

sense, Marine ecological civilization is the traditional art of marine ecological culture, a way of survival for the harmonious development of man and the ocean, and the sum of material and spiritual wealth in the construction of marine ecological civilization. In a narrow sense, the traditional art of marine ecological culture includes the values of marine ecological civilization, as well as the material, spiritual and institutional achievements guided by ecological values. The current expression of this value is the concept of respecting nature, conforming to nature and protecting nature.

**Study design:** From the history of the rise and fall of human civilization, civilization depends on the ecological environment to nurture and support, when supporting the development and change of the ecological environment of a civilization, human beings can adapt to the new ecological environment through the progress and renewal of culture. At present, marine ecological culture and traditional art still belong to a new field. The traditional art of Marine ecological culture is formed in the process of adapting to the changes of marine ecological environment, and its concept comes from the proposal of marine ecological civilization construction. Civilization is the outcome of human cultural development, and culture is the foundation of civilization. Any form of civilization is the result of its corresponding culture, and the construction of marine ecological civilization needs the development of traditional art of marine ecological culture.

**Subjects and methods:** Because the category of ecological culture is not clear yet, the traditional art of marine ecological culture studied in this paper refers to the culture of harmonious development of the sea of people formed in the exploration process of various regions in the last century, especially in the last half century under the influence of industrial development. The present study takes respecting the ocean, conforming to the ocean and protecting the ocean as the premise, and aims to promote the improvement of the marine ecological environment and the harmonious development between man and the ocean.

**Results:** This paper set up in material, system, spirit, behavior four aspects to the marine ecological environment protection and the economic and social development of a comprehensive analysis of the ideas and methods, with the development of human civilization as a whole view angle to know, understand and review the current art characteristics of the construction of the marine ecological culture, problems, and puts forward some countermeasures for the construction of accordingly. This method provides a comprehensive perspective for case analysis and makes the traditional art construction of marine ecological culture more scientific and comprehensive. In the traditional art analysis of marine ecological culture, the key analysis elements can be selected according to the Marine ecological culture elements and the actual situation of the case area.

**Conclusions:** It has become a common problem for urban people to enjoy the resources and enjoy the ecological fruits being protected, but not to take actions to protect the resources. The traditional art construction of Marine ecological culture focuses on the formation of new behavior patterns and the production of new systems, material and spiritual results based on the concept of respecting, complying with and protecting the ocean. The main objectives are to control Marine pollution, improve the quality of marine ecology, sustain coastal economic prosperity, satisfy spiritual needs, recognize beliefs, cultivate modern Marine ecological awareness, and enable coastal people to form a sense of belonging, pride, and a sense of direction for sustainable development.

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## IMPACT OF CURRICULUM EDUCATION INNOVATION OF LOGISTICS MAJOR ON STUDENTS WITH COMMUNICATION ADAPTATION DISORDERS IN COLLEGES AND UNIVERSITIES

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**Background:** Communication ability is a very important skill in one's life and work. Good communication ability can help people actively carry out production and life and obtain positive development. On the contrary, lack of communication ability will bring all kinds of disadvantages to study, work and life. Therefore, as an important stage of cultivating students' knowledge and ability, colleges and universities

need to help students break through communication disorders, develop their own quality in an all-round way, and lay a foundation for students to gain a foothold in society in the future. In the current environment of rapid development of social productivity and business level, China's logistics industry has an increasing demand for talents, which requires the logistics specialty of colleges and universities to deliver a large number of human resources to the industry. The logistics industry needs practitioners to have good communication and teamwork skills. Therefore, after curriculum education innovation, logistics majors in colleges and universities pay high attention to students' communication skills and communication disorders. Existing studies have found that there are many communication disorders among college students, mainly including lack of communication, lack of communication skills, withdrawn personality, narrow interests, stubborn behavior, grumpy temper, rigid behavior and so on. Students' communication disorders may be caused by many factors, for example, too doting or too strict family education may cause students' arrogance or inferiority, and the frustrated experience in the growth period may lead to students' self-closure. Therefore, when carrying out curriculum innovation, logistics majors in colleges and universities need to consider the root causes of communication disorders and educate students in combination with their own characteristics. In logistics courses, there is a problem of emphasizing theory over practice, and practical activities are usually superficial, only allowing students to visit enterprises. For students with communication adaptation barriers, practical activities are the opportunity for them to open their inner world. Therefore, the curriculum teaching innovation of logistics specialty focuses on optimizing practical activities, strengthening group cooperation tasks and enterprise training, so that students can solve problems independently in cooperation and communication and exercise their communication skills.

**Objective:** In the study of logistics specialty after innovation, students need to participate in a large number of team cooperation activities and social practice activities. In this process, on the one hand, they can strengthen their professional ability in the field of logistics, on the other hand, they can exercise their personal comprehensive quality such as communication ability. This study investigates and counts the students with communication adaptation disorders who have participated in the new logistics course, and analyzes the improvement effect of these students' comprehensive quality.

**Subjects and methods:** In this study, a questionnaire was used to calculate the comprehensive quality of students in logistics curriculum activities by issuing questionnaires to students with communication adaptation disabilities, professional teachers and relevant enterprise trainers.

**Study design:** In order to have an objective understanding of the ability changes of students with communication disabilities, questionnaires were distributed to professional teachers and enterprise trainers while investigating and studying students. The questionnaire is divided into two parts: one is the improvement of students in the field of logistics, and the second part is the improvement of communication skills. A total of 160 questionnaires were distributed and 124 questionnaires were successfully recovered.

**Methods:** Use Excel software to analyze the comprehensive quality of students with communication disabilities after participating in the new logistics course.

**Results:** By making statistics on the professional ability and communication ability of students with communication disabilities after learning the logistics course, we can see the training effect of the innovative logistics course on students, as shown in Table 1.

**Table 1.** Training effects of innovative logistics course on students

The positive impact of innovative logistics curriculum on students	Number of participants that has agreed
Learning efficiency	40
Professional knowledge	12
Thinking ability	15
Willingness to communicate	53
Cooperation ability	42
Problem solving ability	35

Table 1 shows that 53 people think that the innovative logistics curriculum can improve students' willingness to communicate, and 42 people think that the curriculum can improve students' ability to cooperate. People who agree with these two aspects account for 42.7% and 33.9% of the total number respectively. The number of students who think it is helpful to the learning efficiency of students with communication disabilities is 40, accounting for 32.3% of the total. 35 people think that they can improve their problem-solving ability, accounting for 28.2% of the total.

**Conclusions:** The innovative logistics curriculum has improved the learning interest of students with communication disorders, enhanced their willingness to communicate and team cooperation ability,

enabled students to actively learn and enhanced learning efficiency. The new logistics course gives some leading power to students, so that they can explore approaches freely and exercise their ability to solve problems in practice.

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## MASS PSYCHOLOGY SHOULD ADAPT TO THE INTEGRATION OF NATIONAL COSTUME ELEMENTS AND MODERN COSTUME DESIGN INNOVATION

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**Background:** With the development of society and the progress of The Times, people have higher and higher aesthetic requirements for clothing. From the uniform dress style before the 1980s, to the imitation after the reform and opening up, and then to the personalized development of the younger generation of clothing, it constantly puts forward new challenges to fashion designers. To meet the aesthetic requirements of different levels of people's clothing, it is necessary for clothing designers to have rich humanistic knowledge. Clothing aesthetic has its own rules, is to build on the same background. According to this characteristic, the modern costume design of our country should be good at starting from the study of national costume culture, and draw lessons from the elements of national costume to the modern costume design.

**Subjects and methods:** In modern costume design, the application of China's national costume elements can not only enrich the costume culture, but also inherit and carry forward the national tradition and improve national confidence. China's national costume elements include color, modeling, technology and other aspects, only a thorough and comprehensive understanding of national costume culture, in order to better use of national costume culture, national costume elements and modern costume design integration innovation.

**Study design:** Chinese national costume culture is consistent with traditional culture. No matter the texture, pattern and color of Chinese costume, they all contain profound traditional Chinese culture.

**Results:** (1) The application of Chinese aesthetic thought in the application of Chinese national costume elements in modern costume design, the first step is to understand China's traditional aesthetic thought. Implicit beauty is the core of traditional aesthetics, which is manifested in national costumes, mainly in the implicit beauty of patterns. Each pattern has its own meaning, and only by understanding its connotation can we feel the connotation of beauty. (2) The reference of national costume modeling in modern costume design. When it comes to the shape of China's national costume, the first thing that designers and audiences think of is the Cheongsam. In fact, it is a part of Chinese costume shape and its main feature reflects the beautiful figure of women. But in our national costume modeling, there are many styles that can be used for reference in today's costume design. (3) The application of ethnic clothing fabrics in modern clothing. In modern clothing design, the most used traditional clothing fabric is silk. Silk is not only the quintessence of China, with a long history, but also because silk has the characteristics of soft and elegant skin care. The same damask satin and brocade with silk quality of a material all have this kind of feature, because of their drapery feeling, and get Chinese and foreign designer's favor. With the development of textile technology, some fibers of different texture are now blended to achieve the effect of elegant draping, such as the "day silk" modeled after silk, the effect is similar to silk, but the price is cheaper than real silk, but the air permeability is poor, and the process needs to continue to improve. The property of hemp product is harder, but can mix with cotton spinning, quality of a material is neutralized, avoided hemp rough hard feeling and cotton fabric easy wrinkle, easy fade shortcomings, such fabric has cotton hemp two kinds of plants pure natural, absorb the advantage of sweat, still have vertical feeling, suit people summer to use. (4) The application of ethnic costume technology in modern costume design. The crafts and patterns in national costumes are connected, and the crafts are different for patterns of different nature.

**Conclusions:** To sum up, China's national costumes have a long history. What this paper discusses is mainly the costumes of the Han nationality. The Chinese nation is a harmonious big family composed of 56 nations, and each nation has its own cultural characteristics of costumes in the development process of history. In the new era, to build a national clothing brand, we need to continue to learn Chinese traditional culture, absorb and innovate, and only in this way can we better explore the elements of clothing culture and make the traditional culture better serve today's better life.

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