

communication management of small and medium-sized enterprises. On the other hand, it may also provide some theoretical reference for people studying the problems in this field in the future. From a practical point of view, this study puts forward this topic. It is enough for private enterprise managers to carefully examine the internal communication of their own enterprises. Actively look for obstacles affecting effective communication within the enterprise and overcome it. So as to improve the communication efficiency of enterprises. Secondly, through research the questionnaire on internal communication barriers of private enterprises is compiled, and targeted solutions are put forward, which provides a specific and operable guidance and guidance for managers of small and medium-sized enterprises to overcome internal communication barriers. Enterprise managers should be clear about the reasons. On the basis of grasping the essence of the problem combined with the recommendation strategy of the study, formulate the corresponding communication improvement strategy, improve the communication system of enterprises, strengthen the training of communication skills of their own employees. So as to overcome various obstacles affecting effective communication within the enterprise.

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## GUIDANCE OF THE MAIN MELODY TO THE AUDIENCE'S PSYCHOLOGICAL ACTIVITIES IN VOCAL MUSIC SINGING

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**Background:** With the continuous development of social economy and the continuous improvement of people's living standards, a variety of mass cultural activities gradually enter people's life. In the process of social harmonious development, people gradually pay attention to the improvement of life quality. Diversified artistic and cultural life can not only enrich people's leisure life after work, but also improve people's self-cultivation and comprehensive quality. The vocal music singing in literary and artistic works has also been loved by the broad masses of the people in the form of letting a hundred flowers bloom, and has become an important part of China's national culture and art.

Vocal singing is a music art based on people's own voice, also known as singing art. Its main forms are: duet, chorus and so on. It is different from other music arts in that its emotion and connotation are expressed most naturally, freely and simply, which is easier to be accepted and understood by people, so as to meet people's auditory enjoyment, improve aesthetics, and trigger emotional and spiritual resonance. The particularity of these vocal music makes them play an irreplaceable role in mass culture and are deeply loved by the people. On the other hand, it is not difficult for vocal singers to master the main melody when contacting new songs, but if they want to show all kinds of emotions and connotations expressed by the main melody from the singing performance, the requirements for the singer's comprehensive performance ability are much higher. Moreover, the creation of each song has its era background, so the emotion and performance of vocal music singing should highlight the background and main melody of song creation as much as possible, so as to be conducive to the understanding and acceptance of the masses, and more importantly, get the love of the masses, make more people participate in the development of vocal music culture and promote the development and progress of mass culture.

**Objective:** To study the guiding effect of the main melody on the audience's psychological activities and emotions in vocal music singing by means of literature research, questionnaire survey and comparative experiment. In order to improve the appeal of vocal music performance, enrich people's cultural life and improve people's comprehensive cultural literacy, it contributes a certain reference value.

**Participants and methods:** 200 people of different occupations, genders and ages were randomly selected in a city in China. A questionnaire was designed to test the patriotic related psychological activities and emotions investigated, as well as a comparative experiment of vocal music singing. The subjects were randomly divided into experimental group and control group, with 100 people in each group. The former watched a main melody vocal music singing and the latter watched a non-main melody ordinary vocal music singing. And the vocal music performances watched by the two groups are completely consistent in terms of singing time and viewing mode. After watching, a questionnaire survey was conducted again for the two groups.

**Results:** After completing the vocal music singing comparison experiment and questionnaire survey, the test options related to patriotic psychological activities and emotions in the questionnaire were assigned a five-integer value of - 2 - 2 according to the negative degree of emotion, so as to digitize the option results, so as to accurately count the survey results and sort out the data to get Table 1.

**Table 1.** Questionnaire survey results of two groups after vocal music experiment

Statistical item	Experience group	Control group	t value	P value
Degree of patriotism	1.524±0.318	0.557±0.648	1.587	<0.05
Dedication psychology	1.429±0.418	0.471±0.772	2.043	<0.05
Empathy	1.631±0.560	0.482±0.767	0.873	<0.05
Responsibility	1.685±0.319	0.528±0.527	1.240	<0.05

It can be seen from table 1 that after vocal music singing, the average quantitative scores of members in the experimental group and the control group in patriotism, dedication, empathy and sense of responsibility are higher than those in the control group, and the P values obtained from the t-test of four types of scoring data between the two groups are less than the significant level, so it is considered that the data difference is statistically significant.

**Conclusions:** People like vocal music singing, not only because people need it or because its appreciation threshold is relatively low, but also because vocal music singing can bring some positive effects or functions. As an art form, vocal singing can arouse people’s resonance during performance, make people feel more comfortable and comfortable, and the pressure accumulated in social life and work can also be quietly released, making the body and mind relaxed. Some main melody songs can play a leading role, stimulate people’s positive mood and guide people to face the difficulties in life positively and optimistically. For example, the Military Anthem and the national anthem will make those who hear these high melodies excited and emotional. This is one of the functions of main melody vocal singing. At the same time, when it comes to mass culture, we always ignore one subject, that is, the singer himself. Every vocal performer is a member of the people. They are produced from the masses, and their excellent singing works have great artistic and emotional appeal to the masses. They are devotees who closely associate vocal singing with the lives of the masses. Simultaneous interpreting, vocal music will be carried forward by them and the masses, so that the role of vocal music in the mass culture will become more prominent. It will play a more important role in social development. When building a socialist spiritual civilization home, mass culture has been paid more attention, and vocal singing, as an art form used to express people’s thoughts and life, has also received more attention and attention. The role of vocal music singing in mass culture is very huge. We should actively innovate vocal music culture and promote the combination of vocal music singing and mass culture, so as to promote the development of socialist spiritual civilization and improve the comprehensive artistic and cultural quality of the whole people.

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## RESEARCH ON SOCIAL FACTORS AFFECTING WOMEN’S GENDER ROLE PSYCHOLOGY BASED ON COGNITIVE PSYCHOLOGY

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**Background:** Gender role refers to the social status of men and women recognized by the society. It is the general term of social expectations for men and women in behavior and attitude. In society, the environment always requires men and women to play different roles respectively. These solidified roles are formulated according to the different characteristics of men and women in posture, expression, tone of voice, behavior and so on. At birth, people are divided into “male” and “female” according to their physiological structure and reproductive system. In the process of human growth, the social and cultural imprint in the gender with biological significance is becoming deeper and deeper, and has become a gender role of “male” or “female” in the social sense. There are great differences between male culture and female culture in society. Although this ancient gender difference has its reasonable side, it also forms the differences between men and women in many aspects. From the perspective of social recognition, this gender culture is relatively unfavorable to women.

Cognitive psychology is a subject that processes ideas through information and studies human cognitive processes. It is mainly used to study human advanced psychological processes, including memory, thinking, speech, perception and so on. Cognitive psychologists often decompose the information processing process into multiple interrelated stages. They often use the reaction time method. That is to determine the nature of a process and its relationship with other processes by measuring the time required for a process. In conclusion, due to the advantages of cognitive psychology in the study of human psychological activities, this study uses it to study the social factors affecting women’s gender role psychology.