

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

expression.

Results: Design thinking can start from the emotional, can also start from the rational, can be a simple emotional thinking in the whole design, through seeking differences to obtain creative thinking in advertising. According to the concept of photography, elements of the screen components, color, light sensitivity and shooting focal length for aesthetic ideas and creativity, so that the whole advertising photography picture aesthetic. Using the advertisement picture to carry on the psychological suggestion and the induction, urges the audience to have the purchase desire. 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. Effects of audience psychology on language expressiveness in advertising.

| Factor | Combination of perceptual thinking and rational thinking | Innovation and heterosexuality | Formal aesthetic feeling | Psychological suggestion and induction |
|----------|--|--------------------------------|--------------------------|--|
| Audience | 4 | 4 | 4 | 4 |

Conclusions: Photography, as its own unique authenticity, quickness and technicality, occupies more and more important position in the field of commercial photography. Under this premise, advertising photography's excavation and innovation of new artistic language becomes increasingly urgent. First of all, due to the nature of photography with a high degree of realism, so that the audience can most vividly experience the atmosphere of goods, to avoid hand-painted and computer works untrue. Of course, advertising photography in the pursuit of authenticity, but also the subject of the moderate "beautification" and "performance", as well as the subject of a certain part or feature exaggerated performance, which does not violate the requirements of the authenticity of advertising communication. Secondly, photography advertising production is relatively fast, can be in a short period of time a large number of productions, dissemination, adapt to the rapid development of the contemporary global economy. Finally, because the development of photography technology has lowered the threshold of entry for photography, a large number of creative artists can become excellent advertising photographers without too much training. These are the basis and motivation for the rapid development of advertising photography and the growing maturity of artistic language, which have stimulated the production and development of artistic language in advertising photography.

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THE INFLUENCE OF DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' PSYCHOLOGY AND EMOTION IN THE PERSPECTIVE OF INTERNET

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Background: The reasons for the great importance of ideological and political education in colleges and universities are as follows: It not only undertakes the important task of teaching and educating people, cultivating excellent talents for the motherland, but also undertakes the great task of studying, carrying forward and spreading Marxist theory and maintaining the correct orientation of national ideology. The discourse power of ideological and political education in colleges and universities is the embodiment of its influence and dominant position. The promotion of the discourse power of ideological and political education in colleges and universities responds to the call of the state for doing a good job in ideological and political work in colleges and universities, strengthens the effectiveness of ideological and political education in colleges and universities, and maintains the correct orientation of national ideology. Entering the new era, network culture has become the "main media environment" for college teachers and students. Network culture is the crystallization of the combination of network technology and culture, which provides a new research perspective and a new research topic for the promotion of discourse power. Therefore, it is necessary to study the promotion of discourse power of ideological and political education in colleges and universities from the perspective of "network culture".

Objective: From the perspective of "Internet Plus", this paper studies the issues related to the discourse