

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

industrial integration. Select the employees of enterprises as the research object, issue questionnaires to them, and count the impact of enterprise flexibility development.

Study design: 600 employees were investigated by stratified cluster random sampling. Three large, medium and small enterprises were randomly selected, 600 questionnaires were distributed, 591 were recovered, and the number of valid copies was 584.

Methods: Using Excel to count the influence of thinking obstacles on the flexible development of enterprises driven by digitization.

Results: Digital technology has promoted the cross-border cooperation of large-scale Internet platforms and changed the traditional production organization system. Driven by digital technology, the development of cultural industry continues to deepen in terms of business model innovation, format innovation and technological innovation. While greatly improving the production efficiency of the cultural industry, interactive cooperation has also continuously blurred the existing industrial boundaries, and gave birth to a variety of emerging industries, thus reconstructing the ecological structure of the cultural industry. The integration of digital technology into traditional cultural industries has promoted the reorganization and evolution of traditional cultural industries, spawned emerging cultural industries, and promoted software innovation and content innovation in related industries based on big data. Digital technology has promoted the transformation and development of traditional industries. The transformation and development of cultural industry includes not only the integrated development of different categories within the cultural industry driven by digital technology, but also the integrated development of cultural industry and other industries. Cultural enterprises promote the endogenous growth of enterprises through the penetration of common technologies, and realize the industrial integration of enterprises through the implementation of diversified development strategy.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight remission, 2 means general remission, 3 means obvious remission and 4 means full remission. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 600 employees is taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of thinking obstacles on enterprise flexible development driven by digitization

Factor	Spawn emerging industries	Promote the development of cultural industry	Promote industrial integration
Large enterprises	3	4	4
Medium-sized enterprise	3	4	3
Small business	4	4	3

Conclusions: In the digital age, the competition and cooperation of cultural enterprises are more intense and common. The globalization of creative competition, the globalization of digital revolution and the growth of emerging industries have brought the flexible innovation of production technology, market organization and talents, promoted the industrial innovation and upgrading of traditional industries under the background of digital economy, and brought a large number of emerging formats that are constantly updated. Driven by digital technology, the flexibility of the cultural industry makes the upstream and downstream enterprises of the cultural production chain cooperate more closely, the boundary of cultural enterprises tends to be blurred, the content of cultural products highlights personalization, the modularization and agglomeration of production process become more prominent, and the design, production and service of the cultural industry also achieve better value-added effects. It has brought about the innovative development of the cultural industry.

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PRACTICE OF CRITICAL THINKING TEACHING IN ENGLISH AND AMERICAN LITERATURE COURSE IN COLLEGES AND UNIVERSITIES TO ALLEVIATE STUDENTS' EMOTIONAL OBSTACLES

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