

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

corporate cultural soft power. In fact, enterprise staff occupy a large proportion of the population of each country. If the cultural soft power of enterprise staff is improved, the national cultural soft power will also be improved to a certain extent.

Study design: A total of 300 employees from 20 enterprises in a city were randomly divided into two groups. There was almost no difference in personality, achievement, gender and initial cultural soft power between the two groups. Two groups of enterprises were respectively corresponding to the observation group and the control group. The observation group considered positive psychology and guided students in the view of positive psychology. The control group only carried out ordinary operation.

In the observation group, the positive psychological guidance is mainly provided in the form of happiness classes, positive environment and self-help activities, including the topics of how to obtain happiness, healthy body and mind, satisfaction, sense of humor, sense of achievement and eternal friendship, etc., and the positive quality of enterprise employees is closely centered, and the active intervention of enterprise system is transformed into the daily behavior of employees through theoretical guidance and practical training, extending from enterprise work and life experiments to daily practice, so as to cultivate employees' positive feelings such as happiness, self-confidence, love, optimism and resilience. From the aspects of organization management, mechanism construction, atmosphere creation, resource supply and so on, a three-dimensional model of soft power cultivation is established.

Methods: After one month, the cultural soft power differences between the two groups were compared. Cultural soft power, cultural value attraction, cultural knowledge productivity, cultural system guidance and cultural industry competitiveness were used as indicators to compare the status of cultural soft power of different groups.

Results: The average values of specific cultural soft power evaluation results are shown in Table 1. The cultural soft power of the observation group is significantly higher than that of the control group, and the evaluation values of the other 4 indicators are also higher than that of the control group.

Table 1. Results of cultural soft power assessments for different groups.

Groups	Cultural soft power	Attraction of cultural value	Cultural knowledge productivity	Cultural system guiding force	Competitiveness of cultural industry
Observation group	2.18	3.06	2.09	1.67	2.45
Control group	2.03	1.79	1.64	1.23	0.91

Conclusions: Cultural soft power is an important concept that has received much attention 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. In order to improve national cultural soft power, we can focus on the following aspects: developing cultural productivity. To promote our cultural soft power, we must break through the bondage of those inappropriate cultural concepts, vigorously promote the reform of cultural system and develop cultural productivity. Strengthen leadership, improve the scientific level of promoting cultural reform and development; build a public cultural service system; build an excellent traditional cultural inheritance system; pay attention to the development of cultural productivity; promote the national culture to the world; pay attention to cultural communication, innovate ways and means of external publicity, and build a humanistic exchange mechanism.

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IMPLIED MENTALITY AND EMOTION OF DIFFERENT POLITE EXPRESSIONS IN JAPANESE LITERATURE

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Background: In Japanese literary works, literary creation is closely related to psychological activities.