

music.

**Subjects and methods:** Class leaders and music literacy teachers conduct a personality questionnaire survey on students at the same time, and then divide students into three categories: A, B and C. Students with prominent problems are classified as class A, students with little problems are classified as class B, and students without problems are classified as class C. A. 20 students of class B and C were randomly selected and a total of 60 students were investigated. Then, 10 students of class A, B and C were randomly assigned to form an experimental group of 30 students and a control group of 30 students. A music literacy teacher with rich experience in music teaching was selected to teach music courses to the two groups of students. The experimental group increased music literacy teaching on the basis of the control group. The experiment lasted for one month. Through the personality questionnaire survey to the students again, the mental health of the two groups of students before and after the experiment was counted. Use SPSS 20.0 software to make statistics.

**Results:** This study analyzes the changes of several psychological states of college students in the teaching of music literacy course. First, the influence of personality integrity. Second, whether there are obvious changes in emotion, which affect the effect of positive emotion. Third, the change of attitude towards learning music. Fourth, the influence on students' normal behavior in the teaching of music quality course.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 60 students are used to evaluate the values and take the average to obtain the results, which are rounded, the specific statistical table is shown in Table 1.

**Table 1.** Impact of music literacy course teaching on students' mental health in colleges and universities

Factor	Good character	Emotional appropriateness	Positive attitude	Normal behavior
Experience group	4	5	5	4
Control group	3	3	4	3

**Conclusions:** In fact, there is no obvious boundary between college students' mental health and unhealthy, but a continuous process. For example, if normal is compared to white and abnormal is compared to black, there is a huge buffer area between white and black - gray area, in which most people in the world are scattered. This shows that for most college students, it is normal to face psychological problems in the process of life development. There is no need to make a fuss and should be actively corrected. At the same time, individual gray areas also exist. College students should improve their awareness of self-care and adjust themselves in time. The activity of people's health state is a development problem. When a person has a certain psychological disorder, it does not mean to maintain or aggravate it forever.

College music literacy course can not only improve college students' cognition, but also play a positive role in college students' mental health. At the same time, the teaching of music literacy is also an important subject to cultivate and improve the overall music quality of musicians.

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## ON THE SIGNIFICANCE OF THE STUDY OF AUDIENCE PSYCHOLOGY IN NEWS COMMUNICATION

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**Background:** News communication is a concept adopted by domestic scholars in recent years. It is a new concept with the introduction of communication. The study of news communication as a subsystem of human communication activities greatly improves the position of the objective regularity of news communication activities in the discipline system, and avoids the lack of systematic Ness, theory and scientific research methods in the previous journalism research, which is mainly descriptive research and experience summary research. The research on the psychology of news communication audience is an important part of exploring the objective law of news communication activities. The investigation and research of audience psychology in communication science is a scientific research and objective analysis of audience psychology with the

theories and methods of sociology, political economics, general psychology and social psychology, which is rare in the research of traditional journalism on newspaper readers, radio listeners and TV viewers in China. Psychology is the science of studying psychological laws. Psychological law refers to people's psychological processes such as cognition, emotion and will, as well as psychological characteristics such as ability and personality. When people are stimulated by external things, the brain first reflects. Those who conform to people's psychological law will accept, and those who violate the psychological law will not accept or even refuse to accept. Among them, the research results on audience psychology give us a lot of inspiration, which makes people more deeply realize that many unsuccessful news communication activities in China's past history are caused by not studying audience psychology and violating the objective psychological law of audience accepting news communication. In reality, whether news managers, organizers of publicity activities or ordinary news communicators, it is necessary to strengthen the consciousness of understanding and studying the psychology of the audience, improve the attention to the psychology of the audience, and master the general psychological law of the audience in news communication activities.

At present, the research of audience psychology mainly includes macro audience psychology research and micro audience psychology research. The macro audience psychology research mainly uses the theories and methods of social psychology and mass communication to study the general social reflection law of audience psychology, such as the research of herd psychology and rebellious psychology of general audience, pay more attention to theoretical thinking and scientific abstraction. Micro audience psychology research mainly uses the theories and methods of cognitive psychology, reception psychology, statistics and even linguistics to study the reflection characteristics of the audience on specific problems, such as the psychological analysis of young viewers watching TV, the type and memory of news subtitles, the impact of radio music on the audience's understanding of news, and so on. Generally speaking, the current research on audience psychology is still in the preliminary research stage of basic problems. There are many descriptions of experience in the research results of audience psychology, more research on specific statistical analysis of specific audience groups from different aspects, less systematic and in-depth theoretical research, and more repeated components. Most papers and monographs only cover some aspects of audience psychology from different aspects, and most of them have different opinions. The "incomplete theory" of wisdom. Obviously, the theoretical research in this field lags far behind the booming news communication practice in China, let alone meet the needs of improving the level of news communication practice and guiding news communication practice activities.

**Objective:** This paper focuses on the analysis of the direct purpose of news communication activities, which can further make the majority of audiences accept the relevant news information transmitted by news communicators, and can affect the thoughts, ideas, emotions, value orientation and action decisions of the majority of audiences. In this process, the audience occupies a prominent position and plays a very important role. It is necessary to recognize the position and role of the audience in news communication activities, determine that the audience is not only the recipient of news information, but also the basis for news communication activities, pay attention to the important factors of news communication activities, and determine the goal and end point of news communication activities. It is clear that any news communication activities that ignore the audience cannot achieve the expected communication purpose.

**Subjects and methods:** This paper mainly synthesizes the characteristics of news communication activities, pays attention to the process and related elements of news communication activities, makes it clear that the audience belongs to the composition of the five elements of news, pays attention to the analysis of the influence and change process of the audience's thought, concept, emotion, value orientation and action decision-making, and determines the psychological needs of the audience's contact with news activities. Based on the questionnaire survey, according to the literature and practical problem experience, using the network questionnaire system and random sampling method, through the questionnaire invitation link and the original database based on Epi-Data, using the method of comparative research to realize the audience's psychological judgment. Using the method of case analysis, this paper points out the relevant paths of the psychological impact of the audience of news activities.

**Results:** First, the psychological needs of the audience are the motivation to promote the emergence and development of news communication activities. At the same time, the audience will make different choices for different types of news media and news information because of their different motives, needs, abilities, temperament and personality, so as to make the news communication audience focus, specific media specific news information can only be transmitted to special audience groups. Novelty, curiosity and root seeking are the common psychological laws or psychological characteristics of the audience. We do news work to meet these psychological needs of the audience. For example, when we do legal programs, how can we use the case to explain and integrate legal education into the case? We should set up mysteries according to the psychological needs of the audience, cut and tell stories in sections, and rise again after another wave, so as to meet the curiosity of the audience and the psychology of finding the bottom of things. Like the TV film "old age on paper", the title itself is suspense and problem, which arouses the interest of

the audience. The whole TV film raises questions in the form of questions, closely links the theme that it is everyone's responsibility to support the elderly, deepens the theme of social responsibility, stresses the power of the legal system, warns and educates people, and achieves the effect of publicity. Second, the essence of human psychology determines that the audience's response to news information is subjective and dynamic, and the audience's existing psychological attitude and thinking set affect the audience's selective attention, understanding and memory of news information, and affect the transmission effect of news information in the process of news acceptance. Third, a correct understanding of audience psychology is the basis for realizing the desired news communication effect. The unity of audience's psychological satisfaction and the realization of news communication objectives is the best state of news communication effect. The information hunger and rebellious psychology of the audience of news communication will lead to the failure of news communication activities. Even people of the same age, different occupations, experiences, scientific and cultural levels and living conditions, even different regions and genders, can form different psychological conditions. There are all kinds of people for our publicity and reporting. We need to study the special psychology of different people, that is, not only the commonness of their psychology, but also the individuality of their psychology.

**Conclusions:** At present, it is very urgent to actively promote the research on audience psychology of news communication in China, establish a complete system of audience psychology, and reveal the deep theoretical laws to realize the effect of news communication through in-depth and detailed research on audience psychology. The research on the psychology of news communication audience not only has very important theoretical significance for the discipline of news communication, but also has very important practical significance for news communication activities.

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## THE EMBODIMENT OF JAPANESE CONCAVE CULTURAL PSYCHOLOGY IN JAPANESE LANGUAGE

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**Background:** The fuzziness of Japanese language expression is not only a unique language phenomenon in Japanese, but also the focus of Japanese learners' learning. It is necessary to reveal its causes from the perspective of Japanese concave culture. For Japanese learners, the expressions in Japanese cannot be limited to simple imitation, but need to be mastered in combination with culture. Teaching should be combined with culture to teach this Japanese language expression, so that students can know what it is and why it is, so as to improve learners' Japanese communication ability. Language is the carrier of culture and plays an important role in culture. On the other hand, language is influenced by culture and reflects culture. Japanese has many different characteristics from other languages. These characteristics, from a certain point of view, are the characteristics of Japanese culture. The domestic research on Japanese ambiguous expression is mostly limited to the research on the form and characteristics of Japanese expression. Starting from the perspective of culture, especially from the perspective of Japanese concave culture, the research on the connection between Japanese language expression and Japanese specific concave culture is still in its infancy, and there are few papers on this research. Language is the carrier of culture and plays an important role in culture. On the other hand, language is influenced by culture and reflects culture. Japanese has many different characteristics from other languages. These characteristics, from a certain point of view, are the characteristics of Japanese culture. Fanghesui, a famous Japanese linguist, attributed the Japanese language action and human consciousness to concave culture, put forward the concept of concave culture, and described the overall picture of Japanese culture as the overall impression of the Japanese nation, which is mild and introverted. Introverted rather than extroverted. It is more patient than aggressive. Rather than full of principles, it is better to pay more attention to practical significance, that is, the nation of concave culture. There are many studies on Japanese language expression in China, and some talk about its background or reasons from the cultural level, but there are some differences in the