developed marketing technology, the role of price cannot be ignored.

Subjects and methods: The biggest characteristic of network marketing is that it is dominated by consumers have greater freedom of choice than in the past. Consumers can look for goods around the world according to their individual characteristics and needs, without geographical restrictions. By entering the interested enterprise website or virtual store, consumers can obtain more relevant information and make shopping more personalized. This development of personalized consumption will urge enterprises to reconsider their marketing strategy and take consumers' personalized needs as the starting point of product and service provision.

Results: Network marketing has established convenient and fast communication channels between consumers, producers and operators, so that small and medium-sized enterprises can collect consumers' opinions on a series of issues from product design to pricing and services at a lower cost through electronic bulletin boards, online discussion squares or e-mail, which can make the enterprise's marketing strategy targeted, improve consumer participation, enthusiasm and satisfaction.

Conclusions: The network provides 24-hour service without holidays or business hours. Eliminate consumers can check the required information or shopping at any time. The inquiry and shopping process takes very short time, and the program is simple and fast. This feature is especially favored by analytical consumers who need a lot of information to make decisions or consumers who aim to shorten shopping time. Network marketing has jumped out of the traditional manufacturers, wholesalers, middlemen and retailers, the logistics mode of consumers can directly deliver goods to consumers. Businesses can face consumers directly and put aside the middle dealers, which can save huge promotion and circulation costs for enterprises and businesses and make it possible to reduce product costs and prices.

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THE INFLUENCE OF AUDIO-VISUAL LANGUAGE ON AUDIENCE PSYCHOLOGY IN FILMS

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Background: Film is a new industry developed after the second industrial revolution. It is an art form developed with the use of and the gradual maturity of photography technology. It continuously highlights a specific theme with an intuitive performance and combined with the corresponding emotion and atmosphere, bringing unprecedented visual feeling and psychological shock to the audience, to achieve the purpose of educating and displaying folk culture. This is an effect that previous art forms could not achieve. The prominence of the film theme and the shaping of the atmosphere not only rely on the scene and the performance of the actors, but also rely on the sound. Whether it is music or sound, it can make the audience empathize and completely enter the film world. The development of film can be traced back to the 1890s. Film was born in December 28, 1895. At that time, Auguste and Louis of France screened the factory "Gate" and "baby lunch", these are two short films without any modification and processing, and only less than forty people watched them, but later people regarded them as the history of film. The beginning of indicates the emergence of film. At first, the film just passed the real performance camera technology moved to the screen without any processing, but it promoted the development of art dissemination. The films at this stage only play images and do not cooperate with others. The auxiliary facilities have no sound cooperation, so it is called the silent era of film. The film at that time was called "mime", which vividly explained the film and television at that time characteristic, this stage lasted about thirty years. In the early nineteenth century, the film Jazz. The king of songs was released. The play was shot by Warner film company in the United States. The difference between the short film and the short film is that the film adds some music and accompaniment to it and cooperates with its part of the actor's dialogue was. This indicates that the development of film has entered a new stage, that is, the audio era of film. Today, the film has become a door is a perfect art form, which not only combines sound and other means to deepen the feelings of the audience. There are 3D and even 4D films, which make use of unique shooting skills and 3D glasses, the audience has the feeling of being in the scene.

Objective: Audio visual language is an important means of expression of film and television art. Through the comprehensive application of music, color, language, and sound, it can convey information vividly, three-dimensional, and vividly rest. Film and television films not only need scientific information transmission, but also need artistic expression. Exploring the application rules and methods of audio-visual language in film and television films and observing its impact on the psychology of the audience, has certain guiding

significance for practice.

Subjects and methods: The application of audio-visual language in film and television advertising involves film ology, linguistics color science, psychology, aesthetics, and other fields, it is not simply based on business sales and entertainment for the purpose of creation, but to reflect the times, aesthetics and humanity. Therefore, it puts forward higher requirements for creators. First, they should have many rich theoretical knowledge and build a complete contemporary. The theoretical framework of audio-visual language features. Secondly, the creator should have the sense of innovation and creativity. Aesthetic consciousness can show the real inner thoughts through audio-visual means come out and perfectly integrate technology and art. Only in this way can we create more and more excellent film and television advertising works.

Results: In deepening the theme, the sound is mainly completed by theme songs and episodes, which cooperate with the shaping of characters to make the audience more like it. We found that most of the theme songs of war movies are sonorous and powerful, and the rhythm is particularly dynamic. In the film works, each character has extremely distinctive personal and personality characteristics, which can be seen from the character's dialogue and the narrator of the third party. For example, in the film "Shawshank's redemption", the narrator and the dialogue between the characters vividly show Shawshank's solitude and pride. Music has a kind of magic, that is, it can use the tunes of transition to express human inner feelings, so that people can achieve this purpose without using language. Music can express people's inner feelings, so the narration can accurately convey people's psychological activities. If the audience can understand the actors' inner feelings from the actors' facial expressions, the background music can infinitely enlarge this perception and make the audience's feelings clearer, and the narration is like an unknown substitute performing the inner world of the role, The psychological activities of the character will be easier to be understood by the viewer under the action of various sound effects. If we want to play up the atmosphere and set off the mood, we have to mention a special film theme "horror film", which is undoubtedly a kind of theme to maximize this role. It is often said: "if you don't put the sound, I don't think the horror film is so scary, and I dare to watch it, but if you turn on the sound, it will be very scary. There will be a creepy feeling when listening, not to mention watching the film." This is the most intuitive and real feeling of sound effect to the audience in horror films. Its effect is obvious.

Conclusions: The development of information technology and network technology has changed people's ideology and ideology The concept of beauty, simple, direct, and old-fashioned film and television advertising can no longer attract the audience. Sound is particularly important in modern films. It highlights the film background and sets off the atmosphere and controlling emotional changes play an important role. It is hoped that the above discussion can promote the further development of film and television industry.

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ANALYSIS OF INTERNET BEHAVIOR CHARACTERISTICS AND PSYCHOLOGICAL RISK FACTORS OF ADOLESCENTS WITH INTERNET ADDICTION

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Background: With the improvement of network technology, the network has entered thousands of households and various fields, which greatly facilitates people's daily life and work. However, the negative effects of the Internet are also prominent. For example, the emergence of online games makes some teenagers addicted to them and unable to extricate themselves. Due to factors such as inner depression and only child, teenagers' Internet addiction is more prominent, which has an adverse impact on Teenagers' physical and mental health and growth and has become a problem of great concern to the whole society, it is also an urgent research topic. Therefore, it is of great significance to explore the problem of teenagers' Internet addiction and clarify the relevant factors for the prevention and treatment of teenagers' Internet addiction.

Objective: To explore the characteristics of Internet behavior of teenagers with internet addiction under the conditions of Chinese economy and culture, comprehensively evaluate the relevant psychological risk factors of Internet addiction, find out the psychological causes of teenagers' Internet addiction, and provide theoretical basis and practical guidance for the prevention, diagnosis, consultation, and clinical intervention of Internet addiction.

Subjects and methods: (1) Characteristics of Internet time and frequency of Internet addiction