

consumers' aesthetic psychology, applies the model to the shaping of consumers' aesthetic psychology, and evaluates the changes of students' aesthetic psychology under the influence of the model with 500 college students as the research objects.

**Results:** Under the intervention of the influence model, the changes of college students' aesthetic psychology are shown in Table 1.

**Table 1.** Changes of aesthetic psychology of student consumers

Project	First month	The second month	The third month
Freshman	17.02	28.31	41.26
Sophomore	16.77	28.19	42.37
Junior	16.24	27.93	41.85
Senior	17.83	28.44	44.62

**Conclusions:** Consumer aesthetic psychology is the key factor to promote the development of tourism economy, and it is also of great significance to the inheritance of national cultural products. In order to improve the aesthetic psychology of consumers, this paper analyzes the influence of the clothing characteristics of ceramic figurines on the aesthetic psychology based on the clothing art characteristics of ceramic figurines. In the research, the influence model of ceramic figurine costume characteristics on aesthetic psychology is constructed, and the changes of college students' aesthetic psychology under the influence model are analyzed. The results show that under the intervention of the influence model, the evaluation scores of college students' aesthetic psychology show a rising trend. Therefore, from the research results, we can know that the clothing art characteristics of ceramic figurines can significantly affect consumers' aesthetic psychology.

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## RESEARCH ON THE INFLUENCE OF VISUAL LANGUAGE ANALYSIS OF ANIMATION ADVERTISING ON CONSUMERS' CONSUMPTION CONSCIOUSNESS

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**Background:** In recent years, with the rapid development of economy, the consumption level of Chinese residents has significantly improved. Consumption is becoming increasingly important in social, economic and cultural life. Consumers are the main group in the economic market. For economic development, consumer behavior can significantly affect its development speed and direction. In consumption activities, consumers' consumption behavior is controlled by their consumption consciousness, and the weakness of consumption consciousness directly determines the size of consumption intensity. In psychological research, it is believed that the production of consumers' consumption consciousness is caused by consumption psychology, which is the change of consumers' psychological needs in consumption activities. Under different consumption psychology, consumers' consumption consciousness also has a significant gap. In addition, some studies believe that consumers have a variety of consumption consciousness in consumption, including cultural appreciation consciousness and value consciousness, but in consumer behavior, their consumption consciousness also has two kinds of excessive consumption and moderate consumption. In order to improve consumers' consumption awareness, a large number of psychological studies have proposed the use of media and viewing methods to promote the cultivation of consumers' rational consumption awareness.

In the cultivation of consumer awareness, communication and viewing channels have a significant effect, among which the use of animation works to improve consumer awareness is the main way at present. In animation works, many enterprises design their product promotion advertisements into animation forms to induce consumers to consume according to consumers' consumption behavior. In the process of watching animation ads, consumers' awareness of consumption will change with the visual expression in animation ads. therefore, in the design of enterprise animation ads, sales promotion language will be added to animation through visual communication effect. However, with the continuous development of China's economic market, consumers' consumption consciousness is also changing. The effect of visual language

analysis of animation advertising on consumers' consumption consciousness is also gradually decreasing. How to improve the visual expression effect of existing animation advertising and improve consumers' consumption consciousness is the problem that needs to be solved at present. Therefore, by analyzing the impact of visual language analysis of animation advertising on consumers' consumption awareness, this paper proposes a correlation model between the two, so as to obtain a more effective visual language analysis of animation advertising, improve consumers' consumption awareness and promote economic growth.

**Objective:** This paper probes into the internal meaning of visual language analysis of animation advertising, explores the current situation and changes of consumers' consumption consciousness in consumption activities, and analyzes the correlation between visual language analysis of animation advertising and consumers' consumption ideas.

**Subjects and methods:** Select 200 consumers as the research object, use the interview method to understand the current situation of consumers' consumption awareness, and understand consumers' ideas on animation advertising. Data mining technology is used to collect consumer behavior and consumer preference from Internet big data, and build a correlation model between visual language analysis of animation advertising and consumer behavior and consciousness. With the help of correlation model, this paper puts forward a scheme to improve consumer awareness, and takes the scheme as an experimental scheme to conduct consumer awareness impact experiment.

**Results:** Table 1 shows the changes of cultural appreciation consciousness, value consciousness and consumer psychological evaluation in consumer activities. Table 1 shows that with the continuous increase of intervention time, consumers' awareness of cultural appreciation, value and consumer psychology in consumer activities are gradually rising. The reason is that the visual language of animated advertising can significantly affect consumers' understanding of the current consumer market, so it also improves consumers' awareness of consumption to a certain extent.

**Table 1.** The changes of consumers' cultural appreciation consciousness, value consciousness and consumption psychology

Project	First month	The second month	The third month
Cultural appreciation consciousness	43.15	66.52	87.64
Value consciousness	44.97	62.71	84.56
Consumer psychology	32.17	55.83	72.19

**Conclusions:** Consumer behavior is a prerequisite for promoting the continuous development of the economic market. Therefore, improving consumer awareness can greatly improve the development speed of the economic market. In the research, the effect of animation advertising visual language on consumers' consumption consciousness is deeply analyzed, and the correlation model between them is constructed with the help of data analysis. At the same time, the correlation model is used to propose an animation advertising visual language analysis scheme that can improve consumers' consumption behavior. Under the influence of the optimization scheme, consumers' cultural appreciation consciousness, value consciousness and consumer psychological evaluation show a significant upward trend, which shows that the visual language analysis of animation advertising designed by the correlation model can effectively improve consumers' consumption consciousness, and then promote the positive development of the economic market to a certain extent. Therefore, in the process of social development, enterprises need to put forward animation advertising optimization design scheme based on consumer awareness in marketing promotion, so as to improve enterprise benefits and promote economic development.

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## INNOVATIVE ELEMENTS GATHERING SCHEME FOR STUDENTS WITH COMMUNICATION ADAPTATION BARRIERS UNDER THE GUIDANCE OF ENTREPRENEURIAL INNOVATION SPIRIT

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**Background:** Communication disorder is one of the common mental diseases. Patients will have adverse