

development of leisure sports industry in Hainan free trade port, and puts forward the development direction of the tourism industry to promote the development of leisure sports industry in Hainan free trade port. Statistics on the psychological changes of tourists in Hainan free trade port and the psychological impact of leisure industry on Hainan free trade port in 2021.

Results: The correlation coefficient of tourists' social psychology in the development of the leisure sports industry in Hainan free trade port is shown in Table 1. Table 1 shows that tourists' self-cognition and social cognition have a significant impact on the safety, efficiency, characteristics and personalized satisfaction in the development of the leisure sports industry in Hainan free trade port.

Table 1. The influence of tourists' social psychology on the development of leisure sports industry in Hainan free trade port

Content	Security	Efficiency	Characteristics	Personalized satisfaction
Self cognition	0.572	0.425	0.616	0.497
Social cognition	0.499	0.366	0.378	0.445

Conclusions: Hainan free trade port leisure sports industry is one of the important policies in China's economic development policy. How to realize the rapid development and innovation of Hainan free trade port leisure sports industry is a problem that needs to be solved for social development. Starting from the perspective of social psychology, this paper analyzes the impact of tourists' social psychology on the development of leisure sports industry in Hainan free trade port. The results show that tourists' self-cognition and social cognition have a significant impact on the development of leisure sports industry in Hainan free trade port. Therefore, in the process of social and economic development, we need to focus on the role of social psychology, and use social psychology to provide innovative direction for economic development. On the premise of meeting the basic needs of tourists, it can help to increase the rate of China's economic development.

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ON THE NATIONAL CULTURAL CONNOTATION AND POETIC CHARM OF IMAGE OIL PAINTING FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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Background: Color around people, in all aspects of life can reflect its role, but also continue to affect people's daily life. Some psychological studies have pointed out that the existence of color can affect people's emotions, make people feel excited or excited, and make people feel stressed or happy. And some studies have deeply understood that people's mental health and behavior are largely affected by color balance. Color tends to be basically balanced, and people's psychological satisfaction is more sufficient. When people face unbalanced colors, they will have anxious psychological emotions. In addition, some color psychologists believe that the color stimulation generated in social activities will affect individual emotions, which is mainly reflected in paintings. With the deepening of research, the importance of color psychology has not been improved, and has gradually evolved into an important discipline in higher education. At the visual level, psychology believes that the symbolism and association of color bring unique sensory stimulation to individuals, so it can also bring a variety of emotional expression to individuals and induce stronger emotional language. Therefore, from the perspective of color psychology, more and more studies apply it to the analysis of the emotional content of paintings.

It is clear that in college teaching, art course is a very important course, which can cultivate students' aesthetic psychology in art teaching. In art teaching, the cultural connotation of image oil painting is stronger. Image oil painting is a work created by artists under the influence of Chinese culture. It is based on the life experience of the development of Chinese culture. The color and content in the work have unique characteristics. The external expression of image oil painting has its own unique characteristics. There are significant differences between image oil painting and other art forms such as abstract oil painting. Image oil painting changes with the changes of artists' aesthetic taste and cultural spirit, and will be constantly

updated to meet people's aesthetic ideas. The development of Chinese oil painting depends on the image of Chinese traditional culture. Although with the development of society and Chinese culture, image oil painting has achieved satisfactory results, there are still problems of difficult nationalization in the development. Therefore, in college education and research, how to combine Chinese culture and show the traditional cultural connotation and poetic charm in image oil painting is extremely important. The study uses color psychology to construct students' basic appreciation ability, so as to obtain the traditional cultural connotation and poetic charm from image oil painting.

Objective: This paper discusses the application status of color psychology in art courses in colleges and universities, discusses the relevant teaching contents of image oil painting in art teaching in colleges and universities, and analyzes the understanding degree of teachers and students using color psychology to the national cultural connotation and poetic charm of image oil painting.

Study design: There are students majoring in fine arts in a university as the research object. In teaching, teachers take image oil painting as the main teaching content. Using color psychology to analyze students' aesthetic emotional expression and conscious association in the face of image oil painting, teachers evaluate students' ability to understand the national cultural connotation and poetic charm of image oil painting in teaching.

Results: Under the teacher's evaluation, the students' ability to understand the national cultural connotation and poetic charm of image oil painting by using the aesthetic emotional expression and conscious association in color psychology is shown in Table 1. Table 1 shows that under the influence of aesthetic emotional expression and conscious association, students have more strong understanding of national cultural connotation and less weak understanding. Similarly, the number of students with strong understanding of poetic charm is also significantly higher than that with weak understanding.

Table 1. Students' understanding ability of image oil painting under color psychology (*n*=100)

Index	National cultural connotation		Poetic charm	
	Strong understanding	Weak understanding	Strong understanding	Weak understanding
Emotional expression	67	33	79	21
Conscious association	71	29	77	23

Conclusions: College teaching needs to cultivate students' aesthetic ability, and students need to have a certain understanding of China's traditional culture. The research starts with color psychology, analyzes the content of color psychology in students' learning and appreciation of image oil painting, and evaluates students' ability to understand the national cultural connotation and poetic charm of image oil painting under the influence of color psychology. The results show that under the influence of color psychology, most students can fully understand the cultural connotation and poetic charm of image oil painting. In art teaching in colleges and universities, we should cultivate students' basic abilities based on color psychology and emphasize students' aesthetic emotional expression and conscious association, which can not only help students understand image oil painting, but also help colleges and universities carry out courses and inherit Chinese traditional culture.

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TEACHING REFORM AND PRACTICE OF DIGITAL MEDIA APPLICATION TECHNOLOGY SPECIALTY IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The proposal of educational psychology puts forward a new direction for the development and practice of teaching in colleges and universities. Educational psychology emphasizes the intervention of human learning and educational programs under the educational background, so as to improve the teaching level. In educational psychology, taking students' learning tasks as the background and psychology as the basis, this paper analyzes students' learning psychology, designs courses and optimizes teaching plans from students' learning levels. In psychological research, educational psychology includes pedagogy and psychology, but the mechanism of educational psychology is psychology leading pedagogy. Generally