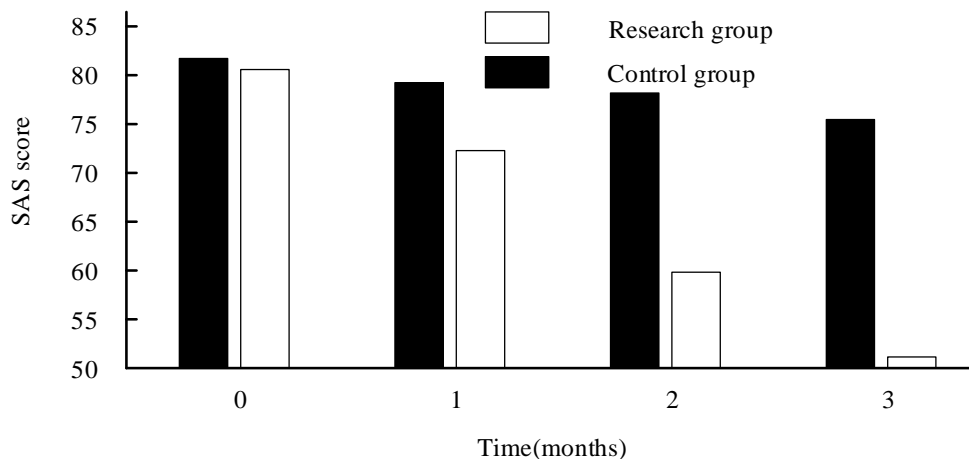


students' mental health. Using students' Ideological and political course examination results to evaluate the teaching effect.

**Research design:** 100 students were randomly divided into study group and control group. The students in the research group used the college ideological and political collaborative education system based on social psychology to teach. The students in the control group used the traditional college ideological and political collaborative education system for teaching. After three months, the anxiety degree and ideological and political examination scores of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS18.0 and Excel.

**Results:** After 3 months of teaching, the SAS score of students in the research group was significantly lower than that of students in the control group ( $P < 0.05$ ), as shown in Figure 1.



**Figure 1.** SAS scores of students in both groups

**Conclusions:** When the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Based on social psychology, this study analyzes the psychological and behavioral patterns of teachers and students in the construction of ideological and political collaborative education system in colleges and universities, and puts forward strategies to improve the ideological and political collaborative education system in colleges and universities. The experimental results showed that after 3 months of teaching, the SAS score of students in the research group was significantly lower than that of students in the control group ( $P < 0.05$ ). Therefore, the college ideological and political collaborative education system based on social psychology can alleviate students' anxiety, improve students' academic performance and transport high-quality talents for society.

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## RESEARCH ON THE INFLUENCE OF GREEN BRAND PRODUCT IMAGE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Ling He

*Academy of Fine Arts, Langfang Normal University, Langfang 065000, China*

**Background:** Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism based on human behavior. Its core is the internal psychological process between input and output. It is also related to western traditional philosophy. Its main feature is that it emphasizes the role of knowledge and believes that knowledge is the main factor determining human behavior. Cognitive psychologists' study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information

processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Some people call this method convergence proof, that is, collect data of different properties and draw conclusions. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

Green brand is not limited to the category of ecological and environmental protection. It is the general name of the brand established through faithful practice, advocacy and promotion of the green concept of "health and peace". This is a green and sustainable brand. The green concept of "health and peace" is deeply integrated into the brand management and promotion process, so that the direct impression of the brand carrier formed in the hearts of consumers is "health and peace", so as to bring the green experience premium to the brand owner and produce the intangible assets of green experience value-added. However, people have cognitive barriers to the product image of green brand, which is mainly reflected in the qualitative thinking and stereotype of green brand products, while ignoring the practicability, value and ideology of green brand products. Therefore, how to promote people to have a correct understanding of the product image of green brand is of great practical significance for the promotion and practice of green concept.

**Objective:** In order to promote people's correct understanding of the image of green brand products and promote and practice the green concept, this paper constructs a green brand product promotion model based on cognitive psychology to ensure the organic unity of practicability, value and ideology of the image of green brand products.

**Research objects and methods:** 200 consumers were randomly divided into control group and experimental group, with 100 in each group. The control group adopted the conventional green brand product promotion mode, and the experimental group adopted the product promotion mode based on cognitive psychology. The measurement of students' cognitive impairment is carried out in combination with Montreal Cognitive Assessment Scale (MoCA). The scale includes 7 factors. The higher the score, the better the cognitive function. Compare the improvement of consumers' cognitive impairment of green brand products before and after the intervention.

**Methods:** Use Excel software to complete data analysis.

**Table 1.** Improvement of consumers' cognitive impairment of green brand products before and after intervention ( $n=200$ )

Factor	Before intervention ( $n=100$ )	After intervention ( $n=100$ )	<i>P</i>
Executive ability	2.47±0.43	4.66±0.61	0.00
Naming ability	2.54±0.55	4.52±0.60	0.00
Attention	2.36±0.41	4.39±0.43	0.00
Language ability	2.69±0.59	4.45±0.56	0.00
Abstract ability	2.47±0.43	4.66±0.61	0.00
Delayed recall	2.54±0.55	4.52±0.60	0.00
Orientation ability	2.36±0.41	4.39±0.43	0.00

**Results:** Table 1 shows the improvement of consumers' cognitive impairment of green brand products before and after the intervention. It can be seen from Table 1 that compared with before the intervention, after the intervention of the product promotion model based on cognitive psychology, consumers' cognitive impairment of green brand products has been significantly improved, and there is a statistical difference before and after the intervention ( $P < 0.05$ ).

**Conclusions:** The promotion mode of green brand products based on cognitive psychology can effectively promote consumers' correct understanding of the image of green brand products, and then is of great significance to carry forward and practice the green concept.

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## EMOTIONAL ANALYSIS ON THE ROLE SHAPING OF FILM AND TELEVISION DRAMAS

Xiao Zhang

*College of Information Technology and Communication, Hexi University, Zhangye 734000, China*

**Background:** Color is the basic feature of life and non-life in the world. Color always surrounds people, and the emergence and expression of color also constantly affect people's daily life. Some psychological studies have pointed out that there is emotional expression of color in people's emotional expression, which shows that color can affect people's psychological emotions, including excitement or excitement, stress or pleasure. On this basis, some studies have deeply understood the impact of color balance on people's mental health and behavior. The more color tends to balance, the stronger the people's sense of moral satisfaction. 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 personal emotion. From the process of social development, film and television works gradually change from black-and-white display to color display, which contains a large number of personal emotional changes that are difficult to estimate. With the deepening of research, the importance of color psychology is also increasing, and gradually evolved into an important discipline in higher education. At the visual level, psychology believes that the main characteristics of color include symbolism and association. The expression of the two characteristics, brings unique sensory stimulation to the individual, promotes the individual to bring a variety of emotional expression, and induces a stronger emotional language. Therefore, more and more studies on the emotional analysis of film and television works take the viewer's color psychology as the main research object to analyze the audience's color psychological changes to determine the emotional changes in film and television works.

In film and television works, scene layout, plot setting and role shaping are indispensable and important contents, in which role shaping is the main carrier of film and television emotional expression. In the emotional expression of characters in film and television works, film and television producers will use the physical behavior and language expression of characters to state the core ideas of film and television works, and also express the real ideas of creators. However, with the continuous development of the film and television industry, more and more producers are not confined to this more direct way of expression, and begin to focus on the implicit expression in the role modeling, including indirectly expressing their personal feelings from the character's clothing and the character's environmental characteristics. In the costume design of role modeling, color is important content, and different colors have significant differences in the visual impact on the audience. Therefore, in order to enable the audience to clearly understand the emotion in film and television works, the emotional way of color in role modeling is very important. In the study, in order to clearly understand the emotional expression of characters in film and television dramas, we start with the analysis of viewers' color psychology, in order to provide reference for the role shaping of film and television dramas.

**Objective:** This paper discusses the basic application status of color psychology, analyzes the color application in the role shaping in film and television works, and analyzes the influence of the creator's color in the film and television role shaping on the viewer's emotional expression under the color psychology.

**Study design:** Taking the students in the course of film and television appreciation in a university as the main research object, the application of color psychology in long-term teaching is counted. According to the current situation, teachers formulate a teaching model aimed at cultivating students' color psychology. The teaching mode is adopted to carry out the teaching of film and television appreciation for 6 months, and evaluate the changes of aesthetic emotional expression and conscious association psychology in the color psychology of middle school students in the role appreciation of film and television drama works in the teaching.