

STIMULATING STUDENTS' INTEREST IN GRASS AND WOOD DYEING FROM THE PERSPECTIVE OF ART PSYCHOLOGY

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Background: In the process of dyeing, it mainly uses the roots, leaves, flowers and fruits of plants to extract the pigments present in them and then effectively dye them. At present, China's economy and society are constantly progressing and developing, and our scientific and technological means are also constantly being improved and optimised. At present, more and more chemical dyeing agents are gradually being accepted by enterprises, mainly because chemical dyeing is cheaper, more colourful and easier to carry out, so it has gradually replaced traditional grass dyeing. However, there are certain problems in the process of dyeing with chemical reagents, which have a much more serious impact on the ecological environment around the manufacturer, destroying the ecosystem and requiring ecological management, but usually a lot of historical experience shows that the first damage and then management approach is not feasible, and some of the damage is permanent and irrecoverable. In recent years, with the continuous development of China's economy and society, people's quality of life and living standards are constantly improving, and therefore higher psychological demands are being made on the living environment, and people are gradually forming the concept of green development, while also maintaining a healthy life. Furthermore, in recent years, China has begun to realise the importance of ecological protection and has incorporated environmental protection into its strategic development goals, so as to more effectively promote the development and progress of our economy and society. This is why grass dyeing has gradually returned to the forefront of people's minds and gained the attention of various departments.

In 2017, Chinese government departments issued the Chinese Traditional Craft Revitalisation Plan, in which it was clearly proposed that universities should be encouraged to introduce traditional handicraft art education, and wood dyeing, as its excellent representative, is more suitable for teaching in universities. However, due to the influence of industrial development, universities usually neglect education on traditional crafts. Therefore, in order to carry out professional art education in wood dyeing more effectively, universities usually adopt a variety of teaching methods, and teachers need to effectively integrate art psychology into the actual teaching process, so that students can not only understand wood dyeing, but also This will not only enable students to further their understanding of wood dyeing, but also improve their ability to feel, practice and do, as well as improve their mastery of professional knowledge.

Art education is one of the essential elements in the teaching process in universities, ensuring that students can develop comprehensively and psychological health, which is also the objective demand of quality education. At present, China attaches greater importance to the development of traditional culture and the promotion of traditional handicrafts, and among the traditional dyeing techniques, grasswood dyeing is more representative of the characteristics, so the education department has proposed to some universities to increase the art education of grasswood dyeing, so as to promote and develop the traditional craft. However, due to the influence of modern society, most students do not like traditional crafts psychologically, so in the actual teaching process teaching needs to actively use art psychology to mobilise students' enthusiasm and interest in learning and enthusiasm for learning.

It was only around the 1990s that China's academic community gradually began to study art psychology and gradually applied it to art education. In 1994, Ding Ning, a scholar in China, published *Art Psychology* based on his own research and understanding, in which he described the history, current situation, contemporary development and future development trend of art psychology, and also discussed and researched art psychology with regard to art creation, art forms and art reception. 2000-2010, this decade, the development of art psychology in China has become more comprehensive, richer and more profound, and one of the more representative ones is the main research direction of contemporary art psychology proposed by scholar Zhang Xiaodong. He believes that, at present, China's traditional art creation and art forms have undergone certain changes in nature, and that current art psychological needs to conduct in-depth research and analysis of the psychological phenomena of art in human development and national culture, and should also systematically study the psychological phenomena of art in the fields of industrial design, business economy, information dissemination and art therapy, etc. As a pluralistic art, psychology should also form a pluralistic the value system of in university art education, art psychology plays an important role. With the efforts of many experts, the study of art psychology in China continues to develop in the direction of science, openness and

integration, under the influence of the integration and optimisation of multiple traditional psychological perspectives, as well as the social, ethnic, cultural and educational circumstances of the times.

Objective: At present, in order to implement the Opinions on Promoting the Work of National Culture Inheritance and Innovation in Vocational Colleges and Universities, and to better promote and develop China's traditional handicraft arts, some colleges and universities have included art education in the process of art education for college grass dyeing majors, and have effectively applied art psychology in the process of education to help students accept the grass dyeing majors more and have a better understanding of it. In addition, the application of art psychology in the art education of grass and wood dyeing in colleges and universities also ensures the diversity of classroom teaching, and also to a certain extent enhances the students' national pride and sense of belonging. With the deepening of China's university education reform, the current process of professional art education in grass dyeing needs to ensure its scientific development, but there are still certain problems in the actual teaching process, focusing more on the mastery of its theoretical knowledge, ignoring the main position of students, and also not cultivating students' aesthetic ability and appreciation, and the teacher's output of a large amount of theoretical knowledge. The teacher's output of a lot of theoretical knowledge leads to students' superficial understanding, but they cannot understand the specific application of the operation, and causes students to appear "on paper" phenomenon and situation, in addition to not being able to link it with the actual, to a certain extent affects the improvement of students' hands-on ability. Moreover, teachers are unable to grasp the psychological situation of students in the actual teaching process, which also affects the development of professional art education in wood dyeing to a certain extent. Therefore, in the art education of grass dyeing in colleges and universities, art psychological needs to be actively used to grasp the psychological situation of students and at the same time needs to cultivate various abilities of students.

Object and method: The students of a university specialising in art education in wood dyeing were selected for investigation and analysis, and their learning situation, skills mastery and aesthetic ability were investigated and studied.

Mainly apply literature research method, questionnaire survey method, interview method.

1) The investigators need to collect existing knowledge books, newspapers and periodicals about the application of art psychology in art education of grass dyeing majors in colleges and universities, and actively use modern technology and information network technology to access relevant materials, collate and summarise the relevant data content to ensure its standardisation and accessibility. The documentary research method is used to analyse and integrate the collected literature and to form a preliminary understanding of the context and language organisation of the article.

The questionnaire method is the main research method currently used by researchers, which is more scientific and reasonable and can better reflect the specific situation of the respondents. The respondents of this study are mainly teachers and students, and the main purpose is to understand the situation of art education of grass dyeing majors in colleges and universities after the application of art psychology, and also to understand the students' knowledge of grass dyeing.

The interview method is a way for the researcher to communicate with the respondents and to collect relevant information, and the interview method can be used to further explore a certain issue and to obtain more valuable information. In this study, the interview method was used to better understand the application of art psychology to art education in the college of grass dyeing, both from the perspective of teachers and students.

Results: The effective application of art psychology in the process of art education in colleges and universities in the field of grass dyeing allows teachers to better understand the psychological changes of students, and also makes teachers aware of the importance of the subject position of students, so that students can be better taught the knowledge related to grass dyeing. In the process of teaching, students not only acquire a solid grasp of the theoretical knowledge, but also improve their aesthetic and artistic perception skills, and enhance their visual thinking skills and learning interest. In the practical application of art psychology, teachers can also incorporate certain experimental operations into the teaching process, thus enhancing students' hands-on practical skills and creative and innovative abilities, and in the process of practice, helping to enhance students' imagination and colour matching abilities. In addition, the application of art psychology can have a subtle influence on students, and teachers can add a certain amount of traditional knowledge to the teaching process and explain its historical background to enhance students' sense of nationality and pride, and promote the promotion and development of traditional handicrafts to ensure the stable and sustainable development of the grass-dyeing profession.

Conclusion: Fine art psychology is mainly based on the psychological aspects of representation, thinking, language, imagination, emotion and motivation, and in the process of art education for the grass and wood dyeing profession, the interaction between the elements is studied, and the correlation between cultural society, art activities and traditional handicrafts is also deepened, helping students to further understand China's traditional handicrafts and deepen their understanding and application of knowledge of grass and wood dyeing.

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EPIDEMIC RISK ANALYSIS OF COGNITIVE AND PSYCHOLOGICAL BEHAVIOR OF THE ECONOMIC AND SOCIAL RESEARCH

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Background: Since the outbreak of the New Coronary Pneumonia (NCP) in 2020, which was another global public health emergency after SARS in 2003, the public has been aware of various news and information related to NCP through social networks and the media, etc. Since the closure of Wuhan, the daily updated information on confirmed cases and deaths of the epidemic has been impacting the nerves and psychological defences of the public. As the number of confirmed cases and deaths increased, people began to feel the risk and threat of the new coronavirus, and the closure of the city was followed by a series of "work, production and school closures". Even in the context of the normalisation of the epidemic, we are feeling its effects. Under this background, it is very important to understand the public's psychological cognition of epidemic risk and its confidence in economic development.

Objective: The first objective of this study is to gain a deeper understanding of the public's perception of the risks of the epidemic and their confidence in the future economic development in the context of the new pneumoconiosis epidemic.

Secondly, the study will provide a more accurate analysis of the public's social mindset through risk perceptions and economic and psychological behavior surveys, and to regulate it in a rational manner.

In the face of the outbreak of the new pneumonia epidemic, China has taken measures such as the closure of cities, the suspension of work, production and schools, which will inevitably have different degrees of negative impact on social and economic development, and at the same time we need to pay attention to the actual impact on social and economic development, but also the public's perception of the risk of the epidemic and the impact on economic confidence. As the former has a direct bearing on whether people will become panic-stricken by the epidemic, and the latter has a direct bearing on people's investment and consumption behavior, the study of epidemic risk perception and economic and social psychology is the focus and ultimate goal of this research.

Subjects and methods: This study takes the Newcastle pneumonia epidemic as a background and focuses on the public's perceptions of the national economic situation, household economic expectations and the risk of the epidemic during this important and special period.

The study was conducted by means of a questionnaire, which was distributed online after the target population had been identified. The study population was selected from 1200 citizens across the country. The survey was collected and collated using the "Questionnaire Star" questionnaire platform.

Result: The results of the survey show that: 1) since the outbreak of NCCP, people's perceptions of the risk of the epidemic have varied between different educational levels, whether it is the likelihood of infection, the severity of the epidemic, or the controllability of the epidemic. (2) People's perception of the risk of the epidemic varies from one channel to another, with "gossip" having a negative impact on the perception of the risk of the epidemic, while information from official channels has a very high rating on the controllability of the epidemic; (3) The public's evaluation of the controllability of the epidemic and socio-economic confidence are positively correlated, with the public's overall rating of the severity of the epidemic (3) The public's evaluation of the controllability of the epidemic and socio-economic confidence are positively correlated.