

artistic tension more accurately and prominently.

Conclusions: It is necessary to emphasize its decorative and expressive characteristics when creating color painting. Color space can be divided into different areas by means of random, cross, repetition and so on. Different color blocks can be formed in different images. When recombining and arranging the color space, the designer can deal with and control it according to the subjective needs, construct different segmentation methods of the color space, and cultivate mature design color psychology.

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BEHAVIOR PSYCHOLOGY AND MOTIVATION OF KOREAN HORROR FILMS

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Background: Horror movies mainly use visual, auditory and psychological stimuli to make the audience feel a kind of horror in the process of watching the movie. It is precisely because of this horrible feeling that it is suitable to attract more audiences. Make it feel stimulating during the viewing process. For horror movies, people will present a psychological and emotional cycle of “tension-elimination of tension-tension” in the process of watching. The horror emotions are the most primitive emotional factors in human emotions and are related to people’s biological lives. It is closely related, and it is also a full manifestation of human life and social background. For Korean horror movies, they have gone through different stages in the development process, and there have been many limiting factors, but the overall artistic value orientation and cultural characteristics have won a relatively good reputation. Due to the particularity of its art form, it gradually presented an art form with unique Korean characteristics. Examining the behavioral psychology and motivations of Korean horror movies will provide a better understanding of the types of horror movies and the psychological state of people.

Objective: Psychological horror movies not only draw on the genre elements of various types of movies, but also have their own characteristics. Its type characters are more or less suffering from a certain psychological disorder. The shadow of childhood and external stimuli affect the type of characters. Under the action of these factors, hallucinations and multiple split personalities have become the type elements of these characters. The choice of narrative space for psychological horror movies follows the creative rules of horror movies. The closedness includes the sense of depression produced by physical space and psychological space, and is directly related to the closed mentality of the types of characters shown in psychological horror movies. The research on psychological horror movies only stays at a brief introduction as one of the sub-types of horror movies, and there is no systematic and comprehensive analysis of the development process, artistic characteristics, and creative rules of such movies. Therefore, this study analyzes and studies the behavioral psychology and motivation of Korean horror movies.

Subjects and methods: Adopt interview method, mainly interview 30 people, let the interviewee watch 5-10 Korean horror movies in advance, and interview them for 50-90 minutes, including the characters in the movie, the storyline, the characteristics of character creation, shooting techniques, etc.

Study design: During the interview, the emotions and specific expressions of different interviewees were recorded by means of audio recordings and notes. At the same time, after the interview, a group discussion was adopted to summarize and discuss the aesthetic analysis, creative motivation analysis, plot discussion and film quality evaluation of Korean horror movies.

Methods: Use statistical software to statistically process the respondent’s answers to the interview content.

Results: Compared with other countries’ film formats, Korean horror movies will have a brand new feeling during the viewing process. At the same time, they can also make people experience the fun of watching the movie and sublimate the potential warmth. There are many similarities between the basic genres of Korean horror films and the development of films. The problems and achievements in the development process are common. For example, some Korean horror films will continue to pursue maximization of profits during the creative process, and pay attention to the basic form of appearance, resulting in the continuous neglect of artistic forms and content creation. Moreover, at the same time as the social and economic development, many film creators only realized the commercial value of the film, so mass-produced botched films appeared. However, their duration was relatively short. The emergence of these phenomena is very important to the Korean horror film industry. The development of the country has caused constraints. Therefore, in the development of Korean horror movies at this stage, the quality of the

movies should be gradually improved, better coordination and innovation should be carried out, laying a good foundation for the creation and development of the horror movie industry, and gradually promoting the comprehensive development of Korean horror movies.

Counting the content of interviews with different interviewers, the results of how different interviewers evaluate the characteristics of horror movies and why they like to watch Korean horror movies are shown in Table 1.

Table 1. Specific statistical results.

Features and reasons	Number of people	Proportion/%
Bizarre plot	20	66.67
Sensational murder story	9	30
Reveals the darkness and ugliness of human nature	15	50
Story development	22	73.33

Conclusions: As a country with relatively strong artistic tolerance, South Korea’s horror film creation has gradually become a unique art form, which is of great research value. Through the analysis of the expression of Korean horror films, Korean films mainly show beautiful images and relaxing artistic rhythms; through the analysis of the creation of Korean films, one can understand the national artistic characteristics and the basic psychological needs of the public. In the process of the creation and development of Korean horror movies, in order to gain recognition from more people, it is necessary to have a more comprehensive understanding of culture so that the advantages of Korean aesthetics can be fully displayed. It enables Korean horror movies to be full of interesting elements while creating, so that the quality of the film is effectively improved, and it lays a good foundation for the innovation and development of the Korean horror movie industry.

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INNOVATION AND IMPROVEMENT PATH OF CULTURAL SOFT POWER FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology holds that positive psychology is the inner driving force for human survival and development. It pays attention to cultivating and mobilizing the positive force in human nature. At present, the study of positive psychology mainly focuses on positive experience, positive personality and positive organizational system, in which positive experience refers to the emotional experience of satisfaction with the past, happiness with the present and hope for the future; positive personality mainly refers to optimism, self-determinism, positive quality, creativity, persistence and virtue; and positive organizational system mainly refers to the environmental conditions that affect the happiness, development and realization of talent of human beings.

Cultural soft power is an important concept widely concerned in recent years. This concept emphasizes that a country’s comprehensive national strength includes not only “hard power” such as economy, science and technology, and military, but also “soft power” such as culture, education, ideology, political values, and national quality. Nowadays, culture is becoming more and more an important source of national cohesion and creativity, and an important factor in the competition of comprehensive national strength. If any nation or country wants to win the initiative in the fierce international competition, it must strengthen its economic strength, scientific and technological strength and military strength as well as cultural soft power. Enhancing the soft power of national culture is a systematic project and a long-term task.

Objective: National cultural soft power is composed of cultural value attraction, cultural knowledge productivity, cultural system guidance and cultural industry competitiveness. Positive psychology can mobilize people’s enthusiasm according to their personality and psychological state, promote people to change, and promote the promotion of national cultural soft power. Therefore, from the perspective of positive psychology, it is of practical significance to analyze the path of innovation in upgrading national cultural soft power.

Subjects and methods: Because the evaluation index of national cultural soft power is too complicated, this paper takes an enterprise as an example to discuss the effect of positive psychology on the promotion of