

optimistic attitude, and have a good impact on students' positive psychology. Therefore, in the development of higher education, we should continue mental health education and communication education to alleviate students' pressure, so as to ensure that students have positive psychology, so as to ensure the healthy development of students.

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ON THE PATH OF STUDENTS' COGNITIVE PSYCHOLOGY FROM THE INNOVATIVE DEVELOPMENT OF PHYSICAL EDUCATION AND HUMANITIES EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Cognitive psychology is an advanced psychological research discipline, including the research on human memory, reasoning, logical thinking, knowledge representation and so on. In the research of cognitive psychology, psychologists usually decompose the input information and measure the time consumption through decomposition, so as to determine the correlation between the nature of processing process and other processes. In the current college education, through the research of cognitive psychology, analyze the changes of students' cognitive thinking activities, and continuously optimize the course teaching content and teaching design through the research on the characteristics of students' emotion, logic, memory and reasoning, so as to improve the teaching quality. The research of cognitive psychology is complex. The cognitive process takes into account the combination of people's attention, perception, memory, emotion and other cognitive characteristics to explain or explain a phenomenon and explore the dependence between things. With the deepening of the research of cognitive psychology, the research of cognitive psychology will be extended to all kinds of psychological research of people, including development psychology, learning psychology and anxiety psychology, so as to better explain the research relationship. And further optimize the research content. With the continuous reform of modern education, college education studies students' cognitive psychology through various ways, so as to continuously adjust teaching, optimize content and improve the effect of modern education. The study of college students' cognitive psychology has an important impact on improving teaching quality.

As a comprehensive quality discipline, physical education plays a very important role in college education. Physical education includes physical training and physical culture education. Physical training can regulate students' body and mind, improve students' physical quality and alleviate students' mental pressure. Sports culture education mainly involves the teaching of sports culture, sports theoretical knowledge, sports history, sports humanities and so on. In sports humanistic education, advocating the educational concept of "humanistic care", taking "sports culture" as the educational carrier in education, affecting students' physical and mental quality by enriching the content of sports humanistic education, improving students' cultural quality cultivation, and transmitting sports spirit in education is a very important part of physical education. Sports humanistic education has an important impact on the mental health of modern college students. Therefore, this paper studies the research contents and relevant characteristics of cognitive psychology, analyzes the role of cognitive psychology in modern education, and studies the impact of sports humanistic education on students' mental health, so as to analyze the impact of college sports humanistic education on students' cognitive psychological path.

Objective: This paper studies the relevant theories and research directions of cognitive psychology, discusses the influence of cognitive psychology on education, studies the relationship between college sports humanistic education and students' cognitive psychology, and then discusses the influence of college humanistic education on students' cognitive psychology.

Subjects and methods: 120 students in a university are selected as the research object to analyze the performance of students' cognitive and psychological activities. The selected 120 students carry out college physical and humanistic education courses for 6 months, and count the scores of students' cognitive and psychological evaluation before and after. Students' cognitive and psychological evaluation indicators include physical and mental health indicators, learning ability indicators, application ability indicators and scores of 1-10. The higher the score, the better the comprehensive department ability of students, so as to evaluate the effect of college physical education humanities education on students' cognitive psychology.

Results: Table 1 shows the scores of cognitive psychological indicators of 120 students after six months of college sports humanistic education. It can be seen from Table 1 that college sports humanistic education has a positive impact on students' cognitive psychology, and the scores of students' mental health indicators,

learning ability and application ability have been improved. College sports humanistic education has a positive impact on students' development.

Table 1. Scores of cognitive psychological indicators of 120 students after six months of college physical education and humanistic education

Project	Physical and mental health indicators	Learning ability index	Application capability index
Before study	5	6	4
After study	8	9	7

Conclusions: The research on cognitive psychology is conducive to mining the relevance of things themselves. The research on students' cognitive psychological path in college education can more effectively optimize the educational content and improve the teaching quality of colleges and universities. Therefore, this paper analyzes the characteristics of physical humanistic education in colleges and universities, analyzes the positive impact of physical humanistic education on college students, and then discusses the impact of physical humanistic education on students' cognitive psychological path. The results show that college sports humanistic education has a positive impact on students' cognitive psychological path, which can continuously improve students' learning mood, alleviate students' learning pressure, and improve students' classroom learning quality. Therefore, it can be found that the research on cognitive psychological path can improve the teaching quality of colleges and universities and provide important suggestions for the reform of college education.

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ANALYSIS ON THE INFLUENCE OF MARVEL FILM COSMIC TEXT STRATEGY ON AUDIENCE CONSUMPTION PSYCHOLOGY FROM THE PERSPECTIVE OF INTERTEXTUALITY

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Background: Consumer psychology is an important branch of psychological research. It studies the changes of consumers' inner activities. Through the mining of the characteristics of consumers' life and consumption activities, it can promote consumers to carry out consumption activities, achieve profits or promote marketing effects. In the research of consumer psychology, it is necessary to explore the characteristics of consumer psychology. Consumer psychological characteristics are related to consumption influencing factors. Consumers will consider many factors when purchasing goods, such as the price, use value, quantity and quality of goods. At the same time, in the study of consumer psychology, the characteristics of psychological activities of consumers of different products are also different. Among high-end commodities, consumers have the psychology of comparison and seeking differences. The sales value of products is more reflected in the personality characteristics of commodities to meet the diversified psychological requirements of consumers. In the consumption of daily necessities, the psychology of consumers is dominated by practical psychology, and the requirements of affordable and practical psychology are considered at the same time. In product sales, we can explore the potential purchase relationship between products and consumers through the study of consumers' consumption interest, psychological characteristics, consumption habits, values and other psychological characteristics, so as to arouse consumers' consumption desire to buy goods and achieve the purpose of promoting product sales.

Intertextuality is a new text theory rising nowadays. The research emphasizes the fracture and uncertainty of the text itself. This kind of text has been favored by many young people in the social development. From the perspective of intertextuality, more and more consumers like hero type material films. This text is in line with the values and ideas of young people today, and captures the psychological needs of consumers. At present, marvel films have gained a large number of fans and audiences all over the world, and set off a kind of heroic culture all over the world. Once its series of film universe texts are launched, they have gained a large number of audiences, which is closely related to its firm grasp of consumers' hearts. In the research of consumer psychology, the reason why Marvel series film universe text can harvest a large number of audiences is closely related to the theme of the text itself, the innovation of the text and the psychology of consumer heroism. Through the research of audience consumption