

Table 1. Comparison of changes in the number of people with Hamilton Anxiety Scale

Grade		Level 0	Level 1	Level 2	Level 3	Level 4
Before optimization	First week	0	100	0	0	0
	The second week	0	85	15	0	0
	Third week	0	62	35	3	0
	Fourth week	0	51	36	12	1
After optimization	First week	4	96	0	0	0
	The second week	26	74	0	0	0
	Third week	57	43	0	0	0
	Fourth week	78	21	1	0	0

Acknowledgement: The research is supported by: Shenyang Ligong University Introduces High-level Talents Scientific Research Support Program (No. 1010147001009).

* * * * *

RESEARCH ON THE INHERITANCE AND INNOVATION OF INTANGIBLE CULTURAL HERITAGE BLUE DYE ART FROM THE PERSPECTIVE OF AESTHETIC PSYCHOLOGY

Wei Liu

Shanghai LIDA University, Shanghai 200070, China

Background: Aesthetic psychology is also known as the aesthetics of psychology. With the development of aesthetic psychology, aesthetic psychology analyzes more complex aesthetic emotions, which is not limited to psychological experiments. The research holds that the aesthetic unconscious and aesthetic subconscious in aesthetic psychology play an important role in cultural and artistic innovation, and the two are also closely connected. The process of artistic works conception is also the psychological process of forming artistic works. It is a psychological activity process dominated by image thinking. This process includes aesthetic explicit consciousness, aesthetic subconscious and aesthetic unconsciousness. The theme and the essence of artistic works are often closely related to the theme. From the perspective of aesthetic unconsciousness, the determination of theme comes from social life, thought and emotion; The choice of theme comes from instinctive ideology, so the theme and performance theme of art works can indirectly reflect the psychological state of the author of art works. Blue dyeing is an ancient printing and dyeing process, which lays the foundation of the Chinese blue shirt culture. Therefore, it is listed as an intangible cultural heritage by many provinces and cities. However, the blue dyeing process has failed to solve the problem of integrating with the elements of the new era for a long time, which hinders the inheritance and development of blue dyeing art. The talent training of Hakka blue dye art lacks a perfect training mechanism, the support for blue dye art in relevant regions is insufficient, and the relevant intangible cultural heritage is gradually lost. How to combine the blue dye art with the elements of the new era to improve the inheritance quality of the blue dye art, so as to promote the development of intangible cultural heritage innovation and provide strong support for the cultural and artistic creative industry has become the most important problem to be solved at present. This study uses the relevant theories of aesthetics to innovate the art of intangible cultural heritage blue dye, and explores the role of aesthetic psychology in the inheritance of intangible cultural heritage blue dye.

Objective: In order to better protect Hakka culture and intangible cultural heritage, the innovation of intangible cultural heritage blue dyeing process is combined with the relevant theories of aesthetic psychology, in order to improve the quality of blue dyeing process innovation by using aesthetic psychology, and to explore the role of aesthetic psychology in the protection of intangible cultural heritage.

Subjects and methods: The inheritors of blue dyeing technology in four regions are selected as the research object. 50 people in each region, a total of 200 people, will participate in the intangible cultural heritage blue dyeing art innovation experiment based on aesthetic psychology. The experiment will be divided into two groups. The first group is the traditional blue dyeing technology innovation, and the second group is the blue dyeing innovation under the theory of aesthetic psychology. The experimental period is 4 months. The innovation effect of blue dyeing process is classified by support vector machine (SVM), and the

evaluation index is set to four evaluation levels: no obvious innovation effect, a certain degree of innovation effect, innovation effect and obvious innovation effect. The innovation rate is the proportion of the number of people with a certain degree of innovation, innovation and obvious innovation to the total number of people. In order to ensure the reliability of the research results, the selected subjects have more than five years of working experience in blue dyeing process, so as to eliminate the influence of subjective factors on the research results.

Results: The inheritors of blue dyeing technology in four regions are selected as the research object. 50 people in each region, a total of 200 people, will participate in the intangible cultural heritage blue dyeing art innovation experiment based on aesthetic psychology. The experiment will be divided into two groups. The first group is the traditional blue dyeing technology innovation, and the second group is the blue dyeing innovation under the theory of aesthetic psychology. The experimental period is 4 months. The innovation effect of blue dyeing process is classified by Support Vector Machine (SVM), and the evaluation index is set to four evaluation levels: no obvious innovation effect, a certain degree of innovation effect, innovation effect and obvious innovation effect. The innovation rate is the proportion of the number of people with a certain degree of innovation, innovation and obvious innovation to the total number of people. In order to ensure the reliability of the research results, the selected subjects have more than five years of working experience in blue dyeing process, so as to eliminate the influence of subjective factors on the research results.

Table 1. Innovation and change table of intangible cultural heritage blue dye art based on aesthetic psychology

Experience group	Innovation rate in the first month (%)	Innovation rate in the second month (%)	Innovation rate in the third month (%)	Innovation rate in the fourth month (%)
Group 1	6	9	10	10
Group 2	27	45	62	77

Conclusions: At present, the blue dye culture of intangible cultural heritage has not been integrated with the elements of the new era for a long time, resulting in frequent obstacles in the innovation and inheritance of blue dye culture. The research has played an important role in the innovation of blue dyeing process by using the relevant theories of aesthetic psychology, and has positive significance in inheriting and disseminating the excellent culture of intangible cultural heritage and developing the mode of cultural innovation.

* * * * *

RESEARCH ON THE AUDIENCE'S "VISUAL" PSYCHOLOGY IN BAOSHAN XIANGTONG OPERA PERFORMANCE

Hongyan Zhao¹ & Jianfu Li²

¹*Krirk University, Bangkok 10220, Thailand*

²*Lomonosov Moscow State University, Moscow Oblast 101-135, Russian Federation*

Background: The field of visual art has opened a new stage of development with the research of visual psychology. Visual psychology refers to the psychological mechanism reaction caused by external images through visual organs. It is a process from outside to inside. The external images are rich and the internal psychological functions relate to each other, and countless connections are established in the transformation. Different people have different psychological reactions to different images, the same image of the same person, the same image of different people, and different images of the same person. At present, the research of visual psychology mainly includes physical optics, anatomy and physiology of eyes and brain, visual physiology, visual learning, vision and art. Visual psychology is the thinking and communication of visual form. Part of human's imaginary world is separated from the real world, and this part of the form has the opposite effect with the form of the real world, which makes us see the magical power of art. In the context of the continuous improvement of people's material living standards, artistic performance has become one of the entertainment and relaxation programs that people like, and its various effects on the visual and psychological stimulation of the audience are more obvious.

Baoshan Xiangtong opera is an ancient opera in Longyang district, Baoshan city, Yunnan province. It is called Yunnan Nuo opera together with Chengjiang Guansuo opera, Wenshan Zitong opera and Zhaotong