

**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

designers facing traditional cultural elements, this paper constructs a fashion design intervention model based on aesthetic psychology, so as to solve the aesthetic cognitive obstacles of fashion designers facing traditional cultural elements, so as to improve the taste and artistry of fashion design.

**Research objects and methods:** 100 fashion designers were randomly divided into control group and experimental group, with 50 in each group. Combined with the self-made aesthetic cognition scale, the aesthetic cognition of fashion designers is measured. The scale consists of 8 dimensions: learning ability, divergent thinking, perception ability, innovation ability, transformation ability, relevance ability, imagination ability and combination ability. The higher the score, the higher the aesthetic cognition. Among them, the control group adopts the conventional fashion design mode, and the experimental group adopts the fashion design mode based on aesthetic psychology. The intervention period is 1 month. The aesthetic cognition of the two groups of fashion designers is compared and analyzed.

**Methods:** Data through SPSS22.0 statistical analysis software is completed.

**Results:** Table 1 shows the aesthetic cognition of the two groups of fashion designers after one month of intervention. It can be seen from Table 1 that compared with the control group, the experimental group of fashion design mode based on aesthetic psychology has better aesthetic cognition, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** After one month of intervention the aesthetic cognition of two groups of fashion designers (n=100)

Factor	Control group (n=50)	Experience group (n=50)	P
Uncoordinated limbs	2.54±0.55	4.96±0.41	0.00
Unclear enunciation	2.99±0.69	4.84±0.46	0.00
Unnatural form	2.54±0.55	4.20±0.55	0.00
Inflexible expression	2.96±0.41	4.56±0.66	0.00
Mental disorder	2.84±0.46	4.78±0.75	0.00

**Conclusions:** The fashion design mode based on aesthetic psychology can effectively improve the aesthetic cognition of fashion designers. Therefore, it is worth popularizing and applying in the field of fashion design, so as to design modern clothing with strong traditional cultural charm.

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## APPLICATION OF CHINESE LANGUAGE AND LITERATURE KNOWLEDGE IN COLLEGE STUDENTS' EDUCATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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**Background:** As a mental disease, cognitive impairment mainly refers to the disorder of learning and memory function caused by abnormal processing of human intelligent knowledge, and leads to pathological behaviors such as loss of line, recognition and use. The diagnostic criteria of cognitive impairment include normal overall cognitive function, main complaints of memory impairment and behavioral disorders inconsistent with age. The main causes of cognitive impairment are chronic brain injury, chronic systemic diseases and mental and psychological abnormalities, among which mental and psychological abnormalities are the most important. According to the latest research, the number of patients with cognitive impairment in China is increasing year by year, which has a serious negative impact on the patients themselves and their families. Timely intervention for patients with cognitive impairment can actively change their cognitive function, and then it is very important to reduce the quality of life of patients and their families. In recent years, many researchers at home and abroad have conducted intervention research on mild cognitive impairment. The intervention measures mainly include nutrition intervention, drug intervention, physical exercise, cognitive training, traditional Chinese medicine and acupuncture intervention. In short, cognition is an intelligent processing process of acquiring knowledge through a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the abnormality of the brain's advanced intelligent processing process in all these processes, resulting in the changes of thinking, spirit, emotion and judgment. At present, the research of cognitive impairment mainly focuses on the field of medicine. However, matching the performance of medical cognitive impairment with the cognitive problems encountered by college students in the application of