

A STUDY ON THE RELATIONSHIP BETWEEN FOREIGNERS' CROSS-CULTURAL COMPETENCE AND EMOTIONAL EMPATHY COGNITION OF CHINESE TRADITIONAL CULTURAL ELEMENTS

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Due to regional and cultural differences, foreign students encounter various difficulties in living and studying in China, which has a certain negative impact on their body and mind. At the same time, the cultural diversity environment also puts forward higher requirements for the cultural intelligence of foreign students in China. In different cultural environments, foreign students' ability to deal with cultural differences and uncertainty has an impact on their cross-cultural adaptation. Therefore, understanding the cultural intelligence level and cross-cultural adaptation of foreign students in China and clarifying the relationship between cultural intelligence and cross-cultural adaptation are of positive significance for foreign students to overcome cultural obstacles and strive to adapt to the new cultural environment. Based on cross-cultural adaptation, this paper refers to the adaptation of individuals in the cross-cultural environment, which mainly includes three dimensions: psychological adaptation, socio-cultural adaptation and academic adaptation. This paper analyzes the ability and cognitive emotional level of cultural intelligence to deal with difficulties in cross-cultural situations.

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THE COMPOSITION AND CHARACTERISTICS OF FOOTBALL PLAYERS' MENTAL HEALTH IN COMPETITION

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With the high development of football, it is far from enough for athletes to have good physical quality and technical and tactical level in football matches. Their own psychological regulation ability greatly affects the level of the whole team in the game. Statistics show that only 20% of the teams with poor performance in the game failed due to their training and technical and tactical level. The failure caused by psychological factors accounts for about 70%. Football match is not only the competition of athletes' technology, tactics and physical quality, but also the competition of athletes' psychological quality. In sports competition, the final decision of performance is often psychological factors, so the regulation of athletes' psychological state is very important. The author analyzes and studies the different psychology of athletes in different situations in football matches, and tries to explore the feasible methods to overcome and regulate the adverse psychological state in the matches, which involves the psychological regulation of coaches.

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ANALYSIS OF DIRECTIONAL FACTORS OF ART DESIGN BASED ON AESTHETIC RATIONAL PSYCHOLOGY

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Art design psychology is an interdisciplinary subject of design art and psychology. It is not only a branch of applied psychology, but also an important part of art design. The significance of design psychology is to study the formation and development of designers' psychological quality in modern design activities with the help of psychological knowledge. As a purposeful and designed modeling activity, design is not only a technical process, but also an aesthetic psychological process. Whether it is the aesthetic conception and creation of the designer or the aesthetic feeling and appreciation of the receiver, it is the unity of multiple psychological contradictions of perception, imagination, emotion and understanding. For the

aesthetic creators and connoisseurs of design, they need not only the above four aesthetic psychological factors, but also the psychological elements such as aesthetic needs, motivation and personality of design.

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COGNITIVE PSYCHOLOGY AND ART DESIGN CONCEPT IN WEB DESIGN

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With the rapid development of computer information technology, the world has gradually entered the modern "information age". With the popularity of the Internet, web design has ushered in a wave of rapid development. Web design is an information release mode based on Internet information dissemination, although its development has not a long history. However, it integrates the artistic concept and the aesthetic concept of graphic design, in which a unique cultural expression has been formed. How to effectively improve the artistry and aesthetic connotation of web design is a hot research issue in current web design. According to the basic technology and artistic elements of web pages, the layout of web pages is discussed in detail. Combined with specific examples, this paper expounds the specific methods of using cognitive psychology, color and other artistic design ideas and the matters needing attention in web page design. The comprehensive results show that the use of cognitive psychology, color and other art design concepts is a new method to effectively improve the level of web design and website popularity. It is a re creation based on the improvement of computer hardware platform and technical level. It is a higher-level design.

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INVESTIGATION AND ANALYSIS ON THE INFLUENCE OF PERSONALIZED PERSONALITY ON IMPULSIVE CONSUMPTION IN AUTOMOBILE MARKETING

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Psychological analysis of automobile consumption in China at the present stage: the research on consumer demand psychology is an important content of marketing. Accurately grasping consumer psychology is the key to successfully formulating products and sales strategies. China's automobile market has a huge capacity, but it is still in its infancy. Many successful models from abroad are acclimatized after they arrive in China. Most of the reasons are that they do not have a good grasp of the consumer demand psychology of Chinese consumers. With the popularization of China's automobile consumption and the gradual start of private consumption, the future automobile consumption market will be more civilian and popular. Then, through this investigation and analysis, we aim to fully understand the current consumer psychology and personality, analyze the impact on automobile consumption, and formulate different marketing strategies and directions. The research on consumer demand psychology and personality is an important content of marketing. Accurate grasp of consumers' personality and psychology is the key to successfully formulate products and sales strategies. This paper makes a survey here and analyzes how personality and psychology affect the consumption of the automobile market.

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