

does not pursue vigorous exercise, but emphasizes that people need to use Qi to transport the body, and the action is natural and powerful. Various studies have found that Taijiquan is not just a simple martial arts project. It has an obvious effect in health preservation and can significantly improve the disease resistance of the body. At present, various colleges and universities have incorporated Taijiquan into physical education. In the teaching course of Taijiquan in colleges and universities, teachers will teach boxing according to the basic situation of students. Different from other projects, teachers will not urge students too much in teaching, but advocate students step by step. Therefore, how to adjust the physical health ability of college students with the help of the health preservation mechanism of Taijiquan, and alleviate the psychological problems of students with the help of the combination of hardness and softness of Taijiquan is the content that needs to be paid attention to in college teaching at present.

Objective: Investigate the current situation of college students' mental health, explore the role of Taijiquan in the regulation of college students' physical and mental health, and evaluate the great significance of Taijiquan as a college sports project, so as to provide a reference for the cultivation of college students' psychological quality in China, and also provide theoretical support for the reform of college education.

Study design: 200 students in a university were selected for questionnaire survey. The questionnaire results of students were counted by Excel, and the students were classified. The students with mental health problems were divided into experimental group and normal psychological students were divided into control group. After six months of study, the second questionnaire survey was conducted to count the number of students with mental health problems, and compared with the results of the first questionnaire.

Results: The first survey showed that among the 200 students, 121 had mental health problems and 79 had no mental problems. A total of 73 students in the experimental group participated in Taijiquan sports teaching, and the remaining 48 students participated in other sports. A total of 41 students in the control group participated in Taijiquan sports, and the remaining 38 students participated in other sports. After sports teaching, the number of students in the experimental group with mental health changed significantly, as shown in Table 1.

Table 1. Changes in the number of college students with mental health

Group		The first time	The second time
Experience group	Taiji boxing	-	68
	Other	-	21
Control group	Taiji boxing	-	41
	Other	-	35

Conclusions: The mental health of college students has always been the main concern of all sectors of society. The mental health of college students directly affects the academic level of college students and its future development space. Using Taijiquan traditional health sports to adjust the mental health problems of college students is the main psychological problem mitigation measures in colleges and universities, and Taijiquan has a significant effect in the mental health conditions of college students. In addition, Taijiquan, as a traditional Wushu project in China, can also ensure the inheritance of Taijiquan Wushu project in the process of regulating the mental health of college students, which is not only conducive to the national talent training and the development of new technology, but also conducive to the protection and inheritance of national traditional culture.

* * * * *

APPLICATION OF COGNITIVE BARRIERS IN THE DESIGN OF CHINESE TRADITIONAL TV CHANNEL

Xuemei Du^{1,2} & Wei Li^{1,2}

¹*School of Art and Design, Hunan Institute of Science and Technology, Yueyang 414006, China*

²*Department of Visual Design, Hoseo University, Asan 336-795, Korea*

Background: Chinese traditional culture was created by the ancestors of the Chinese nation in China. In the thousands of years of continuous development of the Chinese nation, traditional culture has been inherited by the Chinese nation from generation to generation. Chinese traditional culture has distinct national characteristics. The representative elements extracted from traditional culture are traditional

cultural elements. Chinese traditional cultural elements are divided into tangible and intangible. Tangible elements mainly refer to material traditional cultural elements, while intangible elements refer to intangible traditional cultural elements. The tangible cultural elements include a large number of traditional patterns, traditional buildings, traditional products and traditional crafts. The intangible cultural elements include a large number of traditional arts, traditional skills and traditional cultural ideas. With the continuous improvement of our government's attention to the inheritance of traditional culture, the means of inheritance and protection of traditional cultural elements are also being carried out. At present, the most typical protection and inheritance measure is to design the characteristic logo of Chinese traditional cultural elements. In the CCTV channel, in order to meet the innovative and unique identity of CCTV Headquarters, some designers began to talk about the integration of traditional cultural elements into identity recognition, with the purpose of designing visual symbols and representativeness at the same time.

However, based on the complexity and diversity of Chinese traditional culture, the types of traditional cultural elements also have diversity. Therefore, how to meet the public's aesthetic cognition in CCTV identity design is a problem to be solved. Psychology believes that individual cognitive impairment is the inability to receive and learn a certain knowledge, so as to present cognition with a wrong interpretation. At the same time, cognitive psychology emphasizes that when people observe and deal with an object or event, they will input, represent, calculate and deal with it. However, cognitive impairment is unable to carry out the complete cognitive operation, resulting in cognitive errors in events and objects. The cognitive impairment of traditional cultural elements is mainly reflected in the inability to accurately characterize traditional cultural elements, resulting in cognitive differences with the general population. From the perspective of psychology, traditional culture is the inheritance of spirit and thought. The historical thought contained in the psychological elements of traditional culture can affect personal emotion to a great extent. In the cognition of ordinary people, traditional culture is only a unique inheritance culture in China, and the understanding of its unique philosophy is not deep enough. Some psychologists believe that traditional cultural elements can have an impact on individual cognition at some levels. On this basis, some psychologists and psychiatrists have deeply understood the changing trend of individual cognitive impairment in the inheritance of traditional culture from the mechanism of traditional culture affecting cognitive impairment. It can be seen from some studies that the spirit of people with cognitive impairment will be uncertain, the ideas in traditional cultural elements will induce changes in patients' cognition, and the brain-damaged areas of patients will have significant differences in the face of different traditional cultural elements. According to the test of psychologists, the mental and psychological-emotional changes of patients will also be affected by traditional culture. Therefore, in order to improve the application effect of Chinese traditional cultural elements in CCTV identity design, and to alleviate the degree of mental illness of people with cognitive impairment, we need to fully consider the current situation of people with cognitive impairment.

Objective: This paper analyzes the significance of Chinese traditional cultural elements in the channel identification design of China Central Television, discusses the impact of individual subjective cognitive level on the channel identification design of China Central Television, and puts forward more perfect schemes and measures for the inheritance of Chinese traditional culture.

Study design: Using the literature method to collect and sort out the development of Chinese traditional cultural elements, and analyze the internal meaning of Chinese traditional cultural elements. This paper summarizes the principles and methods of the application of Chinese traditional cultural elements in the channel identification design of China Central Television from different angles. Correlation analysis was used to evaluate the correlation between individual cognitive impairment and channel identification design of China Central Television.

Result: In this survey, the influence value of specific factors is quantified into five levels, from 0 to 4. 0 indicates irrelevant, 4 indicates slight impact, 5 indicates general impact, 3 indicates obvious impact, and 4 indicates complete impact. In order to reduce the large error caused by personal subjectivity in the evaluation, the rounding method of the results is determined. The simplicity, uniqueness, novelty, aesthetic sensibility and cognitive level in the channel identification design of China Central Television are analyzed by a correlation system, as shown in Table 1.

Table 1. Correlation analysis between identity design and cognitive impairment

Content	Simplicity	Uniqueness	Novelty	Aesthetic feeling
Cognitive level	3	4	4	3
Traditional cultural elements	3	4	4	4

Conclusions: Chinese traditional cultural elements need to be protected and inherited. The best way to inherit is to spread and use Chinese traditional cultural elements. In the identification design of CCTV

channel, the integration of Chinese traditional cultural elements can make the CCTV logo more unique and maintain the inheritance of traditional culture. At the same time, identity design in the context of cognitive impairment can also achieve a more perfect effect, improve the dissemination of identity design, and promote the national inheritance of traditional cultural elements. And it is worth mentioning that the two-way effect of identity recognition design can also improve individual cognitive impairment and improve their cognitive level.

* * * * *

STUDY ON THE INFLUENCE OF JOGGING ON COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

Jiangsong Chen¹ & Yongquan Tang²

¹*Physical Education Institute, Sangmyung University, Seoul 03016, Korea*

²*School of Physical Education, Xinyang Normal University, Xinyang 464000, China*

Background: behavioral psychology is a school of psychology originated in the United States in the early 20th century. Its founder is American psychologist Watson. Behaviorism holds that psychology should not study consciousness, but only behavior. The so-called behavior is the combination of various physical reactions that organisms use to adapt to environmental changes. These reactions are nothing more than muscle contraction and gland secretion. Some of them are expressed outside the body, some are hidden inside the body, and the intensity varies. Behaviorists believe that people's psychological consciousness and spiritual activities are unpredictable and inaccessible. Psychology should study people's behavior. Behavior is a combination of the body's responses to environmental changes, which are nothing more than muscle contraction and gland secretion. Psychological research on behavior is to find out the relationship between stimulus and response, so as to infer the response according to the stimulus, infer the stimulus according to the response, and achieve the purpose of predicting and controlling human behavior. In recent years, there has been an upsurge in physical exercise all over the country. There are all kinds of sports in colleges and universities, including tennis, table tennis, badminton, basketball and other ball games, swimming, aerobics, jogging and other aerobic sports. Aerobic exercise is not limited by venues, equipment and seasons. College students are easy to do. Students who adhere to aerobic exercise for a long time are in a peaceful mood, not anxious or impatient, and jogging in aerobic exercise is more suitable for people of all ages. However, with the rapid development of society and fierce competition, college students are under great pressure and sometimes feel physically and mentally exhausted, which leads to bad psychological problems. For a long time, people generally accept the view that "sports can enhance physique and promote physical health" while ignoring the "heart-strengthening" function of sports.

Objective: At present, the mental health standard of the World Mental Health Association mainly includes four parts: firstly, is the personality with a very coordinated body, emotion, ability, will, words and deeds. Secondly, have a sense of happiness and confidence. Thirdly, in the social environment, treat others with humility and strong adaptability. Fourthly, treat work and occupation and take measures to give full play to their skills and creativity. This study conducted exploratory intervention experiments on jogging from the perspective of behavioral psychology, so as to provide some theoretical reference for solving the problem of college students' improving their mental health.

Research objects and methods: This study mainly selects 400 college students with anxiety in many colleges and universities in a city, and selects 110 college students with medium and low-level anxiety through the self-designed anxiety scale. Understand the basic health status of college students before intervention, and formulate personalized exercise programs. From 5:00 to 6:00 p.m. every Monday to Thursday, college students are arranged to take outdoor jogging exercise in the school playground. Professional coaches are hired to guide college students in outdoor jogging. The psychological relaxation adjustment after exercise is to gradually relax the muscles of the experimenter's whole body by using systematic desensitization method and relaxation technology and understand the changes of their physical functions through the feedback auditory information. Through the consciousness of the brain to regulate their own physiological activities and learn to relax.

Research design: After the experiment, all subjects were evaluated with the SCL-90 scale, which has a total of 90 self-evaluation items. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychoticism, etc. Through the 5-level scoring method, the higher the score, the lower the level of mental health.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.