

very satisfied and very dissatisfied people was the least. Therefore, the current teaching methods can basically meet the students' training standards, but there is still room for improvement.

Conclusions: The development of scientific evaluation indicators can improve the objectivity and accuracy of evaluation. The significance of teaching evaluation does not lie in the assessment and evaluation of teachers. Its main purpose is to let teachers get the feedback of teaching effect in time and understand the shortcomings of current teaching methods and teaching contents, so as to improve teaching management and improve teaching quality. Teaching quality evaluation system needs to be continuously explored and improved in practice to promote the rapid development of vocational education.

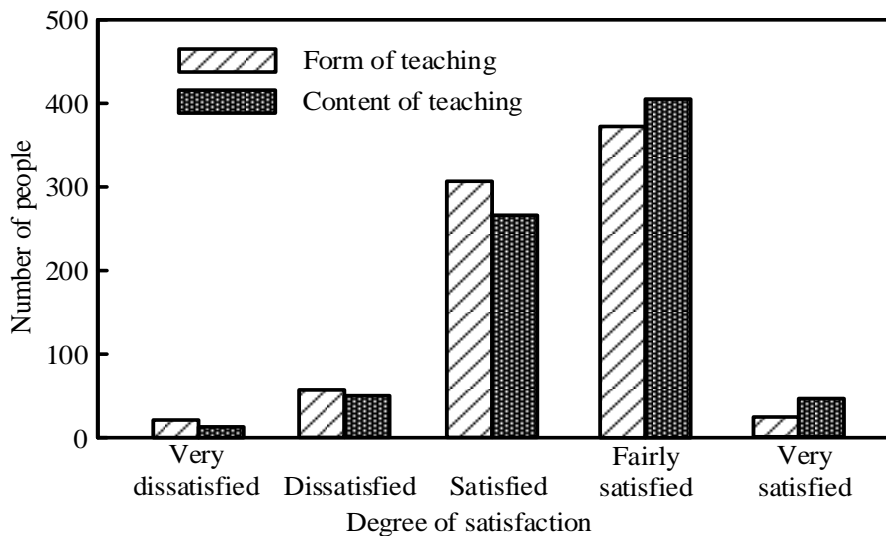


Figure 1. The results of the subjects' satisfaction with the current teaching methods

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STRATEGIES FOR SOLVING THE COMMUNICATION ADAPTATION OBSTACLES OF BIDDING PROCUREMENT IN THE PROCESS OF LABORATORY CONSTRUCTION

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Background: The construction period of the laboratory is long and there are many construction tasks, including planning and design, project application, bidding procurement, construction, cost control, schedule management, risk avoidance and other links. In these links, scientific and effective management is needed to reduce the construction cost and improve the efficiency and quality of laboratory construction and after it is put into use. Laboratory construction process management is inseparable from communication. Effective communication can greatly improve work efficiency, especially in the link of bidding and procurement. Bidding procurement communication involves multiple communication parties, such as Party A, Party B, third-party stakeholders, project team and project team members. Due to multiple communication parties, there may be a variety of communication adaptation obstacles in the actual situation. If one party has no fixed communicator, is unfamiliar with the business, is busy with work, has few communication opportunities and does not participate in the buck passing, it will cause invalid communication and affect the progress of bidding procurement. Considering the safety factors, the components of the experimental equipment are fine and have high requirements. Therefore, the problems caused by the lack of effective communication are not only the waste of resources and time in the construction process, but also the potential safety hazards for the use of the laboratory in the future. The current research shows that about 82% of the factors causing waste and failure in bidding procurement are due to poor communication. In order to safely and effectively complete the task of laboratory bidding procurement, we need to do a good job in multi-party communication and make good use of the advantages

of communication as a management science. The communication strategy of bidding procurement is to design communication activities from the perspective and objectives of laboratory projects, so as to ensure smooth communication, complete information and maximize the efficiency and interests of both parties. Generally, the communication parties have different social backgrounds, cultural backgrounds and personal ideas. Therefore, when formulating corresponding communication obstacle solving strategies, we should comprehensively consider the background, culture, habits and other factors of the communication party, and build a controllable normative communication bridge.

Objective: By establishing communication system, cultivating communication ability and awareness of active communication, clarifying responsibility division and actively giving feedback, we can scientifically intervene in communication, reduce problems caused by communication obstacles in bidding and procurement, reduce costs and improve the safety and efficiency of laboratory construction. This study analyzes the effectiveness of communication strategies by counting the impact of communication strategies on bidding procurement efficiency, so as to put forward a communication scheme suitable for the actual scene.

Subjects and methods: This study adopts the method of questionnaire survey to carry out the experiment, and makes statistics on the communication adaptation and communication strategy effect of personnel by issuing a communication strategy questionnaire to the bidding procurement personnel.

Study design: The questionnaire was distributed to the bidding procurement personnel of company a who had participated in the laboratory construction twice. The content of the questionnaire was divided into two aspects: personal ability and environmental impact. The impact of main factors such as communication awareness, communication ability, communication opportunities, communication system, responsibility division and communication feedback on communication effect was analyzed. A total of 180 questionnaires were distributed and 153 valid questionnaires were recovered.

Methods: Use Excel software to analyze the influencing factors of bidding procurement communication.

Results: Through the statistics and analysis of the factors affecting the communication effect of bidding procurement, we can clearly see the main problems of bidding procurement staff in communication, as shown in Figure 1.

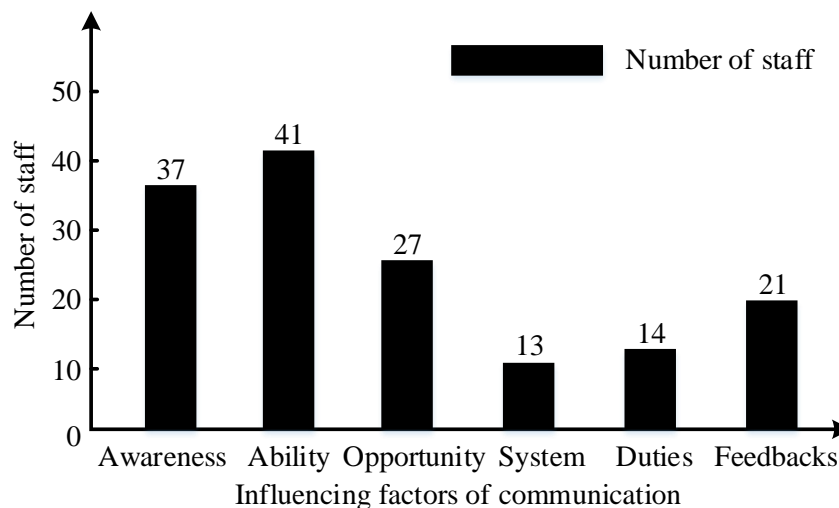


Figure 1. Main problems of bidding procurement staff in communication

Figure 1 shows that the employees of company a think their lack of communication awareness and communication ability is the main reason for the problem. 37 people choose communication awareness and 41 people choose communication ability, accounting for 24.2% and 26.8% of the total number respectively. 27 and 21 persons, accounting for 17.6% and 13.7% of the total, believe that communication opportunities and communication feedback have the greatest impact on bidding procurement communication respectively. The number of people who think that the communication system and responsibility division have the greatest impact on communication is 13 and 14, accounting for 8.5% and 9.1% of the total.

Conclusions: In the process of bidding and procurement communication of laboratory construction, the lack of communication awareness and communication ability of staff are the main influencing factors, the lack of communication opportunities and insufficient feedback are the secondary influencing factors, and the company's communication system and employee responsibility division have the least impact on the communication results. Therefore, company a need to strengthen the training of employees' professional

skills, cultivate employees' awareness and communication ability of positive communication, appropriately increase employees' communication opportunities and give positive feedback, so as to enhance the bidding and procurement efficiency of laboratory construction.

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RESEARCH ON THE IMPACT OF INFORMATION SOCIALIZATION COMMUNICATION ON AUDIENCE COGNITIVE IMPAIRMENT IN THE NEW MEDIA ERA

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Background: With the continuous development of the times, new media technology has been filled with people's life and work. The public has habitually accepted new media in various media forms in contemporary society. Its content involves films, TV dramas, advertisements, etc. The production of new media is expressed in various forms, which also makes the production and communication of new media more prominent and important. Under the traditional media environment, information is transmitted through newspapers, radio and television. Information communication is relatively fixed and single. However, in the new media environment, the continuous development of digital technology and interactive communication characteristics promote the change of multi-agent in information communication, among which the characteristics of networking and fuzziness are the most prominent. Networking refers to the way that users can carry out information dissemination with the help of individualization, which is highlighted as the networked structural communication between individuals, individuals and groups, groups and groups. In this kind of communication structure, each individual or group can belong to the main body of communication, and also shows a fission feature. However, due to the differences of communication subjects and the low national media literacy, there will be some false information deviation in the process of information transmission, resulting in the deviation of information among different groups and users at different levels, but they are in a dynamic change stage. Fuzziness refers to the change in the standard of the subject and receiver of information communication in the environment of the new media era, the boundary between the two sides will gradually blur, and gradually show the characteristics of integration and integration, and the subject of information communication will also show the characteristics of descending step by step. In the stage of information dissemination, every individual or organization belongs to a group and has equal characteristics. There is no hierarchy. People can get rid of the constraints of time and space and establish communication on the basis of equality.

Cognitive impairment, also known as cognitive impairment, is a pathological process of abnormal brain advanced intelligent processing related to learning, memory and thinking judgment, resulting in learning, memory impairment, visuospatial disorder and executive dysfunction, accompanied by changes such as aphasia, apraxia and agnosia. Its etiology mostly comes from accidents and the influence of external environment Changes in mental state and so on. Readers with cognitive impairment have some difficulties in the process of information reception, processing, operation, extraction and utilization, including perception, attention, representation, thinking, language and so on. The changeable, political and regional information makes the content changeable in the flow process, which increases a lot of interference for the audience in obtaining information resources. At the same time, the imbalance of the information environment makes the information circulation and acquisition of different audiences have obstacles.

Objective: In order to understand whether there is an influence mechanism for patients with cognitive impairment in the acquisition and extraction of information, the research aims to explore the influencing factors of information socialization communication on audience cognitive impairment in the context of the new media era, and put forward targeted countermeasures, so as to improve the audience's ability to obtain information in the information age.

Subjects and methods: 500 patients with different degrees of cognitive impairment were selected as the experimental objects. The hierarchical cluster sampling method was used to analyze the influence mechanism of information communication and the change of their mental health level in the new media era.

Method design: The subjects were divided into experimental group and control group. The control group used traditional information acquisition methods, such as paper books and newspapers, while the experimental group used information dissemination methods in the form of new media, such as Internet and radio. The experimental period was three months. After the experiment, the influence and effect of information communication on the audience with cognitive impairment were evaluated with the help of the score results of the scale. The total number of returned and effective questionnaires was 495 and 493, and