

similar entertainment programs, whether it is to use the host group mode to spread programs or form a new exploration of entertainment programs, it needs to have a more reasonable positioning of program hosting mode. In the program, grasp the personality characteristics of the host and reasonably locate the host role of the host, so that the host characteristics of the host can be stimulated, form the brand characteristics of the program, and realize the satisfaction of entertainment programs to the psychological needs of the audience.

**Conclusions:** In entertainment programs, the importance of the host role is paid more and more attention by program communicators. It can be said that the host characteristics of entertainment program hosts constitute the brand of the program. While improving the quality of program hosts, we should also constantly explore the host mode of program hosts. The emergence of the hosting group mode constitutes a new feature of the current domestic entertainment program hosting. With this unique entertainment program hosting feature, the program "every day up" has created a personalized entertainment program viewing atmosphere for the audience, and also made the production and development of the program rank in the forefront of similar programs, and the program has been affirmed by the audience.

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## ANALYSIS OF THE ROLE OF FILM AND TELEVISION ENGLISH IN STIMULATING LEARNING MOTIVATION AND CULTIVATING LEARNING INTEREST

Qiaoyun Gao

*College of foreign languages, Huanghe S & T University, Zhengzhou, Henan, 450000, China*

**Background:** The situation of College Public English Teaching in China is not optimistic. Most people attribute the cause of this situation to the object of teaching, that is, teaching content, teaching methods, teaching means and curriculum. Naturally, there are sufficient reasons for this, but from the perspective of learning psychology, students' own factors can not be ignored. Every second language learner has felt and experienced this rigid period to varying degrees. After several years of English learning, I suddenly found that my English level could not be improved for a long time. After entering the University, students generally enter this rigid period in English learning to varying degrees, especially non-English majors. Therefore, College English teaching should first help students get out of this rigid period of English learning as soon as possible. It is an ideal method to introduce film and television English into conventional college classroom teaching content.

**Subjects and methods:** Based on the theory of learning psychology, this paper makes a tentative demonstration on the psychological basis of film and television English teaching. Film and television English has its unique positive role and significance in arousing students' learning motivation and cultivating and developing students' learning interest, which is conducive to helping students get out of this rigid period of learning quickly. However, film and television English also has its own inherent limitations. Therefore, we should fully understand its positive significance and role, and guard against the negative impact of its limitations on teaching. Film and television English is an important auxiliary means of teaching.

**Results:** Although film and television English has its unique role and significance in triggering learning motivation and cultivating learning interest, film and television English also has many insurmountable limitations. First, film and television English has insurmountable difficulties in the time arrangement of classroom teaching. Second, the language materials of film and television English are relatively scattered. Third, although film and television English learning also has explicit learning factors, it is still an implicit learning in essence.

**Conclusions:** Film and television English is the product of social progress and modernization. It is an inevitable trend to introduce it into conventional classroom teaching. The application of film and television English has its solid psychological foundation and insurmountable limitations. Therefore, in teaching practice, while paying full attention to the positive significance of film and television English, we must not ignore the negative impact of its limitations on teaching.

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## THE PARALLEL PENETRATION MODEL OF COLLEGE STUDENTS' TWO COURSES EDUCATION AND MENTAL HEALTH EDUCATION

Yanhai Hao

*Zhengzhou Shengda Economic and trade management college, Zhengzhou, Henan, 450000, China*

**Background:** The method system of two courses education is different from that of mental health education: the former cultivates and develops college students' Ideological and moral character through ideological education, moral education, political education and legal education, so as to make their ideological health and achieve a perfect state. The latter applies the principles and methods of psychology to improve college students' psychological adaptability and achieve psychological perfection. The two methods have their own characteristics, and the contents are integrated and penetrated into each other, but the ultimate goal is to cultivate college students with sufficient self-education ability and healthy personality. Therefore, this paper puts forward the parallel penetration mode of College Students' Two courses education and mental health education, solves students' psychological and ideological problems through the synergy of Two courses education and mental health education, and serves to improve their comprehensive quality and finally achieve the goal of talent training.

**Subjects and methods:** Two courses education and mental health education have their own goals and common goals. It can not only play a role independently, but also play a role together. The two are both parallel and cross, with complementary functions and mutual penetration. The parallel infiltration mode of College Students' Two courses education and mental health education solves college students' psychological and ideological problems through the synergy of Two courses education and mental health education, focuses on Cultivating College Students' good self-education ability and forming healthy personality, so as to improve their comprehensive quality and finally achieve the goal of talent training.

**Results:** Based on all the above contents, it can be seen that broadcasting host psychology can play a great role in the creative process of broadcasting host. The reason is that it can continuously optimize the host image of the broadcasting host, and let the audience establish a closer relationship and trust with themselves. Because of the existence of broadcasting host psychology, broadcasting host can improve his broadcasting effect. Therefore, broadcasting hosts need to pay more attention to broadcasting host psychology, so that it can provide good development power for their personal promotion and career development.

**Conclusions:** College Students' Two courses education and mental health education are two interrelated and different jobs. They are a parallel infiltration relationship. It is a useful exploration to give full play to their role in the process of College Students' education through the parallel infiltration education model. To cultivate the sound personality of college students, we must coordinate the Two courses education and mental health education, mobilize their own positive factors, and strive to promote the cultivation of College Students' good personality quality to the greatest extent, so as to achieve mental health, ideological health and physical health; Physical and mental harmony, harmony between people, harmony between people and society, and harmony between people and nature.

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## STRATEGIC ANALYSIS OF CUSTOMER CONSUMPTION TENDENCY UNDER E-COMMERCE B2C MODE

Xia Hu

*Chengdu College of University of Electronic Science and Technology of China, Chengdu, Sichuan, 610000, China*

**Background:** With the rapid development of economy, people's income increases gradually. Now more and more people like to buy goods online to meet their individual needs. In the Internet era, people's consumption concept has been strongly impacted. From the perspective of consumption psychology, consumers choose not only the use value of goods, but also pay more attention to the opportunity cost of shopping time. E-commerce B2C mode can make consumers more directly and intuitively understand commodities, compare the prices of various products, and enable consumers to quickly complete shopping activities. Although the current e-commerce B2C model has been deeply rooted in the hearts of the people, there are also many psychology that is not conducive to consumption. How to eliminate the adverse factors in e-commerce, how to meet customers' consumption psychology and improve network marketing strategy have become urgent problems to be solved.