

**Background:** The use of art of greeting language and honorific in Japanese culture is one of the characteristics of Japanese culture. Japan's unique honorific culture makes its cultural trend have full and specific expression in the art of greeting language.

**Subjects and methods:** The process of communication between the different characters in the movie your name.

**Results:** Vertical relationship communication reflects the implicit and cautious national character. The traditional Japanese vertical social relationship, the heroine Mitsuha's honorific expressions used for different roles such as grandmother, father, friend, young sister and stranger Taki are selected carefully, reflecting her implicit and cautious personality.

**Conclusions:** The communication between different people and groups reflects the deep orientation of Japanese culture towards harmony and caution. The greeting language integrated into daily life implies the potential living habits and cultural characteristics of the public. The island nation with many natural disasters has brought many disasters to people's lives, which has also cultivated people's awe of nature.

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## A STUDY ON THE PSYCHOLOGICAL DIMENSION OF CALLIGRAPHY APPRECIATION IN THE WEI AND JIN DYNASTIES

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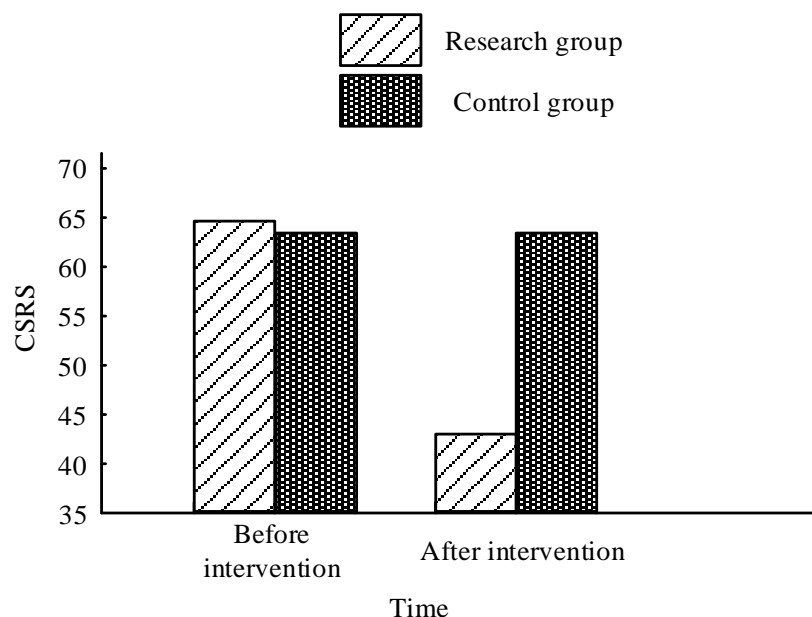
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**Background:** In colleges and universities, students are prone to anxiety. Moderate anxiety can help students face up to pressure, but excessive anxiety will harm students' physical and mental health. Based on the psychological theory, the research analyzes the anxiety factors of college students, mainly including three points: the influence of social environmental factors, the influence of campus environmental factors and the influence of interpersonal factors. Among them, the influence of social environmental factors means that under the impact of market economy, students' values have changed greatly, which is easy to compare, abandon their studies and do business, and excessively pursue money, material and interests. The influence of campus environmental factors includes two aspects. First of all, the campus area of some colleges and universities is small, and the students' living and learning space is crowded and noisy. When students are in it, they are easy to get upset and tired, which leads to psychological anxiety. Secondly, the construction of spiritual civilization in college campuses is not enough, which cannot make students relax in their after-school time, leading to the aggravation of students' anxiety. The influence of interpersonal factors includes three factors: the influence of changes in living environment, personality psychological factors, and communication skills. Because of the above three factors, students often have fear order psychology in the process of communicating with others, thus forming social anxiety. Anxiety has a negative impact on students' physical, psychological, academic and future career and employment. Therefore, the study proposed to use calligraphy art appreciation in the Wei and Jin Dynasties to alleviate students' anxiety. During the Wei and Jin Dynasties, calligraphy art appreciation required students to immerse themselves in the mind, meditate on the taste, so as to appreciate the beauty of calligraphy, and follow calligraphy to appreciate the spirit and feelings contained therein, so as to release emotions and cultivate the mind, so as to alleviate students' anxiety.

**Objective:** Moderate anxiety can help students face up to pressure, but excessive anxiety will harm students' physical and mental health. Based on the psychological theory, the study proposed to use calligraphy art appreciation in the Wei and Jin Dynasties to alleviate students' anxiety, hoping to find a quick and efficient way to alleviate students' psychological anxiety.

**Subjects and methods:** In a certain university, 68 students were recruited as research subjects through online posting, offline leaflets, teacher publicity and other means. The students were randomly divided into two groups, the research group and the control group. For the students in the research group, calligraphy art appreciation in the Wei and Jin Dynasties was used to alleviate their anxiety, while the students in the control group did not intervene. After a period of intervention, the anxiety of the two groups of students was assessed by the self-made College Students' anxiety Rating Scale (CSRS).

**Results:** At the end of the experiment, the anxiety of the two groups of students was evaluated by the college students' anxiety rating scale. According to the survey results of the statistical scale, after the end of the experiment, the score of the anxiety rating scale of the students in the research group was significantly lower than that of the students in the control group. The scores of the college students' anxiety rating scale of the two groups are shown in Figure 1.



**Figure 1.** Scores of the two groups of students' anxiety rating scale

**Conclusions:** In colleges and universities, students are prone to anxiety. Moderate anxiety can help students face up to pressure, but excessive anxiety will harm students' physical and mental health. Based on the psychological theory, this paper analyzes the anxiety factors of college students, and puts forward that calligraphy art appreciation in the Wei and Jin Dynasties should be used to alleviate the anxiety of students. The results showed that after the experiment, the score of the anxiety rating scale of the students in the research group was significantly lower than that of the students in the control group. The above results show that calligraphy art appreciation in the Wei and Jin dynasties can effectively release students' negative emotions, alleviate students' anxiety, and promote students' mental health development.

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## RATIONAL AND AESTHETIC RESEARCH ON THE APPLICATION OF COLOR PATTERNS OF NORTHERN MINORITIES FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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**Background:** In the process of social and economic development, the pace of life is speeding up and social competition is fierce. Most modern people have too much psychological pressure and have psychological diseases of varying degrees. To relieve the psychological pressure of modern people and improve their psychological quality and mental health has become a hot topic in the current society and also a hot research topic in the academic circles. In order to find an economic, convenient and effective way to relieve psychological stress, some scholars have proposed the intervention of art visual therapy. This method is based on art design works, and interacts with the audience through the shape, color, structure and expression of art design works, so as to have a certain impact on the physiology and psychology of the audience and alleviate the psychological pressure of the audience. Color psychology is a branch of psychology, which mainly studies the influence of color on individual perception, emotion and thought in natural appreciation and social activities. In color psychology, each color can produce different psychological effects on the audience in different designs. For example, green represents life and hope, red represents enthusiasm and passion, blue represents melancholy, purple represents elegance, yellow represents dignity, etc. Therefore, through the color design of the works, we can give the audience different psychological experience. In addition to the research on the mechanism and effect of color on audience psychology, color psychology also discusses the reactions of different audiences to color. For example: the psychological feelings of people of different occupations on a certain color design, the psychological feelings of people of different ages on a certain color design, etc. Through the in-depth research and analysis of color psychology, it can help designers to create