factors of listening anxiety, so as to help students maximize their adverse anxiety and promote English listening learning.

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THINKING OBSTACLES IN INDUSTRIAL PRODUCT MODELING DESIGN

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Background: Industrial product modelling design brings the feeling of beauty to people. The social progress of our country pushes forward the industrial development, and the product modelling design has far-reaching significance to the improvement of industrial products. When we design and innovate the model of industrial products, we will encounter many difficulties. In order to adapt to social development, it is necessary to constantly explore and seek ways to crack it. Stepping into the 21st century information age, people are increasingly demanding their own quality of life, so the pursuit of products, not just to meet material needs, but up to the spiritual level. Especially in the background of marketization, products with the same function emerge one after another, consumers in the choice of suitable products, there are higher requirements for aesthetic degree. In order to make products recognized by consumers, it is imperative to develop the modeling design of industrial products. The innovation of industrial product modeling design is to create convenient life for people, to adapt to the future needs of society and to win market advantages for enterprises. With the continuous improvement of economic level, social progress and development, people's pace of life is also accelerating, in the fast pace of life, people's mental pressure and then produce impetuous, but this is also reflected in the product design. As a rising developing country, China is striving to be in line with international standards, while the international community is welcoming us. In such a society, it is difficult to keep calm all the time, the element of impetuosity is inevitable. But the industrial product modelling design is still in the primary stage, therefore this kind of social environment will inevitably have the enormous influence to the industrial product modelling design. Cognitive flaws: People usually confuse the two distinct concepts of form design and art. Most of them are influenced by the traditional idea that the stylist is the person who works in art, so they unconsciously belittle the designer. This also shows that the product stylist has not been accepted by the public. Traditional ideas degrade the design of handicrafts and the creation of products as "downward", which makes many people despise the designers of product modeling design in the current environment. Although will accept the designer to design the product, but will not give to them to respect. With the development of the times, this kind of cognitive defect will be weaker and weaker. In the new era, designers' economic status and social status will be higher and higher. The problem of theoretical education: Only the undigested application of theoretical knowledge in books cannot make the skills and principles form the theoretical framework in students' minds. Practice is the only standard to test the truth. But blindly "pure theory" teaching will inevitably lead to students' inability to effectively combine with practice, to cultivate students who combine "technology" and "theory", and to strengthen the team of product modeling designers. Teachers: Industrial design professional team of teachers is extremely weak. Most of the teachers of industrial design are teachers and students of arts and crafts. Therefore, in teaching students, we cannot find the right direction, often lead students into the pure appearance modeling and artistic depiction, which to a large extent restricts the development of industrial product design. In recent years, the team of teachers has been enlarged and solved the problem of shortage of teachers. However, new problems arise one after another. Most of the teachers who are engaged in industrial modeling design after graduating from universities or colleges, because they have no design experience, can only rigidly teach the knowledge in books. Secondly, they focus on the training skills, focusing on the hand-drawing and computer training, which covers less aspects of our country's history and culture. Thirdly, the phenomenon of "worshipping the foreign" is serious, which leads to the design is not creative.

Objective: Most of the teachers of industrial design are teachers and students of arts and crafts. Therefore, in teaching students, we cannot find the right direction, often lead students into the pure appearance modeling and artistic depiction, which to a large extent restricts the development of industrial product design. In recent years, the team of teachers has been enlarged and solved the problem of shortage of teachers. However, new problems arise one after another. Most of the teachers who are engaged in

industrial modeling design after graduating from universities or colleges, because they have no design experience, can only rigidly teach the knowledge in books. Secondly, they focus on the training skills, focusing on the hand-drawing and computer training, which covers less aspects of our country's history and culture. Thirdly, the phenomenon of "worshipping the foreign" is serious, which leads to the design is not creative. Thought is produced on the basis of feeling and perception, and is expressed in words and in words. Thinking includes the process of analysis, synthesis, abstraction, generalization, judgment and inference. Thinking through the concept and concept, concept and concept of contact, that is, through the process of association and logic to achieve. From the view of developmental psychology, human thinking is from intuitive thinking in images to abstract thinking in logic. This development process is accomplished through the increasing perfection of brain structure and function, through continuous learning and social practice.

Subjects and methods: Random selection of industrial product styling designers 100, gender is not limited, age is not limited. The interview was conducted in the form of interview, the main content of which was the thinking obstacles in the design of industrial products. The Excel method was used to calculate the results of 100 designers. The results of the survey mainly in the overall design awareness, cognitive, theoretical education, teachers, creativity and other aspects of the designer will have reflected thinking barriers.

Results: The statistical table obtained from the survey is shown in Table 1.

Table 1. Influencing factors of thinking disorder in industrial product modeling design

Factor	Cognitive aspect	Theoretical education	Teaching staff	Others
Designers (number)	17	13	16	4

Conclusions: Through the investigation, it is found that the cognitive defect, the problem of theoretical education and the weakness of professional team of teachers can cause the designer's thinking obstacles.

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THINKING OBSTACLES OF ENTERPRISE FLEXIBLE DEVELOPMENT DRIVEN BY DIGITIZATION

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Background: With the rapid development and popularization of digital technology, especially the digital revolution brought by the combination of cloud computing and big data has affected the development of various fields of economy and society. Books, music, video and other cultural products are increasingly displayed in digital form. New business formats and industrial chains are emerging. Data, like land, capital and labor, has become a factor of production. In the era of digital technology promoting development, digital economy has created a new source of value and provided a new development model. With the increasing penetration of information technology into industrial development, flexibility, as a dynamic concept, began to be widely accepted in the development of cultural industry, which is mainly reflected in the ability to match the external environment and internal organizational changes. This ability reflects the cultural industry's rapid response to the market and rapid adjustment to environmental changes. The external manifestation of the flexible development of cultural industry is the new development path driven by industrial integration, and its internal manifestation is the cross-border cooperation formed by the organizational structure of cultural enterprises to adapt to the digital technology environment, so as to finally form the intelligent and flexible development of cultural industry.

Objective: Driven by digital technology, the cultural industry has formed the characteristics of flexible development, which is manifested in organizational flexibility, technological flexibility, production flexibility, boundary flexibility and talent flexibility. Therefore, an innovative model of flexible development is formed, which can break through the thinking barrier. The continuous integration of the external boundary of cultural enterprises, the customization and digitization of the product content of cultural industry, the modular and agglomeration development of cultural industry, and the diversification of the policy supply of cultural industry.

Subjects and methods: This paper focuses on the effect of alleviating thinking barriers from three aspects: giving birth to emerging industries, promoting the development of cultural industries and promoting