

**Subjects and methods:** The object of this experiment is 175 citizen consumers of a certain commodity. By studying the impact of advertising creative design on users' psychological experience and cognitive state, this paper explores the strategic principles of advertising creative design. The experimental method is to investigate consumers' cognition of advertising design and the impact of advertising design on consumers' consumption behavior through interviews. The impact degree is quantified into five levels, and the quantitative value from low to high indicates negative impact, no impact, slight positive impact, positive impact and full positive impact respectively.

**Results:** According to the creative content and design form of advertising, the strategy of advertising design is divided into three principles: the adaptability principle of advertising color graphic design, the integration principle of regional cultural content and the principle of commodity information display. Investigate the influence of the three principles in advertising design. The specific impact rating is shown in Table 1.

**Table 1.** Influence evaluation of advertising design strategy

Strategic indicators of advertisement	Advertising color and graphic design	Regional cultural content display of advertising	Commodity attribute display of advertisement
Consumer behavior guidance	3.25	3.17	4.36
Comfort psychology of consumer service	4.51	4.09	4.16

The data in the table are the average evaluation of the influence of 175 consumers on advertising creativity. The influence of advertising design strategy starts from the actual consumption behavior demand and psychological consumption service demand of consumers. It can be seen from the data in the table that the creative advertising design of commodities is generally more competitive and influential in meeting the psychological needs of consumers, while in terms of the actual material needs of consumers, the creative advertising design has the highest impact evaluation on the display of attribute information of commodities in principle.

**Conclusions:** With the growth of social material level and economic strength, consumers' requirements for advertising are becoming more and more strict. Successful advertising creative design can not only display commodity information and answer the actual needs of consumers, but also meet the service-oriented needs of consumers' psychological comfort. Therefore, the research starts from color psychology and design psychology to explore the stimulation and guidance of advertising design on consumers' consumption behavior. At the same time, taking the citizen consumer as the experimental object, the impression of the design principle on the consumer's consumption of luggage is verified. The experimental results show that creative advertising design is generally more competitive and influential in meeting the psychological needs of consumers, while in terms of the actual material needs of consumers, creative advertising design has the highest impact evaluation on the display of commodity attribute information in principle.

\* \* \* \* \*

## RESEARCH ON THE DESIGN OF COLLEGE ENGLISH DEEP LEARNING TEACHING MODEL FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Boli Li

*Chongqing Technology and Business University, Chongqing 400067, China*

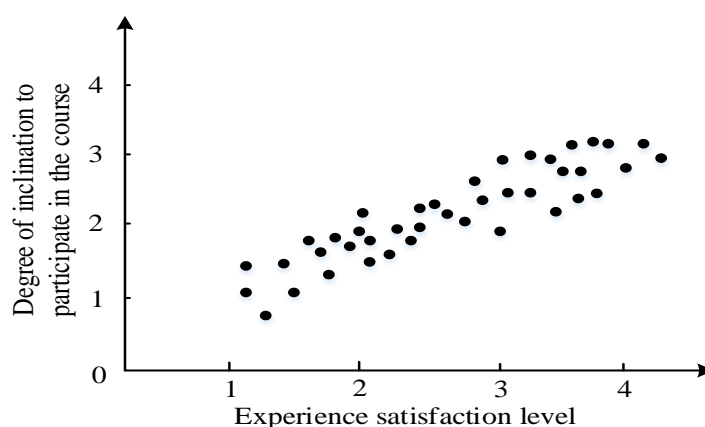
**Background:** Cognitive psychology is a science that studies the cognition of the object. Unlike behaviorism, which focuses on the behavior of the object, this discipline mainly studies the mental processing of the object behind the behavior. The main research object of cognitive psychology is human cognitive process, including attention, representation, memory, thinking and so on. Cognitive psychology is divided into broad sense cognitive psychology and narrow sense cognitive psychology. The broad sense cognitive psychology includes all the research on human cognitive process. The main components are constructivist cognitive psychology, psychologist cognitive psychology and information processing cognitive psychology. At present, the cognitive psychology commonly referred to in the west is cognitive psychology in a narrow sense, which studies human cognitive process by comparing human cognitive process with computer. In the narrow sense of cognitive psychology, people's cognitive process includes receiving

information, receiving information, storing information, retrieving information, and extracting and using the information they need. This process is summarized into four different system models. These four systems are perception, memory, control and response systems. Cognitive psychology emphasizes that people's knowledge plays a key role in their behavior and current cognition. It has a breakthrough in memory and thinking. The traditional teaching mode of college English is mainly grammar translation method. This teaching method leads to that student can only learn English language ability, which is not helpful to the cultivation of thinking skills, and cannot help students' language application ability and learning autonomy. The research on memory in cognitive psychology has laid a theoretical foundation for college students' English learning and provided a new research perspective for college English in-depth teaching mode. From the perspective of cognitive psychology, we can find that the surface structure and meaning in the depth teaching model are far from enough. Teachers should help students build schemata, introduce cultural background, and help students learn English better from the perspective of cognitive psychology.

**Objective:** From the perspective of cognitive psychology, this study explores a teaching model of college English deep learning that is more suitable for college students. This teaching model is applied to the actual teaching process to study its specific impact on college students, so as to provide a new way for the in-depth learning of college English.

**Subjects and methods:** The research use the method of combining correlation analysis and K-means cluster analysis to classify elements on the basis of establishing links, and carries out detailed impact grade analysis according to different element categories. From the perspective of cognitive psychology, the research is mainly aimed at college students participating in college English courses. By linking the psychological elements of college students in the experience of English teaching mode with their willingness to participate in the course again, a logical chain is established, and then the different types of psychological characteristics of college students are classified in detail, and then analyzed in detail according to the types of psychological characteristics, on this basis, the teaching mode is continuously optimized. SPSS software was used to analyze the data.

**Results:** The relationship between college students' satisfaction with the teaching mode of English deep learning and their willingness to participate in the course again is shown in Figure 1.



**Figure 1.** Teaching mode satisfaction and course participation tendency

As can be seen from Figure 1, as college students' satisfaction with the experience of college English teaching mode increases step by step, they are more and more willing to participate in the course again, showing a positive proportional distribution trend as a whole. This distribution trend fully shows the relationship between college students' satisfaction with the course experience and whether they are willing to participate in the course again. The higher the satisfaction of college students, the more willing they are to participate in the course again.

**Conclusions:** As college students gradually despise English courses, many college students fail college English exams. In order to improve this problem, the research refines the views of college students on the teaching mode of college English in-depth learning from the perspective of cognitive psychology into the psychological experience of college students participating in the courses. On this basis, the research uses the correlation analysis method and K-means cluster analysis method to analyze the relationship between college students' experience satisfaction with college English teaching mode and their tendency to participate in the course again. The results show that the higher the experience satisfaction of college students who participate in the deep learning teaching mode courses, the higher their tendency to participate in the courses again. Through the research results, the teaching mode of college English

in-depth learning is continuously improved until the teaching mode can make most college students more satisfied and provide help for improving college students' English performance.

**Acknowledgement:** This article is supported by the Chongqing Social Science Planning Project titled "Construction of the translation and communication system of Chinese political discourse" (No. 2017YBY100) and the Chongqing Postgraduate Teaching Reform Project titled "Research on the cultivation of international communication ability of postgraduates majoring in Chinese International Education" (No. JG203066).

\* \* \* \* \*

## CHINESE "BAN" CULTURAL ART—DISCUSSION ON THE "YI A BAN B" CONSTRUCTION TRANSLATION IN ENGLISH VERSION A DREAM IN RED MANSION

J Gao<sup>1,2</sup>, H Yue<sup>1\*</sup> & H Khoo<sup>3</sup>

<sup>1</sup>*Jilin University, Changchun 130012, China*

<sup>2</sup>*Harbin Normal University, Harbin 150025, China*

<sup>3</sup>*Yongin University, Kyungki-do 17092, Korea*

**Background:** As we all know, language carries culture. People of different nationalities use different language symbols and have different cultural identity and feelings. Language, as the carrier of culture, has its distinctive cultural connotation because of its different forms and backgrounds. The words, poetry and inscription related to Chinese character "ban" are numerous, which is difficult to understand the deficiency-excess mystery. The "ban" culture conveyed by Chinese character "ban" reflects the unique feelings and experiences of Chinese culture. Language, as a carrier of culture, precipitates the different cultural connotations.

**Subjects and methods:** We explore the Chinese character "ban" and the cultural art connotations of "ban" along the ideas of "language-culture-translation contrast", on this basis, this paper discusses the translation form of "yi A ban B" expression in the English version of A Dream in Red Mansions.

**Results:** From the ancient times to the present, the concepts of "the golden mean", "the combination of heaven and man", "humbleness", "subtleness" and "moderation" of Chinese have fully demonstrated the "ban" cultural art connotation. This "ban" cultural art originated from the Chinese people's concept and it formed in the Chinese culture that intertwined for thousands of years. It expresses philosophy of life of Chinese people, overflows among the lines of Chinese people, and gives people inspiration.

**Conclusions:** Language carries culture and it is the living external expression of culture. Culture, in turn, influences language and it is the hidden commander of language. They complement each other.

\* \* \* \* \*

## A STUDY ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE MUSIC EDUCATION ON COLLEGE STUDENTS' EMOTIONAL ANXIETY

Shuqin Liang

*Huaihua University, Huaihua 418300, China*

**Background:** Research shows that about 40% of college students have mental health problems more or less. Psychological anxiety is a common unhealthy psychological phenomenon among contemporary college students. Because of their own psychological immaturity, college students often cause anxiety when dealing with interpersonal relationships and facing the pressure of employment. Anxiety disorder is a complex psychological and emotional disorder. The general performance is sports restlessness and sympathetic hyperactivity, often accompanied by anxiety, shame, disappointment, anxiety, fear and other negative emotions. Appropriate anxiety can make students in a more positive learning state and have a more positive attitude towards themselves and the environment. However, excessive anxiety will cause students' resistance and affect the quality of learning and daily life. A large number of studies have shown that music has a good effect on improving bad psychological emotions. Positive music works can relieve bad emotions, alleviate anxiety and improve interpersonal skills. Through the optimization of music courses, many universities help college students adjust and alleviate psychological problems such as anxiety and