

Results: This paper argues that, first of all, from the perspective, photography, like painting, belongs to visual art, but it is quite different from painting, that is, photography shows images in the real world, which requires photographers to have sharp vision, sensitive intuition and deep insight.

Conclusions: Generally, photographers try to choose a simple background for shooting, so it is easier to highlight the subject and show the theme. But if the environment is more complex, it can be well solved by using light. By controlling the exposure, the complex details in the background are hidden in the shadow, so that the main body of the picture and the environment are in a balanced layout, and the form is the same as that of classical painting in dealing with the environment. Therefore, photography is the art of using light. Without light, there will be no shadow. Learning to deal with the relationship between light and space is a skill that photographers must master when shooting.

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THE CONSTRUCTION OF SOCIAL PSYCHOLOGICAL PROCESS THEORY OF CROSS-CULTURAL COMMUNICATION FROM THE PERSPECTIVE OF CULTURAL DYNAMICS

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Background: Cross cultural communication refers to the application of language to cultural communication on the premise of great differences in language or language and cultural background. In cross-cultural communication, we must start from the differences between the two cultures and think about what problems we should pay attention to in communication. The concept of cultural dynamics refers to that both sides will exchange each other's culture in the process of cross-cultural communication. In the process of communication and exchange, both parties can let each other understand their own culture or understand each other's culture through the process of language coding, transmission, decoding and processing. Through this process, both sides can understand each other's culture and realize cultural integration. When carrying out cross-cultural communication, we should integrate each other's cultures and use efficient communication methods to carry out language communication. Only by using such communication methods can we achieve the purpose of exchanging things, communicating emotions and transmitting three views, and realize deep-seated communication. This paper applies the integration of language and cultural differences between Chinese and English to illustrate the social psychological process of cross-cultural communication and explore the methods to realize cultural integration.

Subjects and methods: When carrying out cross-cultural communication activities, there will be various communication obstacles between the two sides of communication. If we can't break through this obstacle, it will affect the process of communication and the social communication activities can't be carried out smoothly. Based on the theory of cultural dynamics, this paper analyzes the psychological process in cross-cultural communication activities, and then puts forward communication methods to break through the obstacles of cross-cultural communication.

Results: The research shows that the three tests preliminarily establish the effectiveness of process theory in cross-cultural communication research. The principle of knowledge activation is fully reflected in the research, which shows that the influence of culture on behavior is not decisive. The involvement of cultural identity and adaptation motivation is also reflected. Whether the applicability and appropriateness of cultural knowledge are unified is a key to the effectiveness of communication. In short, the study reveals the communicators' subjective use of cultural knowledge, and some causal relationships between culture and communicative behavior have been preliminarily established. This study has certain theoretical and practical value for the dynamic study of cross-cultural communication, reinterpretation of cultural differences, rethinking cross-cultural competence, and enriching research methods.

Conclusions: Language is the carrier of culture. When people use a language other than their own nation, country or region to communicate with others, cultural barriers may appear in communication because they do not understand the cultural differences behind the language. When the other party communicates with it and finds that there are differences between the other party's language and cultural expression and their familiar cultural expression, there will be understanding obstacles or understanding ambiguity. On the premise of different cultural backgrounds, we should apply the perspective of cultural dynamics to construct social psychology: both sides should find language communication barriers and actively carry out language transfer, communication transfer and cultural transfer.

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DESIGN OF NETWORK EXPECTED PSYCHOLOGICAL CHARACTERISTICS AND BEHAVIOR PREDICTION SYSTEM BASED ON CLOUD COMPUTING TECHNOLOGY

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In today's information world, more and more people obtain information resources and communicate with each other through the network. The number of visits to various portals and social networking sites increased exponentially. At the same time, in today's information explosion, users are at a loss in the face of massive information, and website decision-makers are also difficult to provide users with personalized customized services. At present, the state prediction results of the proposed network psychological feature prediction system deviate from the actual results. As a result, the prediction takes too long. Based on cloud computing technology, a new network psychological feature prediction system is designed, and the hardware and software of the system are designed. The experimental results show that the state prediction results of the designed network psychological feature prediction system are less different from the actual results, and the time is shorter.

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THE INHERITANCE AND DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE IN THE CENTRAL PLAINS FROM THE PERSPECTIVE OF WOMEN'S PSYCHOLOGICAL MOTIVATION

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Intangible cultural heritage is the cultural memory of a country and a nation, which is similar to the "gene" of biology, so that the country and the nation present a unique temperament that is different from other countries and nations. The protection of intangible cultural heritage, as a great cultural project of our country in the 21st century, has been elevated to the height of a national policy to be implemented. In the context of intangible cultural heritage protection, domestic scholars have conducted extensive research on this and achieved some results in management mechanisms, development strategies, communication strategies, and promoting people's physical and mental health. Taking tourists of the Intangible Cultural Heritage of the Central Plains as the research object, 500 questionnaires on tourists' motivations for tourism were distributed at the intangible cultural heritage sites of the Central Plains. Exploring the motivation of intangible cultural heritage tourism and the psychological and behavioral characteristics of its consumers (mainly women as an audience group), it is found that the main groups of intangible cultural heritage tourism have higher education level, relatively stable income, mainly have relevant interests and hobbies, and are mainly middle-aged and young people; Through word-of-mouth and television media is the main way of dissemination; Add the tourism, leisure and psychological value of the intangible cultural heritage of the Central Plains, and strengthen the in-depth design of the intangible cultural heritage products of the Central Plains. Understanding the psychological motivation and behavior characteristics of intangible cultural heritage tourism has a strong reference value for tourism development and marketing.

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