

linguistics in turn.

Objective: Cognitive linguistics holds that the connection between linguistic form and meaning is not absolute arbitrariness, and language is motivational. Motivation refers to the non-arbitrariness and demonstrable connection between language form and meaning. From the aspect of students' acquisition, when the students realize the motivation of Chinese characters' word-building and word-building, they will try to "practice" the word-building and word-building according to this motivation, so as to turn the identification of Chinese characters into the experience of Chinese characters, so as to deepen the impression of Chinese characters and reduce the errors and errors of Chinese characters.

Subjects and methods: Cognition is the intelligent process of cognition and knowledge acquisition, involving a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the abnormality of advanced brain processing related to the above-mentioned learning, memory and thinking judgment, which leads to severe learning and memory impairment, as well as the pathological process of aphasia, apraxia, loss of recognition or disability. The purpose of this study was to investigate the intercultural psychological cognitive impairment of 100 college students in China by using the Statistical Scale of Basic Situation and the Scale of Mental Adaptation (Zung Scale of Depression).

Study design: A survey of 100 overseas students from colleges and universities in China was conducted. Randomly selected 10 universities, each university randomly selected 10 foreign students, a total of 100 foreign students conducted a questionnaire survey, a total of 100, 98 recovered, the number of effective copies 96.

Methods: Using Excel to count the cognitive impairment of foreign students in Chinese grammar teaching.

Results: Through the analysis, the main conclusions are as follows: the overall cognitive status of overseas students is good, and they belong to the group without cognitive impairment. Gender, type of students, time of study abroad, cross-cultural experience, family economic conditions have a significant impact on the psychology of overseas students. Homesickness is an important factor causing the psychological depression of overseas students in China. Family members and friends are important social support to alleviate the psychological depression of overseas students in China, and the school support from Chinese teachers and administrators is not significant. Overseas students preferred to do hobbies to deal with negative emotions. It is also found that the improper attitude of teachers in teaching Chinese as a foreign language can easily affect the psychology of foreign students. The researchers conducted in-depth interviews with foreign students with higher levels of depression, to gain a basic understanding of the factors that contribute to their higher levels of depression. The conclusion of this study can be used as a reference for the management of foreign students in the tested schools, and has a direct reference for daily management.

The results of this survey use 1 to 5 grades to quantify the influence values of specific factors, 1 means irrelevant, 2 means slight influence, 3 means ordinary influence, 4 means obvious influence, and 5 means full influence. In order to reduce the great error caused by individual subjectivity in the assessment, the evaluation values of 50 foreign students are adopted and the average values are rounded off to obtain the results. The specific statistical tables are shown in Table 1.

Table 1. Statistics of cognitive impairment in Chinese grammar teaching for foreign students

Factor	Aphasia	Out of use	Denial	Go astray
International student	4	5	3	3

Conclusions: Compared with Chinese college students, the group of overseas students in China is a group that should be focused. Foreign students in China pose a new challenge to the education system and management mode of foreign students in Chinese universities. Colleges and universities should provide foreign students with a variety of services to solve their educational, emotional and health problems in the course of their studies in China.

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ANXIETY OF FINANCIAL MANAGEMENT STAFF AND ITS COUNTERMEASURES

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Background: To some extent, the financial management and related internal control work of an enterprise will seriously affect the development and progress of the relevant enterprises themselves, and at the same time, it is an important guarantee for the realization of the reasonableness and scientific of the financial management of the relevant enterprises of our country. To some extent, the construction effect of the related internal control system will also affect the sustainable development of the enterprise itself, and have a significant impact on the long-term development strategic plan of the enterprise. However, the internal control system and management system of financial accounting in our country are not perfect enough, and there are still some problems in the management of internal control system, which seriously affect the adaptability of enterprises to the market economy, thus causing unnecessary impact on the competitiveness of enterprises in the market. High-level leadership is the core of enterprise leadership, and every step of its decision-making is of great significance to the development of enterprises. But at present, the senior leaders of many enterprises in our country have little understanding of their own position and financial status. So, they do not take all the factors into consideration and neglect the actual strength of enterprises. Some enterprises' senior leaders even ignore the financial and material resources of the enterprise, blindly expand the scale of investment and production, blindly pursue the sales volume of products of the enterprise, and neglect the financial management construction of the enterprise. Some enterprises have done a good job in bookkeeping, but the relevant leaders have not made good use of the financial information disclosed in the account books, and take the bookkeeping work as a tool to cope with the inspection of the relevant departments, resulting in the financial management becoming a mere formality and not playing its due role in the development of the enterprise. Effective financial control system is an important guarantee to improve the level of financial management. At present, many enterprises in China have invested relatively little in the system construction. Some enterprises have established the system, but there are many loopholes, and it is impossible to implement the system at all. In particular, some small and medium -sized enterprises have adopted the family-style management mode. Ownership and management rights are often mixed together. Investors are the operators, and the nepotism of the personnel in the enterprises is relatively heavy. Therefore, confusion of accounts and distortion of accounting information often occur. The systems formulated by some enterprises are often not binding due to kinship, and it is difficult to implement the system, which seriously affects the development of China's enterprises in the direction of standardization. In addition, the control power of the enterprises in financial management is relatively weak. In many cases, the rights and responsibilities are unclear, and there are more overlaps in the setup of personnel. In small enterprises, there are more incompatible posts held by a financial staff, which seriously affects the improvement of the economic efficiency of China's enterprises. Based on the above problems, the financial management staff of the enterprises are faced with serious problems, which cause serious anxiety.

Objective: With the development of market economy, enterprises are faced with unprecedented development opportunities, but the same financial management personnel are also faced with unprecedented challenges. The development of economy is bound to bring along the reform of economic system. The only way to adapt to the trend of economic system reform is reform. But many financial personnel receive the traditional financial education. Their financial knowledge and financial management concepts are still at the traditional level, and it is difficult to improve them in a short time. To some extent, their comprehensive quality is out of line with the development of enterprises. Especially after the introduction of information technology, many financial personnel are more unable to do their best in financial management, and their anxiety is serious.

Subjects and methods: Randomly selected 20 financial management staff as investigators, using the form of interviews to investigate. There is no age limit, position limit and time limit of 30 min-60 min. Interview financial personnel to identify their sources of anxiety and make constructive suggestions. Then from the following four aspects of discussion: First, to strengthen senior leadership of financial management and risk awareness. Second, the effective management of enterprise funds. Third, the establishment of a sound financial training and introduction mechanism. Fourth, improve the investment decision-making mechanism. After the interview, observe the mood change of the surveyors, and summarize their satisfaction with the decision. Using Excel statistics enterprise financial management staff satisfaction.

Results: The results of the survey were quantified in terms of the influence values of specific factors, ranging from 0 to 4 grades. 0 indicated dissatisfaction, 1 indicated slight satisfaction, 2 indicated general satisfaction, 3 indicated great satisfaction, and 4 indicated special satisfaction. In order to reduce the large error caused by individual subjectivity in the evaluation, 20 financial management staff members were rounded up and the results were obtained in a rounded way. The specific statistical table is shown in Table 1.

Table 1. Satisfaction of enterprise financial management staff

Factor	Strengthen senior management	Effective management of funds	Perfect personnel training	Improve the decision-making mechanism
Financial management staff	4	3	4	4

Conclusions: Financial management is an indispensable part of the production and operation of enterprises. This study analyzes the problems in the current financial management of enterprises and discusses the financial management measures in combination with specific circumstances. It is hoped that by establishing scientific internal control system and relevant countermeasures, we can strengthen the level of financial management of enterprises, thus promoting the long-term and stable development of enterprises.

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IDEOLOGICAL AND POLITICAL EDUCATION MODEL OF COLLEGE PHYSICAL EDUCATION BASED ON COGNITIVE PSYCHOLOGY

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Background: According to the classification method of knowledge from the dimension of cognitive psychology, sports knowledge can be divided into declarative knowledge and procedural knowledge. The significance of classifying sports knowledge is that specific teaching methods can be implemented according to different knowledge categories, which is conducive to improving teaching efficiency. In physical education, the concepts and laws that constitute the basic theoretical knowledge of sports belong to declarative knowledge, that is, the knowledge that explains the basic concepts and laws of sports. For example, “what is sports” and “what is the significance of developing sports” belong to declarative knowledge. In teaching practice, the process or method in which teachers teach students to do a certain sport is called procedural knowledge, such as only by transforming physical education knowledge into physical education ability can we achieve the most fundamental goal of physical education teaching. Therefore, we should first deeply understand the classification of physical education knowledge and select different teaching methods according to different categories, so as to achieve the effectiveness of physical education teaching.

From the perspective of cognitive psychology, ability is a psychological feature that will affect individual behavior. Ability can be divided into three types. The first is general ability, that is, the ability that most people have, such as walking, sports, learning, etc. the second is special ability, that is, an ability that most people do not have, such as extraordinary memory or difficult acrobatic movements. The third is creativity, that is, the ability of human beings to create new things, such as the ability to invent new technologies, etc. Sports ability belongs to special ability, which is a comprehensive ability of the combination of individual wisdom, sports knowledge and technology, and an ability to give full play to the physical and mental quality of individuals engaged in sports and skills independently.

Objective: Physical education itself is different from the teaching of other disciplines. The teaching objectives of other disciplines are relatively single. The main teaching objectives are to cultivate students’ cognitive and application ability of various disciplines, while the objectives of physical education are relatively diversified, mainly to cultivate students’ awareness of physical education knowledge, master physical skills and enhance students’ physical and psychological quality in the teaching process. Due to the diversification of physical education teaching objectives, we need to do a good job in the reform of physical education teaching on the premise of fully clarifying teaching ideas and psychology.

Subjects and methods: 200 college students were randomly divided into experimental group and control group, with 100 students in each group. With the teaching assistance of cognitive psychology, the experimental group pays attention to the subject status of students, fully respects their personality, improves their sports ability from reality, pays attention to their psychological and emotional world, and makes them have strong willpower and positive attitude towards life. The control group only carried out daily physical education. For three months, after the experiment, the students were asked to fill in the questionnaire, 300 questionnaires were distributed and 300 were recovered. After excluding the invalid questionnaire (more than two survey questions were not filled in), the effective questionnaire was 297. Excel software was used to count the satisfaction of the two groups of students with physical education