

browse. By using applied psychology in the process of digital media design, people can gradually break their original thinking patterns and no longer use the impression of dull character in the process of digital media design, and by making people's psychology gradually interconnect with the media, thus avoiding a more boring and dull media image. In addition, in the process of digital media design can also be used to apply advertising consumer psychology, which pays more attention to the user's real experience and actual feelings, through in-depth research and analysis of user needs, advertising planning psychology and consumer psychology, etc., the digital media design to make accurate positioning and all-round grasp. The analysis of the consumer psychology of digital media design users and the creation of a more favourable consumer environment for them highlight the key to the consumer psychology of advertising. Through the more rational and emotional demands of advertising, people are continually being prompted to consume. In order to be better applied in digital media design, thus further ensuring that digital media design can well meet the needs of consumers. Only when combined with the knowledge system of applied psychology can a digital development system be formed to the greatest extent and gradually the relevant concepts of applied psychology meet the needs of digital media design. Therefore, the relationship between applied psychology and digital media design is interlinked and indispensable.

Result: In summary, applied psychology, through its widespread use in digital media design, is to some extent an application of psychology in marketing, and to some extent contributes to the further development of psychology. This not only fulfils the aims and requirements of advertising and marketing in a high-quality manner, but is also one of the key elements in the long-term development of advertising psychology. It is also one of the key elements in the long-term development of advertising psychology. It is more conducive to the effective development of digital media design in a comprehensive manner and can improve the application of applied psychology in digital media design as much as possible. In the process of development, digital media design is often challenged by changes in the market, which requires constant optimisation and innovation, drawing on the strength of quality, so as to further improve its own development capabilities, bringing people more unique and excellent design, gradually adapting to people's attention and increasing their interest, on this basis combined with the relevant concepts of applied psychology.

Conclusion: In order to truly improve the appeal of digital media vehicles, designers must combine comprehensive psychological characteristics with a comprehensive understanding of people's needs for digital media vehicles, so that they can design and analyse them further. The design and analysis of digital media carriers can be carried out in a regular, flexible and efficient manner to bring people the information they need and to maximise the conversion rate of information, to optimise and innovate digital media technology, to promote the integration of applied psychology and digital media design, and to lay a solid foundation for the long-term effective development of digital media design.

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DISCUSSION ON THE INFLUENCE OF LEISURE SPORTS ON THE PHYSICAL AND MENTAL QUALITY OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

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Background: Under the background of quality education, higher vocational institutions are gradually changing from skill-based education to comprehensive quality education, which aims to promote students' overall physical and mental development. For this purpose, this paper discusses the current mental health problems prevalent among higher vocational students and adopts the approach of recreational physical education to enhance students' comprehensive literacy ability, so as to lay the foundation for their future development.

Objective: The current development of leisure physical education in higher education institutions helps students to obtain more opportunities for physical exercise, which not only cultivates good physical and mental qualities, but also helps students to release their minds and bodies and improve their mental outlook. Therefore, it is necessary to take into account the specific situation of students and strengthen mental health education for them, so as to improve their physical and mental qualities while assisting them to form good values in life, which is extremely important for their future learning, growth and development.

Subjects and methods: The main research object for the investigation of leisure physical education work in higher education institutions is the students of higher education institutions, and the research is conducted to investigate the mental health of students, so as to obtain an important research basis and create favourable conditions for the development and implementation of leisure physical education. The specific research methods need to be implemented effectively in the following aspects, which will help improve the work of leisure physical education in higher education institutions, enhance the efficiency and improve the level of leisure physical education teaching in higher education institutions.

Enhance the understanding of leisure physical education in higher education institutions. Teachers should have a deep understanding of the work of education in higher education institutions, and need to be clear about the impact on students, and to pay attention and attention. Therefore, teaching staff need to change traditional teaching concepts, actively integrate leisure physical education with mental health education, and closely combine campus culture construction with academic style construction and students' own development. This will help students to establish a healthy and correct outlook on life, the world and values, raise their awareness of recreational physical education and guide them to participate actively, so that they can master the correct learning methods, study skills and lifestyle, and contribute to their overall development.

Leisure sports activities are activities that students participate in outside of class time, but the content and form of leisure sports activities need to be standardised and improved, and not organised arbitrarily or blindly. In addition, it is important to respect the individual ideas and opinions of all students and to take into account their interests and hobbies, so that they can participate actively rather than being forced to do so, thus demonstrating the value and educational significance of recreational sports teaching.

Result: The effective development of physical recreation education can lead to active participation, create favourable conditions for students to relax and provide support. Students will also become psychologically relaxed through physical relaxation, which helps to reduce students' academic stress, life stress, etc., thus assisting students to develop a good psychological state. The infusion of recreational physical education into students' out-of-school time, extra-curricular time and family time allows students to have autonomy and to escape from online games etc., enriching their lives outside of school and at home. Through active participation in recreational sports, students develop healthy study and living habits, which not only cultivate good physical fitness but also contribute to their overall development.

The opportunities for communication and the social relationships that students develop with others as a result of their participation in sport and leisure activities are highly applied and social, which enables students to develop better. The competitive nature of sport and leisure activities allows students to develop a sense of competition and sportsmanship, and a sense of participation and success in the process, which in turn leads to physical and mental satisfaction. In this process, students can better understand themselves, explore their own potential, build up good self-confidence in learning and life, and thus improve their psychological quality.

Conclusion: In conclusion, leisure physical education in higher education institutions needs to be paid attention to and valued by those involved, and the development and implementation of this educational activity creates favourable conditions and opportunities for students' physical and mental development. In this regard, it is necessary to clearly understand the impact of leisure physical education in higher education institutions on students' psychological health, and on this basis to adopt effective strategies, including raising awareness of leisure physical education in higher education institutions and standardising and improving leisure physical activities, so as to improve the efficiency and quality of leisure physical education in higher education institutions and improve students' comprehensive physical and mental quality level, which will help students learn, live and grow. This will help students learn, live and grow, and assist them to achieve good development.

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A PROBE INTO THE PHILOSOPHICAL CONSCIOUSNESS OF LANGUAGE TURN BASED ON THE DICHOTOMY OF SUBJECT AND OBJECT

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Background: The "linguistic turn" in philosophy has had a deepening impact on the current research and development of psychology, and it has gradually become a new dimension of psychology. As a result, the traditional psychological problem of 'language deficit' has also been addressed. The 'linguistic turn' in