

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

professional skills, improve farmers' learning psychology, cultivate farmers' positive psychological quality, enhance their self-confidence in the learning process of professional skills, and study relevant strategies. Through on-demand teaching, improve farmers' attention and make them more proactive in the learning process. Understand the relevant conditions of local agriculture, rural areas and farmers, and comprehensively grasp them. On this basis, carry out scientific and reasonable cultivation of professional farmers. In the process of cultivation, the combination of long-term vocational training and field practice allows farmers to apply the learned professional skills in the process of practice, improve learning efficiency and further improve farmers' learning enthusiasm.

Subjects and methods: 100 rural residents were randomly selected from 4 villages understand their income sources, crop cultivation and their attitude towards learning agricultural professional skills, and record relevant data. Through fuzzy evaluation, the influence of professional farmers' cultivation strategy on professional farmers' learning enthusiasm, learning initiative and learning efficiency from the perspective of positive psychology is carried out. 1-5 grades are adopted. The higher the score, the greater the degree. The relevant data are processed by SAS software.

Results: In order to change the traditional agricultural mode, the concept of professional farmer was put forward. Considering the low learning efficiency and low learning enthusiasm of farmers in the process of cultivating professional farmers, positive psychology is applied to the strategy analysis of cultivating professional farmers, and relevant strategies are designed and formulated on this basis, so as to improve the enthusiasm and initiative of professional farmers and cultivate their positive psychological qualities such as self-confidence and sense of achievement in professional skills. Among them, the on-demand strategy has the greatest impact on the learning enthusiasm of middle-aged farmers, with a score of 5. The relevant results are shown in Table 1.

Table 1. The influence of professional farmers' cultivation strategy on farmers' learning enthusiasm

Age group	Teach on demand	Vocational training	Practical activity
Youth	4	5	5
Young and middle-aged	4	4	5
Middle age	5	4	5

Conclusions: In response to the rural revitalization strategy, the state suggests cultivating professional farmers. By using the knowledge of positive psychology to mobilize farmers' learning enthusiasm and improve farmers' learning initiative, farmers can obtain good learning effect and learn the professional technology they need in the process of cultivating professional farmers, so as to promote the development of rural economy.

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THE INTEGRATION OF TRADITIONAL ART DESIGN AND MODERN ART UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: As a discipline in the field of psychology, cognitive psychology can be traced back to Plato's philosophical speculation. It was not until the 1950s that Donald Broadbent established the basic theoretical framework of cognitive psychology and began to move towards science. Cognitive psychology is a science that explores the laws of thinking, memory, learning, attention and perception in the process of cognition. The difference between modern design cited by cognitive psychology and traditional art design lies in the cognitive process of perceptual subject. In traditional art design, the cognitive process of traditional art including color is simplified as a stimulus-response, which is a simple and primitive logical structure. Cognitive psychology can be divided into two types: broad sense and narrow sense. The narrow sense of cognitive psychology holds that it is a science of information processing. In a broad sense, cognitive psychology includes information-processing psychology, psychologism school and structuralism psychology. Structural cognitive psychology originated from the cognitive development process of children obtained by psychologists in continental Europe. Psychologism refers to the speech of behaviorist psychologists. They analyze the memory and perception of complex phenomena and study the influencing factors of memory function. Cognitive psychology explains brain processes based on long-term memory, which is controlled by