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THE INNOVATION OF FILM AND TELEVISION ANIMATION COMMUNICATION CHANNELS AND THE IMPROVEMENT MECHANISM OF AUDIENCE EMOTIONAL ANXIETY

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Background: Under the background of information age, network media plays a more and more important role in people's life. The transmission way of film and television animation has long been transformed from paper media to network media. At this stage, the main transmission ways of film and television animation are streaming media and self-media. However, at this stage, the network media communication mode often has the characteristics of "fast food" and "fragmentation" driven by interests. Such a channel of film and television animation communication cannot improve the audience's anxiety, but will aggravate the audience's indifference to the content of film and television animation and deepen the impetuous anxiety of the network audience. Therefore, in order to innovate the communication channels of film and television animation in order to improve the audience's anxiety, we need to analyze the impact mechanism of network media on the audience's psychology, and make innovative changes in key contradictions, to achieve the result of alleviating the anxiety of network audience. Starting from the psychological mechanism, for the purpose of publicity utilitarianism and timeliness, the online media communication of film and television animation often covers a large amount of information, which stimulates the audience and makes the audience have the anxiety of boredom or acceptance overload. Due to the developed network media, the output of information content and the limited time of network audience, the anxiety of choice difficulty and the anxiety of missing excellent content also increase the psychological burden of the audience. In view of this, the strategy of film and television animation communication channels will be innovated based on the principles of systematization of network media communication information, clear and accurate expression of communication content theme and peaceful communication competition. The optimization and innovation strategy of the three principles can alleviate the audience's anxiety of information overload and difficulty in content selection, and reduce the competitiveness and utility of film and television animation communication channels.

Objective: This study is based on the analysis of the audience's psychological mechanism of network media communication, applies the psychological mechanism to the innovation of film and television animation communication channels, discusses the possibility of film and television animation communication channel innovation to alleviate the audience's anxiety, and puts forward three principles: systematization of network media communication information, clear and accurate expression of communication content theme and peaceful communication competition.

Subjects and methods: In this study, 50 ordinary online audiences were randomly selected as the research objects for psychological measurement to analyze the psychological state of the audience after reading online information with different film and television animation communication strategies. Collect the information content of recent film and television animation communication as the original strategy, optimize the content of the original communication strategy according to the three communication innovation strategies proposed by the research object, and compare the optimized information with the non-optimized communication information for the purpose of utilitarianism and timeliness. Analyze the psychological evaluation of 50 experimental audiences on the information of four different communication strategies. According to the evaluation results, analyze the positive guiding effect of the three communication innovation strategies on the audience's anxiety, and determine the primary and secondary status of the strategies by virtue of their influence.

Results: The selection of the three optimization strategies in the original communication strategy, difficulty anxiety assessment and information acceptance overload anxiety assessment analysis are shown in Table 1.

In Table 1, the evaluation values of selection difficulty anxiety and information acceptance overload anxiety of the experimental audience are 1-100. The larger the value, the higher the negative impact of anxiety. As shown in the table, the original film and television animation communication strategy has brought high choice difficulty anxiety and acceptance overload anxiety to the audience for the purpose of rapid expression and attracting audience consumption. The anxiety assessment of the communication information after the optimization strategy decreased significantly, which proved the effectiveness of the optimization strategy in alleviating the audience's anxiety. At the same time, according to the table, the

theme expression innovation of communication content has the greatest positive impact on the audience's choice difficulty and anxiety, while the communication competition and peaceful innovation strategy has the greatest positive effect on the audience's acceptance overload anxiety. Therefore, the innovation of film and television animation communication channels should focus on the innovation of communication content, such as the peaceful communication competition and the accurate and clear expression of the theme of communication content, supplemented by the strategies of service, such as the systematization of communication information.

Table 1. Anxiety assessment of different communication strategies

Communication optimization strategy	Original communication strategy	Systematic innovation of communication information	Communication content theme expression innovation	Communication competition and peaceful innovation
Accept overload anxiety	87	54	58	52
Choice difficulty anxiety	79	61	39	57

Conclusions: The communication methods of literary and artistic genres such as film and television animation are more and more closely combined with network media, which certainly accelerates the publicity and distribution of film and television animation content information and expands the communication direction of film and television animation. However, the disadvantage is that it brings excessive information and sensory stimulation to the audience, resulting in the audience's anxiety of pan entertainment for a long time. In order to alleviate the psychological pressure and anxiety brought by network media to the audience, the communication channels of film and television animation need to be improved. Aiming at the influence mechanism of online transmission on the psychology of the audience, this paper innovates the communication of film and television animation by using three strategies: systematization of network media communication information, clear and accurate expression of communication content theme, and peaceful communication competition. The experiment proves the effectiveness of the improved strategy, and puts forward the innovation principle of focusing on the innovation of communication content, such as the peaceful communication competition and the accurate and clear expression of the theme of communication content, supplemented by the strategy of service, such as the systematization of communication information.

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RESEARCH ON THE INFLUENCE OF VOCATIONAL EDUCATION MANAGEMENT SYSTEM INNOVATION ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: The innovation of educational management system is not only related to the improvement of school teaching quality, but also closely related to the development of students' mental health. The strategy of integrating humanistic care into the educational management system of colleges and universities can alleviate the pressure of students' learning and growth and employment. At the same time, the educational management system of vocational schools also needs to consider the different needs of the defective population. Students with cognitive impairment or mild cognitive impairment have difficulties in memory and cognition, so the school system provides help in speech communication, image cognition and word memory. The normal operation of the cerebral cortex is the basis of human cognitive ability. Any factor leading to the abnormal operation of the cerebral cortex may lead to cognitive impairment. In the field of psychology, the immediate memory and delayed memory of memory performance belong to external memory, while the problem of conceptual cognition is implicit memory. Both belong to the human memory system and may be caused by the same injury factor. The university education management system should first try to avoid such nerve injury on students, and introduce advanced neuropsychological measurement tools and medical personnel to avoid ignoring the special needs of students with cognitive impairment or mild cognitive impairment due to inaccurate psychological measurement, limited experimental equipment and other factors. Secondly, for students with cognitive impairment, schools should design richer school