

**Subjects and methods:** In this study, a total of 500 questionnaires were distributed, including 374 online and 126 offline. 48 invalid questionnaires were eliminated according to the criteria of missing and continuous selection of the same answer. A total of 452 valid questionnaires were recovered, with a recovery rate of 90.4%. In order to explore the influence of ceramic color perceived value on purchase intention, this study constructs the dimension of ceramic color perceived value and develops a scale to analyze consumers' consumption psychology. The ceramic color perceived value scale mainly includes four dimensions: aesthetic value, functional value, emotional value and social value.

**Results:** SPSS20.0 is used for statistical analysis of variables to measure the mean value, standard deviation and correlation between variables of sample data, as shown in Table 1. Aesthetic value was positively correlated with satisfaction ( $r = 0.345$ ) and purchase intention ( $r = 0.264$ ). Functional value was positively correlated with satisfaction ( $r = 0.320$ ) and purchase intention ( $r = 0.221$ ). Emotional value was positively correlated with satisfaction ( $r = 0.433$ ) and purchase intention ( $r = 0.416$ ). Aesthetic value was positively correlated with satisfaction ( $r = 0.533$ ) and purchase intention ( $r = 0.516$ ). Satisfaction was positively correlated with purchase intention ( $r = 0.788$ ). The correlation between variables is significant ( $P < 0.01$ ), so the causal relationship between variables can be further studied.

**Table 1.** Mean value, standard deviation and correlation coefficient of variables

| Variable              | 1     | 2     | 3     | 4     | 5       | 6       |
|-----------------------|-------|-------|-------|-------|---------|---------|
| Mean                  | 3.605 | 3.600 | 3.254 | 3.219 | 3.352   | 3.103   |
| SD                    | 0.748 | 0.652 | 0.798 | 0.756 | 0.769   | 0.726   |
| 1. Aesthetic value    | 1.000 | 0.000 | 0.000 | 0.000 | 0.346** | 0.265** |
| 2. Functional value   | -     | 1.000 | 0.000 | 0.000 | 0.321** | 0.222** |
| 3. Motional value     | -     | -     | 1.000 | 0.000 | 0.434** | 0.417** |
| 4. Social value       | -     | -     | -     | 1.000 | 0.534** | 0.517** |
| 5. Satisfaction       | -     | -     | -     | -     | 1.000   | 0.789** |
| 6. Purchase intention | -     | -     | -     | -     | -       | 1.000   |

Note: \*  $P < 0.05$ ; \*\*  $P < 0.01$ ; \*\*\*  $P < 0.001$ ; Mean is the mean value; SD is the standard deviation.

**Conclusions:** Based on the analysis of the impact of ceramic color perceived value on consumers' purchase intention, this paper takes the perception of color elements in ceramic design as the research object, combined with literature analysis, in-depth interview, questionnaire survey, regression analysis, simple effect analysis and other research methods, mainly including the concept definition, dimension composition and scale development of ceramic color perceived value. Then, the developed scale is verified, and the mature theoretical framework of the impact of perceived value on purchase intention is selected to further test the validity of the scale. The results are analyzed according to the impact of ceramic color perceived value dimension. Finally, the impact of ceramic color perceived value on consumers' purchase intention is studied by using the developed scale.

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## THE POSITIVE INFLUENCE OF CHINESE DRAMA LITERATURE ON COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF TRADITIONAL CULTURE

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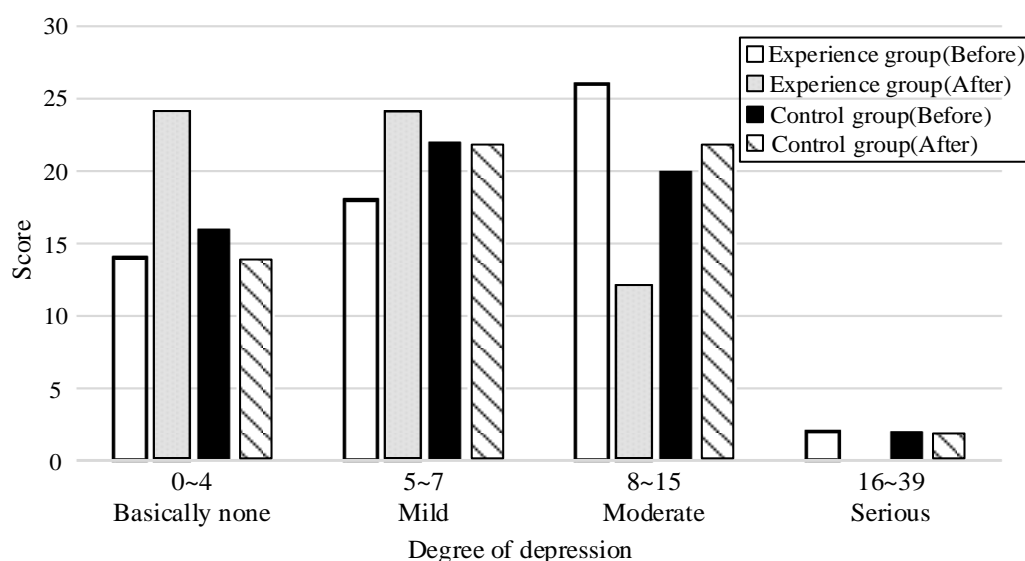
**Background:** University is the advanced stage of national talent training. College students are the elite talents to rely on for the healthy development of the future society and the pillars of the motherland. However, in university education, most of them only pay attention to moral and intellectual education, while mental health education is often ignored. As a special social group, college students are in the transitional stage of getting rid of their dependence on their parents and living independently in society. They have to undergo great changes both physically and psychologically. In this process, it is easy to produce emotional distress. In order to successfully complete these changes and enable students to grow up healthily, schools need to carry out mental health education for students, especially in emotion regulation, so as to improve students' mental health level. College students are at the transition stage between adolescence and adulthood, aged 18-22. They are sensitive and immature, and are prone to emotional distress. If it

cannot be solved in time, it will seriously endanger the physical and mental health of college students, and even affect their academic performance and future healthy development. College students are in urgent need of mental health education and emotional management. As an ancient art, drama literary performance not only has aesthetic and entertainment functions, but also is an effective way of spiritual healing from the empirical study of educational drama literature. The skills and means of drama and literature performance can not only help actors to create art, but also help ordinary people solve their emotional problems. As a new method of psychotherapy, dramatic literature therapy uses a series of theater related elements to help people solve the problem of physical and mental disorders and achieve personal psychological growth and development. Drama and literature therapy can not only help the homeless, the disabled, the patients with psychosis and neurosis, but also help the ordinary people with psychological distress to solve their emotional problems and improve their quality of life. As an action psychotherapy, drama literary therapy uses games and performances to inspire people to spontaneously recognize themselves, understand and express their emotions. Compared with the traditional didactic psychological education and psychological counseling, it has less compulsion and more interest, and is more acceptable to people.

**Objective:** Different from the mainstream pathological therapy and the talk therapy based on psychoanalysis, dramatic literary therapy takes spontaneous behavior as the basic guidance, and guides the subject to self-healing by using the healing instinct contained in his subconscious through theatrical means such as dramatic literary games and improvisation. The basic discussion on the process of dramatic literature therapy in this study can provide guidance on the example, process, steps and guarantee mechanism for the implementation of dramatic literature therapy in major hospitals and psychiatric clinics in the future. At the same time, the relieving effect of drama literary therapy on college students' emotions also provides a new way and method for college mental health education, which helps to reduce the current situation of overcrowding in college psychological diagnosis and treatment centers.

**Subjects and methods:** In this study, 120 students with negative psychological emotions in a domestic university were randomly divided into the control group and the experimental group. The experimental group used drama literary therapy counseling program for teaching, and the experimental group used the conventional teaching mode. Before and after teaching, the students were evaluated with Beck self-rating Depression Scale (BDI). The scale has 13 items, and each item has four choices: 0, 1, 2 and 3. Choosing 0 means that there are no depressive symptoms, and 0 point is recorded. By analogy, the greater the number, the stronger the degree of depression. Score 1, 2 and 3 points respectively. The total score obtained by adding the scores of the completed items is the measurement result. The total score of 0-4 means that there are basically no depressive symptoms. The total score of 5-7 means mild depressive symptoms. The total score of 8-15 means moderate depressive symptoms. A total score of 16 or more indicates severe depressive symptoms.

**Results:** The results of data comparison and analysis before and after the experiment are shown in Figure 1. The results showed that the students in the experimental group had a great improvement in depression after receiving the dramatic literature therapy intervention program. The overall level of depression among the students was getting lower and lower, and no one had serious depressive symptoms any more.



**Figure 1.** Comparison of students' emotional status before and after the intervention of dramatic literature therapy

**Conclusions:** As a new creative art therapy, drama literature therapy has a very solid foundation in healing ideas and practical curative effects. It is an effective means for people to know themselves and explore themselves. It plays a very important role in college students who are at the turning point of their lives. It can not only help students control their emotions, but also enlighten their future career development and even their attitude towards life. For colleges and universities with increasingly prominent emotional problems, drama literature therapy is an effective auxiliary way of psychotherapy. Colleges and universities can try to extend the dramatic literature therapy to college education in the form of public elective courses, high-quality general education courses, career planning courses and so on.

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## THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL TEACHING

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**Background:** In fact, educational psychology is a kind of teaching means. It can fundamentally eradicate students' old thinking and properly adjust students' bad emotions. It is an effective means to carry out ideological and political education in colleges and universities. It can analyze the importance and key of receiving ideological and political education from students' psychology. The effective application of emotional educational psychology in ideological and political education in colleges and universities requires the cooperation and communication between students and teachers to create a good emotional communication and harmonious educational atmosphere, which can improve students' enthusiasm and achieve the goal of ideological and political education. By improving the efficiency of ideological and political education, students' enthusiasm and initiative can be properly stimulated. The most noteworthy thing is the students' psychological status and changes. If students' psychological status is poor, teachers need to enlighten them in time and find ways to solve students' ideological problems, so that students can have a healthy psychological status at any time before they can learn actively. Therefore, teachers need to constantly improve themselves, fully form and develop their own personal charm, and let students live a positive life. With the continuous development of educational reform, people pay more and more attention to ideological education in colleges and universities. Properly carrying out emotional education psychology in ideological and political education in colleges and universities can stimulate students' learning initiative and enthusiasm, and then make the communication between teachers and students more and more close, thus achieving the purpose of ideological and political education. Generally, ideological and political education refers to a product of ideological and political workers' self-conscious and spontaneous learning, which integrates subjective and objective educational concepts, promotes and restricts each other. We call this the law of ideological and political education. To be exact, ideological and political education is mainly divided into two forms: dynamic and static. Static education refers to the ideological and political line known by the political educators themselves. Dynamic education refers to the concrete measures to realize political education. Therefore, ideological and political education essentially refers to the combination of the content and form of political thought. Ideological and political education in colleges and universities is to further deal with the relationship between students, improve students' interest in learning, so as to promote the sustainable development of ideological and political education. Carrying out ideological and political education in colleges and universities is not just a form of shouting slogans, but needs to package students' thoughts, and strive to realize the new mode of ideological education by adopting scientific educational methods.

**Objective:** In recent years, China's ideological and political education has been in the initial stage of continuous innovation. At the same time, the national education system pays more and more attention to the ideological and political education in colleges and universities, and emotional education psychology is an important teaching point in the ideological and political education teaching in colleges and universities. This study starts from the connotation of ideological and political education, analyzes the significance of emotional education psychology, and discusses how to correctly apply emotional education psychology to political education in colleges and universities at this stage.

**Subjects and methods:** Using the method of random selection, 100 college students in a university were randomly divided into experimental group and control group, with 50 students in each group. The experimental group was given educational psychology combined with ideological and political education, while the control group received routine education. Before and after teaching, Symptom Checklist 90