

**Objective:** Digital service mode has penetrated into all aspects of the society, and this service mode has penetrated into the rear management of colleges and universities, promoting the reform and development. At the same time, as a logistic worker, the long and complicated work brings pressure to his life, so it arouses the workers' desire for reform, and also drives the logistic management service reform. Therefore, the digitalization and intellectualization of logistic service facilities in colleges and universities are closely related to the social development, and the traditional working methods have been impacted. This requires logics of logistic staff must be careful, and should strengthen logistic staff information technology and ability, strengthen staff equipment operation training, so that staff can master the operation of intelligent equipment, enhance the application value of logistics equipment.

**Subjects and methods:** A total of 200 logistic workers were randomly selected and investigated by questionnaire. Based on the thinking logic obstacle, this paper focuses on three aspects: strengthening the information technology and ability of logistic management personnel, strengthening the equipment operation training of personnel and enabling personnel to master the operation method of intelligent equipment. This paper investigates the influence of logistic management mode reform in colleges and universities under the background of logical thinking barrier. A total of 200 questionnaires were distributed, 186 questionnaires were retrieved and 182 were valid.

**Methods:** The influence of logistic management mode reform in colleges and universities under the background of logistic thinking obstacle by using excel form statistics.

**Results:** 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.** Influence of logistic management mode reform in colleges and universities under the background of logistic thinking disorder

Factor	Strengthen technical capacity	Enhance equipment operation training	Familiar with equipment operation method
Logistic staff	4	4	4

**Conclusions:** In a word, the logical thinking obstacle has great influence on the logistic management of colleges and universities. No matter the management idea, management mode or management method, great reform and innovation have taken place. At the same time, it not only optimizes the content of logistic management, improves the level of logistic service, but also enhances the ability of logistic service, provides a good logistic basis for higher education, and further realizes the development of management quality of higher education by applying logistic affairs interactive management system, logistic service system and internal management system of internal organization.

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## COUNTERMEASURES FOR TRAINING NORMAL STUDENTS' PROFESSIONAL PRACTICAL ABILITY BASED ON MODERN COGNITIVE PSYCHOLOGY

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**Background:** In recent years, the lack of practical ability of new teachers in primary and secondary schools has attracted more and more attention. A survey shows that the problems of new teachers trained in normal universities are mainly manifested in: weak practical consciousness and poor ability in education and teaching professional skills. Basic skills are not solid; Insufficient organization and guidance ability. Lack of normal basic training in subject teaching and educational research. Therefore, strengthening the cultivation of normal students' practical ability has become an urgent problem to be solved in normal universities. Here, from the perspective of modern cognitive psychology and Anderson's point of view on knowledge classification and learning, we try to make some rational reflections on the essence, learning process and training mode of normal students' professional practical ability, and put forward some feasible suggestions on the construction of training mode of normal students' professional practical ability.

**Objective:** Professional practice ability is an important part of normal students' professional ability and the basis for normal students to become a qualified teacher. Normal colleges and universities should strengthen the cultivation of normal students' professional practice ability and promote the teachers' professional development of normal students.

**Subjects and methods:** First, the formation of professional practical ability is driven by motivation or

learning intention. Second, the formation of professional practice ability is based on the mastery of corresponding declarative knowledge, and ignorance leads to incompetence. Professional practice ability can be generated and developed only by realizing the transformation from declarative knowledge to procedural knowledge. Third, professional practice ability is formed and developed by individuals in the process of practice. Fourth, the formation of professional practical ability needs interaction and teachers' guidance. Fifth, the formation of professional practice ability has individual differences.

**Results:** (1) It is clear that the cultivation of normal students' professional practical ability is oriented to employment. 1. Promote the socialization of normal students and make them become "popular" in social life rather than "excluded" or "incompatible". This requires the development of their general practical ability to behave and do things every day. 2. Normal education establishes the new goal of training "experts with development potential to solve educational problems". Therefore, normal education cannot expect graduates to become experts immediately, but we should vigorously develop their potential from the perspective of sustainable development to lay the foundation for them to become real education experts in the future. This requires strengthening relevant work in professional practical ability. (2) Establish corresponding curriculum system. 1. Build a curriculum system to cultivate general practical ability. 2. Build a curriculum system to cultivate special practical ability (i.e., professional practical ability). 3. In the course implementation, we need to deal with the relationship between elective courses and compulsory courses, implicit courses and explicit courses, subject courses and activity courses. (3) Strengthen the management of professional practical ability training and fully stimulate students' motivation. It is necessary to establish a strict management mechanism and pay attention to stimulating students' interest, pressure and sense of achievement in developing professional practice ability. (4) At present, there are almost no full-time teachers engaged in the cultivation of normal students' professional practical ability in normal universities. Specifically, first, full-time teachers can be appointed to cultivate the professional practical ability of normal students, and relevant mechanisms (such as temporary training, exchange and discussion, project cooperation, etc.) can be established to make these teachers often have the opportunity to deeply understand the education and teaching practice of primary and secondary schools. Second, we can strengthen the construction of part-time teachers and hire local backbone teachers in primary and secondary schools to guide the cultivation of normal students' professional practical ability. Third, teachers must be guided to conduct special research on the training mechanism of normal students' professional practical ability, and find practical and effective training measures and methods.

**Conclusions:** Developing normal students' practical ability in education and teaching is an urgent work to be strengthened in normal colleges and universities. From the perspective of modern cognitive psychology, from Anderson's point of view on knowledge classification and learning, scientifically understanding and grasping the essence, learning process and training mode of normal students' professional practical ability has a certain theoretical and practical significance for effectively guiding the cultivation of normal students' professional practical ability.

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## STRATEGIES TO SOLVE THE OBSTACLES OF COMMUNICATION ADAPTATION IN THE REFORM OF FINANCIAL AND ACCOUNTING EDUCATION IN CONTEMPORARY COLLEGES AND UNIVERSITIES

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**Background:** With the continuous development of China's economy and society, new knowledge and technology are constantly updated, and more and more skills need to be mastered by accounting students. Within the hypothetical scope of accounting subject, it is not only e-commerce, e-marketing and online banking; International trade, international investment and other businesses also belong to the category of Finance and accounting, which also puts forward new requirements for the ability of students majoring in finance and accounting. Under the tide of the times, most universities and majors are changing to adapt to the rapid change of the times. The educational model of accounting major must also be innovated and reformed to continuously improve students' professional quality and ability. Such as adding basic computer knowledge, adding courses such as Mandarin, foreign language teaching and economic management.

The reform of the educational model of accounting major in colleges and universities helps to improve students' comprehensive ability, so as to improve students' professional quality, and has high adaptability