

cognitive level. With the help of the literature method and questionnaire content, the problems existing in scientific research project management are summarized and problem solutions are formulated. Finally, the cognitive level changes of researchers and managers in the process of project management problem solving are analyzed and compared with the results of the first interview.

Results: A total of 500 questionnaires were issued by the three colleges and universities, 497 of which were recovered and 496 of which were effective. Excel was used to count the problems existing in the management of scientific research projects in colleges and universities. 20 scientific research project managers from three universities were randomly selected for interviews. The results of the first and second interviews showed that there were significant differences in the cognitive level of project managers before and after ($P < 0.05$).

Table 1. Changes in the number of researchers with high cognitive level

Index	The first time	The second time	P
School A	2	5	<0.05
School B	2	6	<0.05
School B	4	6	>0.05

Conclusions: Scientific research projects in colleges and universities are the key support projects in China, so we need to pay real-time attention to the development of scientific research projects in colleges and universities, in which the cognitive level of project managers is the focus. The cognitive level of managers is of significant significance to the development and development of scientific research projects. It is effective to alleviate the cognitive impairment of managers by changing the management scheme of scientific research projects in colleges and universities. It can effectively improve the cognitive level of managers and speed up the development of scientific research projects. The improvement of the cognitive level of scientific research project managers in colleges and universities plays a positive role in the development of various disciplines in colleges and universities, and also plays a significant positive role in the development of science and technology in China.

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ADJUSTMENT OF TAIJIQUAN TRADITIONAL HEALTH SPORTS TO COLLEGE STUDENTS' MENTAL HEALTH

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Background: College students are the main student group in China. Although college students are also students in school, there are obvious differences with middle school students and primary school students. When a high school student enters college life after graduation, it shows that the student has gradually mastered the basic knowledge of life and can be responsible for his own life and study. It also means that the student will be separated from the careful care of his parents and study and live alone. Most college students will have strange psychology when they first enter the university. Under the influence of strange environment, a large number of college students will have anxiety and anxiety. The generation of anxiety and anxiety is called negative psychological activities in psychology. Generally speaking, the negative psychological activities of college students are usually influenced by the environment and individuals. The environment includes campus environment and living environment. There are natural environment and learning environment in the campus environment. The learning environment is more likely to make college students have negative emotions. Personally, when facing more complex learning contents, college students will inevitably be restless, produce evasive psychology, and are unwilling to learn new knowledge. With the expansion of achievement differences with their classmates, restless psychological activities will intensify, and finally seriously affect their physical and mental health. In order to alleviate students' mental health problems, colleges and universities have put forward a large number of sports activities, among which Taijiquan, as a relaxed sports item, is deeply loved by students.

Taijiquan's traditional health preservation sports are established to inherit China's excellent martial arts culture. Taijiquan pays attention to the combination of hardness and softness. Unlike other sports, Taijiquan

does not pursue vigorous exercise, but emphasizes that people need to use Qi to transport the body, and the action is natural and powerful. Various studies have found that Taijiquan is not just a simple martial arts project. It has an obvious effect in health preservation and can significantly improve the disease resistance of the body. At present, various colleges and universities have incorporated Taijiquan into physical education. In the teaching course of Taijiquan in colleges and universities, teachers will teach boxing according to the basic situation of students. Different from other projects, teachers will not urge students too much in teaching, but advocate students step by step. Therefore, how to adjust the physical health ability of college students with the help of the health preservation mechanism of Taijiquan, and alleviate the psychological problems of students with the help of the combination of hardness and softness of Taijiquan is the content that needs to be paid attention to in college teaching at present.

Objective: Investigate the current situation of college students' mental health, explore the role of Taijiquan in the regulation of college students' physical and mental health, and evaluate the great significance of Taijiquan as a college sports project, so as to provide a reference for the cultivation of college students' psychological quality in China, and also provide theoretical support for the reform of college education.

Study design: 200 students in a university were selected for questionnaire survey. The questionnaire results of students were counted by Excel, and the students were classified. The students with mental health problems were divided into experimental group and normal psychological students were divided into control group. After six months of study, the second questionnaire survey was conducted to count the number of students with mental health problems, and compared with the results of the first questionnaire.

Results: The first survey showed that among the 200 students, 121 had mental health problems and 79 had no mental problems. A total of 73 students in the experimental group participated in Taijiquan sports teaching, and the remaining 48 students participated in other sports. A total of 41 students in the control group participated in Taijiquan sports, and the remaining 38 students participated in other sports. After sports teaching, the number of students in the experimental group with mental health changed significantly, as shown in Table 1.

Table 1. Changes in the number of college students with mental health

Group		The first time	The second time
Experience group	Taiji boxing	-	68
	Other	-	21
Control group	Taiji boxing	-	41
	Other	-	35

Conclusions: The mental health of college students has always been the main concern of all sectors of society. The mental health of college students directly affects the academic level of college students and its future development space. Using Taijiquan traditional health sports to adjust the mental health problems of college students is the main psychological problem mitigation measures in colleges and universities, and Taijiquan has a significant effect in the mental health conditions of college students. In addition, Taijiquan, as a traditional Wushu project in China, can also ensure the inheritance of Taijiquan Wushu project in the process of regulating the mental health of college students, which is not only conducive to the national talent training and the development of new technology, but also conducive to the protection and inheritance of national traditional culture.

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APPLICATION OF COGNITIVE BARRIERS IN THE DESIGN OF CHINESE TRADITIONAL TV CHANNEL

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Background: Chinese traditional culture was created by the ancestors of the Chinese nation in China. In the thousands of years of continuous development of the Chinese nation, traditional culture has been inherited by the Chinese nation from generation to generation. Chinese traditional culture has distinct national characteristics. The representative elements extracted from traditional culture are traditional