

designers facing traditional cultural elements, this paper constructs a fashion design intervention model based on aesthetic psychology, so as to solve the aesthetic cognitive obstacles of fashion designers facing traditional cultural elements, so as to improve the taste and artistry of fashion design.

Research objects and methods: 100 fashion designers were randomly divided into control group and experimental group, with 50 in each group. Combined with the self-made aesthetic cognition scale, the aesthetic cognition of fashion designers is measured. The scale consists of 8 dimensions: learning ability, divergent thinking, perception ability, innovation ability, transformation ability, relevance ability, imagination ability and combination ability. The higher the score, the higher the aesthetic cognition. Among them, the control group adopts the conventional fashion design mode, and the experimental group adopts the fashion design mode based on aesthetic psychology. The intervention period is 1 month. The aesthetic cognition of the two groups of fashion designers is compared and analyzed.

Methods: Data through SPSS22.0 statistical analysis software is completed.

Results: Table 1 shows the aesthetic cognition of the two groups of fashion designers after one month of intervention. It can be seen from Table 1 that compared with the control group, the experimental group of fashion design mode based on aesthetic psychology has better aesthetic cognition, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. After one month of intervention the aesthetic cognition of two groups of fashion designers (n=100)

Factor	Control group (n=50)	Experience group (n=50)	P
Uncoordinated limbs	2.54±0.55	4.96±0.41	0.00
Unclear enunciation	2.99±0.69	4.84±0.46	0.00
Unnatural form	2.54±0.55	4.20±0.55	0.00
Inflexible expression	2.96±0.41	4.56±0.66	0.00
Mental disorder	2.84±0.46	4.78±0.75	0.00

Conclusions: The fashion design mode based on aesthetic psychology can effectively improve the aesthetic cognition of fashion designers. Therefore, it is worth popularizing and applying in the field of fashion design, so as to design modern clothing with strong traditional cultural charm.

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APPLICATION OF CHINESE LANGUAGE AND LITERATURE KNOWLEDGE IN COLLEGE STUDENTS' EDUCATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: As a mental disease, cognitive impairment mainly refers to the disorder of learning and memory function caused by abnormal processing of human intelligent knowledge, and leads to pathological behaviors such as loss of line, recognition and use. The diagnostic criteria of cognitive impairment include normal overall cognitive function, main complaints of memory impairment and behavioral disorders inconsistent with age. The main causes of cognitive impairment are chronic brain injury, chronic systemic diseases and mental and psychological abnormalities, among which mental and psychological abnormalities are the most important. According to the latest research, the number of patients with cognitive impairment in China is increasing year by year, which has a serious negative impact on the patients themselves and their families. Timely intervention for patients with cognitive impairment can actively change their cognitive function, and then it is very important to reduce the quality of life of patients and their families. In recent years, many researchers at home and abroad have conducted intervention research on mild cognitive impairment. The intervention measures mainly include nutrition intervention, drug intervention, physical exercise, cognitive training, traditional Chinese medicine and acupuncture intervention. In short, cognition is an intelligent processing process of acquiring knowledge through a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the abnormality of the brain's advanced intelligent processing process in all these processes, resulting in the changes of thinking, spirit, emotion and judgment. At present, the research of cognitive impairment mainly focuses on the field of medicine. However, matching the performance of medical cognitive impairment with the cognitive problems encountered by college students in the application of

Chinese language and literature knowledge, and exploring the strategies and methods to solve the problems are the ways to effectively solve the cognitive impairment of college students in learning Chinese language and literature knowledge. At the same time, it has theoretical and practical significance for the sustainable development of the application of college students' Chinese language and literature knowledge.

Chinese language and literature have a long history, broad and profound, which contains infinite mysteries, which is worthy of our continuous exploration. The knowledge of Chinese language and literature includes three parts: first, the basic knowledge of language, which systematically and comprehensively introduces the common language of modern Han nationality from the aspects of pronunciation, vocabulary and grammar. Second, Chinese application ability, which is divided into "oral expression" and "written expression", is very important to improve students' expression ability and communication skills. Third, the appreciation of literary works, as the core content of textbooks, through the appreciation of literary works, cannot improve students' cultural connotation, but also purify students' psychology, so as to help students form correct values, outlook on life and world outlook. The knowledge of Chinese language and literature, as the educational content in the university stage, is conducive to improving college students' cultural literacy, cognitive level and aesthetic ability. In short, it is also of great value and significance to set up Chinese language and literature knowledge courses in college education, especially psychological education and psychological training closely related to historical, cultural and spiritual development, which is of great significance in improving college students' cultural heritage and improving college students' cognitive impairment.

Objective: In order to effectively improve the widespread cognitive impairment of modern college students, this study constructs a psychological intervention model based on Chinese language and literature knowledge, which aims to promote the psychological development of modern college students and continuously output high-quality physically and mentally sound talents for the construction of the motherland.

Research objects and methods: 600 college students were randomly divided into control group and experimental group, with 300 students in each group. The measurement of students' cognitive impairment was carried out in combination with Montreal Cognitive Assessment scale (MoCA). The scale includes 7 factors: executive ability, naming ability, attention, language ability, abstract ability, delayed recall the higher the score of orientation ability, the better the cognitive function. Among them, the control group adopted the conventional psychological intervention mode, and the experimental group added the knowledge of Chinese language and literature on the basis of the conventional psychological intervention mode. The intervention period was 3 months. The improvement of cognitive impairment of college students in the two groups was compared and analyzed.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Results: Table 1 shows the improvement of cognitive impairment of college students in the two groups after 3 months of intervention. It can be seen from Table 1 that compared with the control group with routine psychological intervention, the experimental group based on Chinese language and literature knowledge has better effect on Improving college students' psychological cognitive impairment, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. The improvement of cognitive impairment of college students in the two groups after 3 months of intervention ($n=600$)

Factor	Control group ($n=300$)	Experience group ($n=300$)	<i>P</i>
Executive ability	2.69±0.59	4.37±0.48	0.00
Naming ability	2.47±0.43	4.62±0.58	0.00
Attention	2.54±0.55	4.66±0.61	0.00
Language ability	2.36±0.41	4.52±0.60	0.00
Abstract ability	2.69±0.59	4.39±0.43	0.00
Delayed recall	2.47±0.43	4.45±0.56	0.00
Orientation ability	2.54±0.55	4.25±0.43	0.00

Conclusions: Psychological intervention based on the application of Chinese language and literature knowledge can effectively improve the cognitive impairment of college students, and can significantly improve the cognitive function of college students. It is worth adding the content of Chinese language and literature knowledge to college students' psychological education, and better ensure the healthy psychological development of modern college students while expanding the application field of Chinese language and literature knowledge.

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CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology mainly studies people's cognitive process. It originated in the mid-1950s. At that time, behaviorism advocated the study of people's external behavior, while cognitive psychologists believed that we should pay attention to the study of psychological activities, not just superficial behavioral activities. Cognitive psychology became the mainstream school in the 1970s. At the specific level, cognitive psychologists study the internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, itself, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

In recent years, the information environment, technology environment and business environment of the new retail industry have undergone profound changes. The rise of big data, cloud computing, Internet of things, artificial intelligence and social media and their embedding in the new retail industry reflect these changes. In addition, the continuous maturity of 5G technology and the application of blockchain technology in the new retail industry have flattened the new retail industry. The data mining ability of the retail industry reflects the characteristics of digitization and ecology, the change and reorganization of supply chain structure, and consumers' consumption expectations in specific time and space, which are reflected in the business model of the new retail circulation supply chain. However, facing the changes of information environment, technology environment and business environment, the new retail circulation supply chain gradually presents the characteristics of flattening, digitization and ecology. However, the business model of the new retail smart circulation supply chain has not changed accordingly, which makes the overall operation of the new retail circulation supply chain poor. However, the business model innovation of the new retail smart circulation supply chain can solve the problems of long circulation time, complex circulation links and high circulation cost of the traditional retail industry, and improve the psychological experience of consumers through the reconstruction of the new retail circulation supply chain.

Objective: Based on cognitive psychology, this paper constructs a new retail smart circulation supply chain system, which aims to ensure the overall operation of the new retail circulation supply chain by improving consumers' psychological experience.

Research objects and methods: 100 consumers were randomly divided into control group and