

political construction in colleges and universities, emphasizing that curriculum ideological and political construction should be comprehensively promoted in all colleges and universities and all disciplines, focusing on the core point of comprehensively improving talent training ability, and optimizing the supply of curriculum ideological and political content around political identity, family and country feelings, cultural quality, constitutional and legal awareness, moral cultivation, etc. Promoting curriculum ideological and political construction in foreign language majors in colleges and universities is not only an effective way to integrate value guidance with knowledge teaching and ability training, realize the whole process and all-round education of all staff and run a socialist university in the new era, but also an important means to cultivate builders with both morality and ability for national rejuvenation and family strength.

Subjects and methods: Positive psychology provides a new idea for the teaching of Ideological and political theory in colleges and universities. Applying the research results of positive psychology to the teaching of Ideological and political theory can improve the pertinence, effectiveness, persuasion and appeal of Ideological and political theory, and make it a course that college students really love and benefit all their life: First, improve the teaching concept and adhere to people-oriented. Second, change the teaching attitude and display the charm of teachers. Third, reform the teaching mode and cultivate students' ability.

Study design: In college English teaching, we should carry out ideological and political curriculum, go hand in hand with ideological and political curriculum, and form the educational concept and curriculum view of joint education. This paper analyzes the necessity and feasibility of implementing curriculum ideological and political education in college English teaching, and probes into the implementation ways of college English curriculum ideological and political education from the aspects of improving college English teachers' ability to establish morality and cultivate people, deeply excavating and transforming the elements of college English curriculum ideological and political education, adopting flexible methods to implement curriculum ideological and political education in classroom teaching, and expanding the second classroom, Promote the all-round development of students.

Methods of statistical analysis: Teachers' ideological and political awareness is insufficient. In the current college English teaching process, teachers focus on the explanation of English language and cultural knowledge, and take cultivating students' language skills and cross-cultural communicative competence as the primary task of English teaching. From basic English teaching to professional English teaching, the focus of all teaching is to improve students' practical application ability of English language. Therefore, in the process of practical teaching, English teachers pay great attention to improving their English knowledge literacy and teaching level, so as to improve students' comprehensive ability. However, it ignores the ideological and political education function of English courses. Even many English teachers believe that ideological and political courses usually set up independent subject teaching, which has nothing to do with English course teaching. Therefore, it is not necessary to undertake the important task of students' ideological education, which leads to the strong utilitarianism of English course teaching in colleges and universities, that is, helping students accumulate language knowledge, then pass the grade examination.

Results: English teachers need to have more perfect ideological and political quality. Teachers must carry out continuous learning and implement the spirit of the 19th National Congress of the Communist Party of China and various principles and policies in teaching, of which the most critical is the policies related to education and teachers. In practical work, teachers must strengthen their faith, improve their theoretical basis, set an example, attract and influence students through noble personality, and obtain their trust. Only in this way can they arouse students' emotional resonance, generate moral emotions in their hearts, and establish positive ideals and beliefs. Therefore, English teachers must strengthen their socialist position from beginning to end and clarify their important responsibilities as educators. English teaching is bound to be influenced by Western ideology and culture.

Conclusions: With the continuous development of Ideological and political education in colleges and universities in China, according to the requirements of the Ministry of education, the education and teaching reform aimed at "curriculum thinking and politics" is a new task and goal faced by colleges and universities all over the country. However, at present, the function of Ideological and political education in college English teaching has not been fully excavated and fully practiced. How to skillfully and effectively integrate ideological and political elements into college English teaching still needs teachers' continuous exploration and practice. College English teachers need to constantly improve their self-cultivation, transfer positive energy to students and teach correct world outlook, outlook on life and values.

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CULTURAL CREATION DESIGN OF HORSE CULTURE ELEMENTS BASED ON PSYCHOLOGICAL PERSPECTIVE

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Background: Cultural and creative industry is an emerging industry, which has gradually become a hot spot in the process of its birth and development. It integrates culture, aesthetics and interest into cultural and creative products, attracts consumers' interest, stimulates consumers' resonance, and guides consumers to further understand its cultural connotation in the purchase and use of products, so as to enhance the actual value and spiritual attributes of cultural and creative products. Cultural and creative products represent the development degree of cultural soft power and play an important role in promoting civilization construction and enhancing people's aesthetics. For thousands of years, horses have played an important role in human production and life. Horse culture has effectively promoted the development and progress of the Chinese nation from raising horses, eating meat, riding, labor to transportation, communication, war and so on. Applying horse as a design element to cultural and creative products should not only retain the image characteristics of horse, but also design products that meet the aesthetic taste of modern people. Integrating cultural elements into modern design is the subject and direction that designers should study.

Subjects and methods: Since ancient times, as one of the grassland symbols, horse has rich content, wide fields and strong vitality. It has formed a unique horse culture in the blending and development of nomadic culture. Nowadays, with the rapid development of cultural and creative industries, traditional cultural elements provide valuable cultural resources for cultural and creative design. From the perspective of the social background and cultural connotation of horse culture, integrating horse cultural elements into the design of cultural and creative products can effectively inherit and develop horse culture; Taking cultural and creative products as the carrier of horse culture for research and analysis, and discussing the application of horse cultural elements in cultural and creative product design can provide new ideas for cultural and creative product design.

Study design: Historical origin of horse culture. China has a long history. In 5000 years of brilliant culture, horses have always been closely related to nomads. Horses often appear in nomadic epics, poems, literary and artistic works. The derived horse culture is the integration of horse and nomadic life culture. In the early 2000s, horses were used to pull carts on the grassland. It can be seen that horse culture has a long history and is a part of Chinese culture and national culture. Many stone figurines and stone carvings related to horses were buried after death. The image of horses often appeared in some tomb murals. There are also Mongolian beautiful Matouqin long tune, bright national costumes, traditional Nadam event, etc.

Methods of statistical analysis: When designing cultural and creative products, we should pay attention to the design principle of integrating culture, aesthetics and taste, comprehensively analyze the differences and similarities of different cultural and creative products, and then innovate product design. Refer to and learn from valuable cases, pay attention to in-depth analysis of product design, further excavate its cultural connotation, and properly integrate cultural elements into cultural and creative products, so as to improve the aesthetic value and cultural value of cultural and creative products. This not only meets the aesthetic requirements and cultural needs of consumers, but also meets the needs of consumers for product function and interest. The application of horse culture elements in the design of cultural and creative products increases the cultural connotation of the products.

Results: Application of horse cultural elements in daily necessities. Horse elements are widely used in daily necessities. Taking handicrafts as an example, the handicrafts made by horse modeling have a long history. Qin, Han and Tang all took horse as the prototype for artistic creation. The Silk Road ornaments carved by the sculptor Ma gaihu reflect the scene of the commercial camel team of the Tang Dynasty starting from the capital Chang'an. It has a strong sense of dignity in shaping, and the proper application of line elements combines the aesthetic consciousness and artistic characteristics of large stone carvings in the early Han Dynasty. The horse image sculpture designed and produced by the sculptor Xiang Jing is deeply impressed by his melancholy eyes. The author once said that "by studying human's situation through animals, we can think about the contradictions, states and Reflections on fate in many survival difficulties." the design of horses reflects human's spiritual connotation and sociality.

Conclusions: Understand the story and history of horse elements through horse cultural elements, and apply classic elements with an attitude of inheritance and innovation in different cultural and creative design products. Fully understand the rich cultural connotation of horse element and comprehensively protect the traditional cultural resources of ethnic areas. Understand the market demand in the selection and presentation of materials, and accurately locate the target population, so as to make better use of modern technology for publicity and promotion, so as to make the cultural and creative products of horse culture become an integral part of the cultural and creative industry and provide services for cultural and economic construction.

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RESEARCH ON GROUP BEHAVIOR MODEL OF COGNITIVE IMPAIRMENT IN COMMERCIAL PUBLIC SPACE DESIGN UNDER HUMANISTIC THOUGHT

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Background: Public space refers to the outdoor and indoor space for the public use of residents' daily life and social life. Outdoor public space includes parks, squares, streets and other places. There are hospitals, schools, libraries, restaurants and other venues in the indoor public space. Commercial public space is a relatively broad concept. Small spaces such as specialty stores and small supermarkets for food sales and clothing sales, as well as large spaces such as department stores and large shopping malls can be called commercial public space. The design of commercial public space is conducive to improving the utilization rate of space and the beauty of commercial space, so as to make consumers in commercial public space have a pleasant psychology, promote consumers to make purchase decisions, and then increase the business quota and stimulate consumption. The specific design projects include spatial structure planning, hydropower design, lighting design, decoration, decoration and props design. Space design has gradually attracted everyone's attention in commercial display activities, such as clothing display, automobile display, etc. dynamic display makes the display vivid and makes the display space have a vitality, such as visual impact and auditory appeal, so as to attract consumers' attention and improve consumers' memory of exhibits. Commercial display activities generally have the following forms for dynamic display, that is, the combination of specimen and living body, indoor display and outdoor display, the combination of dynamic and static, and the combination of physical object and electronic information.

Humanism was put forward by American psychologists after World War II. Its core content includes four levels: emphasizing human responsibility, emphasizing "here and now", looking at individuals from a phenomenological perspective, and emphasizing human growth. Humanism mainly studies human value and personality development, advocates the goodness of human nature, cares for vulnerable groups and so on. Cognitive impairment group is a special vulnerable group. Cognitive impairment is a kind of mental disease which is difficult to diagnose and treat. Patients' cognitive function will be damaged, specifically manifested as perception impairment, memory impairment and thinking logic impairment. Combined with humanism, this study discusses the behavior mode of cognitive impairment groups, and designs commercial public space on this basis. The design of commercial public space according to the group behavior mode of cognitive impairment can highlight humanistic care and promote the harmonious development of society.

Objective: The cognitive function of people with cognitive impairment will be damaged, which is manifested in perceptual impairment, memory impairment and thinking logic impairment. Therefore, we need to pay special attention to spatial design. Combined with humanistic thought, this study discusses the behavior mode of cognitive impairment groups, and on this basis, carries out the design of commercial public space, highlights the humanistic care for cognitive impairment groups, and promotes the harmonious development of society.

Research objects and methods: 20 cognitive impairment experts and 40 cognitive patients were selected as the research objects, a questionnaire was developed, and the research objects were investigated to explore the effect of commercial public space design based on humanistic thought and cognitive impairment group behavior model.

Research design: Delete the items of the questionnaire according to the expert evaluation, evaluate the validity of the questionnaire by orthogonal rotation method, KMO measure and Bartley sphere test, and then evaluate the reliability of the questionnaire results.

Methods: The relevant data were processed and analyzed by IBM SPSS software.

Results: The significance test of the questionnaire was $P < 0.001$ and the DF value was 345, indicating that the reliability of the questionnaire was good and the questionnaire results had high reliability, as shown in Table 1.

Conclusion: The design of commercial public space is conducive to improve the utilization rate of space and the beauty of commercial space, so as to make consumers in commercial public space have a pleasant psychology, promote consumers to make purchase decisions, and then increase the business quota and stimulate consumption. The cognitive function of people with cognitive impairment will be damaged to some extent, specifically manifested as perception impairment, memory impairment and thinking logic