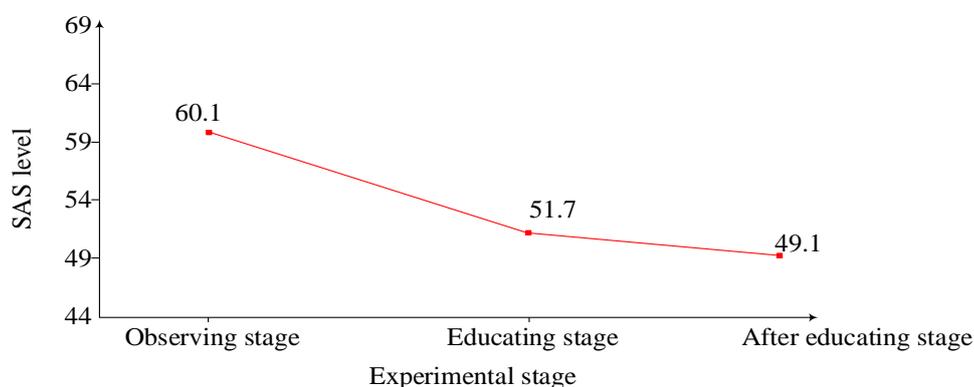


experimental period. It can be found that the anxiety level of the students decreased significantly after receiving the teaching, and remained at a low level until the end of the teaching. After statistical analysis of the data, it can be further found that the decrease of the average anxiety level of the students after receiving the teaching is significant compared with that before the teaching ( $P < 0.05$ ).



**Figure 1.** Changes in anxiety levels of students in the experiment

**Conclusions:** Anxiety is a common psychological problem among college students today. As the main environment for students to study and live, the school's professional teaching reform should pay more attention to it. This research focuses on the electromechanical major, combined with the specific reform measures of the electromechanical major, using psychological theory to add intervention methods for college students' group anxiety. The experimental results show that the anxiety level of the students after the teaching reform is significantly lower than that before the reform, and other related psychological states are also healthier.

\* \* \* \* \*

## RESEARCH ON THE STRATEGY OF CREATIVE COMMUNICATION OF SPORTS EVENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

Zhang Sun<sup>1</sup>, Dong Liang<sup>1</sup> & Linjie Cheng<sup>2\*</sup>

<sup>1</sup>Guangzhou Xinhua University, Dongguan 523133, China

<sup>2</sup>School of Physical Education and Health, Longyan University, Longyan 364000, China

**Background:** With the improvement of China's comprehensive national strength, China has hosted more and more major international events. The holding of sports events can establish a good international image of China externally, and internally encourage the public to participate in physical exercise and strengthen the national physique. With the innovation of digital media technology, the communication media is also updated day by day. The communication strategies and means of sports events have increasingly become one of the focus points of people. How to make sports event broadcasting stand out in many report competitions is the content that the media needs to emphasize. At present, sports event communication has the characteristics of mobility, interactive viewing experience and intelligent sports monitoring. Major Internet enterprises spend money to buy the exclusive broadcasting right of sports event network, and start to comprehensively layout the sports industry chain relying on its powerful social platform, so that the communication of sports events presents the trend of "Internet + sports".

From the perspective of psychology, the pursuit of the public at the spiritual level is becoming higher and higher, which has stimulated the creative requirements for the communication of sports events. People's attention to sports events itself is a kind of consumption behavior. In the field of psychology, people's behavior transformation based on consumption psychology has five key nodes, namely attention, interest, expectation, action and aftertaste. These five nodes are progressive and indispensable. When novel events collide with people's curiosity, people will unconsciously expect it and take consumption behavior for it. After completing the consumption experience, the audience changes from relatively unfamiliar to familiar with sports events, so as to achieve inner satisfaction. Due to the differences in the audience's cultural level, economic conditions, spare time, interests and aspirations, the development of sports event communication as the tertiary industry is bound to make people's demand for it different. In the demand level, people must first meet material needs, followed by spiritual needs. Therefore, people's

different needs for creativity must also be considered in innovation communication. The transmission channels of sports events gradually transition from newspapers and radio to the Internet. The conditions for attracting spectators to watch the game are not limited to the victory or defeat score of the game. As the organizer of the event, it is necessary to clearly analyze its own positioning in combination with the characteristics of the city, make horizontal and vertical comparison with the corresponding events in the same city and at home and abroad, inject creative communication ideas on their basis, and meet the needs of the audience from multiple angles by comprehensively identifying the characteristics of the project.

**Subjects and methods:** The research cooperates with a university sports club. The university sports club holds two sports events at the same time in the basketball stadium of the school. The two sports events carry out warm-up publicity from the week before the game. A group of publicity group acts as the experimental group to carry out targeted publicity and warm-up according to the psychological needs of students in different grades. The other group of publicity groups as the control group carried out non differentiated publicity. There was no difference in the publicity frequency and publicity place of sports events between the two groups. Finally, the study counts the proportion of the number of students in different grades watching basketball games in the total number of grades, and uses psychological evaluation tools to investigate the satisfaction of the people participating in the sports events, and evaluates the satisfaction with level 1-5. The higher the evaluation level, the higher the satisfaction of the audience with the sports events.

**Results:** Table 1 of the experimental results shows that under the sports event communication strategy of the experimental group, the proportion of people participating in the competition in different grades is significantly higher than that in the control group. For the satisfaction evaluation of sports events, the evaluation level of the experimental group is also higher than that of the control group, which shows that the strategy of creative communication of sports events from the perspective of psychology can expand the impact of sports events and meet the needs of different levels of the audience.

**Table 1.** Strategies and effects of creative communication in different sports events

| Group            | Proportion of students watching sports events in different grades (%) |           |        |        | Satisfaction series |
|------------------|---|-----------|--------|--------|---------------------|
|                  | Freshman  | Sophomore | Junior | Senior |                     |
| Experience group | 12  | 18        | 25     | 37     | 4                   |
| Control group    | 8   | 6         | 3      | 5      | 2                   |

**Conclusions:** In order to expand the influence of sports, the communication strategy of sports events should be based on the characteristics of psychology. Integrate Internet thinking into communication strategies, combine local characteristics, and inject creative communication ideas into the event communication strategies of other cities and platforms to push through the old and bring forth the new. And pay attention to improving the service quality of sports events, strengthen the innovative and open thinking of the staff, make the publicity means break through the original mode and meet the needs of the audience at different levels.

**Acknowledgement:** Project supported by The Key Platforms and Major Scientific Research Projects of Education Bureau of Guangdong Province – Young innovative talents (humanities and social sciences), China (No. 2015WQNCX187).

\* \* \* \* \*

## RESEARCH ON THE INFLUENCE OF MUSIC BEL CANTO TEACHING BASED ON SCHOOL PSYCHOLOGY ON STUDENTS' ANXIETY PSYCHOLOGY

Yajing Xin

*Aba Teachers University, Wenchuan 623002, China*

**Background:** Because Bel Canto is born out of opera performance, Bel Canto teaching pays more attention to the expressiveness of human voice in music courses. The aesthetic psychology of Bel Canto drives students to obtain aesthetic experience when learning courses. The mobilization of music on emotion can help students vent their negative emotions and alleviate their psychological pressure, anxiety and loneliness. Stimulating students' positive emotions is conducive to developing students' interest and potential in music learning. Music itself is a special language to express the player's emotion. Its