

management. Finally, there are problems in the construction technology of some construction enterprises, which directly affect the project quality, construction progress and the life safety of constructors. Finally, some construction enterprises lack the awareness of cost control and reduce the economic benefits of enterprises, which is not conducive to the development of enterprises.

Based on the background of cognitive impairment, this paper analyzes the current situation of construction engineering management, and puts forward corresponding control measures to build a scientific, reasonable and effective construction engineering management system, improve the market competitiveness of construction enterprises and promote the sustainable development of construction industry. There are four control measures, that is, to build a perfect construction project management system to ensure the standardization and meticulous work. Train construction project managers, improve the employment standards of managers, and then speed up the construction of management talent team. Implement detailed management of key technologies to improve construction quality. Strengthen cost control and management to improve the economic benefits of enterprises. This paper discusses the existing problems in construction engineering management and puts forward solutions, hoping to provide a valuable reference for construction engineering management in the construction industry.

Objective: China's economy has maintained a trend of rapid growth. As a pillar industry of the national economy, the construction industry also has broad development prospects. With the progress of technology and the improvement of management system, construction engineering management has become an indispensable link in construction engineering. This paper discusses the existing problems in construction engineering management and puts forward solutions, hoping to provide a valuable reference for construction engineering management in the construction industry.

Research objects and methods: 200 relevant practitioners of construction engineering management were selected as the research object, including front-line construction personnel, managers and relevant researchers. According to the construction project management system, a questionnaire is formulated to investigate the recognition of the research object to the system.

Research design: The score of the questionnaire is 1-5. The higher the score, the higher the satisfaction of the research object with the construction project management system. The results of the questionnaire survey were counted and the average score was calculated.

Methods: The relevant data were processed and analyzed by Excel and SPSS 22.0.

Results: The questionnaire results show that most research objects are highly satisfied with the construction project management system, indicating that the system has high practicability, as shown in Table 1.

Table 1. Research object's satisfaction with construction project management system

Satisfaction	5	4	3	2	1
Number	55	85	41	17	2
Proportion (%)	22.50	42.50	20.50	8.50	1.00

Conclusions: Construction engineering management is a comprehensive discipline including management and engineering, which can effectively improve the quality of engineering construction, enterprise benefits and project safety performance. For modern construction enterprises, we should not only pay attention to the construction quality in the construction process, but also do a good job in various construction engineering management, such as cost management, human resource management and safety management, so as to improve the comprehensive competitiveness of construction enterprises, improve the economic benefits of enterprises, establish a good corporate image and enhance the market competitiveness of enterprises, promote the sustainable development of enterprises. Based on the background of cognitive impairment, this paper analyzes the current situation of construction engineering management, and puts forward corresponding control measures to build a scientific, reasonable and effective construction engineering management system, improve the market competitiveness of construction enterprises and promote the sustainable development of construction industry.

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A STUDY ON COPING STRATEGIES OF LANGUAGE ANXIETY IN ENGLISH LEARNING

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Background: English is the second most widely used language in the world and the most widely used

language. As the official language of 73 countries, its number of users exceeds 1 billion, second only to 1.5 billion Chinese users. Therefore, in today's economic globalization, students' English level is largely related to their future development. English is the most widely studied second language in the world. It is also one of the three main courses in China. Students' English level is deeply valued by the educational circles. With the advent of the era of economic globalization, China's demand for international talents is increasing day by day. An important index for evaluating international talents is English level. Therefore, improving students' English level is of great significance to China's economic development. Many education experts pay more and more attention to English, and have conducted in-depth discussion and Research on how to improve students' English level. Previous studies have shown that students are vulnerable to emotional factors in the process of learning English, resulting in language anxiety.

Language anxiety refers to an individual's emotional state of depression, fear and worry about a certain time or a certain problem in the process of second language learning. Appropriate anxiety can help students concentrate and pay attention, improve brain activity, and then improve students' efficiency. However, excessive anxiety will damage students' physical and mental health, which is not conducive to students' healthy growth and development. Therefore, finding language anxiety coping strategies in the process of English learning can not only alleviate students' negative emotions and improve students' mental health, but also improve students' English level, and promote students' healthy growth and development. Educational psychology studies the law between students' psychology and behavior activities, emphasizes teaching according to students' psychology, reduces students' resistance to learning, improves students' interest in learning, and improves learning efficiency. Therefore, the application of educational psychology in curriculum teaching plays an important role in improving students' academic performance. Based on educational psychology, this paper puts forward a new English teaching method, hoping to find an effective teaching method to alleviate students' language anxiety.

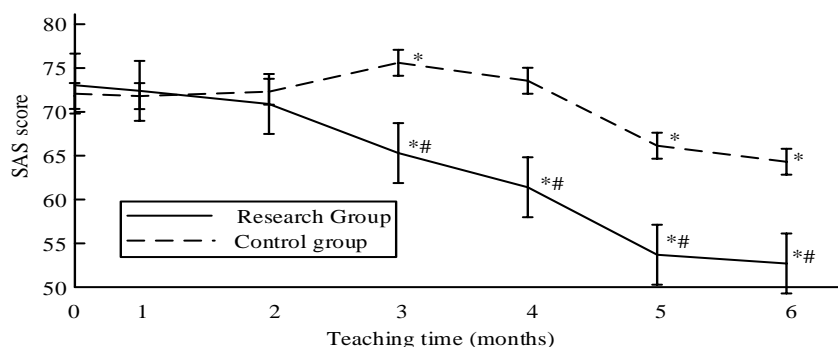
Objective: English is the second most widely used language in the world and the most widely used language. As the official language of 73 countries, its number of users exceeds 1 billion, second only to 1.5 billion Chinese. Therefore, in today's economic globalization, students' English level is largely related to their future development. In order to alleviate students' language anxiety in the process of English learning, the research puts forward coping strategies based on educational psychology, and puts forward an English teaching method based on educational psychology, which aims to provide effective ways and means to alleviate students' language anxiety and make students have good academic, physical and psychological development.

Subjects and methods: 500 students were randomly selected from 6 universities by stratified cluster sampling, including 265 boys and 255 girls. Students come from 10 different majors, aged 18 - 23. Self-rating Anxiety Scale (SAS) is used to evaluate students' anxiety, test scores are used to evaluate students' learning status, and students' scores on English teaching are used to evaluate the teaching effect of English teaching. The score range is 1 - 5. The higher the score, the better the teaching effect.

Research design: 60 students were selected from the above students and randomly divided into research group and control group by random number method, with 30 students in each group. For the students in the research group, the English teaching method combined with educational psychology is adopted, while for the students in the control group, the traditional English teaching method is adopted. After six months of teaching, the teaching effects of the two English teaching methods were evaluated by using the self-rating anxiety scale, students' test scores and students' scores on English teaching.

Methods: SPSS 17.0 and excel were used to count and analyze students' mental health and academic performance.

Results: after teaching, compared with before teaching, the anxiety of the two groups of students was significantly relieved ($P < 0.05$). After teaching, the SAS score of students in the study group was significantly lower than that of students in the control group ($P < 0.05$). The anxiety of the two groups of students is shown in Figure 1.



Note: * $P < 0.05$ compared with that before teaching; # It means that compared with the Control group at the same time, $P < 0.05$.

Figure 1. The degree of anxiety of the two groups of students

Conclusions: The English teaching method combined with educational psychology can effectively alleviate students' language anxiety in the process of English learning, improve students' interest in learning, and then improve students' English level.

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INTERACTIVE DESIGN OF DIGITAL MEDIA ADVERTISING BASED ON EMOTIONAL EXPERIENCE OF USERS WITH COGNITIVE IMPAIRMENT

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Background: Cognition is an intelligent process in which intelligent organisms acquire knowledge and memorize, understand and process knowledge. In the cognitive process of intelligent organisms, it will involve a series of psychological activities and social behaviors such as learning, memory, language, thinking and so on. Cognitive impairment (CDS), also known as neurocognitive impairment (NCDs), is a common disease in the elderly. Cognitive impairment mainly affects people's cognitive ability, learning ability, memory ability and perception ability. In previous studies, the prevalence of cognitive impairment in the elderly over 65 years old reached 10% - 15%, so the number of cognitive impairment groups is relatively large. Cognitive impairment groups are vulnerable groups. They have obstacles in life, work and entertainment, so they need external care. Many applications or equipment are designed with the application of vulnerable groups in mind, reflecting humanistic care. For example, enhance the interaction of visually impaired people in smart phones; set blind roads on both sides of the road. The actions of cognitive impairment groups and elderly groups are considered in space design.

In recent years, digital media advertising began to rise and achieved great results. The development of computer technology and network technology makes the forms of advertising more diversified, can also attract the attention of the audience and improve the marketing effect. However, for minority groups such as cognitive impairment groups, digital media advertising design is rarely considered, which is not in line with the principle of humanization. Therefore, based on the emotional experience of users with cognitive impairment, this paper studies the interactive design of digital media advertising from three aspects: behavior level, instinct level and reflection level.

Objective: At present, digital media advertising rarely considers the interaction design of users with cognitive impairment, that is, it lacks humanistic care for minority users, loses some potential user groups, and affects the profits of enterprises. To solve this problem, based on the emotional experience of users with cognitive impairment, this paper studies the interactive design of digital media advertising from three aspects: behavior level, instinct level and reflection level, hoping to meet the needs of users with cognitive impairment.

Subjects and methods: After obtaining the consent of the hospital, patients or patients' families, 60 patients with cognitive impairment in a hospital were selected as the research objects, including 42 male patients and 18 female patients. The patients ranged in age from 45 to 75 years. A questionnaire was developed to investigate the satisfaction and purchase intention of patients with cognitive impairment with digital media advertising. The satisfaction score ranges from 0 to 4. 4 points mean very satisfied, 3 points mean satisfied, 2 points mean average, 1 point means dissatisfied, and 0 point means very dissatisfied. The score range of purchase intention is 1 - 5. The higher the score, the higher the purchase intention of cognitive impairment group.

Study design: The above cognitive impairment groups were randomly divided into study group and control group, with 30 people in each group. Digital media advertising design for the same product, in which the research group designs based on the emotional experience of users with cognitive impairment. The control group used the traditional design form. After a period of time, questionnaires were sent to the two groups of cognitive impairment groups to investigate their satisfaction with the two forms of advertising and their willingness to buy products.

Methods: SPSS 17.0 and excel were used to analyze the purchase intention and satisfaction of users with cognitive impairment.

Results: The satisfaction and purchase intention of users with cognitive impairment in the study group were significantly higher than those in the control group, indicating that the interactive design of digital