

their professional practice ability. The lack of talking objects and avoidance of their own psychological problems make some students' psychological pressure cannot be released, and their worries about their future exacerbate students depressed psychological mood and employment pressure, affecting students' study, life and work.

**Objective:** In order to alleviate the psychological pressure of vocal music students and help them better regulate their emotions and psychological problems, the research aims to innovate the vocal music classroom teaching methods, analyze the relieving effect of the teaching mode on students' psychological pressure, and then improve students' classroom efficiency and mental health level.

**Research objects and methods:** 362 students majoring in vocal music in a university were selected as the research objects. Stratified cluster sampling method and experimental grouping were adopted, with the help of psycho-so-Matic Tension-Relaxation inventory (PSTRI) and symptom checklist 90 (SCL-90). This paper analyzes the psychological stress and mental health level of vocal music students, and explores its influencing mechanism.

**Method design:** The subjects were divided into experimental group and control group. The control group used ordinary vocal music classroom teaching method, and the experimental group innovated the traditional vocal music teaching mode through "vocal music teaching experience room + flipped classroom mode". The vocal music teaching experience room can demonstrate and correct students' voice and singing with the help of three-dimensional dynamic vocal music teaching model and two-dimensional dynamic vocal music teaching board. Flipped classroom teaching can give full play to students' dominant position and mobilize their enthusiasm for classroom participation, and the recording of teaching video can make introverted students gradually improve and progress through practice. The experimental teaching time is four months. After the experiment, the students' psychological stress relief and health level are evaluated with the help of the scale. 362 and 360 questionnaires were collected and valid, and the effective rate of the questionnaire was 99.45%.

**Methods:** The psychological stress and health level of students under the intervention of different vocal music classroom teaching methods were statistically analyzed with the help of social statistical analysis tool SPSS 20.0.

**Results:** The application of the classroom teaching method of "vocal music teaching experience room + flipped classroom model" has significantly improved the psychological pressure relief of vocal music students, greatly improved the students' mental health level, and promoted the teaching quality and teaching objectives. The PSTRI score and SCL-90 score of the two groups of students had significant statistical significance before and after the experiment. Table 1 shows the SCL of the two groups of students-90 score difference statistical results.

**Table 1.** SCL of two groups of students-90 score difference statistical results

Scoring dimension	Experience group	Control group	Constant value
Force	1.43±0.41	1.88±0.54	1.62±0.57
Anxious	1.12±0.37	1.74±0.41	1.39±0.43
Depressed	1.28±0.50	1.95±0.62	1.50±0.59
Paranoid	1.07±0.45	1.64±0.59	1.43±0.58
Psychotic	1.11±0.32	1.59±0.47	1.29±0.42

**Conclusions:** Vocal music teaching is a special course aimed at cultivating and training students to master singing skills and skills, and cultivating students' feeling, expression and creative ability of music art. Constantly innovating classroom teaching methods and exploring research in practice teaching will help to find out a new teaching mode with scientific, advanced and creative spirit, help students improve their psychological pressure, overcome emotional adjustment obstacles, teach students in accordance with their aptitude, stimulate students' interest in learning, and further enhance their professional accomplishment and ability.

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## FINANCIAL MANAGEMENT COUNTERMEASURES OF PUBLIC HEALTH EMERGENCIES UNDER THE OBSTACLE OF THINKING LOGIC

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**Background:** Thinking is the advanced stage of cognitive process, which reflects the common characteristics of things and the internal relationship between things. It is completed through the comparison, analysis, synthesis, abstraction and generalization of things. These are the processes of association and logical reasoning. Logic refers to the process of deriving the unknown from the known. The logic of thinking is the correlation between the steps of derivation and these steps. Thinking logic disorder means that people’s thinking activities exceed a normal range in terms of content range and progress speed range, lack certain coherence and logic, and often show symptoms such as unclear thinking logic, mandatory thinking and pathological restatement, which will affect people’s thinking ability of system structure and logical cognitive ability of judging things.

In early 2020, novel coronavirus pneumonia tests tested the ability of the state and government to deal with public health emergencies, and also tested whether enterprises had the ability to deal with public health emergencies. During the outbreak of novel coronavirus pneumonia, the main impact on enterprises was the time delay of reemployment, the closure of the regional scope and the serious shortage of staff arrival rate. All these brought risks to the normal operation of the financial management of enterprises and increased the extra financial burden. The decrease of newly signed contracts and the untimely performance of contracts greatly reduce the way of financial revenue of enterprises, and affect the effectiveness and efficiency of financial management. The increasing pressure of enterprise working capital and the inability of some infrastructure projects to return to work on time have affected the economic benefits of the enterprise, reduced the operating income of the enterprise, failed to effectively control the operating cost, and virtually increased the difficulty of enterprise financial management. The wide range of public health emergencies, strong management and control, and the increase of personnel mobility constraints make most enterprises in a “self-supporting” state, which makes it difficult to carry out business smoothly, and the financial income funds are reduced, resulting in a certain financial management crisis.

**Objective:** In order to reduce the loss and interference of sudden public health events on enterprise financial management, break through the logical obstacles of enterprise managers’ systematic thinking, and then increase the operating income of enterprises, this paper studies and analyzes the perspective obstacles and thinking limitations of enterprise managers in financial management from the perspective of thinking logical obstacles, and puts forward corresponding improvement measures and countermeasures.

**Research objects and methods:** 4800 financial managers of 24 enterprises with different business nature and scale were selected as the research object. The hierarchical cluster sampling method was used to make data statistics on the financial expenditure and income of the research enterprises from January 2020 to October 2021. According to the dimension of thinking logic barrier, the relevant test scale is compiled. The scale includes creating simulation problems to investigate the thinking level and perspective of enterprise managers, and analyzing the impact of thinking barrier on enterprise financial management with the help of interview records.

**Method design:** The subjects were divided into experimental group and control group. The control group did not use any intervention means, while the experimental group used psychological intervention means to intervene the thinking logic disorder of managers. According to the score difference of the scale between the two groups after the experiment, the influence mechanism of thinking disorder on enterprise financial management was evaluated. The total number of returned and effective questionnaires were 4798 and 4794 respectively, and the effective rate of the questionnaire was 99.91%. The reliability and validity of the scale are tested. The reliability of the scale is 0.85, greater than 0.6, indicating that the reliability of the scale is good.

**Methods:** Excel was used to analyze the influence of psychological intervention on thinking logic disorder and the score difference of the scale.

**Results:** Psychological intervention on the thinking logic obstacles of enterprise managers is helpful to improve the risk prevention awareness and control ability of enterprise managers, and help them better deal with the risks and losses caused by sudden public health events on enterprise operation and financial management. There were significant statistical differences in the scale scores between the two groups, and their perspectives in dealing with events were also different. Table 1 shows the scores of the two groups in the dimension of thinking disorder after the experiment.

**Table 1.** Statistics of the scores of the two groups of subjects in the dimension of thinking disorder after the experiment

Grouping	<i>n</i>	Thinking form	Logical barrier	Thinking content	Other thinking barriers
Experience group	2397	25.12±8.72	8.58±3.94	18.05±7.08	14.47±3.16
Control group	2397	17.52±7.44	14.77±3.59	15.29±6.45	16.22±2.16

**Conclusions:** During the occurrence of major public health emergencies, business operators should change their thinking in time, break through the logical barriers of thinking, be sure to comprehensively and objectively understand its impact on enterprise financial management, and actively find coping strategies on this basis, so as to realize the efficiency of enterprise financial management through scientific and effective ways, reduce the adverse impact on enterprise financial management, so as to ensure that the enterprise can spend this special period smoothly. At the same time, enterprise financial management should do a good job in the management of budget, current assets and investment, do a good job in the strategic awareness of “sustainability”, actively establish the financial management emergency system and financial emergency guarantee mechanism, and adhere to the enterprise prevention and control management and financial early warning mechanism under sudden public events.

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## STUDY ON THE IMPACT OF FILM HEALTH COMMUNICATION STRATEGIES ON PUBLIC COGNITIVE IMPAIRMENT

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**Background:** Cognitive impairment means that the brain activities related to human memory and thinking are abnormal, resulting in these obstacles. People with cognitive impairment are often accompanied by symptoms such as language disorder, behavior disorder and so on. In principle, the normal operation of the cerebral cortex is the basis for human cognitive ability. Any factor that will cause abnormal operation of the cerebral cortex may lead to cognitive impairment.

In recent years, the rapid development of film and video has brought great changes to people's way of thinking and living habits, but it also brings many challenges to its communication mode. For example, in novel coronavirus pneumonia outbreak in 2020, how to effectively meet the urgent needs of the public has become an important issue facing the development of the video industry. Whether the film can be transmitted in a healthy way is playing a pivotal role in this link. However, there are still some problems in the current communication strategy of Chinese film and other video media. For example, film and video face the problem of “hot up and cold down” in the communication process, which is most prominent in the official media. Most of the film and video account operations of relevant departments face the dilemma of low click through rate and low traffic. In terms of communication content, most of them are reprinted, and the original video content is poor, which is easy to lead to homogenization problems, which also leads to the low click through rate of films and videos, which greatly limits the communication effect of videos. Moreover, in order to pursue the timeliness of video information, some video creation platforms often publish the published information on the film and video platform without verifying and proofreading the published information, and even some video platforms lack an audit mechanism. Therefore, it is of great practical significance to explore the impact of healthy film and video communication strategies on public cognition.

**Objective:** Relevant research results show that whether the communication strategy of film and video is healthy or not will affect the cognitive situation of the recipient. Therefore, this study focuses on exploring whether the communication strategies of film and video will affect the cognition of recipients with cognitive impairment, in order to adjust the mode of film and video communication in China and improve the communication efficiency of such people.

**Participants and methods:** 258 adults with different degrees of cognitive impairment who agreed to participate in the study were randomly selected from the whole country as the research objects. They were divided into experimental group and control group, with 129 people in each group. First, the basic information related to the research content was counted. It should be noted that, *t*-test is used to test the difference significance of all measurement data in statistics and subsequent experiments, chi square test is used for counting data, and the significance level is set to 0.05. If there is no significant difference in the basic information of the two groups, a comparative experiment is carried out for the two groups, so that the personnel of the experimental group can watch the communication content produced by the film and video under the idea of health communication strategy. There are no restrictions on the transmission mode and content of the video watched by the control group. After watching 10 groups of communication content, the two groups conducted a questionnaire survey on the viewers' understanding of the communication content for the subsequent analysis of the recipients with cognitive impairment cognition and understanding of different film and video communication strategies.