

will positively affect consumers' consumption behavior and shopping impulse, and have a greater positive effect on consumers' shopping intention.

Table 1. Effects of Arts and crafts decoration pattern innovation combined with design psychology on consumers' consumption tendency and shopping intention

Strategy	Propensity to consume	Shopping intention
Strategy1	78.62±3.98	82.36±4.02
Strategy2	77.52±4.26	81.02±6.32
Strategy3	76.25±4.36	80.12±5.26

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STUDY ON THE RELIEVING EFFECT OF CERAMIC ART OF CLASSICAL DESIGN STYLE ON THE ANXIETY OF CONNOISSEURS

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Background: Anxiety is a very complex psychological and emotional problem. It is usually manifested clinically as motor agitation and sympathetic hyperfunction. The causes are depression, mental stimulation, personality, congenital inheritance, etc., and it is manifested as negative emotions such as anxiety, shame, disappointment, anxiety, fear, etc. Anxiety is a normal psychological phenomenon of people. As a member of ordinary people, art connoisseurs have different degrees of anxiety. Moderate anxiety in normal life and work has a positive effect on the healthy growth of individuals, while excessive anxiety is extremely detrimental to people's life and work. Compared with ordinary groups, appreciation has a unique aesthetic ability, which makes it easy for them to establish a good psychological process in the process of appreciating art works. If the connoisseurs have different levels of anxiety, their aesthetic ability will be affected, which will no longer have reference value for the evaluation and appreciation of artistic works.

The research of psychological society points out that ceramic art combined with classical design style has a positive effect on the anxiety of connoisseurs. Painted pottery is painted with natural minerals on the polished orange red, and then fired in the kiln to obtain patterns of different colors such as white, black and ochre red. Drawing on the classical design style, the painted pottery culture can be divided into five types, namely Banpo type, Miaodigou type, Majiayao type, Banshan type and Machang type. Machang type has crease and zigzag pattern, mainly human pattern. The pattern organization of Banshan type mainly includes the application of zigzag patterns, and the painted lines alternate red and black. The gourd pattern is used as the surface division to ensure that the decorative surface area is divided into several units. The decoration is composed of swirl patterns. The types of Majia kiln are urn, bottle, pot and other utensils. Large decorative area. The patterns are mainly dot, vortex, wavy and arc triangle patterns, with dense composition and changeable gyration. The popular techniques of Miaodigou type are dot pattern, vertical arc pattern, whirling hook pattern, grid pattern, feather leaf pattern, etc., the typical figurative pattern is bird pattern. Banpo type painting forms are bottom type flat bottom bowl, flat bottom basin, Peng belly pot, thin neck bottle, etc., and the patterns are painted on the mouth edge, shoulder, upper abdomen, etc.

Objective: This paper analyzes the correlation between the ceramic art types of classical design style and the relief of anxiety of connoisseurs, in order to provide a new scheme for the recovery of their mental health.

Subjects and methods: Through Pearson product moment correlation coefficient, this study analyzes the correlation between the ceramic art types of classical design style and the relief of anxiety of connoisseurs. Anxiety was analyzed by Self-rating Anxiety Scale (SAS). In order to ensure the stability and reliability of the research results, the relevant data of connoisseurs in three cities were selected for the study, and the average value of all personnel was taken as the final result. $P < 0.05$ means that the difference has significant statistical difference, and $P < 0.01$ means that the difference has very significant statistical difference. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation. 0.4-0.6 indicates moderate intensity correlation.

0.2-0.4 indicates weak correlation. 0.0-0.2 indicates very weak correlation and uncorrelation. Classical design style painted pottery culture can be divided into five types: Banpo type, Miaodigou type, Majiayao type, Banshan type and Machang type.

Results: Table 1 refers to the correlation between the five types of ceramic art of classical design styles and the relief of anxiety of connoisseurs. The correlations between the five types of Banpo type, Miaodigou type, Majiayao type, Banshan type and Machang type and the relief of the spectators' anxiety were 0.586, 0.694, 0.698 and 0.635 respectively, and they were all significant. Therefore, the five ceramic art types of classical design styles can alleviate the psychological anxiety of connoisseurs to a certain extent.

Table 1. Correlation between ceramic art types of the five classical design styles and relief of the connoisseurs' anxiety

Type	Relevance	Significance
Half slope type	0.586	<0.05
Miaodigou type	0.694	<0.01
Majia kiln type	0.698	<0.05
Half mountain type	0.635	<0.01

Conclusions: Ceramics can be divided into pottery and porcelain according to different materials. According to different colors, it can be divided into grey pottery, white pottery, black pottery, painted pottery, etc. The symbolic patterns of painted pottery have various forms, mainly involving reproductive themes such as flowers, plants and fruits. The formal rules of the original painted pottery design are pun, multi effect decoration, segmentation and comparison. There is a positive relationship between the ceramic art types of classical design style and the relief of the connoisseurs' anxiety. Therefore, the proposed ceramic art types can intervene the connoisseurs' bad anxiety to a great extent.

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RESEARCH ON THE APPLICATION OF COGNITIVE BEHAVIOR THERAPY IN THE REFORM OF ENGINEERING TALENTS TRAINING PLAN

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Background: The five most important technologies of cognitive-behavioral therapy are evidence technology, divergent thinking technology, possibility interval technology, behavior experiment technology and cost-benefit analysis technology. The technology of accusation and defense means that people's thoughts and ideas are based on certain objective facts and circumstances, and they will also ignore other facts and produce distorted thoughts and ideas, resulting in negative emotions. Divergent thinking technology refers to guiding visitors to analyze the content that may be accepted from multiple perspectives, looking for evidence to support these explanations, obtaining higher possible explanations, and verifying their guesses. The possibility area technology means that for the things that have not yet happened or are about to happen, both parties recognize that there will not be only one possibility, which can be described as an area from the worst to the best. At that time, people assessed the scope of this possible area and determined the most likely outcome. This process can correct the negative expectation of the parties to the future and improve the anxiety and depression of the parties. Behavior experiment technology is to let customers try to make some behaviors different from the past, let customers see the actual results, and then form the evidence required for cognitive change. When the evidence increases gradually, the cognition of the parties will change.

In the process of participating in the construction of new projects, industrial design needs to carry out professional education, actively explore a more scientific talent training mode, and strive to provide talent support and talent guarantee for the innovative development of China's industrialization. However, at present, there are a series of problems in the training of engineering professionals, such as the lack of talent training objectives in line with the actual situation, the unreasonable teaching content system, the backward concept of talent training, and the obsolete and single teaching methods. In view of these problems, this paper puts forward a reform measure for the training plan of engineering professionals. First, set the training objectives of full-time and part-time training. Second, update the teaching content system in real time. Third, constantly update the concept of talent training. Fourth, further improve teaching