

and aesthetic consciousness. The subtraction principle in photographing can help the audience better understand life, go out for photographing in groups, experience the process of discovering and creating beauty, and psychological healing starts from looking for color with the photographing lens.

Conclusions: No matter how much bad life has been, we should strive to find the color in life. When you are depressed, look for red. Red is easy to stimulate excited and active emotions and obtain positive power. When frustrated and lonely, look for yellow. Yellow can bring you a bright and warm feeling and make people full of joy. When you are impulsive and restless, look for blue. Blue can make you calm and imaginative. When angry and upset, look for green. Green can make you calm, relaxed and happy. After taking photos, depressed patients begin to meet rich colors and find the beauty of life. Depression can certainly be cured to a certain extent. Black and white photos can give us eternal colors, while color photos can give us happiness.

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COGNITIVE STUDY OF PSYCHOCULTURAL VARIABLES AND COMMUNICATION STRATEGIES IN CROSS-CULTURAL COMMUNICATION

Shuang Liu

Faculty of Foreign Language Teaching, Shenyang Normal University, Shenyang, 110034, China

Background: In recent years, with the development of economic globalization and information technology, human's global consciousness has been increasing. People in different societies, cultures, countries and regions have a strong desire to communicate with each other. Cross cultural communication has become an inevitable way of communication and has become increasingly important. At the same time, "Intercultural Communication", as a new subject, has attracted more and more attention in the field of linguistics and language teaching. The international research on cross-cultural communication involves almost all aspects of interpersonal communication, including the interactive relationship between communicative behavior and culture. Relatively speaking, although domestic scholars have done some research in the field of cross-cultural communication, most of them stay in the discussion and discussion of concepts. It can be said that there are a large number of papers but few achievements, and there are many problems discussed but few solutions. Under the background of the increasingly emerging multicultural era, cross-cultural communication needs to be studied from the cognitive perspective of emphasizing cultural commonness.

Subjects and methods: Intercultural communication is a cognitive activity in which psychological culture plays an important role. Cultural transfer, cultural set and cultural empathy are the manifestations of the three major psychological and cultural factors. They affect and interact with each other in communication, and directly affect the communication expectation and communication effect. In order to make up for the communication obstacles caused by cultural differences, communicators should choose different communication strategies such as code switching and language adaptation according to different environments, so as to help achieve the ideal effect of cross-cultural communication.

Results: This paper holds that in the context of cross-cultural communication, the variables affecting effective communication include language differences, cultural differences, world outlook and values. Psychological and cultural factors include cultural transfer, cultural set and cultural empathy. They affect and interact with each other in communication, which can promote or inhibit the communication process and directly affect the communication expectation and communication effect. This paper puts forward cross-cultural communication strategies from two aspects: code switching and language adaptation.

Conclusions: In short, the three factors of cultural transfer, cultural set and cultural empathy in psychological culture are always in constant dynamic changes in cross-cultural communication, and their different combinations can promote or inhibit the communication process. At the same time, in order to promote the smooth progress of communication, the choice of communication strategies such as code switching and language adaptation is particularly important. Communicators also need to constantly explore and summarize in the actual communication process, and be able to adapt to the situation, so as to achieve satisfactory communication results in cross-cultural communication.

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INFLUENCE ANALYSIS OF VISUAL ART DEVELOPMENT BASED ON ARTIST'S PERSONAL AESTHETIC COGNITION

Yang Liu

*Department of Visual Communication Design, Academy of Fine Arts, Shenyang University,
Shenyang, Liaoning, 110044, China*

Background: In the history of the development of human visual art, the occurrence, development and evolution of eastern and western visual art are closely related to people's psychological cognition and the law of psychological activities. Artistic activities belong to the category of psychology, which may also involve other fields, but they will never change if they belong to the category of psychology. According to the discipline interpretation of art, the historical research on artists and their works also belongs to the category of psychology. In fact, to make a comprehensive and convincing psychological interpretation of works of art, it must be based on understanding the power and significance of the works, on the composition of the artist's personal psychological cognitive schema, and on the artist's ability to visualize and express his psychological composition in his own works, And based on whether this psychological composition is representative and meaningful to its contemporaries.

Subjects and methods: Artistic creation is a means of understanding the world and self-expression. Based on the perspective of psychological cognitive schema and visual perception, starting from the concept of Schema in visual art, this paper focuses on the impact of visual art schema, perception and viewing on individual artistic creation and cognition.

Results: This paper shows that when the visual art schema begins to develop from the primary stage to the more advanced and complex stage, but it is not mature, its composition is often scattered. The more mature the work, the closer the relationship between various parts. The most mature artistic expression, its vitality comes from the high generalization of human internal psychological feelings. Therefore, the development of human visual art in both China and the west is inseparable from the psychological activity law of cognitive schema. The construction of psychological schema has an important impact on the development of human visual art.

Conclusions: The constituent state of the object to be perceived will also affect people's understanding and perception of form. Therefore, the understanding of form will have a variety of complex feelings, which will affect people's psychological cognitive schema construction, thus affecting the performance of visual art works.

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PSYCHOLOGICAL APPEAL OF URBAN PUBLIC SPACE LANDSCAPE DESIGN

Jun Ma

Department of Visual Communication Design, LuXun Academy of Fine Arts, Shenyang, 110004, China

Background: With the improvement of urban openness, urban public space has become the place most closely related to modern urban people's life, and the landscape design of urban public space has been paid more and more attention. The research of environmental psychology holds that there is an interactive relationship between man and environment. In this interactive process, man can change the environment. At the same time, man's thought and behavior can also be affected by the environment. Modern city people are easily affected by the environment and the atmosphere. Therefore, in urban public space landscape design, how to pay attention to the psychological demands of users, integrate landscape design elements according to the psychological demands of users, and build a humanized urban public space landscape has become an urgent problem to be solved in urban landscape design.

Subjects and methods: This paper aims at the confusion and thinking caused by the lack of humanized thinking in China's urban landscape construction in recent years. Using the relevant theories of environmental psychology, this paper studies the relationship between environmental factors affecting users' psychological activities and individual behavior effects in urban life. Analyze the psychological demands of users for urban public space landscape and the interaction and causality between users and urban landscape environment. Then, based on this analysis, the urban public space landscape design principle based on individual psychological feeling is established.

Results: This paper holds that the psychological appeal in the urban public space landscape belongs to a spiritual appeal, the landscape user is the subject of the appeal, and the landscape environment of