive evaluation model of sports culture communication ability on the effect of health education development in the preliminary evaluation, according to the maximum