EMOTIONAL EXPRESSION OF CITY IMAGE PUBLICITY FILMS IN DIFFERENT PUBLIC PSYCHOLOGICAL FEELINGS

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With the development of the Internet age, the distance between cities is getting closer and closer. The concept of network marketing is also gradually established. City image publicity film has become an expression form to show the characteristics of the city, and also represents the soft power of the city. Integrate psychological and emotional expressionism into urban image films, make full use of the psychological feeling characteristics of different vision, and improve the competitiveness of urban development. Based on Roland Barthes' semiotic theory, this paper mainly studies the application of traditional psychological feeling in urban publicity design in visual context. This paper analyzes the application significance and value of traditional visual symbols from two aspects: external modeling language and internal meaning. This paper discusses the innovative embodiment of different psychological feelings in modern advertising design in different public contexts, so as to enhance its connotation and application value.

Key words: visual context - publicity design - urban development - psychology

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INTERNATIONAL TALENT INCENTIVE MODEL FROM THE PERSPECTIVE OF DIFFERENT EXPRESSION OF SPIRITUAL SENSITIVITY

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With the accelerated development of society, the demand for high skilled talents is also higher and higher. At present, many enterprises have high skilled talents, but due to the lack of effective spiritual incentive model, there are many problems in the incentive of high skilled talents. Innovative talents are the backbone of enterprise innovation activities and play an important role in ensuring the sustainable and effective innovation of enterprises. Innovative human capital is different from general human capital. It has timeliness, scarcity and heterogeneity. This determines that the traditional human resource management is not suitable for enterprise talent management, which also challenges our previous general psychological incentive theory. This paper studies the incentive model of international talents from the perspective of comparative psychology, and discusses the talent incentive problem under the comparative model.

Key words: comparative psychology - resource management - international talents - expression of spiritual sensitivity

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STUDENTS' ACHIEVEMENT MOTIVATION, JOB SELECTION EFFICACY AND EMPLOYABILITY RELATED TOPERSONAL EMOTION AND BEHAVIOR

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The research on career decision-making self-efficacy is increasing at home and abroad, which provides a theoretical reference for job hunting and career guidance However, there are few studies on career decision-making self-efficacy specifically for students, especially in the face of the severe employment situation caused by the large-scale expansion of undergraduate and graduate students in China. Therefore, it is inevitable to carry out this research. There is a significant positive correlation between the job selection efficacy and the level of achievement motivation and the motivation to pursue success, and there is a significant negative correlation between the job selection efficacy and the motivation to avoid failure. The job selection efficacy of fresh graduates from private colleges and universities is related to various factors of mental health to varying degrees. The achievement motivation and mental health status of fresh graduates of private colleges and universities can predict their job selection efficacy. This study

conducted a questionnaire survey on 355 college, undergraduate and master graduates from four universities. The questionnaire includes four dimensions: certainty, activity, independence and coordination. Through confirmatory factor analysis, the questionnaire has good reliability and validity. The relationship between achievement motivation, job selection efficacy and employability is studied. At the same time, career choice attitude and career decision-making self-efficacy can be integrated into career maturity model, and the results of confirmatory factor analysis meet the requirements of model fitting.

Key words: achievement motivation - job selection efficacy - employability

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METHODS OF STIMULATING USERS' PSYCHOLOGICAL FEELING AND SUB CONSCIOUSNESS IN INTERACTION DESIGN

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The marriage of technology and art produces the art of interactive design The art of interactive design takes the emotional experience under the psychological motivation of seeking new and different stimuli as the research object, puts forward the main forms of sensory stimulation, emerging interactive ways and situational stimulation consumer service experience to shape the interactive emotional experience, and discusses how to stimulate and meet the user's psychological motivation and the basic design principles and application value of the research object, so as to create a people-centered and more pure emotional experience. The birth stage of graphical user interface design and interaction design, and the rapid development stage of user-centered interaction design. Due to various subjective and objective reasons, many users will have emotional fluctuations in the learning process. If not controlled, a little frequent learning may evolve into non active learning, then passive learning, or even passive learning, and finally hate learning. Through the analysis of subconscious behavior, this paper explores a better way to realize the dialogue and communication between human and machine, so as to obtain a better product use experience. Combined with cases, this paper discusses the role and incentive methods of subconscious behavior in interactive design, and verifies the importance of subconscious research to interactive design.

Key words: interaction design - user sub consciousness - case study

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INFLUENCE OF HUMANISTIC SPIRIT OF TRACK AND FIELD SPORTS ON PHYSICAL HEALTH AND RELEASE LEARNING PRESSURE ON HIGH SCHOOL STUDENTS

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Track and field is an ordinary and great sport. It is the basis of all kinds of sports, which contains rich humanistic spirit. With the continuous development of China's educational reform, the educational demand for college physical education is no longer limited to explaining sports skills and strengthening students' physical quality and release learning pressure, but further requires college physical education to pay attention to humanistic quality education in sports training, improve students' comprehensive ability and promote students' physical and mental health development. Physical education teachers carry out humanistic quality education in track and field training, integrate more humanistic quality elements, and let students feel the humanistic spirit of sports and its role in strengthening physique and releasing learning pressure in track and field training. Combined with track and field sports, this paper makes a further study on the development of physical and mental health of high school students in China. The results show that track and field sports have cultural attributes and characteristics, and contain the humanistic spirit advocated by modern society. It not only plays a positive role in promoting high school students' physical and mental health and releasing learning pressure.

Key words: track and field sports - humanistic spirit – physical – release learning pressure

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