

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.

\* \* \* \* \*

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

Jing Tan

*School of Preschool Education, Zibo Vocational Institute, Zibo 255000, China*

**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

attention and emotion and gives meaning to short-term memory or stimuli.

This will have a very negative effect on people's life, work and study. There are many problems caused by different cognition in the combination of modern art and design with traditional aesthetics, which can be reflected in the poor integration effect of modern art and design, the narrow application scope of traditional aesthetics and so on. Painting, calligraphy, paper cutting and other arts, as traditional Chinese aesthetic arts, have become works in line with people's aesthetics through funeral etiquette and festival customs. Traditional art is a very important folk art. It has obvious and strong modeling characteristics, regional characteristics and universality of the masses. Combining traditional art with modern art design for development and inheritance is of great positive significance. The combination of traditional art in modern art design has the characteristics of diversified forms of expression and extensibility in other design fields. In the process of modern art design, the integration of traditional art is reflected in the following aspects: modern illustration and traditional art, film and television creation and traditional art, advertising design and traditional art, packaging design and traditional art, book design and traditional art. Therefore, the combination of modern art and traditional art is considered to be the most popular field for designers in the future, which helps to improve the integration effect of traditional elements of modern art.

**Objective:** In order to analyze the effect of the integration of traditional art design and modern art on residents' cognitive psychology, this paper aims to provide constructive suggestions for the improvement of people's cognitive psychology.

**Research objects and methods:** 100 residents in a certain area were selected as the research object. The effect of the integration of traditional art design and modern art on people's cognitive psychology was evaluated by support vector machine algorithm. The experimental duration was 1 month. Set the evaluation index as correlation degree, and quantify the correlation degree through five levels of 0-4. The numerical numbers 0, 1, 2, 3 and 4 respectively mean no correlation, slight correlation, general correlation, serious correlation and complete correlation. The evaluation contents include long-term memory, attention, thinking, speech and appearance. In order to ensure the rationality and reliability of the final result, the average value of the audience used is selected as the final result.

**Methods:** Through BMDP data analysis software, this paper analyzes the effect of the integration of traditional art design and modern art on people's cognitive psychology.

**Results:** Table 1 refers to the effects on people's cognitive psychology before and after the integration of traditional art design and modern art. On the whole, in the five cognitive psychologies of long-term memory, attention, thinking, speech and image, the correlation degree of the five cognitive psychologies after the integration of traditional art design and modern art increases gradually with the increase of time. Therefore, the integration of traditional art design and modern art plays a positive role in the improvement of cognitive psychology.

**Table 1.** The effect of the integration of traditional art design and modern art on people's cognitive psychology

Mental health indicators	After 1 month	After 2 months	After 3 months
Long-term memory	72.0	81.0	86.0
Attention	72.0	82.0	88.0
Thinking	71.0	82.0	85.0
Speech	74.0	82.0	89.0
Appearance	73.0	78.0	88.0

**Conclusions:** Under cognitive psychology, the integration of traditional art design and modern art has an excellent improvement effect on people's cognitive psychology, especially in the four psychological cognition aspects of long-term memory, attention, speech and image. The proposed design scheme integrating modern art has a certain promotion value and can play a considerable role in the field of follow-up modern design.

\* \* \* \* \*

## THE INFLUENCE MECHANISM OF BRAND PERSONALITY ON CUSTOMER PERCEIVED VALUE BASED ON PSYCHOLOGY

Limei Zhou