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

adolescents. Teenagers with internet addiction are younger, older, online longer and more times for the first time. Therefore, controlling the time and frequency of teenagers' Internet use may also be an effective measure to prevent teenagers' Internet addiction.

(2) Internet access conditions and location characteristics of Internet addicted adolescents. Whether at school or at home, as long as they have their own computers and more convenient Internet access conditions and opportunities, the rate of Internet addiction among teenagers is higher. Therefore, it can be inferred that convenient Internet access conditions are an important influencing factor of teenagers' Internet addiction. In terms of online locations, addicted teenagers are more likely to surf the Internet in student dormitories and Internet cafes. This may be because surfing the Internet in student dormitories and Internet cafes is less supervised and controlled by family and teachers than at home, school computer rooms and libraries, and can engage in their favorite network activities more freely and arbitrarily. Due to the lack of supervision and control of parents and teachers, and their lack of control over their own network behavior, Therefore, teenagers who usually surf the Internet in student dormitories and Internet cafes are more likely to be addicted to Internet.

(3) The characteristics of Internet content, Internet attitude and Internet emotion of Internet addicted adolescents. In terms of Internet content, teenagers may use the two-way interaction function of the network to establish or maintain network interpersonal relationships. May use the Internet to share technology and information, while Internet addicted teenagers are more likely to choose to play video games, browse adult websites, browse pornographic websites and engage in online gambling. In terms of Internet attitude, because teenagers have strong learning ability and master relevant Internet knowledge quickly, they are convinced that they have enough ability to control the Internet whether they are addicted or not, and can experience the convenience brought by the Internet to their life, study and work. Therefore, they all have a positive evaluation of the Internet. However, in terms of Internet behavior tendency and negative evaluation of the Internet, Internet addicted adolescents are more likely to choose to engage in Internet related work, use the Internet more frequently, and have more negative evaluation of the Internet. This may be because of Internet addiction, they are more inseparable from the Internet, and use the Internet longer, longer and more frequently, so that they have a more practical experience of network problems such as network security and network trust. At the same time, they are more likely to experience that because of the Internet, they hurt their body and mind, hinder or lose important interpersonal relationships, and lose opportunities for education and employment, so they show more negative evaluation of the Internet. In terms of Internet emotion, Internet addicted teenagers feel more anxious about the Internet, but at the same time, they show higher satisfaction with the Internet. This may be because teenagers with internet addiction feel that they lack the ability to control their own Internet behavior. They want to control, reduce or stop surfing the Internet for many times, but they can't insist. When they try to reduce or stop surfing the Internet, they feel irritable and depressed. However, in the face of cruel social competition and heavy social responsibility, people are more willing to communicate with strangers. The anonymity of the network allows people to play various roles on the Internet, communicate with all kinds of people, engage in anything they like, escape from real troubles, and find social support on the network, you can get a sense of satisfaction and vanity that you can't experience in real life online. On the one hand, Internet addicted teenagers show a high sense of anxiety about the Internet, but on the other hand, they can't get rid of the temptation of the Internet and show high satisfaction with the Internet. This contradiction exacerbates the pain of Internet addicted teenagers.

Results: (1) Depression. Depression refers to significant and persistent depression. The lack of face-to-face communication on the Internet can enable users with high levels of depression to talk to others by means of anonymity or fictional roles, which can effectively overcome their difficulties in communicating with others in their daily life, reduce negative events and avoid triggering depression. The successful experience of making friends on the Internet makes depressed people more dependent on virtual friendship, and gradually shrink back in real-world social interaction, resulting in more serious depression. The results of Young's Zung Depression test show that the level of moderate to severe depression is related to Internet addiction. It is speculated that depression is a main factor leading to IAD. Whang found in the study that the scores of depression scale of Internet addicts are different from those of non-internet addicts, and when Internet addicts have depression, they are more likely to alleviate their bad emotions by surfing the Internet. Martin, a psychology professor at Brent college, summarized the research of more than 40 psychologists since the 1990s and found that individuals with internet addiction tendency are often lonely and depressed.

(2) Self-esteem. Self-esteem is one of the important personality variables to predict emotional and life changes. Individuals with low self-esteem tend to seek recognition and self-affirmation of others on the Internet. They may seek to improve their self-esteem through continuous scoring in online games, or fighting side by side with netizens in role-playing games, obtaining the affirmation of netizens, obtaining the response or heated discussion of netizens from the information published in the discussion area, and playing an important role in the virtual community. However, it is also possible that excessive addiction to network

addiction has a negative impact on our real-life work performance, Grandpa Xu's achievements and interpersonal relationships, but reduces our sense of self-esteem and self-efficacy. The research of Petrie Armstrong, Phillips and sailing found that people with low self-esteem have a better tendency to win Internet addiction, and speculated that Internet addicts may use the Internet as a means of escape because of poor social skills and low self-confidence.

(3) Anxiety. Anxiety not only makes people produce subjective tension in social activities, but also affects their way of social communication. At this time, not only will there be an increase in internal alertness, but also unwilling to meet people and interrupt the behavior at that time. In online communication, there is no embarrassment in the face of communication. This unique way of communication can provide a sense of intimacy that is difficult to provide in the traditional way. Therefore, its spiritual communication often exceeds the "interview" way in depth, which can make strangers who have never met quickly become confidants. Those who have social anxiety are more willing to find friends on the Internet, because this can avoid bad emotions such as anxiety when communicating with others in real life. Obviously, this is easy to cause internet addiction.

(4) Loneliness. Loneliness is also a boring topic concerned by Internet addiction researchers. There are two views on this issue: Internet addiction leads to loneliness and loneliness leads to Internet addiction. Those who hold the former view believe that long-term use of the Internet leads to the isolation of Internet users from the real world. They develop hypocritical and fragile network interpersonal relationships at the expense of interpersonal relationships in the real world. Therefore, loneliness is a by-product of excessive use of the Internet. This view is supported by the results of kraut et al. Found that excessive use of the Internet will increase loneliness and depression, reduce social involvement, and reduce psychological well-being. Some scholars pointed out that people with loneliness, lack of social support, and dissatisfied love and belonging are easy to seek emotional sustenance on the Internet. Because of this superficial connection in virtual society, people with a sense of loneliness cannot meet their sense of belonging and feel more and more lonely. The latter view holds that lonely people are more likely to be attracted by the Internet. The overuse of the Internet is because it provides a broader social network and a variety of online communication forms. Lonely people will be attracted by some interactive social activities in the network, which can provide a sense of belonging, friendship and communication opportunities. Shapiro believes that those who are already lonely will spend more time online, that is, loneliness leads to Internet addiction. McKenna's research shows that people with high loneliness are more likely to connect with others on the Internet, but this does not increase their loneliness.

Conclusions: Compared with non-internet addicted adolescents, Internet addicted adolescents have obvious differences in Internet behavior characteristics and psychological risk factors. It has important guiding value for guiding the diagnosis and treatment of Internet addicted adolescents and preventing them from Internet addiction.

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ANALYSIS OF TOURISTS' PSYCHOLOGICAL BEHAVIOR AND TOURISM PERCEPTION BASED ON NETWORK INFORMATION DATA

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Background: Internet and tourism are the most influential technical solutions and the most promising consumer field. In 2015, the State Council issued the "guiding opinions on actively promoting the" Internet plus "action and the" opinions on further promoting tourism investment and consumption, aiming to give play to the reform and innovation power of the Internet and actively promote the integration and development of the Internet and tourism. The opinions clearly put forward that we should actively develop "Internet Tourism", innovate and open up the tourism market and cultivate new consumption hotspots. With the strong influence and support of Internet technology, the development of tourism is undergoing subversive changes. First, tourism in the "Internet plus" era has made tourists no longer passively attached to the tour group's travel service. Tourists can understand the information of tourist destinations through the Internet, arrange tours for hotels and scenic spots, and arrange tours freely. Secondly, as a big data platform, the Internet enables online tourism service enterprises to collect tourism behavior perception