

randomly selected as the research object, and the influence of innovative teaching reform of vocal music course in normal universities from the psychological perspective was analyzed by using fuzzy evaluation method and support vector machine.

Research design: From the psychological perspective, we can know that the students majoring in vocal music course in normal universities have four psychological characteristics under the negative influence of various factors, that is, blind confusion, lack of sense of responsibility, poor sense of innovation, timidity and fear of difficulties, which can be used as the evaluation index. Then set up three evaluation levels: very consistent, general and not at all. This paper compares and analyzes the psychological characteristics of students before and after the innovative teaching reform of vocal music course in normal universities.

Methods: The evaluation data were statistically analyzed by SCILAB software and Excel software.

Results: Before the innovation teaching reform of vocal music course in normal universities, the psychological characteristics of 125 students showed a certain negative situation. Among the four evaluation indexes of blind confusion, lack of sense of responsibility, poor sense of innovation and timidity, the evaluation results were very consistent, which showed that the students majoring in vocal music course in normal universities had a strong psychological burden. After the reform, the number of students whose evaluation results are very consistent has decreased, among which the innovation consciousness is poor. In this evaluation index, the number of students whose evaluation results are very consistent has decreased from 72 before the reform to 26, indicating that the innovative teaching reform of vocal music curriculum in normal universities has a good application effect, which can alleviate students' negative psychological emotions and improve their vocal music learning enthusiasm and learning effectiveness.

Table 1. Psychological characteristics and number distribution of students majoring in vocal music courses in normal universities before and after the reform (*n*)

Psychological feature	Before reform			After reform		
	Very consistent	Commonly	Not at all	Very consistent	Commonly	Not at all
Blind confusion	47	63	15	25	69	31
Lack of responsibility	51	60	14	19	61	45
Poor innovation consciousness	72	45	8	26	52	47
Timid and afraid of difficulties	43	58	24	11	47	67

Conclusions: The innovative teaching reform of vocal music course in normal universities has a positive impact, which can not only improve the teaching quality of vocal music course, but also effectively alleviate the negative psychological emotions of vocal music course students, and provide reliable support for training more vocal music teaching talents.

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APPLICATION OF NEW MEDIA TECHNOLOGY IN THE COMMUNICATION AND EDUCATION OF CHINESE NATIONAL VOCAL MUSIC UNDER THINKING OBSTACLES

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Background: Thinking is the indirect and universal reflection of the human brain on objective things. In other words, the thinking process takes the known knowledge as the medium and does not depend on the actual object. At the same time, it also reflects the essence of things and the internal relationship between things. The functional state of human brain, individual psychological state (demand, motivation, emotion, personality, etc.) and social and cultural background will affect the thinking process. The normal thinking process is purposeful, coherent, logical and sustainable. When the ideological content is put into practice, it will produce certain results, accept the test of reality and correct mistakes by itself. In addition, people who think have corresponding introspective experience and know that their thinking activities belong to themselves and are controlled by themselves. If the thinking process and content are abnormal, the above normal thinking characteristics will often change, which is the thinking barrier. It is a group of important

symptoms of mental patients. There are many different categories of thinking disorders. Clinically, the current trend is divided into four categories: first, thinking speed obstacles, such as accelerating the thinking process (thought drift) or slowing down. Second, thinking form disorder, also known as association disorder, is mainly manifested in the relaxation of association structure. Lack of goal orientation, symbol abuse, illogical. For example, loose thinking. Pathological symbolic thinking, etc. Third, thinking control disorder refers to the experience that patients feel that thinking does not belong to themselves, that thinking activities lose autonomy, or that they feel controlled by external forces, such as thinking deprivation, thinking insertion, thinking communication, etc. Fourth, thinking content obstacles, such as delusion, paranoia, compulsion and so on. This classification is suitable for clinical diagnosis, but it focuses on the research of schizophrenic thinking disorder, and there is less research on organic encephalopathy or other mental thinking disorders. In short, the rapid development of new media technology has made great changes in modern life mode, and made the pace of life faster and faster, while the problem of thinking obstacles is becoming more and more serious, which should attract extensive attention from all walks of life.

China is an ancient oriental civilization with a long history, a vast territory and a large population. In the long history of thousands of years, the people of all ethnic groups have left rich and valuable cultural heritage, among which the art of national vocal music is one of the brilliant spiritual wealth of the Chinese nation. Chinese national vocal music is represented by national vocal music in Chinese music colleges and universities, which is different from the singing of folk songs, rap and opera. It is a scientific and national independent college formed on the basis of inheriting and developing the essence and characteristics of these traditional singing arts and drawing lessons from the singing theory and advantages of Bel Canto in Western Europe. A new national singing art with artistry and the spirit of the times. New media technology refers to the new media based on Internet technology. It has the inherent technical advantages and information service functions of media. It is the best choice for the connection between network economy and media industry. New media with dual social and economic attributes not only have the responsibility to spread advanced culture, but also need to make profits. With the rapid development of new media, Chinese national vocal music has achieved continuity and breakthrough, which is mainly reflected in the significant development of Chinese national vocal music communication and education. Relevant studies have pointed out that the singing skills and spiritual content contained in Chinese national vocal music have an important impact on people with thinking disabilities, that is, psychological intervention through the artistic means of Chinese national vocal music, so as to alleviate the symptoms of people with thinking disabilities. In view of this, this paper constructs the artistic psychological intervention mode of Chinese national vocal music based on new media technology, in order to provide an idea for the clinical treatment of people with thinking disorders, and give full play to the application value of Chinese national vocal music in communication and education.

Objective: Based on new media technology, this paper constructs the psychological intervention model of Chinese national vocal music art, which aims to provide ideas for the clinical treatment of patients with thinking disorders, and give full play to the application value of Chinese national vocal music in communication and education.

Research objects and methods: 100 patients with mental disorders were selected as the research object, and the mental disorders of patients were measured in combination with Montreal Cognitive Assessment scale (MoCA). The scale includes seven factors, namely executive ability, naming ability, attention, language ability, abstract ability, delayed recall and orientation ability. The higher the score, the better the cognitive function. Then, implement the artistic psychological model of Chinese national vocal music based on new media technology for intervention. The intervention cycle is June. Compare and analyze the improvement of patients' thinking obstacles before and after the intervention.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Table 1. Improvement of symptoms in patients with thinking disorder after 6 months of intervention

Factor	Before intervention	Intervention 3 months	Intervention 6 months	<i>P</i>
Executive ability	2.69±0.59	4.37±0.48	5.69±0.59	<0.05
Naming ability	2.47±0.43	4.62±0.58	5.47±0.43	<0.05
Attention	2.54±0.55	4.66±0.61	5.54±0.55	<0.05
Language ability	2.36±0.41	4.52±0.60	5.36±0.41	<0.05
Abstract ability	2.69±0.59	4.39±0.43	5.69±0.59	<0.05
Delayed recall	2.47±0.43	4.45±0.56	5.47±0.43	<0.05
Orientation ability	2.54±0.55	4.25±0.43	5.54±0.55	<0.05

Results: Table 1 shows the improvement of symptoms in patients with thinking disorders after 6 months of intervention. It can be seen from Table 1 that compared with before the intervention, after the intervention of the artistic psychological model of Chinese national vocal music based on new media technology, the symptoms of thinking disorders of patients were effectively improved, with statistical difference ($P < 0.05$).

Conclusions: The artistic psychological intervention mode of Chinese national vocal music based on new media technology can effectively improve the symptoms of patients with thinking disorder, and then it can be regarded as a strategy for the treatment of thinking disorder. At the same time, bringing Chinese national vocal music based on new media technology into psychotherapy or psychological education not only expands the dissemination of Chinese national vocal music, but also expands the application field of Chinese national vocal music.

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RESEARCH ON THE APPLICATION OF TRADITIONAL CULTURAL ELEMENTS IN FASHION DESIGN FROM THE PERSPECTIVE OF AESTHETIC PSYCHOLOGY

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Background: Aesthetic psychology is the marginal combination of aesthetics, literature and art, psychology, physiology and other related disciplines. A discipline that rose in China in the 1980s, namely aesthetic psychological structure and aesthetic psychological law. Aesthetic psychology took the lead in putting forward the proposition of “aesthetic psychological structure” in China, pointing out that aesthetic psychological structure is a multi-factor, multi-dimensional and multi-level dynamic structural system with organic unity of physiological function and psychological law. Psychological content and formal content, acceptance and creation function are the intermediate links of the aesthetic relationship between subject and object, and become the internal source of people’s aesthetic subject and creative subject. This proposition has been widely accepted and applied by academia for a long time. Using psychological principles, the researchers studied the complex aesthetic psychological phenomena, discussed the basic laws of aesthetic psychological movement, and put forward six principles, such as “opposition principle”, “harmony principle”, “balance principle”, “autonomy principle”, “compensation principle” and “self-realization principle”. Specifically, it mainly analyzes the difference psychology, innovation psychology, change psychology, common psychology, obedience psychology, conformity psychology, habit psychology, as well as the dynamic stereotype and thinking set in aesthetics. It demonstrates the significance of various forms of aesthetic psychological rhythm and self-realization needs to confirm their own aesthetic essential power and create beauty. The proposal and demonstration of the above six laws and principles is not only a combing and synthesis of the previous psychological research results, but also a summary of its development process. In short, aesthetic psychology is a branch of psychology, which studies and explains the law of human psychological activities in the aesthetic process. The so-called aesthetics mainly refers to the generation and experience of beauty, while psychological activities refer to people’s knowledge, emotion and meaning. Therefore, aesthetic psychology can also be said to be a discipline that studies and explains the activity process of knowledge, emotion and meaning in the generation and experience of people’s aesthetic emotion, as well as the law of personality tendency.

Fashion design directly designs products and indirectly designs personality and society. The imagination of fashion design quickly breaks through the shackles of ideology and is released in various forms. Novel, strange and abstract visual images form an amazing contrast with extreme colors, so we must start adjusting our eyes to adapt to the new landscape. Fashion art takes on more and more forms, sometimes more mysterious. How to treat clothing art and appreciate and feel the language of clothing itself has become the “eye war” in the “attention” economy in today’s network era. In addition, traditional culture is a kind of culture reflecting national characteristics and style, which is integrated with the evolution of civilization. It is a comprehensive expression of various ideological, cultural and conceptual forms in the history of all ethnic groups. Its content should be all kinds of material, institutional and spiritual cultural entities and cultural consciousness existing in previous dynasties. In other words, traditional culture contains a variety of cultural elements or cultural symbols, and incorporating these cultural elements into fashion design still becomes the inspiration of fashion design. However, how to organically incorporate traditional cultural elements into fashion design is undoubtedly a great challenge for fashion designers.

Objective: Combined with aesthetic psychology, aiming at the aesthetic cognitive obstacles of fashion