

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

the effective rate of the questionnaire was 99.59%. At the same time, in order to ensure the reliability and authenticity of the data, the reliability and validity of the questionnaire scale were tested. The internal consistency reliability of the overall questionnaire scale reached 0.91, greater than 0.6, and the reliability was good.

**Methods:** The cognitive impairment scale was used to make preliminary data statistics on the degree and level of cognitive impairment of the experimental subjects, and then the difference of cognitive symptom relief between the experimental group and the control group under different modes of information transmission was analyzed by using Excel and spass20.0 statistical analysis tools.

**Results:** In the new media era, information socialization communication has a certain impact on the cognitive impairment of the audience. The change of information communication channels and methods reduces the workload of the audience on information processing, can better obtain the main information resources, alleviate the cognitive impairment of patients to a certain extent, and improve the audience's ability to obtain resources. The scores of the two groups were significantly different, and the scores were statistically significant. Table 1 shows the proportion and score statistics of subjects with cognitive impairment in each dimension.

**Table 1.** Proportion and score statistics of audience cognitive impairment in each dimension

Cognitive impairment dimension	Proportion of total (%)	Scale score
Information dyslexia	19	3.27
Difficult information extraction	54	3.62
Difficulty in classifying information	27	3.49

**Conclusions:** At present, the society is in the innovative development environment of globalization. With the continuous development and popularization of new media technology, citizens participate in the virtual construction group and gradually become the main body or node of information dissemination, which directly determines the trend of content products and news events. In the new media era, the ways of information dissemination are diverse, the content is extensive and classified, which has made a good contribution to improving the reading and information extraction barriers of the audience with cognitive impairment. At the same time, we should pay more attention to the improvement of network supervision and management awareness and the continuous optimization of media environment, so as to provide a more convenient, orderly and civilized information environment for the audience.

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## EXPLORATION ON THE PATH OF IDEOLOGICAL AND POLITICAL TEACHING REFORM OF ART EDUCATION COURSES IN COLLEGES AND UNIVERSITIES IN TIBET FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** Due to its remote geographical location, weak teaching staff and the characteristics of local universities, Tibetan Universities are in a very weak state in art education, and there is a great imbalance and weakness in art general education among colleges and universities. For example, Tibet University for nationalities can only carry out art education through the school's art Choir and art teaching and Research Office, does not have professional art education, and there is little investment in art education in folk art. However, Tibetan universities outside the region, such as Tibet University, do not pay enough attention to the coordination and integration of traditional culture and modern culture, the ideological and political teaching ideas transmitted by the curriculum are less, and some online courses are mere forms, which cannot achieve good teaching results, resulting in a sharp reduction in face-to-face courses. The reason is that colleges and universities have different school running priorities, special regional conditions determine the ideological management mode of colleges and universities in Tibet and the mobility of teachers, which virtually increases the resistance to the development of art courses in colleges and universities in Tibet. Art education curriculum and ideological and political education have common educational objectives. The integration of art curriculum with its ideological and political education content and teaching methods will help to give play to the joint force of education, realize the functional combination of aesthetic education and moral cultivation, and promote the correct guidance of