

faced by radio hosts are also increasing. They need to overcome the effective learning of the nervous psychology of broadcasting and hosting, constantly enrich themselves, improve their comprehensive psychological quality and improve their broadcasting and hosting ability.

Subjects and methods: As we all know, in the current network era, mass media has become more and more important, because the audience is larger and larger, and the importance of broadcasting and hosting is becoming more and more prominent. The knowledge and skills that the host needs to have are multifaceted, among which the psychological role of the host is more prominent. In view of the psychological tension of the host, this paper expounds the important role of psychological counseling in the host's creative process. This paper hopes to promote the sound development of radio creation through the important practical significance of radio host psychology, and provide a valuable reference for the sustainable development of radio creation.

Results: To sum up, it can be seen that the host's tension plays an important role in the host's creative process. The reason is that it can constantly optimize the host image of the host and let the audience establish a closer relationship and trust with themselves. Due to the existence of the host's nervous psychology, the host can improve his broadcasting effect. Therefore, radio hosts need to pay more attention to the psychology of radio hosts, so as to provide a good driving force for their personal promotion and career development.

Conclusions: As an audience oriented mass media, radio and television has attracted the attention of all sectors of society. The announcer and host of radio and television have become a popular profession in the society. The broadcasting creation is directly related to the specific image of the announcer and the host. Coupled with the nervous psychology of the announcer and the host, the overall creation is more sufficient. Therefore, the stress psychology of broadcasting host is of great significance.

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INHERITANCE AND AESTHETIC COGNITION ANALYSIS OF BRICK CARVING ART

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Background: Brick carving is a special carving process, which takes brick as the basic material. The process is developed from pottery and stone carving. Brick carving is an exquisite and simple art, which is most easy to integrate with brick buildings, so as to obtain a unified and harmonious beauty. Chinese brick carving art has a long history. Its origin can be traced back to the spring and autumn period and the Warring States period. In the subsequent Millennium evolution, it has continuously developed techniques, deepened cultural connotation, improved artistic quality, strengthened regional characteristics, and finally enjoyed a good reputation in the world with extremely brilliant achievements. The wealthy Jin merchant family not only built a good home for themselves and future generations, but also left a rich architectural heritage for China. Among them, there are more or less a certain number of brick carving art in the old houses of Shanxi Merchants in the ancient city of Pingyao. For today's people to understand the folk art embodied in Shanxi Merchant Culture, they have the most intuitive feeling. The art form of Pingyao brick carving is typical in northern China.

Subjects and methods: With thousands of years of continuous development, it has gradually formed a unique culture and art for today's society, we will face how to better combine traditional culture and art with modern aesthetic thought. This paper analyzes the materials and cultural background of brick carvings in the ancient houses of Shanxi Merchants in Pingyao ancient city, and the innovative application of brick carvings in modern architecture, and discusses the inheritance and aesthetic psychology of brick carvings

Results: The application of brick carvings of commercial houses in Pingyao ancient city on the screen wall reflects another aspect of Shanxi Merchant Culture. The combination of business and folk Confucian culture is an important means to show the social value of architecture. The art form of brick carving in the house reflects a unique folk art of Shanxi merchants from the side. As a form of traditional culture, it must reflect a cultural characteristic and cultural spirit. Based on the traditional cultural psychology, it integrates all the contents of this class's social activities, social production and their own spiritual world.

Conclusions: It can be seen that the brick carvings in the ancient houses of Shanxi Merchants in the ancient city of Pingyao reflect the local people's pursuit of happiness with their unique artistic form and special visual image. They are very eager and strong, direct and undisguised. This warm emotion is also a

persistent pursuit of beauty. It puts all its expectations for life into the most important exhibition area in its own life. Its publicized passion for life shows the tenacious vitality of the local people. This is the artistic charm and value of house brick carving.

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ANALYSIS ON THE AESTHETIC EMBODIMENT OF ARTISTIC PSYCHOLOGY IN ENVIRONMENTAL ART DESIGN

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Background: In environmental design, we should pay attention to the needs of people's aesthetic psychology. Environmental art design is the artistic re creation design of human living space. The object of environmental art design is the humanized aesthetic design suitable for human emotional front through artistic means. In this aesthetic process, through the combination with psychology, we can really make the environment suitable for people's survival and living. Environmental psychology shows that there is an interactive relationship between man and environment. In this interactive process, man can change the environment. At the same time, man's thought and behavior can also be affected by the environment. Modern urban people are easily affected by the environment and the atmosphere. Therefore, environmental art design is not only related to the building itself, but also reflected in some subtle places, such as how to integrate the traditional style with the modern popular style, what material should be used for sculpture to express the theme, the application of flowers, plants and trees, etc. Therefore, contemporary designers should make full use of psychological knowledge to guide people-oriented environmental art design.

Subjects and methods: With the development of urban construction and the improvement of people's living standards, the environment is changing people's life more and more profoundly, and environmental art is gradually rising to a new height. Studying environmental art design from the perspective of human psychology is a perceptual and rational understanding of the environment. Art psychology shows that there is an interactive relationship between man and environment. In this mutual process, man can change the environment. At the same time, man's thought and behavior can also be affected by the environment. Therefore, when environmental art designers carry out environmental design, they should fully understand the knowledge of psychology and apply psychology in design to make it humanized, humane and aesthetic.

Results: Living environment is the basis of our survival. A good living environment should not only be public, but also meet the psychological needs of human beings. The working environment directly affects people's work efficiency and job satisfaction. Designing a successful learning environment can enable people to obtain knowledge in a relaxed and happy way. The recreational environment close to nature can relax people's body and mind, restore physical strength, and better invest in work and study. From the overall situation, urban development should not only consider environmental problems, but also pay more attention to the application of design psychology in the development of environmental art design.

Conclusions: The development of environmental art design in China is just in the ascendant. We should make overall planning from the macro, think in the long run, and design with the vision and thinking of sustainable development. This needs to be guided by the correct concept in line with the current society, comprehensively use the theory of psychology, consider the subtle psychological changes in people's environment, and achieve people-oriented in essence, rather than just speaking.

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