

change in the control group.

**Table 1.** Psychological changes of study subjects' learning burnout before and after the experiment

		Before experiment	After experiment
English learning burnout	Control group	28.46±5.67	27.78±4.65
	Experimental group	26.15±6.75	21.76±4.98*
<i>P</i>		>0.05	<0.01

Note: \* indicates that there is a significant difference between this data and that before the experiment ( $P < 0.05$ ).

**Conclusions:** Compared with the teaching of other subjects, English teaching in open education faces special problems. How to solve these problems is one of the concerns of educators and researchers in this field. Based on the psychological theory of language education, this study has made a design improvement on the teaching model for the problems of English teaching in open education, and proved through experiments that this improvement can significantly improve the psychological state of learners in English learning and improve learning efficiency.

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## A STUDY OF CALLIGRAPHY AESTHETICS IN CONTEMPORARY CHINESE FILMS

X Liu<sup>1\*</sup> & LLS Gee<sup>2</sup>

<sup>1</sup>*Jiangxi Science and Technology Normal University, Nanchang 330038, China*

<sup>2</sup>*University Malaysia Sabah, Kota Kinabalu 88400, Malaysia*

**Background:** Films have been imported into China for a long time, a large number of film workers have gradually developed Chinese films with Chinese characteristics through exploration and innovation. Film is an audiovisual art that requires constant innovation to gain recognition from the audience. Calligraphy, as a part of Chinese traditional culture, has a broad mass base and social recognition. Calligraphy art expresses the charm of art with the beauty of lines. After years of development, it has formed a complete aesthetic system. Contemporary Chinese film and calligraphy art have potential aesthetic links, and the aesthetics between the two has similarities. The development of contemporary Chinese film is inseparable from the nourishment of traditional culture, and contemporary Chinese film also contains calligraphy aesthetics.

**Subjects and methods:** Based on the development and aesthetics of contemporary Chinese film, combined with the aesthetic connotation and characteristics of calligraphy, this paper explores the embodiment of calligraphy aesthetics in contemporary Chinese film, hoping to contribute to the development of contemporary Chinese films.

**Results:** The title of the film is the high level of spirit connotation of the whole film. Writing the title in calligraphy is the best embodiment of the combination of calligraphy art and film art. The title of the film in the form of calligraphy has an outline of the emotional tone of the film. The excellent title inscription can vividly present the main theme of the film in the form of calligraphy.

**Conclusions:** Contemporary Chinese film is developing at a high speed, creating a number of excellent films and also some bad films. Contemporary Chinese film is rooted in Chinese culture, and the development of film is closely related to the inheritance and development of traditional culture. Contemporary Chinese films should be good at tapping the bright spots in Chinese traditional art, actively drawing inspiration from calligraphy art and applying calligraphy aesthetics to contemporary Chinese films. Drawing on nutrients from calligraphy and using calligraphy aesthetics to improve the connotation of film can be of great benefit to the development and dissemination of contemporary Chinese films.

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## STUDY ON THE IMPACT OF THE IMPROVEMENT OF RURAL SPORTS ECONOMIC SERVICE MODE ON THE PSYCHOLOGICAL PRESSURE OF STAFF UNDER THE STRATEGY OF RURAL REVITALIZATION

Jiayi Li<sup>1\*</sup> & Changjiang Li<sup>2</sup>

<sup>1</sup>*College of Physical Education, Henan Institute of Science and Technology, Xinxiang 453003, China*

<sup>2</sup>*Network and Information Management Center, Henan Institute of Science and Technology, Xinxiang 453003, China*

**Background:** Stress is a common psychological state in individual psychology, which is generally manifested as feeling irritable, nervous and anxious about a certain factor. Individual psychological stress is usually related to specific factors, which can be concrete things or fuzzy concepts. This factor is called stress events. Generally speaking, when an individual realizes that a certain factor has a negative impact or threat on himself, this factor may become a stress event. The psychological theory divides stress events into internal events and external events. External events generally refer to stress events caused by great changes in an individual's external environment caused by changes in life. Common external stress events include unemployment, economic hardship, death of relatives and friends, etc. Internal stress events refer to problems that are difficult for individuals to deal with under their cognition, such as motivation conflicts. Common internal stress events, such as the choice of university and work, and the failure to achieve personal values and goals, will not bring serious consequences in the short term, but are difficult to choose or deal with under their cognition. In order to relieve individual psychological pressure, we should also consider whether to start from the inside or the outside according to the specific pressure events.

In the context of rural revitalization, the development of sports economy is an important topic. The development of rural sports economy can stimulate consumption, generate new demand, and radiate to related industries. On the one hand, the revitalization of rural sports economy can solve the social and development problems in rural areas by absorbing labor force and creating jobs. On the other hand, it can also revitalize culture and transfer the cultural consumption market. In the process of economic revitalization and industrial transformation, the staff of the industry are likely to face greater psychological pressure, which generally comes from the inadaptability to the change of post content and the increase of work content and learning content. For some employees, their stress events also include resignation and layoff. This kind of psychological pressure has a negative impact on the sports industry and the staff itself. For the industry, a large number of employees under greater psychological pressure will affect the productivity of enterprises and other organizations. From the personal perspective of the staff, long-term and high-intensity psychological pressure will have a negative impact on their body and mind, and serious cases may have psychological problems such as anxiety. This kind of psychological pressure caused by industrial changes is universal and collective, which should be paid considerable attention.

**Objective:** This paper studies the impact of the change of the rural sports economic service mode on the psychological pressure of the staff under the Rural Revitalization Strategy, and tries to use the improvement of the service mode to alleviate the psychological pressure of the staff in the sports industry.

**Subjects and methods:** The study recruited 314 people from the sports service industry in a township as the research objects, and measured their psychological stress level. After that, according to the psychological stress characteristics of sports service staff, we designed a scheme to improve the service mode, and implemented an 18-week experiment on the subjects. During the experiment, the staff accepted the improved service mode. The psychological stress level of the subjects was measured during and after the experiment, and compared with the data before the experiment to study the impact of the improvement of the service mode on the psychological stress of the staff.

**Results:** Figure 1 shows the changes of psychological pressure and psychological capital of the subjects before and during the experiment. The data were standardized for comparison. It can be seen that the psychological pressure of the research object shows a downward trend, while the psychological capital first rises, and then the trend gradually slows down. This shows that the improvement of sports economic service mode can effectively increase the psychological capital of staff and help them fight against stress events.

**Conclusions:** Under the background of rural revitalization, the sports economy is also developing, and its service mode has changed accordingly. In the dramatically changing environment, the psychological stress and other mental health problems of the workers in this industry show universality and collectivity. This phenomenon has a negative impact on the industry and individuals that cannot be ignored. In view of this situation, the research combined with psychological theory to study the improvement of the service model of the industry. The experiment proves that the improved service model has a positive effect on the psychological pressure of the staff in the sports service industry.