

Table 1. Statistics of learning effect scores under different classroom teaching modes

Evaluation dimension	Learning evasion	Learning enthusiasm	Innovation of learning
Single mode	21.35±4.52	11.25±7.13	13.86±3.47
Mixed mode	11.78±3.12	22.44±5.11	28.24±4.13

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ANALYSIS OF THE INFLUENCE OF RURAL ART ELEMENTS ON THE CREATIVE PSYCHOLOGY OF CERAMIC DESIGN STUDENTS FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. It is believed that human activities are a unified whole in which cognitive elements are interrelated and interact with each other. Different individuals show different cognitive levels and abilities due to differences in age structure, social experience and psychological quality. The depth and breadth of cognitive process can be continuously improved through acquired learning. The differences and limitations of individual cognition make their behavior mechanisms different, and the psychological characteristics behind this behavior mechanism are complex and diverse. Cognitive psychology, which takes human cognitive activities and processes as its main research object, can effectively intervene and adjust individual psychological characteristics and improve their cognitive level. Cognitive psychology will not only affect the individual's cognitive aesthetic differences in things, but also affect the individual's sensitivity to the evaluation and perception of physical standards. Cognitive psychology helps us to understand and perceive the world. As a psychological intervention theory, cognitive psychology can guide us to give better play to creativity and innovation in real life, improve our cognitive ability and level, and reduce psychological problems and negative emotions caused by cognitive bias. With the rapid development of China's economic construction, the ceramic art specialty is gradually carried out in most comprehensive universities. However, due to the tradition of the teaching mode in the current ceramic specialty teaching, the students' innovation and practice ability cannot be greatly improved, which greatly limits the students' more independent innovation, thus making it easier to produce negative creative emotions when completing ceramic works, affecting their creative psychology. Creative psychology is a relatively stable psychological state, including three stages of entry, creation and withdrawal. It will show "openness and liberation", "fanaticism and forgetfulness", "fantasy and illusion", "anxiety and pain", "calm and detachment". The key to helping students alleviate their negative anxiety is to help them improve their creative ability and aesthetic level, and create ceramic art works that meet the social aesthetic needs and values and have more characteristics.

Objective: Ceramic art works have their own local characteristics. They are an important expression of the charm of rural culture, and can effectively make the viewer feel the artistic characteristics behind them. Making full use of rural art elements in ceramic art works can effectively stimulate the creators' creative inspiration and creativity, and adjust their creative psychology. Therefore, based on this, the research explores the impact of rural art elements on the creative psychology of ceramic design students with the help of cognitive psychology theory, so as to help students improve their mental health while improving their cognitive ability.

Subjects and methods: The research take the students majoring in ceramics in a university as the research object, through collecting their creative psychology in the process of current ceramic art creation and the current teaching status of ceramic art teaching courses. Then, according to the students' cognitive structure and psychological characteristics, the research promotes the innovation of ceramic art teaching with the help of cognitive psychology, adds rural art elements to it, and constructs its new teaching model.

The research subjects were randomly invited to participate in the teaching experiment, and different teaching experiments were carried out on them according to their cognitive structure differences. One group used the original teaching mode, and the other group used the teaching improvement mode. The scores of students' cognitive level and creative psychology were counted during the four-week experiment period. During the experiment, the data of the subjects were collected with the help of creative psychological evaluation tools, such as creative mentality, creative ideas, etc., and the statistical analysis tools were used to realize the differential analysis of the experimental data.

Results: Cognitive psychology can effectively help students better understand the limitations of their cognitive level and make continuous improvement, so as to reduce the occurrence of their creative psychological problems. The combination of rural art elements and ceramic teaching creation can effectively expand people's creative thinking, improve the multi-deformation of aesthetics, and improve the practical creative ability can effectively help students improve their mood. The scores of design creativity of the subjects before and after the experiment.

Table 1. The scores of design creativity of the subjects before and after the experiment

Evaluating indicator	Before intervention	After intervention	<i>t</i>	<i>P</i>
Artistic creativity	7.68±3.52	15.08±2.76	2.77	0.012
Artistic aesthetics	3.24±2.13	21.07±1.51	3.68	0.039

The results in Table 1 show that after the experimental intervention, the scores of artistic creativity and artistic aesthetics of the subjects are improved to a large extent, and the data have significant statistical differences ($P < 0.05$).

Conclusions: Under the background of building a beautiful countryside, we should gather all kinds of high-quality art resources, integrate rural art elements with ceramic design, and build a ceramic "era sample" with rich connotation and artistic upgrading. Therefore, the focus of current ceramic art teaching is to interpret the unique artistic style of rural art elements, display the due aesthetic characteristics, and interpret the design aesthetics contained in ceramic art from multiple perspectives such as content creation and emotional output. The transformation of ceramic art teaching mode and the enrichment of teaching content effectively realize the positive intervention effect on students' creative psychology.

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ON THE GUIDANCE OF ACCURATE POSITIONING OF ADVERTISING PLANNING TO CONSUMER DEMAND AND CONSUMER PSYCHOLOGY

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Background: Advertising planning is one of the important links in advertising activities, but people's own consumption behavior is largely affected by psychological activities, such as the time selection point of consumption, consumption tendency, consumption intention, etc., will be driven by the product's own commodity attributes and external marketing plans, and then think and judge the consumption behavior. The psychological characteristic occurring in the process of consumption activities is consumer psychological activities. Consumer demand and consumption psychology are the consumption characteristics that consumers show when considering their own consumption purpose when making consumption behavior choices. They will be restricted and affected by a variety of internal and external factors, such as personal preferences, social trends, commodity prices and services, economic level and psychological tolerance, and will make certain consumption behavior decisions driven by certain consumption psychology. Among them, consumer psychology can explore consumer psychology and consumer behavior. Consumer psychology is an important branch of psychology, which mainly studies the psychological phenomena and behavior laws of consumers in consumption activities, that is, it studies people's consumption behavior driven by changes in psychological laws and personality psychological characteristics in the process of life consumption. Advertising planning requires high professional quality of planners, and requires them to have an understanding of psychology, marketing and consumption. Only in this way can the designed advertising content and marketing plan meet the aesthetics and needs of consumers, and promote them to have clear consumption tendencies and preferences. Consumer psychology is the psychological basis of successful advertising planning. In the process of advertising