

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

Huiling Ge

Department of Foreign Languages and Culture, North Sichuan Medical College, Nanchong 637000, China

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

Due to the diversity of expressions of Japanese polite language, both the identities and scenes of the two parties in the dialogue will change, so it is possible to distinguish the different levels of relationships and psychological states of the characters, thereby reflecting the psychology of the characters. According to the different conversation objects, the polite language in Japanese can be divided into simplified expressions and respectful expressions. For people who are relatively close or familiar, it is usually expressed in simplified form. This kind of polite language reflects the closeness and harmony between speakers. When the two parties in the conversation are not familiar enough or the elders and superiors are in a relatively high position, use respectful expressions. This expression reflects the emotional gap or distance in the speaker's psychology.

In Japanese literature, the different polite language used according to different contexts and conversation objects reflects the implicit psychological and emotional state. In general, in literary works, in order to more clearly distinguish the social background or identity of the characters in the book, the author will use the process of the protagonist to start a dialogue with different dialogue objects, and use different modes of honorific expressions to distinguish them so that the plot is explosive. development of. In addition to this explosive conflict, some subtle changes in honorific verbs can also effectively highlight the conflicts in the characters' hearts.

The purpose of this research is to explore the context in which different polite expressions are used in Japanese literature, so as to analyze the inner psychological characteristics and changing processes of the characters.

Subjects and methods: The use of respectful words in Japanese literature is mainly used to elevate the other person, and often shows the speaker's own respect for the person who speaks. Modest language is used to lower oneself or describe one's own action state and behavior and a modest description of one's own family members. Solemn words often show that the speaker is neither humble nor overbearing, and the subjective distance emotion of mutual respect. For this reason, the research objects of this article are five Japanese literary works. In each work, three chapters of text are randomly selected to analyze the number of times of respect, modest, and solemn words, the status relationship between the speakers and the inner emotional state of the two speakers.

Study design: The use of polite language in Japanese literature plays a vital role in expressing the psychological state of the characters. Characterization in Japanese literature is often applied to many dialogue expressions. The use of honorifics in dialogues often contains a wealth of emotional fluctuations in the characters' hearts. Analyzing the implicit emotions contained in honorifics in Japanese literature is of great help to further understanding the content and thoughts that Japanese literature wants to convey. To this end, this article randomly selects a total of 15 chapters from 5 literary works and analyzes the dialogue language of the characters.

Methods: Through the quantitative analysis of polite language in Japanese literary works, and statistical data to realize the analysis of the inner emotions expressed by polite language in Japanese literature. In this process, SPSS is used for data analysis. Finally, the data is displayed in the form of a table.

Results: In order to understand the psychological changes of the characters expressed by the polite language in Japanese literature, a total of 150 three types of polite terms were selected from 15 chapters, and 50 sample dialogues for each type of polite terms were selected to analyze the different polite terms in different context Expressed emotional conflicts, deepening emotions, sad atmosphere and feelings of doubt. The specific data is shown in Table 1.

Table 1. The psychological state of the characters expressed in various polite terms in Japanese literature.

Character mental state	Respectful words (frequency)	Modest words (frequency)	Solemn words (frequency)
Respect	23	2	16
Modest	0	21	2
Dissatisfied	2	19	18
Struggle	4	2	3
Renounce	6	1	0
Question	15	5	11
Total	50	50	50

It can be seen from Table 1 that in addition to the psychological states of respect and humility expressed by the characters in respectful language, humility and humility itself, there are also some hidden emotions that highlight the emotional conflict of the work, such as struggle, abandonment and questioning. The gradual change from the early address of solemnity to respectful expression expresses the process of

mastering the emotional changes of the characters in the story. In the description of literary dialogue, a formal atmosphere is first created through the use of a large number of respectful words. In contrast between the context and the context, the respectful words can show the character's inner struggle, renunciation, and abandonment in this sad atmosphere. Calm and other feelings. In addition, if there is a close relationship between two characters, but there is a gap between the two due to the promotion of the storyline, the language description at this time will often use many respectful and solemn words. At the same time, it expresses a kind of conflicting thoughts and emotions through contradictory names. For example, the use of solemn language in a scene where respectful language should be used will widen the distance between the two parties in the conversation. Combining the development of the story, it can be understood that the subject of the talk is dissatisfied with the speaker to a certain extent.

Conclusions: The use of honorifics has more prominent characteristics in Japanese literature. With the help of the expressions of respect in different scenes of dialogue, it is very vivid to show the respect, humility, dissatisfaction, abandonment, questioning, sadness and calmness of the characters in different scenes. And so on implicit emotions. Not only greatly highlights the character's sense of hierarchy, but also shows more vivid changes in the characters' hearts.

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RELATIONSHIP BETWEEN WORKPLACE STRESS AND JOB BURNOUT: THE MODERATING ROLE OF PSYCHOLOGICAL CAPITAL

Mingqian Ma* & Xiaoru Xu

College of Economics and Business Administration, University of Suwon, Hwaseong-si 18323, Korea

Background: Job burnout is used to describe the emotional and physical exhaustion of workers when they face excessive work demands. With the increasingly fierce social competition, higher and higher work requirements, and increasing work pressure, job burnout has received extensive attention and attention from all walks of life. Research involves various work groups and has become a hot topic in disciplines such as psychology, management, and organizational behavior.

The work pressure of modern people is increasing, and the resulting job burnout has adversely affected the personal physical and mental health of employees and the overall performance of the organization. Therefore, how to reduce job burnout has become an urgent problem for organizations. Work stress and job burnout are inextricably linked. However, in the face of the same environment and pressure, some staff have experienced job burnout, and many staff are full of enthusiasm, high morale, optimistic and active in their posts, conscientious and conscientious. Such employees finally won wide acclaim from the company and the leaders. Therefore, exploring the relationship between workplace pressure and job burnout is essential to alleviate the work pressure of the staff and avoid the phenomenon of job burnout, and examining the regulating effect of psychological capital can provide a certain reference and application reference for avoiding job burnout.

Objective: Work requirements and pressure will consume the valuable resources of the individual, and ultimately lead to the negative results of the pressure. If the individual has sufficient personal resources to alleviate and make up for this loss, it is possible to prevent the occurrence of negative results. Therefore, discuss the relationship between work stress, psychological capital and job burnout and the mechanism of psychological capital between work stress and job burnout; discuss the influence of internal and external factors on staff job burnout. According to the research results, it provides staff with a direction for self-adjustment and improvement, and also provides effective guidance and suggestions for corporate management education.

Subjects and methods: 500 questionnaires were issued in an enterprise. The content of the questionnaire consisted of two parts. The first part is the basic information of the survey object, including gender, marital status, age, education background, working years, job title, job level, and the nature of the unit of the survey object. The second part is divided into three scales: Work Stress Scale, Psychological Capital Scale, and Job Burnout Scale.

Study design: Take the form of on-site questionnaires. Conduct an overall sample survey on the employees of the surveyed companies, and uniformly distribute the work stress scale, the psychological capital scale and the job burnout questionnaire. The on-site questionnaire surveyors are uniformly trained. Before the test, the surveyors will have a unified instruction to explain the purpose and significance of the survey to the participants, as well as the requirements and precautions for filling in the questionnaire. All questionnaires were retrieved on the spot.