

it is found that there is an obvious positive correlation between them. Therefore, appropriate teacher construction can have a positive impact on students' self-control and self-regulation ability.

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RESEARCH ON THE POSITIVE INFLUENCE OF MODERN AND CONTEMPORARY LITERATURE TEACHING COURSE ON RELIEVING COLLEGE STUDENTS' PSYCHOLOGICAL PRESSURE

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Background: In order to prevent students from falling into psychological problems that are not conducive to their development, such as losing control of their ability to adjust psychological pressure in their study and life, lack of interest in interpersonal communication, lack of awareness of self-awareness and dignity. The reading immersion feeling and literature form empathy constructed by narrative literature are helpful to relieve students' psychological pressure. Colleges and universities should actively study the psychological impact of curriculum design and teaching content on students. The teaching content of modern and contemporary literature is divided into two modules: Chinese literature and foreign literature. Chinese modern and contemporary literature focuses on the description of life scenes and social environment, while foreign modern and contemporary literature focuses on the construction of self-awareness and the innovation of literary forms. Although the emphasis of modern and contemporary literature in China and the west is different, the description of life scenes and the construction of self-awareness in the literature teaching curriculum can bring positive effects on the alleviation of college students' psychological pressure. From the perspective of cognitive psychology, the reading experience and narrative content in modern and contemporary literature teaching courses can improve students' understanding and cognition of the contemporary background and social environment of literary description. At the same time, students can establish their own cognitive concept and systematic moral value cognitive concept through the empathic analysis of literary images in modern and contemporary literature teaching courses. The social and self-dilemmas encountered by the typical images created by literature are usually universal and representative. Students can learn the strong psychological quality of literary characters, expand students' psychological theory level, and improve their self-control ability and interpersonal relationship cognition in the introduction between self-roles and literary roles. The psychological pressure generally faced by students can be relieved from the above psychological values regardless of the source. Modern and contemporary literature not only fits the mechanism of cognitive psychology in terms of literary content and structure, but also has positive significance in students' interest and learning enthusiasm.

Objective: This research starts from the mechanism and source of students' psychological pressure, and analyzes the psychological value of three aspects in modern and contemporary literature: the description of life scene, the relationship between literary image and self-cognition, and the reading experience of narrative literature. It hopes to draw a self-regulation method to improve students' psychological quality and anti-pressure ability from the teaching of modern and contemporary literature.

Subjects and methods: The method of this study is Delphi method. 30 psychological experts are invited to evaluate the teaching content and specific implementation of modern and contemporary literature, and to evaluate its positive impact on students' psychological stress relief. Adjust the teaching contents and teaching methods according to the feedback of experts until the experts reach an agreement. The impact degree is quantified into 5 levels, and the quantitative value from low to high indicates no impact, slight impact, medium impact, obvious impact and complete impact respectively.

Results: After the experiment, the opinions of the statistical expert group are shown in Table 1.

In Table 1, the impact of modern and contemporary literature teaching courses on students' positive psychology is reflected in four indicators: role bringing psychology, literature environment cognitive psychology, self-cognitive adjustment ability and learning enthusiasm. It can be seen from the distribution data of the number of people in the table that experts agree that literature teaching courses have the most obvious impact on students' learning enthusiasm. In this indicator, 11 people have obvious impact and 6 people have complete impact respectively. However, the curriculum has the least effect on students' self-cognitive adjustment ability. Experts generally believe that the curriculum can only have a slight and medium impact. Experiments have proved that the teaching of modern and contemporary literature has a positive impact on different aspects of students' psychological quality. Although the degree of impact varies, it can effectively alleviate students' learning pressure and anxiety.

Table 1. The number distribution of the positive influence of modern and contemporary literature courses on students' psychology

Psychological indicators	No impact	Minor impact	Moderate impact	Significant impact	Full impact
Students' role in Psychology	0	6	15	8	1
Students' environmental cognitive ability	6	8	9	5	2
Students' psychological adjustment ability	3	14	9	3	1
Students' learning enthusiasm	1	3	9	11	6

Conclusions: The course teaching of modern and contemporary literature contains the interpretation of literary image and story environment. Both of them act on students' cognitive psychological mechanism at the same time, which can improve students' self-cognitive ability and social environment cognitive ability. The improvement of cognition helps students to improve their self-values and interpersonal cognitive concepts, so that students can relieve the psychological pressure of all parties in learning and in the collective, and improve their self-pressure resistance and adjustment ability. The research uses Delphi method to evaluate the positive impact of modern and contemporary literature teaching courses on students' role bringing psychology, literature environment cognitive psychology, self-cognitive adjustment ability and learning enthusiasm. The experimental results show that the teaching of modern and contemporary literature has a positive impact on different aspects of students' psychological quality, and can effectively alleviate students' learning pressure and anxiety.

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RESEARCH ON THE INFLUENCE OF NEW ADVERTISING CREATIVE DESIGN ON CONSUMERS' PSYCHOLOGY

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Background: The proportion of consumption in China's economic growth is becoming larger and larger, and businesses are also constantly competing in the market, so the needs of consumers have been paid attention to. At the same time, in the context of the information age, the publicity methods of various commodities are constantly changing, and commercial advertisements are full of buildings, the Internet, video television and other aspects of citizens' lives. As a way of advertising linking aesthetics and consumer psychology, new advertising creative design has attracted more and more attention from businessmen and consumers for its guidance of consumer behavior and stimulation of consumer psychology. From the perspective of consumer psychology and behavior, consumer demand is not only based on the value attributes of commodities, but also reflected in the comfort of consumer services. Therefore, a successful advertising creative design should give consumers a psychological hint of healing, comfort and pleasure. At the same time, from the perspective of color psychology and design psychology, the information content and display form of advertising jointly affect the psychology of consumers. Tense element accumulation and colorful color stimulation are not applicable to building advertisements and Internet TV. Consumers can explore their own memory in advertisements and realize humanistic care from design, so that the consumption guiding significance of advertisements can be reflected. Color psychology shows that consumers will have different emotional and behavioral responses when they are exposed to colors in different cultural fields. Design psychology also explores the communication services between advertising creative designers and consumers. The creative design of advertising should integrate the characteristics of regional culture and folk customs. The recognition of content is the basis for consumers' memory resonance. Secondly, advertising creative design should reflect the aesthetic experience in line with commodity characteristics in color and graphic design, so as to deepen consumers' impression of products. Finally, the new advertising design should pay attention to the principle of integrity, connect the needs of consumers with the services provided by products, and reflect them in the advertising content.

Objective: Starting from the theory of design psychology and color psychology, this study discusses the combined display of advertising design on consumers' service comfort and commodity value attributes. The ultimate purpose is to explore the positive impact of new advertising creative design on consumers' psychology, so as to promote consumers' consumption behavior.