

RESEARCH ON THE IMPLEMENTATION EFFECTIVENESS OF COLLEGE DEVELOPMENT PLANNING UNDER COGNITIVE IMPAIRMENT

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Background: Under the background of the transformation of social and economic structure, the transformation of higher education towards refinement and diversification is also the inevitable trend of future development. At present, China's higher education for people with cognitive impairment is still in the exploratory stage. At the current stage, we should not only determine the educational development direction and planning path for people with cognitive impairment, but also ensure the effective implementation of relevant plans. First of all, higher education itself is based on the cultivation of technical talents and applied talents. It can improve the comprehensive quality of students by organizing and planning the multi-directional cultivation of students based on professional knowledge. Due to their own pathological defects, cognitive impairment groups are often at a disadvantage in career choice, so they need to develop in specific fields. At present, there is no systematic guidance system in China to provide relevant help for cognitive impairment groups. Secondly, domestic higher education has always adhered to the development mode of equal importance of vocational education and general education vertically and rational division of labor among colleges and universities in different fields horizontally. However, this development structure takes the professional field as the main direction, and does not emphasize the division of labor for special groups. This makes the groups with cognitive impairment lack a place in the characteristic division of labor in colleges and universities, which directly leads to the lack of sense of direction in higher education. Finally, the distribution of resources in the development of higher education in China is not uniform, too many resources are allocated to the direction of emerging industries and advantageous industries, and the investment in education funds and the construction of relevant regulations for cognitive impairment groups are insufficient, which makes the public opinion lack of attention to the higher education of cognitive impairment groups, This neglect of the external environment makes it difficult for groups with cognitive impairment to speak and seek help, and there is a lack of channels to solve specific problems. In view of the above problems, it is necessary to effectively plan and implement the development path of colleges and universities for cognitive impairment groups from the actual situation, so as to ensure that the cognitive impairment education system has a better growth environment.

Objective: At present, there is a lack of effective guidance and resource allocation for groups with cognitive impairment in the domestic higher education development planning. This study investigates and studies the relevant current situation, starts with the current defects, provides solutions to the specific problems in the process of higher education for groups with cognitive impairment, and strives to start from effective planning from the perspective of effective measures to help cognitive impairment groups establish a good educational environment.

Subjects and methods: From the perspective of effective planning and effective measures in the development of colleges and universities, this study makes a questionnaire survey and Analysis on the current situation of higher education of cognitive impairment groups, analyzes their own needs in higher education, and further formulates effective plans and measures according to the types of needs.

Study design: The questionnaire of this study focuses on the higher education needs of cognitive impairment groups. During the survey, a random sampling method was adopted to distribute questionnaires to people with cognitive impairment who planned to receive higher education in the process of higher education. A total of 180 questionnaires were distributed, and 169 valid questionnaires were finally obtained.

Methods: Using Excel software, this paper analyzes the implementation effectiveness of college development planning under cognitive impairment.

Results: Statistics are made on the higher education needs of cognitive impairment groups in the questionnaire results. The specific results are shown in Table 1.

Table 1. Analysis of higher education needs of groups with cognitive impairment

Demand type	Transformation of educational mode and structure	Transformation of traditional ideas	Education system for cognitive impairment	Demand for security policies
Proportion of people (%)	67	73	85	78

In Table 1, the educational system for cognitive impairment has the largest demand, accounting for 85%

of the total, followed by the demand for security policies, the demand for the transformation of traditional ideas, and finally the demand for the transformation of educational methods and structures. The number of people of all demand types exceeds half, and the demand is relatively strong.

Conclusions: At present, the development planning of colleges and universities lacks corresponding effective planning and effective measures for cognitive impairment groups, resulting in the lack of channels and methods to solve their own problems in the process of higher education. According to the needs of cognitive impairment groups, we should formulate plans and measures from four aspects: the educational system of cognitive impairment, security policies, the transformation of traditional ideas and the transformation of educational methods and structures, so as to build a good educational environment for cognitive impairment groups.

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ETHICAL ANALYSIS OF TEENAGERS' ANXIETY FROM THE PERSPECTIVE OF MEDIA CONSUMERISM

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Background: In the market economy environment, the mass media will inevitably be influenced by the social consumerism culture. This kind of mass media with the main purpose of market and profit and relying on the guidance of business logic will gradually abandon social responsibility and pursue profit maximization. This kind of media behavior will have a new impact on social ethics, it has an invisible impact on people's values, especially for teenagers whose outlook on life and values have not yet taken shape. From the perspective of consumerism media, the audience of media is no longer a social group in a broad sense, but consumers. Therefore, consumerism media information itself will have a strong tendency of consumption guidance and consumption supremacy. Once separated from the control of ethics and social responsibility, the information transmitted by consumerism media will become a new value orientation. In the consumer media induction, consumption no longer exists to meet the basic needs, but has become a value symbol beyond the material meaning of the commodity itself. Both media practitioners and people affected by the media will gradually follow the way of thinking of short-term hedonism. This way of thinking will lead the employees in the coal industry to pursue short-term interests too much and give up their long-term sense of social responsibility. Under the guidance of the market, the norms of social ethics will gradually decrease, and the media will be uncontrolled, which will threaten the audience's right to choose independently and promote the information in line with commercial interests to the audience in an irresponsible way. Among them, the emergence of features such as media advertising and sensory stimulation information is only on the one hand. On the other hand, paid news, fake news and entertainment news have strong limitations. Even some wrong information will be popular. All kinds of information deviating from social morality will have a subtle impact on users' values.

For young people who are easily influenced by the media, consumerism will have an impact on their ethical concepts and mental health, making them more pursue the behavior of consumption itself. The thought of money and consumption will affect their value orientation and shake the moral orientation education they have been receiving. Moreover, once the consumption desire and comparison psychology cannot be satisfied, it will produce anxiety, which will seriously affect the physical and mental health development of teenagers. For this reason, in the current prevalence of media consumerism, we should pay more attention to its ideological education for teenagers, correct teenagers' wrong ideas through good moral and value-oriented education, and reasonably dredge their anxiety psychology. For young people who have not been affected by media consumerism, we should actively carry out ideological and moral lectures and classroom education, and help young people establish a conceptual framework by teaching them by words and deeds, so that they can distinguish the bad information in the face of media consumerism information and prevent it before it is affected.

Objective: Teenagers' Outlook on life and values are not perfect. Media consumerism is easy to have an impact on Teenagers' ethical and moral concepts, distort teenagers' outlook on life and values, and cause teenagers' anxiety. This study studies the impact of media consumerism on Teenagers' anxiety through the classified analysis of social phenomena caused by media consumerism, so as to provide support for teenagers' psychological counseling and moral and ethical education.

Subjects and methods: This study classifies the ethical conflict caused by media consumerism, and explores the impact of ethical conflict caused by media consumerism on Teenagers' values and anxiety through questionnaire survey.