

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

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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.

Results: In the appreciation of film and television works, teachers use different types of film and television drama works to guide students to conduct emotional analysis on the role shaping in the works, and evaluate students' aesthetic emotional expression and conscious association psychology in the analysis. See Table 1. Table 1 shows that in the face of different types of film and television drama works, students show different aesthetic emotional expression and conscious association psychology.

Table 1. The influence of film and television works on color psychology (%)

Project	Joy	Sadness	Sympathy	Self-confidence
Emotional expression	86	82	94	93
Conscious association	91	87	91	90

Conclusions: Film and television works are becoming more and more important in social development, and the emotions contained in them are becoming more and more obscure. Therefore, how to improve the ability of emotional expression and understanding in film and television works is a problem that we need to solve. Based on color psychology, this study analyzes the emotion of film and television works and the changes of students' color psychology from the color design in role shaping. The results show that in the appreciation course of colleges and universities, there are differences in teachers' evaluation of students' color psychological changes in the process of students' film and television works appreciation, and there are obvious differences in students' color psychology for different types of film and television works. Therefore, in the face of the increasingly developing modern society, in order to better adapt to the products of social development, in view of the increasing number of film and television drama works, it is necessary to understand the emotional changes in film and television works from color psychology, so as to cultivate personal color psychology and improve personal interest in daily life.

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THE INFLUENCE OF CULTURAL AND CREATIVE PRODUCT DEVELOPMENT ON SOCIAL PSYCHOLOGY IN DAWAN DISTRICT, GUANGDONG, HONG KONG AND MACAO

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Background: In the city one belt, one road city, Guangdong, Hong Kong and Macau, the development of the bay area has attracted much attention. The development and construction of the Bay Area in Guangdong, Hong Kong and Macao is an important development decision made by the Central Committee of the CPC. It emphasizes that the big bay area of Guangdong, Hong Kong and Macao needs to develop into a world-class city group, and become an important support for the whole area. At the same time, it should also make the city a livable and comfortable social circle. In the development of Guangdong, Hong Kong and Macao Bay area, its cultural and creative products are also gradually emerging. As a huge social community, Guangdong, Hong Kong and Macao Bay area contains rich and diverse cultures. With the support of diversified cultures, the cultural and creative products of Guangdong, Hong Kong and Macao Bay area are also diverse. However, multiculturalism not only brings many opportunities, but also brings many challenges. Under the influence of multiculturalism, there is a gap in the communication between different social communities, which leads to the differences in the cultures of different regions in Guangdong, Hong Kong and Macao Bay area, which also hinders the development of cultural and creative products. It can be seen from the existing research that the development of cultural and creative products directly affects regional economic development. When the development of cultural and creative products is blocked, the regional economy will be seriously affected.

Social psychology is a psychological science that studies the communication psychology among social individuals, groups and organizations. In the process of social development, different regions of China gradually use local culture to achieve economic development. At the same time, it emphasizes the use of social communication to promote cultural communication and achieve the purpose of regional comprehensive development. In social psychology, social representation is the guarantee that determines