

Table 1. The number distribution of the positive influence of modern and contemporary literature courses on students' psychology

Psychological indicators	No impact	Minor impact	Moderate impact	Significant impact	Full impact
Students' role in Psychology	0	6	15	8	1
Students' environmental cognitive ability	6	8	9	5	2
Students' psychological adjustment ability	3	14	9	3	1
Students' learning enthusiasm	1	3	9	11	6

Conclusions: The course teaching of modern and contemporary literature contains the interpretation of literary image and story environment. Both of them act on students' cognitive psychological mechanism at the same time, which can improve students' self-cognitive ability and social environment cognitive ability. The improvement of cognition helps students to improve their self-values and interpersonal cognitive concepts, so that students can relieve the psychological pressure of all parties in learning and in the collective, and improve their self-pressure resistance and adjustment ability. The research uses Delphi method to evaluate the positive impact of modern and contemporary literature teaching courses on students' role bringing psychology, literature environment cognitive psychology, self-cognitive adjustment ability and learning enthusiasm. The experimental results show that the teaching of modern and contemporary literature has a positive impact on different aspects of students' psychological quality, and can effectively alleviate students' learning pressure and anxiety.

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RESEARCH ON THE INFLUENCE OF NEW ADVERTISING CREATIVE DESIGN ON CONSUMERS' PSYCHOLOGY

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Background: The proportion of consumption in China's economic growth is becoming larger and larger, and businesses are also constantly competing in the market, so the needs of consumers have been paid attention to. At the same time, in the context of the information age, the publicity methods of various commodities are constantly changing, and commercial advertisements are full of buildings, the Internet, video television and other aspects of citizens' lives. As a way of advertising linking aesthetics and consumer psychology, new advertising creative design has attracted more and more attention from businessmen and consumers for its guidance of consumer behavior and stimulation of consumer psychology. From the perspective of consumer psychology and behavior, consumer demand is not only based on the value attributes of commodities, but also reflected in the comfort of consumer services. Therefore, a successful advertising creative design should give consumers a psychological hint of healing, comfort and pleasure. At the same time, from the perspective of color psychology and design psychology, the information content and display form of advertising jointly affect the psychology of consumers. Tense element accumulation and colorful color stimulation are not applicable to building advertisements and Internet TV. Consumers can explore their own memory in advertisements and realize humanistic care from design, so that the consumption guiding significance of advertisements can be reflected. Color psychology shows that consumers will have different emotional and behavioral responses when they are exposed to colors in different cultural fields. Design psychology also explores the communication services between advertising creative designers and consumers. The creative design of advertising should integrate the characteristics of regional culture and folk customs. The recognition of content is the basis for consumers' memory resonance. Secondly, advertising creative design should reflect the aesthetic experience in line with commodity characteristics in color and graphic design, so as to deepen consumers' impression of products. Finally, the new advertising design should pay attention to the principle of integrity, connect the needs of consumers with the services provided by products, and reflect them in the advertising content.

Objective: Starting from the theory of design psychology and color psychology, this study discusses the combined display of advertising design on consumers' service comfort and commodity value attributes. The ultimate purpose is to explore the positive impact of new advertising creative design on consumers' psychology, so as to promote consumers' consumption behavior.

Subjects and methods: The object of this experiment is 175 citizen consumers of a certain commodity. By studying the impact of advertising creative design on users' psychological experience and cognitive state, this paper explores the strategic principles of advertising creative design. The experimental method is to investigate consumers' cognition of advertising design and the impact of advertising design on consumers' consumption behavior through interviews. The impact degree is quantified into five levels, and the quantitative value from low to high indicates negative impact, no impact, slight positive impact, positive impact and full positive impact respectively.

Results: According to the creative content and design form of advertising, the strategy of advertising design is divided into three principles: the adaptability principle of advertising color graphic design, the integration principle of regional cultural content and the principle of commodity information display. Investigate the influence of the three principles in advertising design. The specific impact rating is shown in Table 1.

Table 1. Influence evaluation of advertising design strategy

Strategic indicators of advertisement	Advertising color and graphic design	Regional cultural content display of advertising	Commodity attribute display of advertisement
Consumer behavior guidance	3.25	3.17	4.36
Comfort psychology of consumer service	4.51	4.09	4.16

The data in the table are the average evaluation of the influence of 175 consumers on advertising creativity. The influence of advertising design strategy starts from the actual consumption behavior demand and psychological consumption service demand of consumers. It can be seen from the data in the table that the creative advertising design of commodities is generally more competitive and influential in meeting the psychological needs of consumers, while in terms of the actual material needs of consumers, the creative advertising design has the highest impact evaluation on the display of attribute information of commodities in principle.

Conclusions: With the growth of social material level and economic strength, consumers' requirements for advertising are becoming more and more strict. Successful advertising creative design can not only display commodity information and answer the actual needs of consumers, but also meet the service-oriented needs of consumers' psychological comfort. Therefore, the research starts from color psychology and design psychology to explore the stimulation and guidance of advertising design on consumers' consumption behavior. At the same time, taking the citizen consumer as the experimental object, the impression of the design principle on the consumer's consumption of luggage is verified. The experimental results show that creative advertising design is generally more competitive and influential in meeting the psychological needs of consumers, while in terms of the actual material needs of consumers, creative advertising design has the highest impact evaluation on the display of commodity attribute information in principle.

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RESEARCH ON THE DESIGN OF COLLEGE ENGLISH DEEP LEARNING TEACHING MODEL FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a science that studies the cognition of the object. Unlike behaviorism, which focuses on the behavior of the object, this discipline mainly studies the mental processing of the object behind the behavior. The main research object of cognitive psychology is human cognitive process, including attention, representation, memory, thinking and so on. Cognitive psychology is divided into broad sense cognitive psychology and narrow sense cognitive psychology. The broad sense cognitive psychology includes all the research on human cognitive process. The main components are constructivist cognitive psychology, psychologist cognitive psychology and information processing cognitive psychology. At present, the cognitive psychology commonly referred to in the west is cognitive psychology in a narrow sense, which studies human cognitive process by comparing human cognitive process with computer. In the narrow sense of cognitive psychology, people's cognitive process includes receiving