

In Table 1, the assessment scores of students are divided into four stages. 0-20 indicates that students' Sino French cross-cultural communication ability is poor, 21-60 indicates that students' Sino French cross-cultural communication ability is general, 61-80 indicates that students' Sino French cross-cultural communication ability is good, and 81-100 indicates that students' Sino French cross-cultural communication ability is excellent. It can be seen from the data in the table that the traditional French teaching method is weak in cultivating students' Sino French cross-cultural communication ability, and most students' Sino French cross-cultural communication ability is at a poor or general level. The French classroom after optimizing the teaching methods has a strong cultivation of Sino French cross-cultural communication ability. After students accept the optimized learning methods, most of the Sino French cross-cultural communication ability is in a general and good state.

Table 1. Comparison of Chinese and French intercultural communicative competence test scores in different student groups

Student grouping	0-20	21-60	61-80	81-100
Traditional French teaching	4	32	13	1
Optimizing French classroom teaching	2	18	27	3

Conclusions: Only when cultural factors and environmental background are comprehensively considered can students make further progress in language learning. In French teaching, the meaning of vocabulary contains a large number of French cultural contents and different cultural characteristics. Therefore, from the perspective of vocabulary memory, strengthening the application of logical thinking ability in vocabulary memory can not only use joint thinking logic to memorize vocabulary semantics, but also strengthen the learning of vocabulary memory from the perspective of multi-sensory integration. The experiment shows that the French teaching course based on the optimization of logical thinking ability is effective in the cultivation of students' cross-cultural communication ability between China and France.

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THE STIMULATING EFFECT OF ART DESIGN AESTHETICS ON DESIGNERS' AESTHETIC PSYCHOLOGY FROM THE PERSPECTIVE OF TRADITIONAL CULTURE

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Background: In the current rapid development and evolution of multiculturalism, aesthetics also presents the characteristics of diversification. Aesthetics is essentially a psychological phenomenon. Aesthetic psychology is a psychological behavior that human beings perceive the aesthetic object with an aesthetic attitude in aesthetic practice, so as to obtain emotional pleasure and spiritual pleasure in aesthetic experience. For designers, aesthetic psychology not only affects their individual psychological status, but also has a direct or indirect impact on their design works. On the contrary, designers' works are usually an effective carrier to express their aesthetic psychology. Therefore, the aesthetic psychology of designers is particularly important not only for their personal mental health, but also for their career. On the basis of the current aesthetic diversity, many designers are facing the problems of aesthetic fatigue and aesthetic difficulties, which lead to the decline of aesthetic psychology, which is also one of the frequent changes in aesthetic psychology. Under the influence of various factors, designers' aesthetic psychology needs to be paid attention to.

Art design aesthetics is an independent art discipline. Art design aesthetics is a window to understand and understand design from the perspective of aesthetics. The research object of design aesthetics includes all fields of art design, involving many aspects. The form problem in design art is aesthetic problem, and the form of design has essential significance for design art. Design aesthetics recognizes and understands design from the perspective of aesthetics. The research category of design aesthetics focuses on the aesthetic problems in the field of material production and material culture, including production process and production results. The composition of design aesthetics determines its special research category and corresponding design aesthetic content. Art design aesthetics mainly studies four aesthetic directions, namely, the beauty of function, the beauty of science, the beauty of technology and the beauty of form. The aesthetic concept of art design is not only limited to modern and contemporary design and aesthetics, but also can be integrated with aesthetics in traditional culture. In traditional culture, both concrete

aesthetics, such as all kinds of traditional landscape architecture, or abstract aesthetics, such as poetry rhythm, can coincide with design aesthetics. Art design aesthetics based on traditional culture also has a positive effect on the psychological state of designers, and its aesthetic psychological stimulation to designers is also worth exploring.

Objective: To study and analyze the stimulating effect of art design aesthetics on designers' aesthetic psychology from the perspective of traditional culture, in order to improve the satisfaction level of designers' expectations in aesthetic theory.

Subjects and methods: 240 designers with similar basic aesthetic psychological conditions were found and divided into three groups according to the principle of equal number. The first group integrated the art design aesthetics of traditional culture in the aesthetic process, the second group integrated the conventional art design aesthetics in the aesthetic process, and the third group did not do additional treatment. The experimental time was 4 months. The satisfaction level of aesthetic psychological expectation of designers in each group was tested and compared every 10 days. According to the designer's enthusiasm, satisfaction and other self-made quantitative changes as a detection tool, with a full score of 5 points. The higher the score, the more in line with the individual's psychological expectations.

Results: Table 1 describes the test results of the self-made scale of the three groups of designers before and after the experiment. It can be seen from Table 1 that the satisfaction level of psychological expectation of the three groups of technical engineers before the management experiment is similar, while after the experiment, the satisfaction level of aesthetic psychological expectation of the first group increases significantly, the second group also increases, and the third group has no obvious change. After statistical analysis, it can be found that the satisfaction level of aesthetic psychological expectation in the first group is significantly different from that in the other two groups ($P < 0.05$).

Table 1. Comparison of self-assessment results of satisfaction level of aesthetic psychological expectation of three groups of designers

	Before the experiment	After the experiment
Group 1	3.75	4.68
Group 2	3.73	4.22
Group 3	3.77	3.79

Conclusions: Aesthetic psychology is a kind of psychological behavior that human beings perceive the aesthetic object with aesthetic attitude in aesthetic practice, to obtain emotional pleasure and spiritual pleasure in aesthetic experience. For individual designers and groups, the stimulation of aesthetic psychology is very important. According to the stimulation of art and design aesthetics to people's aesthetic psychology, the research makes an experiment and analysis on the psychological impact of designers from the traditional perspective. The experimental results show that art design aesthetics has a significant positive effect on the stimulation of designers' aesthetic psychology from the perspective of traditional culture.

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PARADIGM TRANSFORMATION OF CRITICAL THINKING IN MARXIST PHILOSOPHY FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: In psychological theory, individuals usually have inherent stable and repeatedly used thinking norms, models or patterns with paradigm characteristics based on a specific world outlook, cognitive system and belief. This psychological behavior is called thinking patterns. Thinking paradigm is essentially a theoretical system. According to the established usage, paradigm is a recognized model or model. Some accepted examples in scientific practice - examples including laws, theories, applications and instruments and equipment. Thinking paradigm is a basic commitment to ontology, epistemology and