

indicators, such as the total number of words, error information, non-fluent expression, providing supporting structure words, repeated content, picture effective information, explaining picture effective information and irrelevant words. The score of each index is 1 - 10 points. The final total score is multiplied by 1.25, and the full score is 100. The higher the score, the stronger the communication ability of students.

**Study design:** 137 students were randomly divided into study group and control group. Among them, 69 students in the research group adopted the teaching method of combining Chinese language and literature; 68 students in the control group used traditional teaching methods. After 4 months of teaching, the communication skills of the two groups of students were compared.

**Methods:** The related data were processed and analyzed by software SPSS 22.0.

**Results:** After teaching, the communication ability of students in the research group was significantly improved compared with that before teaching ( $P < 0.05$ ); The communication ability of the students in the research group was significantly higher than that of the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** Communication skills of the two groups of students

Timing	Communication ability score		<i>t</i>	<i>P</i>
	Research Group	Control group		
Before teaching	57.1±10.2	56.4±11.1	0.246	0.752
After Teaching	85.3±8.4	57.9±12.4	8.572	0.001
<i>t</i>	8.72	0.453	-	-
<i>P</i>	0.001	0.654	-	-

**Conclusion:** Chinese language and literature is a unique way of language application, and it is also one of the most important courses in China's education system. By learning Chinese language, it helps to improve students' expression ability and refine the language, so that students can master the language more skillfully and improve the frequency of communication with people. Therefore, the application of Chinese language and literature to the cultivation of communication ability of students with language cognitive impairment will help to improve students' emotional artistic conception, cultural artistic conception and communication ability, so that students with language cognitive impairment can have confidence to communicate normally, improve communication frequency, and then overcome communication obstacles.

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## APPLICATION OF CROSS-CULTURAL PSYCHOLOGY IN CROSS-BORDER E-COMMERCE COMMUNICATION

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**Background:** Cross-cultural psychology is a brand-new discipline which arose in the West in the 1960s. It tries to break the traditional psychology neglecting the specific social environment background of each country in the world. Based on more than two kinds of cultural data, it focuses on discussing and comparing the psychological similarities and differences of people under different cultural backgrounds, and the influence of different social and cultural characteristics on the psychological development of a certain group. Cross-cultural psychology is a branch of psychology that has evolved from mainstream psychology. Its research objectives are divided into three levels: First, to test the universality of existing psychological knowledge and theories in different cultures. Second, to explore other cultures to discover psychological phenomena that do not exist in mainstream cultural experience. Third, to integrate the results of the first two objectives into a psychology that has a broader foundation and produces a psychology that is effectively close to universality in a broader culture. Thus, cross-cultural psychology is mainly concerned with the similarities and commonalities of psychology and behavior of different cultural groups, rather than differences. It holds that there is a universal psychological process behind people's behavior and

performance, and it studies how culture affects people's psychology in a critical and comparative way.

**Objective:** With the gradual expansion of China's cross-border e-commerce scale, Chinese cross-border e-commerce sellers need to understand the differences between different countries and cultures. They need to understand not only the language differences, religious differences, differences in consumption ability, customs and habits and other obvious differences, but also the psychological and cultural hidden differences of the objects of communication, and form a correct social cognition view by using the theoretical results of cross-cultural psychology to carry out pioneer examination of different cultures of different countries, and do a good job in psychological preparation before cross-border e-commerce communication, so as to provide inspiration and action guide for cross-border e-commerce communication practice. Communicators' language behaviors are closely related to their own social and cultural backgrounds. The process of communication between two parties in different cultural backgrounds is cross-cultural communication. The application of cross-cultural psychological knowledge in cross-border e-commerce communication can promote cross-border e-commerce communication to be smoother and more effective.

**Subjects and methods:** In the new media environment, cross-border e-commerce sellers communicate with buyers via in-site mail, email or instant messaging software, making buyers and sellers more vulnerable to inefficient information sharing. This requires that cross-border e-commerce communication practitioners fully recognize all kinds of communication strategies and e-commerce language skills used for different purposes in different contexts, and adopt appropriate communication strategies and skills to achieve clarity, responsiveness and appropriateness of communication.

**Study design:** Cross-cultural psychological research attempts to shorten the distance between people, reduce psychological alienation, enable cross-border e-commerce practitioners to learn more about different psychological conditions, business customs, ways of thinking and behavioral habits due to cultural differences, and master psychological knowledge related to interpersonal interaction under different cultural backgrounds of countries and regions along the "One Belt, One Road", so as to carry out targeted pre-sale, in-sale and after-sale communication with customers or consumers from countries along the "One Belt, One Road", so as to avoid unnecessary misunderstanding and conflict due to cultural differences, help eliminate communication barriers, improve communication effects, and facilitate the smooth progress of cross-border e-commerce trade. This research carries on the analysis through the following three aspects, the communication clarity, the responsiveness, the appropriateness.

**Methods:** Randomly selected 200 consumers to conduct a questionnaire survey, a total of 200 questionnaires, 188 questionnaires back, 183 effective questionnaires.

**Results:** Because consumers, cross-border e-commerce sellers and enterprises in different countries have different interests, and in the pursuit of their own interests at the same time, they will have differences or contradictions. These differences or contradictions in essence have the same psychological elements, and the way to resolve these differences or contradictions is communication. Successful cross-border e-commerce communication, both buyers and sellers will be partially satisfied.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

**Table 1.** Impact of cross-cultural psychology on cross-border e-commerce communication

Factor	Clarity n	Influence	Comfort
Consumer	4	4	3

**Conclusions:** With the sustainable development of global cross-border e-commerce and the arrival of the new media era of international business communication, cross-border e-commerce enterprises and sellers need not only high-quality products, services and high level of operational skills, but also strong cross-border e-commerce communication capabilities. From the perspective of cross-cultural psychology, learn to conduct comprehensive and in-depth insight into the cultural differences, communication styles, communication strategies, individual identity differences and cultural values at the micro level, such as power distance, collectivism and individualism, and avoidance of uncertainty, and properly apply communication strategies to make the communication process more clear, timely and comfortable, which create more common interests for both parties to the transaction and promote the prosperity and development of the cross-border e-commerce industry.

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## COMPUTER NETWORK FIREWALL TECHNOLOGY BASED ON SECURITY