

the behavioral and mental perspective of the audience, this paper puts forward brand-new methods to deepen the convergence between museum education and cultural tourism, so as to optimize the public educational resources of museums. It further proposes the content and model of intelligent public education services.

Key words: museum - Cognitive Mental - public education - emotional experience

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ON THE CHOICE OF ADDRESS FORMS FROM THE PERSPECTIVE OF EMOTION SPECIFIC EMPATHY - TAKING OTHER PARTICIPANTS AS AN EXAMPLE

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As an important issue, address forms have always been concerned in the fields of sociolinguistics and pragmatics. The correct selection of address forms is of great significance to promote verbal communication. In this regard, previous studies mainly focused on the framework of speaker and recipient, while ignoring other participants. In fact, the presence of other participants will also affect the speaker's choice of emotional form of address, which is still lacking. In view of this, this study takes the dialogue between different characters in the anti-corruption TV series in the name of the people as the data to investigate the influence of the third party in the choice of different address forms. Specifically, we first encode various dialogues by considering the differences between topics and scenes. On this basis, we calculate the dialogues about the emergence and disappearance of third parties in the same topic, so as to obtain 13 dialogues. Next, it makes a detailed analysis under the framework of situational context and speech adaptation theory (SAT). The former gives a specific contextual explanation, and the latter provides an emotional specific empathic psychological explanation behind it. The results show that the emergence of a third party will trigger situational factors such as conversation topic, social status and interpersonal relationship. These emotion specific empathic factors will interact to determine the specific form of address. In this process, the weight of the three factors is constantly changing dynamically. In addition, the analysis from the perspective of SAT shows that the choice of address forms is actually the convergence or deviation from the third party. On this basis, we propose a new category of speech regulation - "regulation to the third party", which increases the types of regulation strategies and promotes the application of regulation strategies in a wider range. This study has important theoretical and practical significance. Theoretically, the interactive process of different contextual factors in determining the form of specific address forms improves Halliday's situational context framework by revealing the interactive nature of field and tone. In addition, the discovery of "adapting to the third party" enriches the connotation of the current sat and expands its guiding scope in the practice of verbal communication. In fact, from the perspective of social psychology and situational context, this paper makes an in-depth analysis of the selection process of symmetrical call, and reveals the complexity of address forms, which is of great significance to the correct selection of address forms.

Key words: speech adaptation theory - conversation topic - social status - interpersonal relationship - choice of address forms

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THE INFLUENCE OF NONVERBAL EMOTIONAL BEHAVIOR ON STUDENTS' SPIRIT UNDER ROSENTHAL EFFECT

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Background: Under the Rosenthal Effect, teachers' nonverbal emotional behaviors (expression, eye contact, body movement, etc.) will transfer positive expectations to students and make students change their learning spiritual attitude, which will have a subtle impact on students' future. As the leader in the process of classroom teaching, teachers should grasp the characteristics of students' psychological development and fully tap each student's spiritual potential. Educational films with the theme of establishing a good relationship between teachers and students continue to emerge. Under the Rosenthal Effect, teachers' nonverbal emotional behavior in the film imperceptibly affects the establishment of students' spiritual values, world outlook and outlook on life. It helps to cultivate talents with all-round development of morality, intelligence, sports, art and labor.

In this context, taking the film "Teacher Good" as an example, based on the Rosenthal effect theory, through the warm interaction between teacher Miao Wanqiu and students, it analyzes the importance of teachers' nonverbal behaviors to the growth of students.

Subjects and methods: As one of the forms of communication and information transmission, nonverbal behaviors contain rich cultural connotations like verbal behaviors. According to the American social psychologist KWBack, nonverbal behaviors can be divided into three categories: dynamic and silent, Static, silent and sound. This film focuses on the campus story between Miao Wanqiu and the students. It analyzes the non-verbal behaviors shown by teachers in the process of students' growth and explores its impact on students.

Results: Under the guidance and expectation of Miao Wanqiu, students have clear goals and ideals for their own lives. Through the influence of nonverbal behaviors, students' external learning motivations are transformed into internal learning motivations, which improves students' learning. Enthusiasm and enthusiasm for learning, so as to progress in the direction expected by the teacher.

Conclusions: Teacher ethics is a precious spiritual wealth, the foundation of teaching and educating people, and the foundation of social progress. The film "Teacher Good" is more in line with the current trend of youth campus movies in terms of theme construction, character performance, and narrative style. As a carrier of excellent traditional culture transmission, it is also a "living teaching material" for students to educate. , Education-themed movies have opened new breakthroughs for student education in the new era, injected new vitality, and promoted the process of student education in the new era. On the road of the new era, students are the main force in realizing the Chinese dream of the great rejuvenation of the Chinese nation in the future, and the majority of teachers are the dream builders who build this "dream team" of the Chinese nation. Therefore, teachers should play their role in teaching and educating people on the path of young people's growth, and use their knowledge, talents, experience, and virtues to enrich students and ignite students' yearning for truth, goodness and beauty. The school should organically integrate educational films with the education of students, and make full use of the advantages of the direct image of films to carry out effective education work, so that the excellent quality can be inherited and continued from the students.

Key words: nonverbal behavior - students - rosenthal effect

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