

methods can we promote the cognitive level to a higher level, which is also the main shortcut for players to obtain effective learning.

Results: Based on all the above contents, the author explores the training methods of psychological skills in piano teaching through the analysis of the concept of psychological representation and psychological mechanism, combined with daily teaching experience and the investigation of students' piano practice habits. Accurate spectrum reading is the premise. At the same time, we should pay attention to the daily training of inner auditory image and establish a good sound concept.

Conclusions: In a sense, a series of technical problems in performance are caused by the "heart", and the emotion of piano performance needs to be "sent to the heart". The control of piano performance should be "thinking in the heart", and the accumulation in the heart will inevitably improve the overall piano performance. To become a real performance artist, we need to pay the hard work needed to understand music works and hone technology, and we must also carry out tenacious self-education and pay attention to the rational application of psychological technology training in piano performance. Only by following the scientific performance theory and training methods can we promote the cognitive level to a higher level, which is also the main shortcut for players to obtain effective learning.

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NEWS SENSITIVITY OF TV REPORTERS AND PSYCHOLOGICAL ANALYSIS OF AUDIENCES

Hongwei Li

Department of Arts and sports, Huanghe S & T University, Zhengzhou, Henan, 450000, China

Background: In the new era, various cultural elements in the social market economy continue to innovate and develop, and the actual needs and psychology of social audiences have changed greatly compared with the past. In the television news industry, how to tap scientific and effective news information and obtain the attention of social audiences is particularly important. As the basic professional skills of TV journalists, news sensitivity is of great significance for the effective screening of news information in the face of increasingly complex market information. TV reporters' news sensitivity, industry experience and their own knowledge accumulation have a great relationship, but compared with it, the audience psychology is more subjective. Only by going deep into the people's life can we effectively grasp the psychological needs of the social audience.

Subjects and methods: With the continuous development of China's market economy and the continuous innovation of modern multimedia, it has brought many pressures and challenges to the development of China's traditional radio and television industry. With the diversified development of various emerging multimedia platforms, the development space of the traditional radio and television industry is becoming smaller and smaller, and the market audience share is also declining. In the new era, in order to improve the competitiveness of the traditional TV news industry, we should start with the comprehensive quality of TV journalists, further improve the news sensitivity and post skills of TV journalists, and actively grasp the actual needs of social audiences in the new era to meet the psychology of the audience. Taking this as the research background, this paper makes a specific discussion on the main psychological needs and importance of the audience in TV news in the new era. At the same time, combined with the importance of news sensitivity to TV news program production, this paper further puts forward scientific countermeasures to optimize the news sensitivity and audience psychology of TV journalists.

Results: To sum up, under the development background of the new media era, the TV industry is facing higher development requirements both for its own development and the overall personnel quality. As the soul and pioneer of the development of the television industry, TV journalists should constantly improve their comprehensive quality and professional level, and actively improve their sensitivity to news information in the process of adapting to the development and changes of the times. Due to the particularity of their industry, TV journalists should timely understand and master the development and changes of the times and society, so as to provide power for the output of news information and the production of TV programs.

Conclusions: News sensitivity is an indispensable quality for TV workers. An excellent TV journalist must gradually cultivate his sensitivity to news in his daily work and life, and use it to sensitively find all kinds of valuable news events. At the same time, on the basis of carefully studying the audience psychology, grasp the audience psychology and make TV news programs in line with the audience psychology.

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ANALYSIS OF ARTISTIC AESTHETIC COGNITION FROM THE PERSPECTIVE OF MODERN ART EDUCATION

Lin Li

Academy of fine arts, Henan Vocational College of art, Zhengzhou, Henan, 450000, China

Background: Under the background of quality-oriented education, it is an important purpose of education and teaching activities to realize the all-round development of students' morality, intelligence, physique, beauty and labor. Art education is an important way of aesthetic education for students. In the setting of students' art curriculum, we not only pay attention to the preparation and learning of students' basic courses, but also put forward higher requirements for students' appreciation ability and creative thinking ability. Especially with the emergence of art aesthetic cognition, modern art education is more systematic, and students' research and understanding of art works are more in-depth. In the new era, artistic aesthetic cognition has become an important content of art education. In order to further improve the quality of art education, we must systematically analyze the relationship between art psychology and art education in teaching practice. From the perspective of modern art education, this paper discusses and analyzes the relationship between them.

Subjects and methods: Art aesthetic cognition is an important branch of art discipline. Based on the study of creators, works themselves and appreciation psychological activities, it has had a great impact on art education. On the basis of expounding the connotation of art psychology, this paper analyzes the research status of modern art aesthetic education, and systematically analyzes the relationship between art psychology and art education. In order to improve the quality of modern art education and promote the orderly development of art education.

Results: This paper holds that artistic aesthetic cognition has had a great impact on modern art education. In the process of practice, people can only systematically grasp the necessity of art psychology education and analyze the relationship between art aesthetic cognition and art education in the process of teaching practice. Then, combined with the current situation of modern art education, the systematic combination of art psychology and art education practice can effectively improve the quality of art education, realize the cultivation of students' artistic literacy and promote the orderly development of art education.

Conclusions: With the development of modern art education, art aesthetic education puts forward higher requirements for the cultivation of art talents. Art students need to learn the main courses with higher requirements and standards. Teachers and students need to have a basic understanding of art education and art psychology and understand the significance of art aesthetic psychology in modern art education. Strengthen the understanding of the relationship between art psychology and art education from three aspects: the creator of art works, the social psychology of art works and the inner feelings of students.

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THE PSYCHOLOGICAL TRANSFORMATION OF CHINESE ANIMATION AUDIENCE IN THE ERA OF MEDIA INTEGRATION

Xiao Liu

College of fine arts and design, Xinyang Normal University, Xinyang, Henan, 464000, China

Background: In the context of media integration, the creation, dissemination and acceptance of animation began to focus on the needs of the audience, and the application of new media technology has greatly met the needs of the audience. Based on the transformation brought by the progress of animation technology in the three levels of "media change", "mode of communication" and "audience acceptance", this paper studies the relationship between the current animation industry phenomenon and the psychological needs of the audience. Combined with Maslow's hierarchy of needs theory, this paper focuses on the transformation of audience psychology in sensory, emotional and rational levels. This paper summarizes the acceptance psychology and aesthetic psychological mechanism of animation audience psychology, analyzes the transformation relationship among animation technology, audience psychology and animation industry, reveals the reasons behind the reform of China's animation industry, and reflects on the problems existing in the reform.