

exercise, physical fitness, physical knowledge, skills, skills and good moral quality is inseparable from psychological activities such as cognition, emotion, will and interest. Only by accurately understanding the psychological characteristics of students and mastering the law of students' psychological activities, can teachers effectively carry out physical education teaching for students, and promote, stimulate, control and guide the formation and development of students' good psychological activities and psychological characteristics. In order to strengthen students' physique and promote the formation of lifelong sports concept, we can determine the teaching content and teaching methods.

Subjects and methods: Using the knowledge of sports psychology and following the law of students' psychological activities to organize teaching is an effective way to improve the quality of sports teaching. This paper attempts to provide a scientific basis for taking reasonable teaching and training measures in the teaching process through the understanding of sports psychology and combined with the specific laws of students' psychological state and various psychological activities in sports teaching.

Results: This paper holds that people will produce rich, colorful and complex psychological activities in various sports situations. The psychological phenomena expressed by them are a two-way influence relationship with sports activities. Different sports activities can promote the development of individual corresponding psychological functions. Sports psychology can eliminate students' timidity and fear in sports learning, improve students' attention, make them pay attention, adjust students' deviations and errors in completing actions in various forms, and eliminate psychological obstacles in combination with students' temperament characteristics. Physical education in Colleges and universities should adapt to the new physical education concept and go deep into the students' psychology and concept, find the existing problems and the power contained therein and make effective use of it, so as to make physical education teaching full of vitality and change "want you to learn" into "I want to learn".

Conclusions: Human behavior is completed under the control of consciousness, which also includes subconscious and subconscious behavior. College physical education is still in a rather secondary position in the current college education system. People's concept does not pay attention to physical education, and the funds invested in physical education are insufficient, which is extremely incompatible with the task of cultivating the concept of lifelong physical education and ensuring the physical quality of talents needed by the society. However, college physical education can only maintain such a position at present and for a long time. Therefore, it is still a long way to explore physical education teaching methods and tap the potential of the traditional physical education teaching model.

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FACTORS AFFECTING EMOTIONAL RELAXATION IN PIANO PERFORMANCE AND THEIR SOLUTIONS

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Background: Relaxation in piano playing has a very important necessity and role. If you don't relax, the whole body is rigid, so that the sound made by the piano is stiff and harsh, and it is particularly easy to be tired after playing for a long time, so you must understand how to relax. Only in this way can piano players play beautiful melodies and complete good works. Relaxation in piano performance mainly includes physical relaxation and psychological relaxation.

Subjects and methods: The ultimate goal of piano players' learning is to go to the stage and perfectly show the connotation and charm of music to the audience. However, most piano players will show tension when performing on stage, which has brought unnecessary negative effects to the performance effect. Starting with the necessity, function and practice methods of relaxation in piano performance, this paper analyzes the importance and practice methods of relaxation in multiple parts and the impact of psychological relaxation on piano performance, and puts forward targeted practice methods.

Results: In piano performance, only by dealing with the relative relationship between overall relaxation and local tension from fingertips to wrists, arms, shoulders, upper body, even waist and all parts of the whole body, can the technical level of piano performance be improved. The improvement of the technical level of piano performance provides strong technical support for the higher-level expression of music, that is, emotional expression. So as to enable students to use the unique language of music itself in a healthy and positive psychological state to show dramatic musical expressiveness and appeal in the continuous interweaving process of emotional relaxation and tension, so as to express music more deeply and perfectly.

Conclusions: Relaxation is an important basis for piano performance. Learning to relax correctly is the primary condition for playing the piano well. In playing, not only all parts of the body should be properly relaxed, but also have good psychological quality, so as to adapt to different playing environments, show a positive and relaxed playing state, and make the music sound beautiful, vivid and infectious. With the continuous improvement of playing skills, new tensions will appear and run through the whole process of piano learning. Therefore, the process of learning knowledge is also a process of overcoming difficulties. Only by doing it step by step can we go better on the road of piano learning.

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EXPLORATION AND PRACTICE OF AESTHETIC COGNITIVE FACTORS IN VISUAL COMMUNICATION

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Background: With the development of new media technology and the improvement and popularization of hardware, network and other infrastructure, the traditional communication mode is facing iteration at a very fast speed. However, although the development of technology will bring subversion to the mode of communication, it can not really change the core of communication - creativity. Among many ways of communication, visual communication has become the most extensive and far-reaching way of communication because of its short, gentle and fast characteristics. Whether it's traditional TV media, print ads on the streets, cloud network platforms and popular VR communication devices, visual communication is the best. Effective, far-reaching and successful visual communication is often accompanied by a steady stream of creativity. Effectively analyze the psychology of the audience, and adopt different aesthetic cognitive elements to hint and guide for different groups and different occasions. It can effectively deepen the memory stickiness of the audience. It can be said that in the process of visual communication, the effective separation and utilization of psychological elements is the stepping stone for scientific guidance of visual communication, rather than the core magic weapon of "creativity".

Subjects and methods: Although the development of technology and hardware will subvert the traditional visual communication in the way of presentation and communication, the help to the core content of visual communication is only a drop in the bucket. Creativity is the core of visual communication content. Effective aesthetic cognitive factor analysis and adoption practice will help to seek advantages and avoid disadvantages for different audiences and environments, so as to achieve twice the result with half the effort. This paper focuses on the specific application of psychology in visual communication design, analyzes the relationship between aesthetics and psychological cognition, expounds the aesthetic theories and skills that designers need to have, and focuses on the application of aesthetic cognition in visual communication design.

Results: Visual communication is undergoing the subversion of technological renewal and iteration, and cognitive science has become a mature discipline. The ultimate audience of visual communication is human, and human is the research object of psychology. Psychological factors do not use psychological factors to firmly target different audiences, but resist the influence of new technologies and new media means and continue to occupy the core content of visual communication. The development of visual communication is inseparable from the solid core content, which comes from life, and life has its own tension. The analysis of psychological factors will scientifically guide the creation of visual communication content, which is not only necessary, but also the only way to maximize the effect of visual communication.

Conclusions: Aesthetic factors can effectively affect the content and carrier of visual communication, which is closely related to the bold practice of analyzing and studying different factors. With the development of new media communication technology, several carriers and fields of visual communication have more or less the shadow of aesthetic cognitive factors. Whether it is advertising communication, film and television drama communication, or other front-end popular communication methods, the fixed-point target of high-quality aesthetic cognition to "hit" the audience has become a self-evident industry consensus without written explanation.

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