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APPLICATION OF COGNITIVE PSYCHOLOGY IN URBAN LANGUAGE PROMOTION

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Background: The promotion of urban languages is an inevitable requirement for the prosperity and development of ethnic minority areas, which is conducive to improving the scientific and cultural quality of local people, casting the awareness of the Chinese national community and enhancing the national identity of all ethnic groups. Therefore, the promotion of urban language is very important. In the process of urban language promotion, due to various reasons, the progress of urban language promotion is not ideal, and some staff have negative emotions, such as anxiety, depression and so on. When these negative emotions are overstocked for a long time and cannot be released or alleviated, it will lead to cognitive impairment. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects the daily life of patients, reduces the quality of life of patients, and also affects the progress of the promotion of urban languages. Therefore, finding an appropriate method to alleviate the negative emotions of staff and then alleviate the degree of cognitive impairment is of positive significance to the personal development of staff and the progress of urban language promotion.

Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of this information, so that the learning and the learning situation are always consistent. Therefore, cognitive psychology believes that the individual cognitive process is essentially the process of individual brain processing symbolic information. The main human activities include three aspects: cognitive activities, emotional activities and will behavior, which can be explained and expounded by the theory of cognitive psychology. Therefore, based on cognitive psychology, the research analyzes the problems existing in urban language promotion, and puts forward strategies to promote the progress of urban language promotion and alleviate the degree of cognitive impairment of staff.

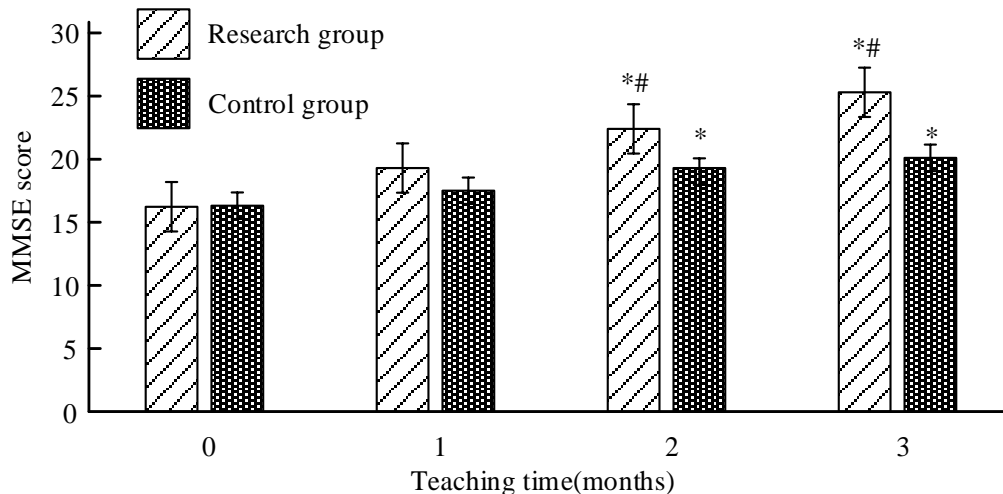
Objective: In the process of urban language promotion, due to various reasons, the progress of urban language promotion is not ideal, and some staff have negative emotions and cognitive impairment. The research proposes strategies based on cognitive psychology to promote the progress of urban language promotion and alleviate the cognitive impairment of staff.

Research objects and methods: 80 staff members engaged in urban language promotion in a city with cognitive impairment were selected as the research objects. The concise Mini-Mental State Examination (MMSE) was used to evaluate the degree of cognitive impairment. Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90) were used to evaluate the mental health status of staff.

Study design: Using random number table method, 80 staff were randomly divided into study group and control group, with 40 people in each group. Among them, the research group adopted the strategy based on cognitive psychology to promote urban language. The control group used the traditional strategy to promote urban language. After a period of time, the degree of cognitive impairment and anxiety of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: Before work, there was no significant difference in SAS score, SCL-90 score and SCL-90 score between the two groups ($P > 0.05$). After working for a period of time, the SAS score and SCL-90 score of the staff in the study group were significantly lower than those in the control group ($P < 0.05$). The MMSE score was significantly higher than that of the control group ($P < 0.05$). The change of MMSE scores of the two groups of workers before and after work is shown in Figure 1.



Note: * $P < 0.05$ compared with that before teaching; # It indicates that compared with the control group, $P < 0.05$.

Figure 1. Changes of MMSE scores of the two groups of workers before and after work

Conclusions: In the process of urban language promotion, due to various reasons, the progress of urban language promotion is not ideal, and some staff have negative emotions, such as anxiety and depression, resulting in cognitive impairment. Based on cognitive psychology, this paper analyzes the problems existing in urban language promotion, and puts forward strategies. The results showed that there was no significant difference in SAS score, SCL-90 score and SCL-90 score between the two groups before work ($P > 0.05$). After working for a period of time, the SAS score and SCL-90 score of the staff in the study group were significantly lower than those in the control group ($P < 0.05$). The MMSE score was significantly higher than that of the control group ($P < 0.05$). Therefore, the application of cognitive psychology in urban language promotion can promote the progress of urban language promotion and alleviate the cognitive impairment of staff.

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THE INFLUENCE OF TRADITIONAL PHYSICAL EXERCISE ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: When others, society and other external factors produce adverse stress stimulation to individuals, individuals may have more serious psychological pressure. When individuals cannot adapt well to the stress state, there will be the problem of psychological imbalance, resulting in a series of negative emotional performance. Individuals need to vent their negative emotions reasonably and guide them in time, otherwise they are prone to psychological disorders and other psychological diseases, which will affect the level and quality of individual mental health. Nowadays, the world is in an era of high civilization and scientific and technological development. The competition for talents is fierce. College students are facing the social competition of the survival of the fittest. The pressure from family, environment and other aspects leads to the increasingly prominent mental health problems of college students. Under the stimulation of social development, contemporary college students also bear the multiple effects of negative factors in the campus environment and family environmental pressure. They are very prone to mental health problems. The mental health level of college students is not optimistic. On the other hand, the development of college students' psychological quality is not yet mature, and the level of their psychological quality such as psychological pressure resistance is not high. In the face of difficulties and setbacks, some college students may shrink back from difficulties and fall into negative emotions such as