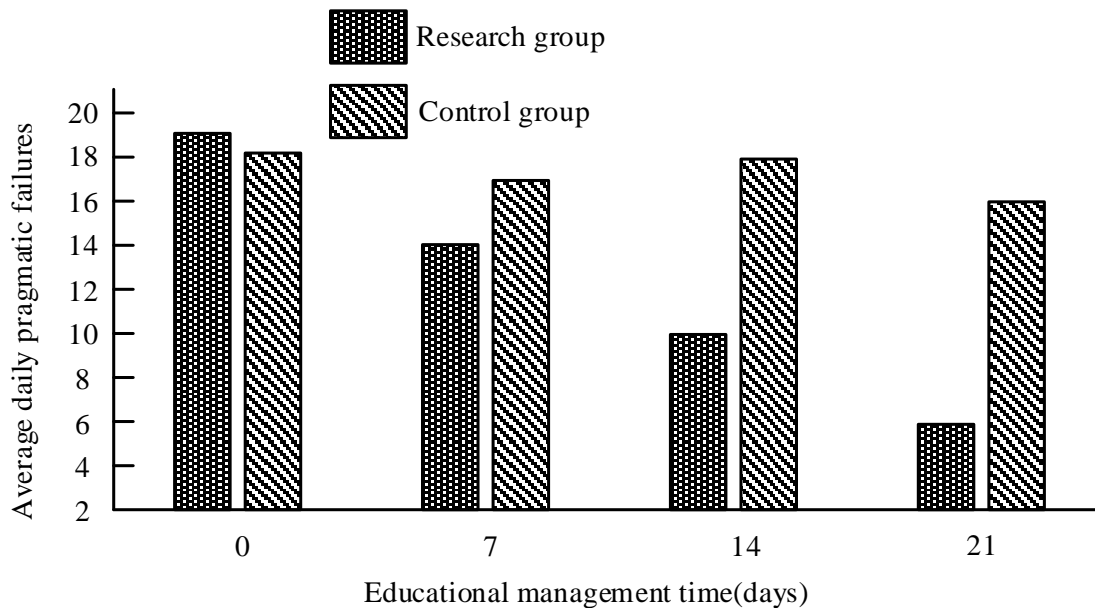


**Results:** The students were investigated and counted after two weeks. The statistical results showed that the number of daily language errors of the students in the study group decreased significantly compared with that two weeks ago ( $P < 0.05$ ), and was significantly lower than that of the students in the control group ( $P < 0.05$ ), as shown in Figure 1.



**Figure 1.** The daily average number of pragmatic failures of the two groups of students

**Conclusions:** With the acceleration of internationalization, cultural and economic exchanges among countries are becoming more and more in-depth, and cross-cultural communication is becoming more and more frequent. In cross-cultural communication, due to the differences in cultural background, living habits and education, there are some differences in the understanding of the same thing and information between the two sides of cross-cultural communication, resulting in pragmatic failure in cross-cultural communication. Pragmatic failure will attack the user's self-confidence and lead to the obstacle of thinking logic. Based on cognitive psychology, this study analyzes the self-cognition of cross-cultural communicators, and puts forward some strategies to avoid pragmatic failure in cross-cultural communication. The results showed that the number of daily language errors of the students in the study group decreased significantly compared with two weeks ago ( $P < 0.05$ ), and was significantly lower than that of the students in the control group ( $P < 0.05$ ). Therefore, the strategies proposed in this study can alleviate and avoid the logical barriers of thinking in cross-cultural communication and maximize the negative effects of pragmatic failure.

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## APPLICATION OF NEW DRUG PREPARATION TECHNOLOGY IN THE MODERNIZATION OF TRADITIONAL CHINESE MEDICINE PREPARATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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**Background:** Traditional Chinese medicine refers to the medicine for treatment made under the guidance of traditional Chinese medicine theory. The production process of traditional Chinese medicine preparation is relatively complex and the production efficiency is relatively low, which leads to some staff members having negative emotions such as anxiety and depression, which leads to staff suffering from cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and

activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to patients themselves and social development. Therefore, many experts have carried out in-depth research on cognitive impairment.

Cognitive psychology is an important school of contemporary psychological research. It explains how people deal with information in cognitive activities. The basic principles of cognitive psychology mainly include five points: emphasizing the structural and organizational principles in the process of cognition; Emphasize the internal process, that is, the processing of symbol information. Emphasize the driving role of ideas. Emphasize the role of cognitive feedback. Emphasize the individual differences of cognitive style. Combined with the theory of cognitive psychology, the study deeply analyzed the causes of cognitive impairment of staff, and found that there was a strong correlation between the production efficiency of traditional Chinese medicine preparations and the prevalence of cognitive impairment of staff. Therefore, based on cognitive psychology, the research applies the new technology of pharmaceutical preparation to the modernization of traditional Chinese medicine preparation, and puts forward the corresponding measures. The new technology of pharmaceutical preparation includes solid dispersion technology, micro encapsulation technology, liposome technology, transdermal technology and film coating technology. When it is applied to the production of traditional Chinese medicine preparation, it can effectively improve the production efficiency of traditional Chinese medicine, reduce the complexity of traditional Chinese medicine preparation, and then alleviate the negative emotions of staff such as anxiety and depression, Treat cognitive impairment of staff.

**Objective:** The production process of traditional Chinese medicine preparation is relatively complex and the production efficiency is relatively low, which leads to some staff members' negative emotions such as anxiety and depression, and then leads to staff members suffering from cognitive impairment. Cognitive impairment reduces the quality of life of patients and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to patients themselves and social development. Based on cognitive psychology, the research applies the new technology of pharmaceutical preparation to the modernization of traditional Chinese medicine preparation, and puts forward corresponding measures to effectively improve the production efficiency of traditional Chinese medicine, reduce the complexity of traditional Chinese medicine preparation, so as to alleviate the negative emotions such as anxiety and depression of staff, and treat the cognitive impairment of staff.

**Research objects and methods:** In a traditional Chinese medicine preparation enterprise, 60 patients with cognitive impairment were selected as the research objects. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the emotional state of patients. The cognitive impairment of patients was evaluated by the Mini- mental State Examination (MMSE) and the Mental Health (MH) part of the quality-of-life assessment scale (SF-36).

**Study design:** The patients were randomly divided into study group and control group, with 30 people in each group. Among them, the patients in the study group were produced by the improved preparation technology of traditional Chinese medicine based on cognitive psychology. The patients in the control group were produced by traditional Chinese medicine preparation technology. After working for 3 months, the degree of cognitive impairment and emotional state of the two groups were compared.

**Methods:** Using Excel software and SPSS22.0 software to process and analyze relevant data.

**Results:** There was no significant difference in MMSE score between the two groups before treatment ( $P > 0.05$ ). After treatment, the MMSE scores of patients in both groups increased significantly ( $P < 0.05$ ), and the MMSE scores of patients in the study group were significantly higher than those in the control group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** MMSE scores of patients in both groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before treatment	15.1±4.9	15.3±5.2	0.157	0.721
After treatment	25.0±2.8	20.3±4.7	6.417	0.028
<i>t</i>	7.263	3.214	-	-
<i>P</i>	0.001	0.035	-	-

**Conclusions:** The production process of traditional Chinese medicine preparation is relatively complex and the production efficiency is relatively low, which leads to some workers' negative emotions such as

anxiety and depression, and then leads to cognitive impairment. Cognitive psychology is an important school of contemporary psychological research. It explains how people deal with information in cognitive activities. Therefore, based on cognitive psychology, the research applies the new technology of pharmaceutical preparation to the modernization of traditional Chinese medicine preparation, and puts forward the corresponding measures. The results showed that there was no significant difference in MMSE score between the two groups before treatment ( $P > 0.05$ ). After treatment, the MMSE scores of patients in both groups increased significantly ( $P < 0.05$ ), and the MMSE scores of patients in the study group were significantly higher than those in the control group ( $P < 0.05$ ). To sum up, the application of new drug preparation technology to the modernization of traditional Chinese medicine preparation can effectively improve the production efficiency of traditional Chinese medicine, reduce the complexity of traditional Chinese medicine preparation, alleviate the staff's negative emotions such as anxiety and depression, and treat the staff's cognitive impairment.

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## RELATIONSHIP BETWEEN MANAGERS' OVERCONFIDENCE AND MERGERS AND ACQUISITIONS PERFORMANCE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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**Background:** Mergers and Acquisitions (M & A) an important strategy for enterprises to achieve rapid expansion. With the continuous development of China's economic level, the financial transaction market is becoming larger and larger, and the transaction of China's M & A market is becoming more and more active. Therefore, China has launched various policies on M & A market transaction, improved the laws and regulations of M & A market, and the process of M & A reorganization is becoming more and more simple, which has greatly improved the success rate of M & A transactions, and the enthusiasm of many listed companies for M & A continues to rise. However, in the wave of M & A of listed enterprises, the performance growth of M & A transactions is not ideal, but leads to the loss of the wealth of enterprise shareholders. The traditional financial theory cannot give a reasonable explanation for this phenomenon until the proposal and development of behavioral finance theory. Some scholars have discussed the impact of the psychological cognitive bias of these enterprise executives on management activities, and concluded that overconfidence in management is the most important factor affecting enterprise decision-making. Behavioral finance theory cannot fully explain this phenomenon, so it is necessary to introduce new theories. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition. Therefore, using cognitive psychology theory to study the psychological cognitive bias of enterprise executives can effectively explain the phenomenon that M & A transactions do not increase the performance of enterprises satisfactorily, but lead to the loss of the wealth of enterprise shareholders under the wave of M & A of listed enterprises. Based on cognitive psychology, overconfident enterprise managers have very typical psychological characteristics, that is, they are optimistic about the investment prospect, overestimate their investment success rate, and hate investment losses. Overconfidence will make enterprise managers have psychological deviation, which makes managers mistakenly overestimate their management ability and wealth creation ability, and then urge managers to implement M & A activities with negative net present value, resulting in enterprise losses. Based on cognitive psychology, this study puts forward several hypotheses: managers' overconfidence will have a negative impact on M & A performance. The employment of independent directors in colleges and universities can improve the M & A performance of the enterprise to a certain extent. Independent directors of colleges and universities can inhibit the overconfidence of enterprise managers and manage M & A activities with negative net present value. In the same area, the independent directors of colleges and universities and enterprises can more effectively manage the M & A activities with negative net present value caused by the overconfidence of enterprise managers. Based on the above contents, the research uses the M & A events of A-share private listed companies in Shanghai and Shenzhen as data samples, and then makes empirical analysis, deeply analyzes the relationship between managers' overconfidence and M & A performance, and then governs it, so as to provide theoretical data support for the development of China's listed enterprises and M & A market.

**Objective:** Under the wave of M & A of listed enterprises, the performance growth of M & A transactions