

**Subjects and methods:** The works of “Li Ziqi” can help the audience alleviate anxiety and establish a correct outlook on life and values. It can be seen that the negative emotions of the audience can be effectively alleviated by watching the works of “Li Ziqi”. This article mainly studies the relief of the audience’s life anxiety, loneliness and physical symptoms from the works of “Li Ziqi”. By means of questionnaires, the influence of the works of “Li Ziqi” on its various aspects is counted.

**Study design:** Using the stratified cluster random sampling method, 1,000 audiences were surveyed. Randomly selected 1,000 audiences of different ages, genders, and occupations to conduct a questionnaire survey. A total of 1,000 copies were distributed, 986 copies were recovered, and the number of valid copies was 979.

**Methods:** Use Excel to calculate the relief of audience anxiety by the works of “Li Ziqi”.

**Results:** The works of “Li Ziqi” have different effects on the relief of the audience’s anxiety. The work of “Li Ziqi” creates a poetic pastoral life in the short video. The video presents the traditional and authentic lifestyle of the Chinese people, allowing modern urbanites to find a sense of spiritual belonging. In the video, they can feel relaxed and beautiful, which can reduce some anxiety and pressure, and effectively relieve mental anxiety.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight relief, 2 means moderate relief, 3 means obvious relief, 4 means sufficient relief, in order to reduce the value in the assessment Individual subjective causes large errors. Take the evaluation value of 1000 audiences and take the average, and the result is determined by rounding off. The specific statistical table obtained is shown in Table 1.

**Table 1.** The effect of the works of “Li Ziqi” on the audience’s anxiety relief.

Factor	Life anxiety	Loneliness	Physical symptoms
Audience	4	4	4

**Conclusions:** Short videos under emotional design meet people’s viewing needs and spiritual satisfaction, opening a new door for the production of short videos in the Internet era. The popularity of Li Ziqi’s work has magnified the aesthetic characteristics of traditional Chinese art and culture, and broke the current situation of restraint, tension, depression, and rapidity caused by modern society, allowing people to escape from reality and enjoy the video brought to people Idyllic picture. The pursuit of peaceful life and aesthetics expressed in the video is in line with people’s aesthetic appeals. It can eliminate inner depression and anxiety, return to a peaceful and natural inner state, and effectively relieve the audience to compensate for mental anxiety.

**Acknowledgement:** The research is supported by: Shanxi Ideological and Political Work Research Project: Research on the Guidance and Control of News Media and Public Opinion in the Era of Artificial Intelligence, Project No. (Sz2053).

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## FORECASTING METHOD OF VOCAL TRAINING PREFERENCE BASED ON BEHAVIORAL PSYCHOLOGY

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**Background:** Behavioral psychology is a school of psychology originated in America in the early 20th century. According to the view of behavioral psychology, psychology should not only study consciousness, but also study behavior. Behavior is the combination of various bodily responses that an organism uses to adapt to environmental changes. Vocal music teaching is one of many behavioral trainings, so it follows the basic rules of behavioral training. In the teaching, the teacher only then understands the positive behavior way, can solve in the teaching meets the practical question. In the research thinking of behavioral psychology, we assume that students exhibit a behavior we call “outcome”, and there must be an “internal” or “external stimulus condition” to promote this behavior. Causes produce results, and the relationship between results and causes, behavioral psychology studies is one of the laws. One of the most significant training in behavioral psychology is reinforcement training, which can predict the preference of vocal music training. With the development of modern education, many theories and methods of psychology have been integrated. The philosophy of “teaching by playing” has become a necessary part of educational philosophy. The positive effect of behavioral psychology on vocal music training is to let students have fun in class, to study actively,

to accomplish their learning goal quickly and effectively in a relaxed and happy atmosphere.

**Objective:** The students with good mental state can overcome their tension effectively, and perform the songs according to the teacher's requirements and their own understanding of the repertoire, thus achieving satisfactory learning results. Sometimes, they can even tap into their potential and reach beyond their means. On the contrary, the students with bad psychological state have negative learning of vocal music. Therefore, from the perspective of behavioral psychology, this paper predicts the students' vocal music training preferences to ensure their good psychological state.

**Subjects and methods:** Behavioral psychology can effectively predict students' preference for vocal music training and help students to establish a correct view of learning. This paper investigates and analyzes the predictive behavior of vocal music learning from three aspects: interest, self-confidence and self-control. The ability of behavioral psychology to predict vocal music preference was statistically analyzed by using questionnaires.

**Study design:** Questionnaire about vocal music preference was distributed to 1000 students, and the questionnaire was required to be completed once for all. The time for each student to complete the questionnaire was about 15-20 minutes. A total of 1000 copies were distributed, 974 were recovered and 961 were valid.

**Methods:** Using Excel statistics affect vocal music preferences factors.

**Results:** Interest in learning is the core factor of students' enthusiasm and consciousness. "Singing is the art of expressing emotion through beautiful musical sounds. It is difficult for a vocal practitioner to get into the state of singing without strong interest in learning, let alone performing a musical composition. Students with low self-esteem and low self-confidence are most likely to have nervous learning psychology. They always doubt their own ability, easily exaggerate their tension and anxiety, in front of teachers and classmates always feel others with critical eyes to look at themselves, so in vocal music learning is often helpless, embarrassed. People's emotions are influenced and conditioned by consciousness and willpower. The cerebral cortex is the organ of controlling emotion, which can regulate the subcutaneous nerve process. That is to say, people can consciously control and regulate their emotions. Therefore, the students should try their best to control their emotional changes with their will in vocal music training.

The results of this survey use 0-4 five levels of quantitative specific factors influence value, 0 means nothing, 1 means a slight impact, 2 means a general impact, 3 means a significant impact, 4 means full impact.

**Table 1.** Factors affecting vocal preference.

Factor	Interest	Self-confidence	Self-control force
Vocal preference	4	3	3

**Conclusions:** Behavioral psychology is a complete subject, which has a positive guiding significance to vocal music training. The technical and technical ability of vocal music training directly affects the quality of vocal music externalization. Without skillful vocal music technology, even with rich imagination and unique personality, it is impossible to express it vividly and accurately through one's own interpretation. However, vocal music technology is not a purely physiological skills, it is also subject to certain psychological factors. Thus, it can be seen that vocal music training is a very complex organizational activity. However, the teaching process of skills and skills is also faced with complicated problems. Therefore, in the process of vocal music teaching, teachers should not only improve their self-cultivation, set a good example, but also actively learn from other subjects such as psychology, aesthetics to optimize their teaching methods, update their teaching methods, so as to achieve the prediction of students' vocal music training preferences, improve students' psychology in learning vocal music, and make full use of the emotional effect between teachers and students to achieve the harmonious development of teaching and learning.

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## THE EFFECT OF NEW MEDIA MARKETING INTEGRATED WITH PROFESSIONAL COURSE TEACHING IN HIGHER VOCATIONAL COLLEGES ON ALLEVIATING COLLEGE STUDENTS' ANXIETY DISORDER

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