

RESEARCH ON FARMERS' ANXIETY CAUSED BY THE SUSTAINABLE LIVELIHOOD OF LAND LOST FARMERS IN HAINAN UNDER THE BACKGROUND OF FREE TRADE ZONE (PORT) -- A CASE STUDY OF SANYA CITY

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Background: With the development of economy and society and the accelerating process of urbanization, more and more farmers have lost their land for survival. There are many reasons for farmers' loss of land, among which some farmers' land has been expropriated because of urban expansion; some farmers' land has been expropriated because of the construction of expressways or railways. Many people think that cities and towns urbanization is an effective way to solve China's agriculture, rural areas and farmers' three rural problems, which can make China transition from an agricultural country to an industrialized country. However, in the process of urbanization, the living standard of landless farmers has not been improved, but they are gradually poor because they have lost their land for survival. In previous studies, it has been clearly stated that because the compensation system is unreasonable, there are also limitations and lack of foresight in the resettlement measures for landless farmers. In addition, farmers have low education level, narrow vision and great limitations in self-development. Therefore, landless farmers are often unable to maintain the original quality of life. In 2015, the number of landless farmers in China exceeded 40 million, and this number continues to increase with the acceleration of urbanization. Therefore, the sustainable livelihood of landless farmers must be faced and solved in the process of urbanization in China.

A free trade zone is a free trade zone, which means that goods between member countries that have signed a free trade agreement can flow freely without tax and quantity restrictions, which can greatly promote economic development. In 2018, Hainan Province of China began to build a pilot Free Trade Zone in an all-round way. Under this background, the number of land lost farmers in Hainan increased sharply, and many lands lost farmers were anxious and depressed. It has had a relatively negative impact on local social stability and economic development. Among them, the negative impact on social stability is reflected in the rapid growth of contradictions and disputes between landless farmers and the government, and the sharp rise in the frequency of mass and repeated petitions, which not only affects social stability, but also increases the cost of social management. The negative impact on economic development is reflected in a large number of landless farmers. People go to other cities to work for a living, so there is a large loss of local labor force, which affects the industrial development of Hainan city. Therefore, finding appropriate methods and policies to alleviate the anxiety of landless farmers is of great significance to maintain social stability and promote social harmonious development. Taking Sanya City as an example, to the free trade zone. This paper discusses the anxiety of farmers caused by the sustainable livelihood of landless farmers in Hainan under the background of (Hong Kong), and gives the corresponding solutions.

Objective: Combined with the investigation of the current situation of local landless farmers, this paper puts forward strategies to alleviate the anxiety symptoms caused by the sustainable livelihood of landless farmers in Hainan under the background of free trade zone (port).

Subjects and methods: 300 landless farmers, aged 29 - 57, were selected from Sanya City, using Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) Evaluate the mental health level of the research object. Use the self-made quality of life evaluation scale to evaluate the satisfaction of landless farmers with the policy. The quality-of-life evaluation scale has 20 items, and the score of each item is 1 - 5, with a full score of 100. The higher the score, the higher the living standard of landless farmers and the higher the satisfaction with the policy.

Research design: Take the following measures for landless farmers: improve the land acquisition compensation standard, diversify resettlement methods, promote farmers' flexible employment, improve the social assistance network system, vigorously develop the collective economy, establish collective security, and guide landless farmers to strengthen their livelihood sustainability, such as training skills and improving farmers' cultural level. After 6 months, count the income of landless farmers, SDS and quality of life scale scores.

Methods: The corresponding data were processed and analyzed by SPSS 17.0.

Results: After 6 months, the SAS and SDS scores of 300 landless farmers decreased significantly, and the quality of life increased significantly, as shown in Table 1.

Conclusions: Free trade zone in the context of (Hong Kong), the sustainable livelihood of land lost farmers in Hainan will cause farmers' anxiety, which will reduce the quality of life of land lost farmers, affect social stability and is not conducive to the harmonious development of society. Therefore, the following measures are studied to alleviate the anxiety of land lost farmers: improving the land acquisition compensation standard, diversifying resettlement methods, promoting farmers' flexible employment,

improving the social assistance network system and large-scale development. The results show that these measures can effectively reduce the anxiety and depression of landless farmers and improve their quality of life, which is of great significance to the harmonious and stable development of our society and the loss of land in other areas. The resettlement of land farmers also has a certain reference significance.

Table 1. Current situation of landless farmers

Timing	SAS	SDS	Quality of life
Six months ago	72.4±12.3	69.3±14.1	63.5±12.5
After 6 months	55.4±8.3	54.7±10.9	85.4±7.6
<i>t</i>	8.425	9.014	7.254
<i>P</i>	0.003	0.001	0.011

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EVALUATION AND ANALYSIS OF COMMUNICATION EFFECT OF FILM AND TELEVISION WORKS BASED ON BEHAVIORAL PSYCHOLOGY

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Background: With the development of economy and the continuous improvement of scientific and technological level, people’s way of entertainment has also undergone great changes. Film and television works are one of the main ways of entertainment. Film and television work refers to a completed art work that takes pictures through the camera, records them on the film, and then uses the player to play and process the pictures. Film and television works are a kind of works of art. Compared with traditional works of art, film and television works combine photography art with sound, and integrate visual and auditory art at the same time. Therefore, the sensory stimulation of film and television works to the audience is stronger, and it is easier to cause the emotional resonance of the audience. The communication effect of film and television works can reflect the artistic effect and profitability of film and television works to some extent. Therefore, the evaluation of the communication effect of film and television works can provide a reliable basis for the evaluation of the artistic level of film and television works and the attention of the audience.

Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. With the continuous development of computer information technology and network technology, Internet-based network media is called an indispensable part of most residents’ daily life. Network media not only brings users a new experience, but also changes users’ media contact habits, but also has a great impact on people’s lifestyle. Through network media, netizens can realize communication, entertainment, learning and other activities. In behavioral psychology, according to the praise, comments and other behaviors of network users on some works, it can not only reflect the user’s attitude towards the works to a certain extent, but also reflect the communication degree of the works. Network media is also an important way for the dissemination of film and television works. According to the data such as praise, comment, score and forwarding of film and television works by network users, the communication effect of film and television works can be evaluated and analyzed. Based on behavioral psychology, combined with the previous evaluation methods of the communication effect of film and television works, the research constructs the communication effect evaluation system of film and television works, accurately and objectively evaluates the communication effect of film and television works, and then provides data support for the evaluation of the artistic level of film and television works.

Objective: Based on behavioral psychology, combined with the previous evaluation methods of the communication effect of film and television works, to construct a communication effect evaluation system of film and television works, so as to evaluate the communication effect of film and television accurately and objectively.

Research objects and methods: Based on behavioral psychology, this paper selects the evaluation indicators of the communication effect of film and television works from the three dimensions of influence