

the number of tourists have ushered in a good opportunity for the development of tourism products in winery.

Objective: Cognition is an intelligent processing process for the body to recognize and acquire knowledge, which involves a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. The basis of cognition is the normal function of cerebral cortex. Any factor causing abnormal function and structure of cerebral cortex can lead to cognitive impairment. Because the function of the brain is complex and different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect can cause cognitive abnormalities in another or more aspects (for example, if a patient has defects in attention and memory, there will be obstacles to solving problems). Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases.

Subjects and methods: This study used a questionnaire to explore the impact of consumer cognitive impairment on the development strategy of Qingdao winery. 500 audiences were randomly selected and investigated by questionnaire. There is no limit to gender, age and occupation. Among them, 200 patients with cognitive impairment served as the investigation group. 300 were normal audiences as the control group. The questionnaire answering time is limited to 15-25 mins, and the timeout is invalid. Before the investigation, inform the investigators of the purpose and content of the investigation, and adopt the principle of voluntariness. The content of the questionnaire mainly investigates the satisfaction of Qingdao winery tourism development model from the following aspects: 1. The promotion of cultural brand with Qingdao wine culture and leisure as the core. 2. Design of Wine Manor tourism project. 3. Tourism route design of Wine Manor. 4. International brand building of Qingdao Wine Manor tourism. 5. Tourism development guarantee system of Qingdao Wine Manor. Questions are in the form of choice and Q & A. The question and answer are about the overall satisfaction with the winery's development strategy and putting forward their own opinions and suggestions. A total of 500 questionnaires were distributed, 486 were recovered and 475 were valid. After the questionnaire was collected, the satisfaction of the two groups was counted, and the two groups of investigators were compared to analyze the impact of consumer cognitive impairment on the development strategy of Qingdao winery.

Methods: Using Excel to count the impact of consumer cognitive impairment on the development strategy of Qingdao winery.

Results: According to the survey results, five grades of 0-4 are used to quantify the influence values of specific factors. 0 indicates dissatisfaction, 1 indicates slight satisfaction, 2 indicates general satisfaction, 3 indicates very satisfaction and 4 indicates special satisfaction. The specific statistical table is shown in Table 1.

Table 1. Impact of consumer cognitive impairment on the development strategy of Qingdao winery

Factor	Brand promotion	Project design	Route design	International brand building	Guarantee system
Control group	4	4	3	4	3
Investigator	2	3	2	2	3

Through comparative analysis, consumers with cognitive impairment can hardly put forward their own opinions or suggestions, which has a negative impact on the winery development strategy.

Conclusions: Through the questionnaire, this paper investigates the wine tourism consumption market in Qingdao, and analyzes the demographic characteristics and consumption habits of the wine tourism market. The analysis shows that Qingdao has a long history of international wine city, winery architecture has high artistic appreciation value, and wine production industry and wine products have high scientific and cultural value. The development of winery tourism products in Qingdao can produce great economic, environmental and social benefits. Qingdao has unique conditions for the development of winery tourism, which is suitable for the development of winery tourism products.

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ON THE PSYCHOLOGICAL STRATEGY OF MARKETING UNDER THE NEW MEDIA ENVIRONMENT

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Background: The new media environment has a great impact on the marketing of enterprises. The coping strategy of enterprises is to change the marketing concept and actively develop new media marketing. Introduce a variety of new media forms to enrich the new media marketing platform. Closely combined with the new media environment, constantly innovate the marketing model. Absorb professional marketing talents and strengthen the overall management of marketing. New media is a concept opposite to the old media. It is a general term for the emerging media types emerging or formed in the new era. Therefore, the content contained in new media is not fixed, but constantly endowed with new connotation with the change of time and the innovation of media technology. Old media, also known as traditional media, at this stage, traditional media mainly refers to the media form formed based on traditional science and technology, focusing on television, radio, newspapers and magazines and various outdoor advertisements. Corresponding to traditional media, new media refers to the media form that digitizes and transmits text, pictures, audio and video through wireless broadband, wired and satellite communication based on high and new technologies such as computer communication technology and Internet technology. Such as the Internet, smart phones, etc. There is also a process of formation, prosperity and decline of new media. New media are gradually integrated into the social structure and applied to all aspects of social life. With the development of science and technology and the change of products, new media will gradually be replaced by the latest things and evolve into the traditional media of this period. Before the 21st century, television was the most advanced and popular new media form, but in the 21st century, television has been brought into the scope of traditional media. It can be seen that the form of new media is also changing dynamically. The needs of social development and scientific and technological progress interact to jointly promote the innovative development of media function and content. After years of development, new media is superior to traditional media in terms of information dissemination speed and breadth, and has unique application advantages in enterprise marketing. Based on the understanding and analysis of the current situation of enterprise marketing, this paper points out the problems existing in the current marketing work, and puts forward the method of establishing enterprise marketing mode under the background of new media to improve the quality of marketing work. The marketing of contemporary enterprises needs to be able to find the market positioning of products, formulate the marketing strategy of enterprises on this basis, so that enterprises can obtain more profits, and borrow media resources to implement product promotion and publicity. Due to the high speed of information promotion of new media, enterprises can better complete the work and improve their profits by borrowing new media. In addition, in the application of new media, enterprises can better analyze the current market information and formulate better marketing strategies.

Objective: In order to adapt to the increasingly complex and changeable market environment, if enterprises want to do a good job in marketing and obtain more market share, they need to actively use new media technology and equipment, innovate traditional media and marketing methods, formulate new marketing strategies, innovate marketing ideas, and develop products that meet the needs of consumers, Cherish the opportunities and challenges brought by big data to the media industry, learn to make full use of the characteristics, laws and trends of big data, fully do a good job in market operation and improve the core competitiveness of enterprises. New media include microblog, news portal, etc. These websites have become the most important platforms for new media. At present, many social software also plays the role of new media platform by setting up discussion forums and building information release platforms. In enterprise marketing, the application of this new media can better optimize the marketing model.

Subjects and methods: Based on the new media environment, this paper investigates the impact of marketing psychological strategies. Mainly from the following aspects: 1. Identify the market positioning and improve the marketing efficiency. 2. Integrate resource information and adopt diversified marketing channels. 3. Fully tap big data to enhance the core competitiveness of enterprises.

Study design: 100 audiences were randomly selected for questionnaire survey, regardless of gender and age. A total of 100 questionnaires were distributed, 98 were recovered and 95 were valid.

Methods: Use Excel to count the psychological strategy influence of marketing work under the new media environment.

Results: According to the survey results, 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 obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Conclusions: At present, the main problems existing in enterprise marketing are the low quality of market analysis and the lack of depth of market promotion. The application of new media can solve these two problems. In the context of new media, the marketing mode of enterprises is to first complete the research and analysis of market information, consumer information and similar product information with the help of new media platform, then formulate personalized product promotion system, and finally collect

consumers' feedback.

Table 1. Psychological strategy impact of marketing in new media environment

Factor	Increase of efficiency	Development channel	Enhance competitiveness
Audience	4	4	4

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ANALYSIS ON THE EFFECT OF INTELLECTUAL PROPERTY PROTECTION OF DOMESTIC BRANDS FROM THE PERSPECTIVE OF LOGICAL THINKING BARRIERS

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Background: The development of human reasoning ability obviously shows the gradual compression of reasoning process. The normal reasoning process must follow the law of identity, the law of contradiction, the law of exclusion and the law of sufficient reason. Whether the inference conclusion is consistent with the objective reality should be checked by practice. Whether the premise is correct and whether the inference process conforms to the logical law determine the correctness of causality. Changing concepts, confusing right and wrong, premise contradiction and so on will violate the logical law and show as logical obstacles. 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.

Intellectual property protection generally refers to the ownership of intellectual labor achievements produced by human intellectual labor. It is an exclusive right granted to qualified authors, inventors or achievement owners within a certain period of time according to the laws of various countries. It is generally considered to include copyright and industrial property rights. Copyright refers to the general term of the personal rights and property rights enjoyed by the authors of literary, artistic and scientific works and other copyright owners in their works according to law. Industrial property rights refer to the exclusive rights enjoyed by the obliges, including invention patents, utility model patents, design patents, trademarks, service marks, manufacturer names, source names or origin names. Since the promulgation of the notice on the outline of the national intellectual property strategy in 2008, China has successively issued laws and regulations such as trademark law, patent law, technology contract law, copyright law and anti-unfair competition law. From the macro level, the state has provided a strong legal basis for the protection of intellectual property rights and interests of enterprises at the level of legal system, pointing out the direction for enterprises in formulating intellectual property protection system and specific implementation methods, but there is still a lack of separate laws and regulations and detailed documents of infringement cases. In order to protect the business secrets of enterprises, it is suggested to formulate the law on the protection of business secrets, the intellectual property law and other documents, and formulate detailed regulations on the protection and infringement of business secrets between enterprises and between enterprises and employees. On November 9, 2018, at the opening ceremony of the first China International Import Expo, China announced that it would resolutely punish violations of the legitimate rights and interests of foreign investors, especially intellectual property rights, improve the quality and efficiency of intellectual property review, introduce a punitive compensation system, and significantly increase the cost of violation of the law. With the increasing role of intellectual property in international economic competition, more and more countries have formulated and implemented intellectual property strategies. Facing the development trend of international intellectual property protection and the intellectual property situation faced by China under the conditions of opening up, China must step up the formulation and implementation of intellectual property strategy, protect national technological security, promote domestic independent innovation ability and prevent the abuse of intellectual property rights by multinational corporations.

Objective: With the state's attention to intellectual property rights, the number of international patent applications in China is increasing day by day. However, there are still some problems in the field of patent translation in China, such as low translation quality and insufficient translation research. Therefore, the importance of patent translation research is self-evident. As a special scientific text, patent documents have rigorous, objective and logical language characteristics. Ignoring logical thinking will lead to word