

can display the products in an all-round way, strengthen the authenticity of the products and the sense of on-site substitution, and create a feeling of offline shopping for customers. Enrich the professional skills of the anchor and enhance the trust of consumers. The anchor needs to continuously improve his professional ability, understand the performance and composition of the product, and increase the perceived trust and perceived usefulness of consumers. Add entertainment links, strengthen the flow experience of consumers, maximize the emotional stimulation of consumers, attract consumers to participate in the anchor interaction in the entertainment links, enable consumers to establish emotional connection with the anchor and form emotional resonance, and generate purchase intention for the products recommended by the anchor.

Table 1. Test results of indirect effects of perceived trust and perceived usefulness

Mediation path	Indirect effect value	Boot standard error	Boot lower limit	Boot upper limit
Visibility → perceived trust → purchase intention	0.386	0.045	0.298	0.474.
Visibility → perceived usefulness → purchase intention	0.235	0.038	0.161	0.310
Interactivity → perceived trust → purchase intention	0.400	0.042	0.318	0.483
Interactivity → perceived usefulness → purchase intention	0.206	0.040	0.127	0.285
Authenticity → perceived trust → purchase intention	0.616	0.052	0.515	0.718.
Authenticity → perceived usefulness → purchase intention	0.377	0.048	0.283	0.471
Entertainment → perceived trust → purchase intention	0.534	0.044	0.447	0.621
Entertainment → perceived usefulness → purchase intention	0.302	0.047	0.209	0.395

Acknowledgement: The research is supported by: Project supported by the National Natural Science Foundation of China (Regional project): In the Crisis of Trust in Food Industry the Construction System of the Brand Discourse Power and the dynamic Effect on the Consumer's Behavior (Grant No.71662025).

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RESEARCH ON THE INFLUENCE OF THE ARTISTIC CHARACTERISTICS OF FILM AND TELEVISION DRAMA LITERATURE ON ALLEVIATING THE AUDIENCE'S PSYCHOLOGY UNDER THE BACKGROUND OF NEW MEDIA

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Background: As a comprehensive art form that keeps pace with the development of the times, film and television drama literature not only has the four functions of venting emotion, relaxing pressure, purifying emotion and cultivating sentiment with other psychotherapy, but also has its unique charm. A director who is good at capturing the audience's identity psychology will try his best to create an image that caters to the audience's psychology with the help of the charm of the actors, so that the audience can join the plot in the illusory space of the film and television drama. Visitors with the same mood can easily resonate with the characters in the film and enter the best consultation state. Film and television drama literature and art therapy is an effective method to treat psychological diseases by combining film and television aesthetic education psychology with audience acceptance psychology. This kind of art can affect the emotions of the audience. The story plot and the fate of the characters can resonate with the audience, and even help the patients to untie the depression in their hearts. It can help psychologists and counselors to have a comprehensive understanding of the personality, internal motivation and intention, social interpersonal relations, emotional content and methods, psychological problems of morbid complex, subconscious

projection, personal natural intention and regularity of patients with mental diseases. It is conducive to the whole process of psychological adjustment. In particular, the film and television works with wisdom and profound philosophy tell the truth of life in the form of fables, effectively helping visitors gain a constructive understanding of life. Art mainly comes from life. The content of drama, film and television performance is usually close to people's life. Events in life are interpreted through different roles, so as to express the correct attitude towards life and point out the right direction for people's life development. In the development of drama, film, television, literature and art, film and television are mainly used as the media to reflect China's modern living standards, and can use image thinking to reshape the artistic image and produce the artistic image that has a great impact on people. Therefore, dramatic conflict is the essential characteristic of dramatic literature. The jumping characteristics of film and television literature. Film and television literature is quite different from traditional literature. The main reason is that film and television literature organizes and describes things by the special thinking law of film and television art. Film and television literature researchers call it montage thinking. In film and television literature and art, montage thinking runs through the whole film and television literature and art, not only reflected in the connection of film and television lens, but also reflected in the script of film and television literature. Therefore, film and television literature has jumping characteristics. Through the jumping characteristics of film and television literature, it can show different meanings from different aspects, so as to meet people's needs for film and television literature.

Objective: People in today's society generally have the characteristics of poor psychological endurance and adjustment ability, psychological problems such as interpersonal disorder, low self-esteem, depression, lack of strong will and even psychological diseases. It is an inevitable requirement to improve people's mental health. Adopting film, television, drama, literature and art therapy to carry out targeted psychological treatment for the audience is a new way to improve the psychological health education of the audience, and can provide reference for the exploration of non drug therapy in the related psychological field.

Subjects and methods: This study adopts the form of online questionnaire, which is distributed to 200 audiences with negative psychological emotions. A total of 200 questionnaires are distributed, and 200 valid questionnaires are recovered, with a recovery rate of 100%. Through the content of the questionnaire, this study can analyze the impact of film and television drama literature and art therapy on the audience's negative psychological emotions, and let the audience rate their anxiety level. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: As shown in Table 1, the scores of SAS and SDS were significantly lower than those before the intervention ($P < 0.05$).

Table 1. Anxiety and depression of audience before and after entertainment of news communication

Scoring method	Intervention time	Score
SAS	Before	54.68
	After	43.80
SDS	Before	56.35
	After	42.91

Conclusions: Under the background of new media, the application of film, television, drama, literature and art therapy to the psychological health education of the audience will certainly promote the development of social psychological health education, make the psychological health education become a life oriented and life-oriented education, and become a real education into the hearts of the audience. In the future practical work, according to the actual characteristics of the audience, it is necessary to further study the connotation, mechanism and form of film and television drama literature and art therapy, and try to explore a more scientific treatment mode through the comprehensive use of film and television drama literature and art therapy and other psychological counseling technologies, so as to add to the psychological health education of the audience.

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INFLUENCE OF CREATIVE PRODUCT DESIGN CONCEPT ON PUBLIC AESTHETIC CONSCIOUSNESS FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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