

English cross-cultural communication ability with the help of association rule algorithm. And according to the problems and needs of the research object in English teaching, so as to improve students' pragmatic failure and thinking logic misunderstanding in cross-cultural communication.

**Method design:** Explore the correlation between thinking logic ability and English cross-cultural communication level with the help of association rule algorithm, and carry out group teaching intervention according to students' cross-cultural communication learning status and thinking logic characteristics. The experiment lasted for eight weeks. After the experiment, the students' thinking logic improvement and cross-cultural communication level were collected and processed.

**Methods:** The deviation between the expression of logic and the expression of logic will affect the input and output of thinking. The research uses an association rule algorithm to explore the correlation between thinking logic ability and English cross-cultural communication level, and intervenes the research object with targeted teaching means, so as to analyze the improvement of students' thinking logic with the help of statistical analysis tools, and obtain the experimental results.

**Results:** People's thinking activities include four aspects: thinking association, thinking logic, thinking reasoning and thinking content. When people output information, they will process and process it in their mind in advance. If there are problems such as abnormal thinking process and illogical logic, there will be thinking logic obstacles. The communication ability and communicative ability of language are the display of thinking logic. The fluency and rationality of thinking logic language will affect the accuracy of language information output. Intercultural communicative competence is the ability to make rational use of language on the basis of a certain understanding of language. The deep-seated connotation of language expression is to reorganize and reproduce language information on the basis of grasping the deep-seated connection of thinking logic. Exploring the pragmatic failure caused by the thinking logic barrier in cross-cultural communication ability, it can help to reduce the logical confusion and other problems existing in the process of language use, so as to improve the thinking expression ability and improve the thinking logic barrier. Table 1 shows the scores of each dimension of students' thinking logic disorder before and after the experiment.

**Table 1.** Statistics on the difference of students' thinking logic scores before and after the experiment

Representation dimension	Before the experiment	After the experiment
Thinking processing bias	25.24±2.43	12.77±2.49
Confusion of thinking logic	28.42±2.77	8.28±2.63
Coherence of thinking language processing	22.43±2.05	11.22±3.83

**Conclusions:** The communicative competence of language and culture not only refers to the improvement of language expression ability, but also requires students to master the corresponding basic cultural knowledge and cultural background. The cross-cultural communicative competence not only reflects the students' ability to use the language, but also reflects the logic and fluency of information processing. With the help of college English teaching reform to improve students' cross-cultural communicative competence, it will help to improve students' ability of language organization, adaptability and speculation, deeply grasp the logic and internal relationship of English language, and strengthen their ability of information processing. Then reduce the thinking logic obstacles such as language errors and improve the level of mental health.

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## TELLING CHINESE STORIES WELL IN THE CONTEXT OF COGNITIVE PSYCHOLOGY: INNOVATIVE EXPRESSION OF CULTURAL VARIETY SHOWS

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**Background:** Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism as the basis of human behavior. Its core is the internal psychological process between input and output. It aims to study the operation of memory, attention, perception, knowledge

representation, reasoning, creativity and problem-solving. For the category of cognitive psychology, there are two versions: broad sense and narrow sense. The broad sense believes that cognitive psychology is the advanced psychological process of human beings, while the narrow sense believes that cognitive psychology is the process of information processing. In this process, the psychological mechanism based on human behavior is the information processing between information input and output. Modern cognitive psychology believes that human activities are a unified whole of interrelated and interactive cognitive elements, rather than a single and one-sided. Different individuals have different cognitive states of the same thing, and people's cognitive activities are very vulnerable to the interference of external things and the influence of mental and psychological state, showing different forms in different stages. Cognitive psychology helps us understand and perceive the world, and as a psychological intervention theory, it can guide us to give better play to creativity and innovation in real life. Mastering the learning methods and psychological laws of cognitive psychology will help us speed up the speed of cultural input and output on the basis of understanding the operating mechanism of cognitive psychology, and better create spiritual and cultural works that meet the cognitive needs. At the same time, there is a close relationship between mass media and audience sexual psychology, which is the embodiment of demand and satisfaction theory. The audience's psychology is affected by the audience's personality, age structure, demand level, psychological expectation and other factors, and will have different psychological expectations and sensory experience in the process of watching the program. At the same time, an in-depth understanding of the impact of the audience's demand level, personality type, psychological expectation, behavior motivation and other factors is conducive to grasp the connection point between the audience's psychological characteristics and media management, so as to reduce the risk for the number, direction, theme, presentation effect and style of program production, and realize media health. Since the general office of the CPC Central Committee and the general office of the State Council issued the opinions on the implementation of the inheritance and development project of Chinese excellent traditional culture, accelerating literary and artistic creation is one of the key tasks of inheriting Chinese excellent traditional culture. The majority of literary and artistic creators should not only pay attention to the combination of excellent traditional culture with artistic values and the requirements of the characteristics of the times, display in rich and diverse artistic forms, but also adhere to the creative transformation of culture Innovative development. The presentation of the content of many cultural variety shows has marked that the innovative development of traditional culture has entered a new stage. However, in the process of its development, the interpretation of cultural connotation and humanistic value of artworks is not deep enough, and some content expressions flow on the surface of culture, which is difficult to strengthen people's participation, interaction and innovation of traditional culture.

**Objective:** The audience's personality includes five aspects: emotional stability, extroversion, openness, easygoing and prudence, and the audience's psychological demand level for variety shows changes. Different psychological expectations will affect their starting point and psychological preference for media themes. From the perspective of cognitive psychology, strengthen the innovative expression of cultural variety shows, make them create a cultural form more in line with the public's favorite and cognitive needs, and meet the level of the audience's psychological needs, so as to guide the correct establishment of the public's cognitive value and the improvement of the psychological mechanism.

**Research objects and methods:** 200 students majoring in editing and directing in a film academy were selected as the research objects. By collecting their evaluation views on the current cultural variety show and their own cognitive status, taking the spread of classics as an example, they were then taught about the content of cognitive psychology, and asked to produce a small video of cultural variety show within 10 minutes after learning. In order to evaluate the changes and differences in the cognitive level of the subjects.

**Method design:** The subjects were randomly divided into learning group and non-learning group. The difference lies in whether they learned the background knowledge of cognitive psychology. The experimental time is four weeks. Then, video creative works are used to evaluate the influence of cognitive psychology on the creative ideas of cultural variety, the expression forms of traditional culture and the unique perspective of telling Chinese stories.

**Methods:** The association between cognitive psychology and literary creation was explored by association rule algorithm with the help of SPSS22.0 statistical tools to analyze the differences of the data of the experimental subjects.

**Results:** Using cognitive psychology to analyze the creative means and ideas of literary and artistic works is helpful to help students understand the expression of traditional culture, provide new ideas for their creative and communication methods, and it is easier to guide the public to establish correct values and improve their psychological cognition level with excellent works on the basis of grasping the psychology of the audience. Table 1 shows the statistical differences of cognitive performance of experimental subjects in different groups.

**Table 1.** Statistical differences in cognitive performance of experimental subjects in different groups

Evaluating indicator	Study group	Non learning group	<i>t</i>	<i>P</i>
Satisfaction of public cognitive needs	4.79±3.56	3.10±2.88	2.77	0.042
Innovative expression of traditional culture	5.84±2.13	3.07±1.54	3.68	0.039
Guidance of correct values	9.67±3.12	2.46±2.31	4.94	0.001

**Conclusions:** The audience’s expectation of the program will also affect their psychological changes. In addition to pursuing the satisfaction of entertainment needs, the educational function of knowledge acquisition to make up for their own limitations is also one of the manifestations of the audience’s needs. When inheriting excellent traditional culture, cultural variety shows should actively absorb what can be used for reference under the principle of openness and inclusiveness, constantly enrich cultural connotation and spiritual value, and pay attention to the consideration of audience’s psychological and emotional value in subject selection, content presentation, program production and editing, so as to effectively adjust audience’s emotion and sensory experience. At the same time, strengthen the integration of cognitive psychology into the creative ideas of literary and artistic works, and create excellent works in line with people’s cognitive habits and ways of thinking, so as to enhance their value guidance and cultural identity to the public when resonating with the audience, improve their cognitive level and ability, and meet their expected psychological motivation and needs for literary and artistic variety.

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## ANALYSIS ON THE STRATEGY OF CULTIVATING PROFESSIONAL FARMERS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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**Background:** There are differences between positive psychology and traditional psychology, which studies psychology from a positive perspective. The research angle of positive psychology is just opposite to that of negative psychology. The research angle of negative psychology is negative orientation. As a new research field of psychology, positive psychology advocates the study of human virtues such as optimism and progress. Through the way of positive psychology, guide the individual’s attention to pay attention to the positive aspects of things. Positive psychology emphasizes adhering to scientific principles and using scientific methods to guide the positive psychological quality of individuals, so that individuals can have a positive attitude, bravely face difficulties and fight them to the end. The positive psychological qualities of individuals include honesty, courage, persistence, optimism and so on. Through positive psychology to guide individual psychology and stimulate the inherent strength of human nature, relevant education, training and other activities can be carried out more effectively and smoothly. The goal of positive psychology is to explore and study the good development factors such as individuals and groups. Under the action of these influencing factors, it can promote the improvement of human life quality, which is conducive to the good development of their physical and mental health, and then promote the prosperity of society.

Professional farmers refer to farmers who take agriculture as their profession. These farmers have relevant professional skills, and their professional income comes from agricultural production and operation. In traditional agriculture, farmers are limited by land, the scope of their activities is closed to a certain extent, and their income is low, which depends on heaven to a certain extent. The weather often determines the income of rural farmers, which greatly restricts the development of rural economy. Therefore, the cultivation of professional farmers has epoch-making significance, which can change the traditional agricultural mode, increase the scope of farmers’ activities by cultivating farmers’ professional skills, improve the activity of professional farmers, and make agriculture have stronger anti-risk ability. However, due to the limitation of farmers’ knowledge level, there are great difficulties in the process of cultivating professional farmers. There are differences in farmers’ understanding ability, insufficient ability to absorb and accept knowledge, slow speed and long time, which will attack farmers’ learning enthusiasm. Therefore, from the perspective of positive psychology, we should use scientific methods to actively guide the learning attitude of professional farmers, cultivate their positive psychological quality and improve their learning efficiency. It also analyzes the cultivation strategies of specific professional farmers.

**Objective:** Understand the problems existing in the learning process of farmers, apply positive psychology to the cultivation of professional farmers, help professional farmers learn knowledge and