

**Conclusions:** The times are developing, science and technology are progressing, and intangible cultural heritage is also developing. The digital display design of intangible cultural heritage is the product of the times and plays an important role in the inheritance and development of intangible cultural heritage. Relevant personnel should improve their thinking logic, reasonably use digital means to realize the visualization of abstract culture, promote the dissemination of intangible cultural heritage among the public, let intangible cultural heritage enter people's life, and realize the sustainable prosperity and development of intangible cultural heritage.

**Table 1.** Effect of improving thinking logic on digital display of intangible cultural heritage

Mode	Build a professional platform	Development and utilization of market	Extensive publicity and dissemination
Student group	4	3	4
Working group	3	4	3
Retired group	3	3	4

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## INFLUENCE OF THINKING LOGIC BARRIER ON THE CONSTRUCTION OF DOUBLE QUALIFIED TEACHERS UNDER THE 1 + X CERTIFICATE SYSTEM

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**Background:** Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as accelerating and slowing down the association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, overpriced concept and forced concept. From the perspective of developmental psychology, human thinking has gradually developed from intuitive image thinking to abstract logical thinking. This development process is completed through the increasing improvement of brain structure and function, continuous learning and social practice. Purposefulness, coherence and logic are the characteristics of normal human thinking activities. Purposefulness means that thinking is carried out consciously around a certain purpose. Coherence refers to the connection between concepts in the process of thinking. Logic means that the thinking process is reasonable and logical. Therefore, thinking disorder plays a negative role in people's work and learning.

1 + X certificate system refers to the organic combination of academic certificate and vocational skill level certificate, in which "1" refers to academic certificate, "X" refers to vocational skill level certificate, "+" means that there is no simple repetition and increase between "1" and "X", and "X" is the expansion and extension on the basis of "1". 1 + X certificate system mainly has the following three meanings: First, 1 + X certificate system is an innovative concept. "1" highlights the foundation of academic education, "X" is a combination of several vocational skill level certificates, which closely connects vocational skills with students' interests, personal development and career choices, meets students' personalized career needs, and constructs the innovation and possibility of academic certificate system through the setting of variable "X". Second, the 1 + X certificate system is an attitude of sustainable development. As the governance means of vocational education, the 1 + X certificate system changes from pursuing scale expansion to pursuing quality development, improves students' skill level, alleviates the contradiction of employment structure, and has the ability of sustainable development. From the perspective of "learning transfer" theory, 1 + X certificate system not only pays attention to self-transfer and near transfer of vocational education, but also pays more attention to far transfer. Based on academic certificates, it expands and improves students' ability on the basis of basic knowledge and skills, so as to ensure students' sustainable development ability. Third, the 1 + X certificate system is a strategic task. The "twenty articles on Vocational Education", "guiding opinions" and relevant documents issued by four ministries and commissions including the Ministry of education all show the intention of the state to carry out vocational education reform. With

the deepening of reform, the 1 + X certificate system has been promoted as the national strategy of talent training quality of Vocational Education in China.

**Objective:** At present, in terms of the in-depth promotion of the 1 + X certificate system, there is still a large gap between the overall level of double qualified teachers and the requirements of the high-quality development of vocational education. Therefore, it is urgent to strengthen the development of double qualified teachers under the background of 1 + X certificate system. There are still many problems in the construction and management of double qualified teachers in higher vocational colleges, which are highlighted in the following four aspects: First, the number of double qualified teachers needs to be increased. Second, the practical ability of double qualified teachers needs to be improved. Third, the professional appraisal ability of double qualified teachers needs to be strengthened. Fourth, the double qualified teacher team with the combination of full-time and part-time needs to be improved.

**Subjects and methods:** 100 teachers were randomly selected, regardless of gender, age and major. A total of 100 questionnaires were distributed, 95 were recovered and 92 were valid. The interview was conducted before the questionnaire. Based on the intervention of psychological thinking logic barriers, the interview summarized the problems of the 100 teachers, and learned that the following situations mainly affect the construction of double qualified teachers under the 1 + X certificate system: First, the understanding of the concept of double qualified teachers is vague, and the training direction of double qualified teachers is not clear. Second, teachers' ability to carry out 1 + X certificate training needs to be improved, and it is difficult to meet the implementation requirements of 1 + X certificate system. Third, the motivation of enterprises to participate in the training of double qualified teachers is insufficient, and the improvement of teachers' practical ability is slow. Fourth, the source channel of teachers is relatively single, and the structural contradictions of professional teachers are more prominent. Fifth, the teacher incentive system matching with 1 + X certificate has not been established. After the interview, a questionnaire survey was conducted to analyze the impact of thinking logic barriers on the construction of double qualified teachers under the 1 + X certificate system.

**Results:** In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means great influence and 4 means serious influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 100 teachers is adopted and the average is taken to obtain the result, which is rounded, the specific statistical table is shown in Table 1.

**Table 1.** The influence of thinking logic barrier on the construction of double qualified teachers under the 1 + X certificate system

Factor	Cultivation direction	Meet system requirements	Capability improvement	Professional structure	Incentive system
Teacher	3	4	4	3	4

**Conclusions:** 1 + X certificate system is an important component of the construction of China's modern vocational education system, a "connector" through all levels of vocational education, and a "catalyst" for school enterprise cooperation. In order to effectively implement the 1 + X certificate system and improve students' professional quality and vocational skills, higher vocational colleges need to build a double qualified teacher team that meets the requirements of the 1 + X certificate system. Through the investigation and analysis of this study, thinking logic is very important in the construction of double qualified teachers under the 1 + X certificate system, and logical thinking obstacles have a negative impact on the construction of double qualified teachers under the 1 + X certificate system.

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## IMPACT OF CHINA'S SMART LOGISTICS SUPPLY CHAIN INNOVATION ON THE SPIRITUAL AND EMOTIONAL PRESSURE OF AUDIENCE CONSUMER GROUPS

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