

consider the rationality and comprehensiveness of incentives, so as to ensure the fairness and openness of incentives. Only in this way can the continuity and effectiveness of incentives be maintained. Finally, through the implementation of the positive psychology incentive method, we realize the innovation of enterprise management features, improve the organization of the process flow, increase the profit of the enterprise management, broaden the employee career development space, improve staff work enthusiasm and initiative, strengthen employee self management ability, enhance employee contribution to the enterprise, eventually make the enterprise gain greater success.

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## AUDIENCE PSYCHOLOGY AND MEDIA GUIDANCE IN SOCIAL MEDIA ENVIRONMENT

Wei Shi\* & Rong Zhang

*School of Humanities and Law, Nanchang Hangkong University, Nanchang 330063, China*

**Background:** With the vigorous development of social media, online news communication is showing a new development trend. And the audience of online news communication is also changing, there is a new trend. Macroscopically, news communication may have a positive or negative impact on audience psychology. The nature of social problems, the cognitive level of the audience and the speech atmosphere in the environment of public opinion will affect the audience's understanding of social problems. When the audience is facing social problems, they often form two kinds of psychological reactions: one is driven by the homeopathy, that is, the desire to understand the society, and the hope that the media can give full play to its role of monitoring the environment; the other is an adverse repulsive reaction, namely, the exposure and analysis of the "problem" of the news media, the formation of reverse psychology, the worry about the social situation, and the doubt about the government's ability to solve social problems. Although the audience's media literacy is improving day by day, their ability to identify and evaluate problems is gradually increasing, it should be admitted that it is difficult for the audience's ideology to present a consistent structure, which contains emotional involvement and irrational elements. Therefore, the media should have a clear understanding of the social dilemma, adjust the appropriate posture to guide social psychology, and build a platform for social culture and social cognition.

**Subjects and methods:** This study selects a number of institutions of higher learning and social enterprises, aged between 20 and 60 years old, involving management, economics, agriculture, language, journalism, education, administration, sociology, medicine, computer, architecture and other professional or enterprise technology directions. Totally 600 questionnaires were sent out, 587 were collected. Excluding the unqualified ones, 552 were valid, with a response rate of 97.8% and an effective rate of 92%. Collect and sort out the questionnaires and establish database. After all the questionnaires are collected, the unqualified questionnaires, the incomplete questionnaires and the two unqualified questionnaires with the same answers are eliminated, and the original questionnaires can be found at any time. Then, the contents of the questionnaires are coded and the database is established by SPSS15.0 statistical software package. The reliability and validity of the questionnaire were tested. After verifying all the data in the database, factor analysis and correlation analysis were carried out to test the reliability and validity of the questionnaire. Carries on each statistical analysis separately to the investigation result, and carries on the explanation.

**Results:** Based on the questionnaire survey, most of the participants indicated that there were problems in news communication that affected the psychological acceptance of the audience (Figure 1) when there were problems in news communication.

Reporting structure imbalance Reported Structural Unbalance.

(1) In the early news reports, there were such biases as paying too much attention to the achievements and neglecting the "problems", believing that exposing the problems was tantamount to exposing the "dark side" of the society, and was tantamount to denying the good situation, causing the public to have an incomplete understanding of the society and not paying enough attention to the existing problems. But through the research, it is found that the current situation of news communication is still insufficient in the total amount of public opinions, the attention to the "problems" is insufficient, the attention of the society is insufficient, and the proportion of reports reflecting the "problems" and "situations" is relatively large.

(2) Inadequate understanding of social problems and lack of early-warning ability

Social problems are the result of the imbalance of social relations, the result of the gradual weakening, alienation and anomie of social control, as well as the result of the long-term accumulation of negative energy. But sometimes it is difficult for the media to understand "in place", or even understand the

“absence”, so there is a tendency to look at the problem simply. The solution of social problems is not achieved overnight, which needs the long-term concern of the whole society and the long-term and constant supervision of public opinion of the media. The obvious problems of our media in news communication are following the market, drifting with the tide, lack of deep discrimination and analysis of the problems, and lack of attention to social psychology.

(3) Preconceived notions influence interpretative impartiality, and discourse official influences audience acceptance psychology.

The proliferation of utilitarian plots in the news media has led to a lack of investigation and research, a lack of work style of folk interviews, a lack of awareness of issues, and a lack of understanding and acceptance of issues by the public, which is greatly affected by the lack of comprehensive understanding of issues, as a result of the lack of investigation and research and the lack of work style of folk interviews, as well as the frequent use of official and semi-official sources of information to keep abreast with strong groups.

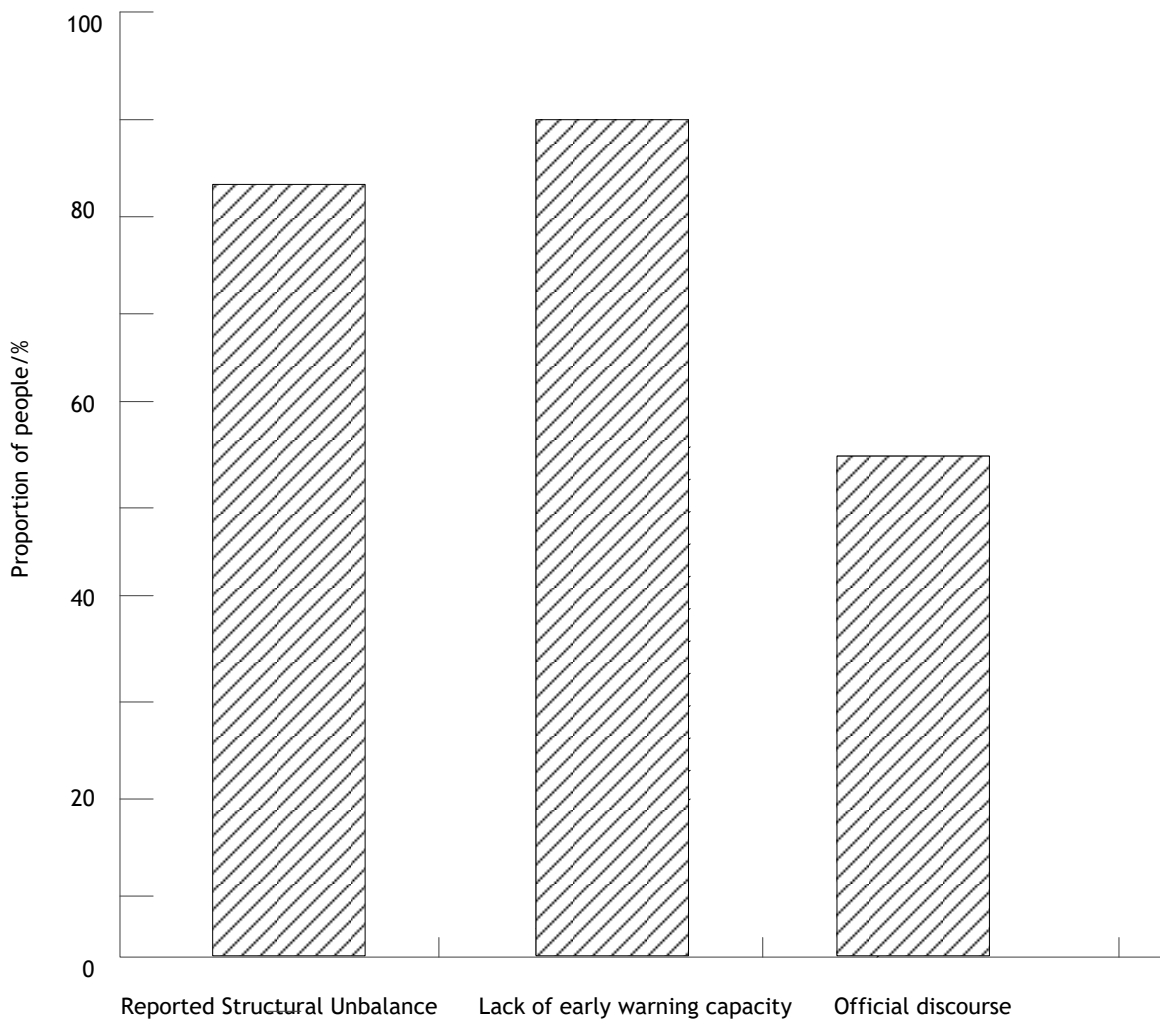
Based on the above investigation, this paper puts forward the audience psychology and the media guiding strategy of news communication.

(1) Further expand the depth and breadth of reporting and ensure objective and comprehensive reporting.

(2) Create public spaces to encourage audience participation in the expression and dissemination of opinions.

(3) Standardize the dissemination of discourse and reasonably guide the audience.

(4) Carry forward social justice and increase humanistic care.



Statistics on the current problems in news communication

**Figure 1.** Statistics of current problems in news communication.

**Conclusions:** In the social media environment, the media should pay close attention to how to grasp the scale of news communication and how to guide the social psychology, which needs the media to keep up with the times.

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## INFLUENCING FACTORS OF RURAL TEACHERS' OVERALL SALARY PSYCHOLOGY AND SATISFACTION

Ling Zhang<sup>1</sup>, Changjiang Yu<sup>2\*</sup> & Minzhe Wang<sup>3</sup>

<sup>1</sup>*College of Teacher Education, Shanwei Institute of Technology, Shanwei 516600, China*

<sup>2</sup>*School of Economics and Management, Shangrao Normal University, Shangrao 334000, China*

<sup>3</sup>*Department of Information Engineering, Shangrao Vocational and Technical College, Shangrao 334000, China*

**Background:** In the process of school development, teachers are the core pillars of the school's steady progress. They are vital to the teaching of students and the future of the school. The satisfaction of teachers with their own work greatly affects the enthusiasm of teachers in their work, and is directly related to the quality of serving students. In the daily work management of the school, managers can make systematic adjustments to teachers' work in a timely manner by understanding teachers' job satisfaction. Teacher job satisfaction is of great significance in the school management system. It can not only be used as an important indicator of the principal's management effectiveness, but also provide an important scientific basis for the school's management decision-making. Teacher job satisfaction refers to teachers' overall, subjective emotional self-feelings and work views of their jobs and occupations, as well as working conditions and conditions. Teacher job satisfaction affects the overall education and teaching quality and efficiency of the school by influencing teachers' work enthusiasm. Moreover, it will also restrict the development of teachers' mental health, which will have negative effects on both teachers and students. Analyzing and researching teachers' job satisfaction can help us comprehensively understand and carefully grasp the overall job satisfaction and side job satisfaction of teachers, so as to improve teachers' working conditions, improve teachers' teaching levels, and improve teachers' psychological status, thereby improving the school's performance. The daily management efficiency and the quality of education and teaching provide a scientific basis for the school's future teaching work and direction.

**Objective:** Under the targeted poverty alleviation policy, my country's educational resources are gradually tilted towards the countryside. Rural education is an important part of my country's basic education. So far, its relatively backward situation has not been fundamentally reversed. The gap between urban and rural education is still relatively obvious, and some backward rural areas have more prominent problems in terms of teachers. The development of rural education needs to inject a lot of fresh blood, high-quality teachers are needed to help rural students, and they are committed to improving the status quo of rural teaching. The development of rural education is inseparable from the stability and quality improvement of the teacher team. The job satisfaction of rural teachers is an important factor affecting the quality of rural teacher education and teaching. As a result, the study of factors affecting rural teachers' overall salary psychology and satisfaction is expected to provide a certain reference for improving the quality of rural teaching.

**Subjects and methods:** Fifty rural teachers from a certain city were randomly selected for interviews, which lasted 40-60 minutes. Randomly select 200 rural teachers in a certain city and conduct a questionnaire survey on them. They are required to complete the questionnaire at one time. The time for answering the questionnaire is limited to 60 minutes.

**Study design:** According to the theory of teacher job satisfaction, combined with interviews with rural teachers, the dimensions of teacher job satisfaction are proposed, including three dimensions of professional identity, work environment and self-development, and a preliminary questionnaire is prepared. The questionnaire items are all in the form of a Likert five-point scale. From completely disapproving to completely agreeing with positive scoring. Then it solicits the opinions of relevant experts and selects three rural schools to make predictions. Based on the expert opinions and prediction results, the questionnaire is revised, and a formal questionnaire including 10 items is finally formed.

**Methods:** Use SPSS20.0 software to process and analyze the data.

**Results:** The statistical results obtained are shown in Table 1. After the specific analysis of each question, it is found that teachers have the highest degree of recognition for "I know the direction and goal of my work", "I feel that I am changing and becoming more and more mature", and the lowest degree of