

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

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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

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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.

Subjects and methods: This paper studies the psychological needs of Chinese animation audience in the era of media integration. Firstly, it discusses the transformation of audience acceptance psychology through the transformation of media, communication mode and acceptance psychology. Secondly, through the changes of animation in picture, sound and experience, it reveals the transformation of audience sensory needs. Then, through the development results of animation in the era of media integration in three aspects: type, theme and role setting, this paper analyzes the transformation trend of the audience's emotional needs. Finally, through the phenomenon analysis of animation in three aspects: knowledge, narrative mode and participation, this paper explains the transformation relationship between media integration and the rational needs of the audience.

Results: Because of the development of media, the psychological needs of animation audiences have become more diverse for animation works of different types, styles and cultural backgrounds. The demand for sensory, emotional and spiritual levels has been continuously widened, which not only retains the original demand for traditional animation, but also has the demand for new forms, new experiences and new stimuli. The artistic boundary of animation has also been continuously expanded. Now the audience can carry out independent animation aesthetics according to their own preferences, so that the animation presents a wonderful form and value embodiment. With the differentiated development of animation in different media, the relationship between animation and their respective media is closer, forming differentiated and focus satisfaction. In the era of information explosion, the audience's choice is expanding.

Conclusions: Because there are few monographs and literatures at home and abroad, and more academic circles focus on the audience psychology of film and television, the particularity of animation art has not received due attention and differentiated treatment. In addition, due to the diversity of animation media, the animation art forms produced according to different media are also very different, but this paper studies the animation audience psychology in the era of media integration, so it is necessary to summarize the commonness of animation in the diversified development of communication, media and aesthetics, which adds great difficulty to the article.

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THOUGHTS ON LIBRARY FLEXIBLE SERVICE AND READERS' PSYCHOLOGICAL ENVIRONMENT

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Background: With the continuous improvement of China's socialist market economic system, China has initially established a modern market economic system, and the most prominent feature of modern economy is the transformation from product economy to service economy. The customer demand-oriented service model has increasingly become an important strategic measure of market competition. Under the historical conditions of vigorously implementing a new round of market-oriented reform in China, the library has ushered in new development opportunities, but at the same time, it also puts forward new challenges to the library, that is, the library must change from traditional knowledge provision to service provision, and flexible service is an important strategic measure for the library to innovate reader service and improve service quality. Although with the accelerating pace of transformation and development of all kinds of libraries at all levels in China, flexible service has increasingly become an important service concept of Libraries in China. However, many libraries still lack a clear understanding of flexible service, especially in the process of reader service, there are still many problems that can not be ignored, which has become an important factor restricting the healthy development of Libraries in our country. We must take active and effective measures to actively promote the reform and innovation of Library flexible service, and strive to improve the quality and level of library reader service.

Subjects and methods: The transformation of library from management to service has become an important strategic measure to enhance the attraction and cohesion of library, especially flexible service has become the innovative service concept of all kinds of libraries at all levels in China. However, some libraries still lack a deep understanding of "flexible service" in the process of reader service, so there are still many restrictive factors. This paper expounds the connotation and characteristics of Library flexible service, analyzes on the prominent problems existing in the current library flexible service, and puts forward the optimization strategy of strengthening library flexible service.