

## CREATIVE THINKING MODE AND COGNITIVE IMPAIRMENT OF KNOWLEDGE FILM AND TELEVISION EDITORS AND DIRECTORS FROM THE PERSPECTIVE OF NEW MEDIA COMMUNICATION

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**Background:** In the process of traditional media constantly being impacted by emerging media, in order to comply with the changes of the trend of the times and the development of society, an innovative professional group, namely film and television editors and directors, has been formed in the mass media. Under the influence of the wide popularization of the Internet, film and television editors and directors have developed to a certain extent and established the core position of the media. From the perspective of new media communication, knowledge film and television editors and directors can give full play to their characteristics of wide coverage and strong functionality. However, in order to adapt to the changing trend of the public and mainstream media, knowledge film and television editors and directors should carry out continuous innovation and optimization. It can be seen that the relevant practitioners of knowledge film and television editing and directing not only need to have excellent professional knowledge and high professional quality, but also should have innovative thinking mode. Therefore, the practitioners of knowledge film and television editing and directing bear great work pressure in a severe working environment, which is prone to mental and psychological abnormalities and even cognitive impairment. Among the common mental diseases, cognitive impairment is one of the most serious symptoms and negative effects. It is mainly manifested in a series of symptoms, such as memory impairment, learning impairment, executive dysfunction, aphasia, apraxia and so on. There is an interactive relationship between various symptoms of cognitive impairment, which will accelerate the deterioration of patients' condition, resulting in cognitive impairment becoming a serious psychological disease, which is difficult in the process of diagnosis and treatment. Cognitive impairment will have a great negative impact on patients' thinking logic level and self-care ability, which is a heavy burden for patients themselves and their families.

**Objective:** From the perspective of new media communication, the cognitive impairment of the innovative thinking mode of knowledge film and television editors and directors will significantly affect the work quality of film and television editors and directors, and hinder the work and development of knowledge film and television editors and directors from different aspects. In order to optimize the innovative thinking mode of knowledge film and television editors and directors and cultivate their innovative thinking ability, this research will focus on the perspective of new media communication, and conduct an in-depth exploration on the cognitive obstacles of innovative thinking mode of knowledge film and television editors and directors, in order to eliminate the cognitive obstacles and their negative effects, so as to promote the improvement and optimization of innovative thinking mode.

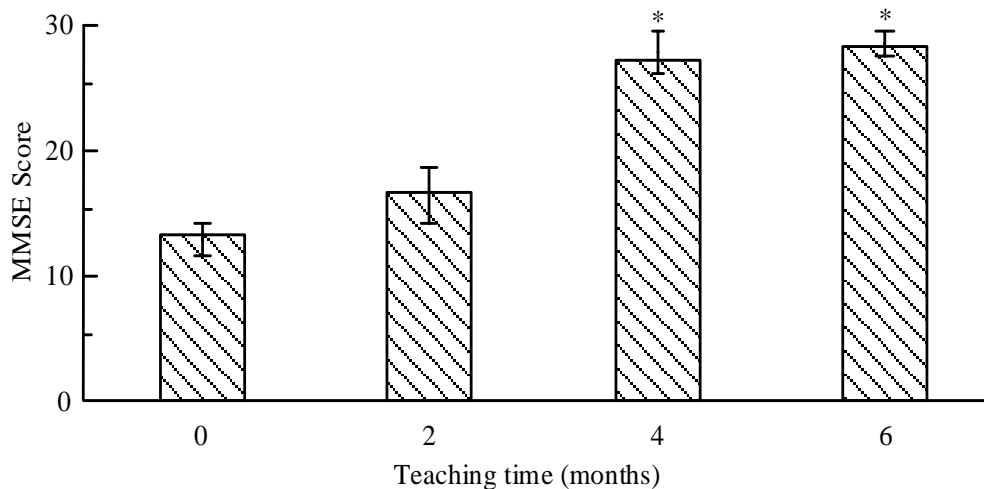
**Research object and method:** 90 knowledge film and television editors and directors with cognitive impairment were selected as the research object. The level of innovative thinking and the severity of cognitive impairment symptoms were evaluated by Torrance Tests of Creative Thinking (TTCT) and Mini-mental State Examination (MMSE).

**Research design:** For all knowledge film and television editors and directors with cognitive impairment, the training of knowledge film and television editors and directors from the perspective of new media communication is adopted, and the training intervention time is set as 6 months. After the intervention, the data indexes of knowledge film and television editors and directors with cognitive impairment, namely TTCT score and MMSE score, were analyzed.

**Methods:** Before and after the intervention, TTCT and MMSE were used to evaluate the level of innovative thinking and the severity of cognitive impairment symptoms of all subjects. The total MMSE score was 30. If the MMSE score of the subjects was less than 27, they were accompanied by cognitive impairment, and the evaluation data were statistically analyzed by Excel software and SPSS22.0 software. The difference was statistically significant ( $P < 0.05$ ).

**Results:** Before the intervention, the MMSE score of 90 knowledge film and television editors and directors with cognitive impairment was low, indicating that they all had cognitive impairment. After 2 months of intervention, MMSE score increased, but the increase was small, which was not statistically significant compared with that before intervention ( $P > 0.05$ ). After 4 months of intervention, the MMSE score of knowledge film and television editors and directors with cognitive impairment increased significantly to less than 27 points, which showed that the knowledge film and television editors and directors were no longer accompanied with cognitive impairment, and the difference was statistically significant ( $P < 0.05$ ). After 6 months of intervention, the increase of MMSE score of all knowledge film and television editors and directors decreased, but still maintained a continuous upward trend. The MMSE score

decreased significantly compared with that before the intervention, and the difference was statistically significant ( $P < 0.05$ ).



Note: \* $P < 0.05$  compared with that before teaching.

**Figure 1.** Comparison of MMSE scores at different time nodes before and after intervention

**Conclusions:** The innovative thinking mode and ability of knowledge film and television editors and directors play a decisive role in their career development and the normal development of film and television editors and directors. From the perspective of new media communication, exploring the creative thinking mode and cognitive impairment of knowledge film and television editors and directors, and carrying out targeted training can significantly improve the cognitive impairment of knowledge film and television editors and directors.

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## THE OPTIMIZATION STRATEGY OF COMMUNITY PUBLIC SPACE TRANSFORMATION BASED ON THE BEHAVIOR CHARACTERISTICS OF PATIENTS WITH COGNITIVE IMPAIRMENT

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**Background:** The high-frequency symptoms of cognitive impairment are the abnormalities of human brain advanced functions such as emotion, memory, logic and thinking, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly the abnormal activity of human cerebral cortex, which is generally treated with antioxidants Glutamate receptor antagonists and other drugs or surgical treatment. At present, most patients with cognitive impairment still live in urban areas. Whether the public space layout of the community is reasonable and scientific will also affect their symptoms. Moreover, the unreasonable layout of public space may stimulate the intense negative emotions of patients with cognitive impairment. For example, planning the parking area to the entrance and exit downstairs of the patient's room may make the patients have angry psychological emotions and even make some acts of damaging others' property. Therefore, in the process of community public space transformation, we should consider the feelings of patients with cognitive impairment as much as possible, and this may help to alleviate the symptoms of patients with cognitive impairment, but the correctness of this conclusion needs to be verified by social experiments.

**Objective:** To understand the life and behavior patterns of Chinese patients with cognitive impairment in residential areas, and design experiments to verify the impact of different community space optimization and transformation strategies on their disease severity.

**Participants and methods:** Through visits, interviews and other means, from community managers, property managers and patients with cognitive impairment in the community, to understand the life and