

ANALYSIS OF EMOTION MANAGEMENT THEORY AND COPING STRATEGIES IN MODERN TEACHING

Ziyi Guo & Qiong Zhang

University of Perpetual Help System DALTA, Manila, 1008, Philippines

It can be concluded from the previous studies of conscious emotional infection that emotional infection can be regulated by subsequent ideas, which can be extracted unconsciously, then whether emotional infection can be regulated by pre-conceptions, that is, ideas exist before emotional infection and have an impact on the final effect of emotional infection. The teachers teach students not only knowledge, but also emotions, emotions and feelings. The students are sunflowers, and they are used to moving towards the teacher. Standing on the rostrum is a psychological sunshine teacher, teaching is a group of positive bright students. As the renderer of college students learning emotions, teachers should have and use the most rational emotions to infect college students. In fact, their teaching emotions have changed. This change is guiding their teaching behavior, teaching enthusiasm and attitude. It has a great impact on college students' life activities, and affects college students' learning enthusiasm. Therefore, in creating an ecological learning atmosphere, teachers in local colleges and universities should be called on to establish a strategy to grasp the adjustment of teaching emotions, showing positive teaching emotions, so that college students can feel and enjoy warmth, so as to create a strong learning atmosphere.

* * * * *

RESEARCH ON EMOTIONAL EXPRESSION FORM OF CULTURAL PERSONALITY BASED ON VISUAL COMMUNICATION DESIGN

Li Liang

Wuhan Huaxia University of Technology, Wuhan, Hubei, 430223, China

With this, the diversification of homogeneous life has also changed people's demand for goods. For a certain commodity, the former single application function demand has gradually evolved into diversified demand, including the emotional demand and aesthetic demand for the commodity. The research on this subject in the theoretical circles at home and abroad is mainly carried out from two aspects: theoretical research and applied research. In China, the research has made phased theoretical research results, while the domestic theoretical research has started relatively slowly. Peter first put forward the theory of turning specific research into representative research results. He believes that in the design process, in addition to considering the use function of industrial products, the emotional needs of consumers are also important considerations. The model also puts forward a new assumption that only experienced consumers can understand the emotion of products.

* * * * *

A SURVEY AND ANALYSIS OF THE PHENOMENON OF ENGLISH WRITING ANXIETY AMONG NON-ENGLISH MAJORS

Chongya Liu

School of Foreign Languages, Nanyang Institute of Technology, Nanyang, 473000, China

English writing anxiety is defined as trait anxiety, which is a relatively strong sense of avoidance and fear of writing, such as avoiding writing tasks, worrying that your composition will be censored and reviewed by others. Some scholars regard English writing anxiety as a writing disorder, referring to the phenomenon that it is impossible to continue to complete the written text not because of the lack of certain basic writing skills but because of certain interfering factors. English writing anxiety is a specific anxious psychological behavior that occurs in the process of English writing output, which can prevent learners from successfully completing writing tasks, arouse negative emotions of learners, and reduce learners' writing expectations. In this study, a questionnaire was conducted on 400 college students using questionnaire survey method and statistical analysis method, using the English writing anxiety measurement scale and the English writing self-efficacy measurement scale as research tools, and through the survey, a considerable number of college students were found to be anxious in writing, and there were certain differences in individual anxiety

psychology in listening, speaking, reading and writing skills. The conclusion of the comparative analysis shows that excessive anxiety will have a certain negative impact on students' behavior and academic performance. Teachers should try their best to reduce the anxiety of college students in learning through effective methods, and provide a relaxed learning atmosphere for college students' English learning.

* * * * *

INVESTIGATION ON THE PSYCHOLOGICAL STATUS OF SOCIAL EXCLUSION OF THE ELDERLY IN RURAL INSTITUTIONS

Xinyong Lu¹, Xinrui Yang², Bixin Zhong¹ & Changgui Li¹
¹Business, Guilin University of Technology, Guilin, 541010, China
²Qingdao University of Technology, Qingdao, 266520, China

In order to maintain a basic life, the proportion of the elderly in rural areas is high, and they are still the main force of most farming. Compared with their children before they went out to work, their farming burden was increased, but their remuneration was not much higher. The spiritual emptiness and loneliness of the left behind elderly in rural areas have become a common phenomenon. Due to scattered residence, insufficient development of social organizations and limited radiation of elderly activities, especially the rural elderly living alone in deep mountain areas are very easy to fall into a self closed psychological state. Therefore, measures should be taken to strengthen the ideological education for the elderly, enhance the density of rural elderly care institutions, and enhance the sense of security of rural elderly for institutional elderly care, so as to solve the problem of rural elderly excluding institutional elderly care, and promote the development of institutional elderly care in rural areas. The income of rural elderly is relatively low, their purchasing power and desire for market services are relatively low, and their acceptance of "mutual pension" services is relatively high, which is also one of their outstanding advantages.

* * * * *

USER RESISTANCE PSYCHOLOGY AND PSYCHOLOGICAL FACTORS IN ARTIFICIAL INTELLIGENCE SELF-SERVICE

Qiong Pu¹ & Ruru Wu²
¹Shandong Agriculture and Engineering University, Jinan 250000, Shandong, China
²Shandong Metreal Materials Co., Ltd, Feicheng, 271600, Shandong, China

Psychology is a science that studies the law of human behavior and psychological activities. Since the emergence of human beings, we have paid attention to human psychology and behavior. Psychology analyzes human behavior and psychology through scientific methods, mainly including observation, investigation (questionnaire and interview), test, experiment and so on. The external validity and effectiveness of these methods are also questioned because they select limited and representative research objects for research in a certain period of time, and then extend the conclusions to the same group. Taking personality prediction, active suicide intervention and public opinion analysis of Qingdao prawn incident as examples, this paper introduces the application of artificial intelligence big data in the field of psychology. Research shows that when using big data to analyze relevant psychological indicators, we should pay attention to protecting users' privacy and use big data and artificial intelligence technology reasonably and legally.

* * * * *

RESEARCH ON THE VALUE ORIENTATION OF CULTURAL WILL ACTION PRACTITIONERS IN NETWORK MEDIA INDUSTRY

Yongding Tan & Zhiqiang Chen
Lingnan Normal University, Zhanjiang, Guangdong, 524048, China

The current media culture is a symptom in the process of modernity. After 40 years of reform and opening up, the modernization of material form has reached a new stage, and the social modernity and cultural modernity have thus reached a new stage. New media is the product of the development of the