

the urban environment is destroyed seriously, the high-speed life rhythm makes people in a state of constant pressure, many people appear double “sub-health” in physical and psychological aspects, have the idea of “escaping from the city”, and then have the rural health resort tourism. At present, China’s rural health resort tourism is still in the primary stage, there are still many problems in the development process.

**Objective:** China has a vast territory. The vast rural areas have very rich tourism resources. Only on the basis of reasonable development of natural tourism resources, can we better meet the needs of consumers. Macroscopically grasping the development of tourism resources to create a unique local characteristics of rural health resort tourism. From the strategic goal, we should make the rural health resort tourism system efficient cooperation, each play an important role in order to improve the quality of regional tourism development.

**Subjects and methods:** Social psychology can guide social groups to reasonably use natural resources and green consumption through various forms. Reasonable development of rural health resort tourism. This paper mainly from the impact of social psychology, people can effectively and reasonably use of natural resources, green consumption, rational development of resources, such as three aspects.

**Study design:** Interview 10 rural tourism developers and 50 tourists to understand the development of rural health resort tourism, the existing problems and specific recommendations for rectification. Visit time is about 15min-25min.

**Methods:** The impact of Excel statistical social psychology on the development of rural health resort tourism.

**Results:** In order to promote the development of rural health resort tourism, it is necessary to make use of natural resources rationally, promote the green consumption of tourists, and develop effective resources rationally.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

**Table 1.** Influence of social psychology on the development of rural health preserving vacation tourism.

Factor	Natural resources	Green consumption	Exploit resources
Economy	4	4	4

**Conclusions:** Rural health tourism not only effectively pull the rural economic development, but also meet the needs of the urban population’s individual health requirements. In view of the problems existing in the development of rural health care and vacation tourism at the present stage, we shall take the market development as an important orientation and government policy support as an important support, give play to the core role of health care cultural resources, promote the deep integration of rural tourism resources, and escort the healthy and sustainable development of rural health care and vacation tourism.

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## RURAL COMMUNICATION STRATEGY OF MEDIA ADVERTISEMENT IN NEW ERA BASED ON COMMUNICATION PSYCHOLOGY

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**Background:** John Wernameck of the famous “Father of Department Stores” famously said, “Half of my investment in advertising is useless, but the problem is I don’t know which half is.” This sentence not only expresses the perplexity of advertisers to the waste of advertising investment, but also puts forward higher requirements and expectations for the actual effect of advertising communication. Indeed, all enterprises or organizations advertising, very much hope that advertising effectively convey their own ideas, images and products to influence and persuade consumers, and ultimately profitability. When the effect of

advertising communication is far from the expectation of the enterprise, the enthusiasm of advertising clients will be weakened, which will eventually affect the development of the whole industry. The media used in city advertisements are diverse and rich, including not only traditional media such as newspapers, magazines, radio and television, but also some new media such as the Internet and mobile phones, as well as mass advertising media such as road signs, car bodies, elevators and mobile television. In rural areas, in addition to traditional media advertising (mainly television advertising), the more common are a number of wall advertising, gift advertising, car ads and other mass media advertising, the media form is relatively single, scattered. As urban and rural media exposure and use of different habits, the dissemination of media advertising on the different effects. For example, the exposure rate and reading rate of urban audiences to newspapers are higher than that of rural audiences. Newspapers are an important source of information for urban audiences and have an important impact on urban audiences. But the newspaper advertisement to the countryside audiences influence is small. In addition, the use of some new media, such as the Internet, is also very different. The utilization rate of all kinds of network applications of rural netizens is lower than the average level of cities and towns, among which there is a big gap between urban and rural areas in such aspects as online shopping for business transactions, online banking and online payment. Rural Internet users mainly focus on entertainment, online music ranked first in the use of rural Internet users, they seldom use online shopping, online banking, etc. Therefore, the influence of online advertising on urban audiences is greater, they can make full use of online advertising information for shopping, using online banking payment. Especially the group buy website advertisement information dissemination, to the city audience influence is big. But the rural audience pays attention to this kind of advertisement few, this causes this kind of advertisement in the city the review rate and the dissemination rate to be much higher than the countryside. In rural areas, the use of advertising media because of the lack of integrity and more sporadic, such as print advertising in the form of wall advertising, wall advertising is mainly text advertising, the appeal of rural audiences is not large, and therefore stay wall for a short time. The main problem is that the cost of wall painting is high, and many advertisements are blurred by the lack of timely maintenance. Therefore, the effect of wall advertising is naturally affected by the lack of continuity and mobility. There are also various publicity carts, which are important media forms of disseminating information in rural areas. However, during the process of walking through the streets, the publicity carts are regarded as the noise of communication because of playing loudspeakers, which cannot achieve good advertising effect. There are other household appliances advertisements, which are mostly spread through the word of mouth of television stations at the county level or relatives and friends to build their own brands in rural areas, and the communication channels are relatively narrow.

**Objective:** These single, decentralized advertising media, to a certain extent, the dissemination of advertising limited the effect. It can be seen that under the circumstances of increasing consumer's subject consciousness and more obvious personalized trend of consumption, it is difficult for many enterprises and their products to reach the ideal effect in rural areas.

**Subjects and methods:** Communication psychology can effectively promote rural media advertising in the new era. This paper mainly through the questionnaire, statistical analysis of the impact of communication psychology on rural advertising communication.

**Study design:** Using stratified cluster random sampling method, 400 questionnaires were distributed to rural residents of different genders and ages, with a total of 400 questionnaires and 389 retrieved, with 357 effective copies.

**Methods:** The influence of Excel statistical communication psychology on rural advertising communication.

**Results:** Advertisement publishers should not only play the role of TV, newspapers and periodicals, but also make comprehensive use of the local media form in rural areas. At the same time, but also effective and correct use of wall advertising, body advertising, large billboards and banners for advertising dissemination. Secondly, we should strengthen the consciousness of integration and cooperation among different media. Based on the actual situation of rural media, we should combine all kinds of media reasonably and give full play to their own advantages, further do a good job in product publicity, and promote the maximization of advertising information in rural market.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the assessment, the evaluation value of 400 rural residents shall be rounded off and the result shall be determined by means of average. The specific statistical table is shown in Table 1.

**Conclusions:** In order to cope with the changing market, it is necessary to analyze the characteristics of the audience in rural areas, and to deal with the changing market by means of marketing, communication and advertising. In short, advertising communication is a complex process, the need for advertising disseminators of each element, each link should be carefully analyzed and grasped.

**Table 1.** Effects of communication psychology on rural advertising communication.

Factor	Rational choice of media form	Give full play to the role of media	Effective utilization of rural resources
Rural inhabitants.	4	4	4

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## ARTISTIC LANGUAGE EXPRESSION OF ADVERTISING PHOTOGRAPHY BASED ON AUDIENCE PSYCHOLOGY

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**Background:** Any art form has a common language, but also has its own unique language. Advertising photography, as an important means of advertising expression, has developed rapidly in our country in recent years, and has become one of the most significant forms of expression of print advertising. Advertising photography, as a category of photography, is an artistic creation technique that uses the unique artistic language of photography to spread information. Today's society has entered the era of reading pictures, survey found that with an article and a proper image works to express the same content, the results of more than 90% of people quickly accepted the content of image communication. Therefore, advertising photography has been widely used in packaging, advertising, fashion exhibitions, newspapers and magazines and many other media. In today's media, advertising wars, smoke, "killed" advertising is countless, the main reason is the lack of creativity and the performance of the mediocre language. Therefore, advertising photography attaches great importance to the innovation of performance language, calling for excellent creativity, has arrived at an urgent moment. In this paper, this reason for advertising photography on the study of artistic language innovation. Advertising photography, as a branch of photography, has its own particularity as well as the universal law of photography language. The paper divides the photographic language and the performance category into three kinds. First, the basic photography vocabulary, also known as the ontological photography vocabulary. That is to say, it is different from other artistic languages, such as the control of depth of field, the control of perspective by wide-angle and long-range, the distortion and exaggeration of wide-angle, the variation of shutter to moving image, multiple exposure, etc. These purely photographic languages belong to the basic photographic vocabulary and the design photographic vocabulary. The so-called design photography vocabulary, because it is mainly used for reference the composition of the design art and graphic creative language, such as plane composition theory in the use of photography; The third is to expand the photographic vocabulary, or postmodern vocabulary. This is a language that distinguishes advertising photography from other photographic genres. It goes deeper into the interaction between the essence of photography and its psychological impact. Photographic vocabulary develops to this stage, and advertising photography really begins to blossom into a colorful era. Advertising photography is a means of displaying commodities often used in advertising activities. It has become an industry with strong vitality and great development prospects by means of photography, which is mainly motivated by the dissemination of commercial information, based on the latest imaging technology and supported by the theory of visual communication design.

**Objective:** In today's increasingly globalized economy, the ubiquitous advertising in various forms has penetrated into all aspects of people's lives, or a big or subtle impact on our thinking, behavior and even values, in modern visual advertising in the form of the most common, the most influential. Advertising photography is a kind of technology and art that provides the best interpretation for advertising. Especially in today's information explosion, people are willing to accept and understand the information in the fastest way, so reading the picture has become the most accurate and fastest way to get information.

**Subjects and methods:** Analyzing the art of advertising photography from the perspective of audience psychology can effectively improve the effect of advertising language expression. This paper investigates and analyzes the effect of audience's psychology on the language expression ability of advertisement from four aspects: the combination of perceptual thinking and rational thinking, innovation and heterosexuality, formal aesthetic feeling and psychological suggestion and induction.

**Study design:** Stratified cluster random sampling method was used to investigate 600 different age, gender and occupation audiences. 600 questionnaires were distributed, 586 were retrieved and 571 effective copies were obtained.

**Methods:** Using Excel statistics audience psychology to improve the ability of advertising language