

under the challenge of maritime wireless communication technology, and compares and analyzes the severity of cognitive impairment of staff after the optimization of maritime wireless communication technology.

Research design: SVM is used to classify the challenges faced by maritime wireless communication technology, and the influence of maritime wireless communication technicians under different technical challenges is compared and analyzed. Optimize and upgrade the maritime wireless communication technology, use the Mini Mental State Examination (MMSE) to evaluate the degree of cognitive impairment of maritime wireless communication technicians, and explore their changes before and after the optimization of maritime wireless communication technology. MMSE mainly includes five levels: orientation, memory, attention and calculation, memory and language ability. The scores of each level are 10, 3, 5, 3 and 9 respectively, with a total of 30 points. In MMSE's judgment criteria for cognitive impairment, if the score is less than 27, it indicates cognitive impairment, and the smaller the score, the more serious the cognitive impairment; If the score is in the range of 27-30 points, it means normal.

Methods: The relevant data of maritime wireless communication technicians with cognitive impairment are counted and analyzed by MATLAB software.

Results: Table 1 shows the comparison of MMSE scores of relevant technicians before and after the optimization of offshore wireless communication technology. According to Table 1, the scores of MMSE evaluation items of maritime wireless communication technicians before optimization are low, indicating that they have serious cognitive impairment. After optimization, all MMSE scores were improved, and the growth rate of memory ability MMSE reached 245.21%. This shows that the cognitive impairment of maritime wireless communication technicians has been significantly improved.

Table 1. Comparison of MMSE scores of wireless communication technicians with cognitive impairment before and after optimization of maritime wireless communication technology

Evaluation time	Directional force	Memory	Attention and computational power	Recall ability	Language ability	Total score
Before optimization	5.19	0.73	2.47	1.13	4.79	14.37
After optimization	9.23	2.52	4.92	2.89	8.25	27.64
Growth rate (%)	77.84	245.21	99.19	155.75	72.23	92.35

Conclusions: From the background of cognitive impairment, the optimization of maritime wireless communication technology based on the relevant knowledge theory of cognitive psychology can effectively alleviate the cognitive impairment of maritime wireless communication technicians and improve their mental health level.

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STUDY ON COGNITIVE BARRIERS AND MOTIVATIONAL FACTORS OF TOURISM DEVELOPMENT OF CHINESE EXCELLENT TRADITIONAL CULTURE - TAKING HORSE CULTURE IN INNER MONGOLIA AS AN EXAMPLE

Jingya Hou

School of Tourism and Business, Guangzhou Panyu Polytechnic, Guangzhou 511483, China

Background: Cognition is a kind of human psychological activity, which refers to the psychological process of individual cognition and understanding of things. The normal functions of the brain are mainly to perceive and process information, process and store processing results, that is, memory, maintain a normal state of consciousness and control emotions. Cognitive function belongs to the high-level activity category of cerebral cortex, including attention, memory, orientation, language ability, visual space orientation, executive function, organization and management ability, etc. In short, cognition is a complex process with multiple factors, levels and dimensions. Cognitive disorder is a psychological disorder developed from the perspective of cognitive psychological disorder. Psychological cognitive disorder can be called a neurocognitive disorder. Patients mainly have psychological disorders in problem solving, perception, memory, learning and so on. In the field of medicine, psychological cognitive impairment is defined as six cognitive impairments: social cognition, complex attention, language, perceptual motor function, learning

and memory, and executive function. Patients usually have a decline in these cognitive abilities, and in severe cases, they can have a brain decline. According to different types of psychological cognitive impairment, the field of psychology includes: mild neurocognitive impairment, mild neurocognitive impairment and severe neurocognitive impairment. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further deterioration of cognitive ability. Patients are characterized by large emotional fluctuations, paranoia, anxiety, reduced ability of understanding and language expression, and reduced resolution of objective things such as time. Severe cognitive impairment developed further from moderate cognition. Patients show a decline in overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability and so on. However, cognitive impairment is not only a concept of clinical psychology, but also has rich cultural attributes. In other words, cognitive impairment involves all areas of life and plays an important role in analyzing and solving problems in the field. Relevant studies have pointed out that exploring the cognitive barriers and motivational factors of cultural tourism development has significant benefits for improving cultural tourism development.

The spiritual culture of horse refers to the concept, attitude, aesthetic interest, worship, respect and love of horse formed by human beings through long-term cultivation in social practice and consciousness activities. It is the core of horse culture. For example, in Mongolian culture, horses are regarded as “gods”. In other words, horses are very important in the life and national development of Mongols. Since ancient times, Mongolian people have special feelings for horses no matter what occupation they are engaged in. In the production and labor, marching and fighting, social life, sacrificial customs, literature and art of the people of Inner Mongolia, almost all are accompanied by horse tracks and the sound of horse hoofs. In view of this, this study takes the horse culture in Inner Mongolia as an example to study the cognitive barrier motivation factors of the development of Chinese excellent traditional culture tourism, in order to explore the cognitive barrier problems that may be encountered in the development of traditional culture tourism, so as to provide theoretical guidance for the better development of traditional culture tourism.

Objective: Taking the horse culture in Inner Mongolia as an example, this study analyzes the cognitive obstacles and motivational factors of the development of Chinese excellent traditional culture tourism, so as to provide corresponding suggestions for the development of traditional culture tourism, so that the development and construction of traditional culture tourism can develop in a more ideal direction.

Research objects and methods: Using the methods of interview and analysis, 50 Inner Mongolia horse cultural workers, cultural tourism development workers and local residents were interviewed for 20-30 minutes. Then, carry out the intervention of cognitive impairment, and compare and analyze the improvement of the cognitive status of Inner Mongolia horse culture in the development of local cultural tourism by 50 people of different identities and occupations before and after the intervention of cognitive impairment. The evaluation indicators include: spiritual value, cultural value, economic value, practical value and communication value.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the cognitive barrier factors of horse culture tourism development in Inner Mongolia. Overall, after the implementation of cognitive impairment intervention, 50 people with different identities and occupations improved their cognition of the importance of Inner Mongolia horse culture in the development of local cultural tourism, with statistical differences.

Table 1. Cognitive barrier factors of horse culture tourism development in Inner Mongolia

Motivational factors of cognitive impairment	Cognitive impairment before intervention	Cognitive impairment after intervention	<i>p</i>
Economic value	56	86	<0.001
Pragmatic value	62	85	<0.001
Spiritual value	51	90	<0.001
Cultural value	49	86	<0.001
Communication value	60	82	<0.001

Conclusions: Horses are very important in Mongolian life and national development. However, people with different identities and professions have insufficient cognition of the importance of Inner Mongolia horse culture in the development of traditional cultural tourism. After cognitive intervention, they can significantly improve the cognition of Inner Mongolia horse culture, then it ensures the importance of Inner Mongolia horse culture in the sustainable and benign development of traditional cultural tourism development.

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THE INFLUENCE OF WEAK COMMUNICATION THEORY BASED ON PSYCHOLOGICAL ANALYSIS ON THE PSYCHOLOGICAL ANXIETY OF UNIVERSITY LIBRARY INFORMATION WORKERS

Junping Wang

School of Physical Education, Xuchang University, Xuchang 461000, China

Background: Anxiety is an emotional state of tension and fear caused by failing to achieve goals or threatening human beings to overcome these obstacles, self-esteem and self-confidence, or increasing the sense of failure and guilt. It includes three main parts: emotional experience, threat, uncertainty, cognitive expression of fear and physiological arousal. From the perspective of psychology, the increase of anxiety value will lead to distraction and block of attention, disturb the results of brain memory and thinking, and make people show anxiety, tension, indecision and disturbing emotional changes. Anxiety can lead to neurological dysfunction and mental illness or abnormal anxiety, which is particularly prominent in employees' mental health problems. However, if these manifestations are excessive, they will evolve into anxiety disorders, even physical and language stiffness, mental breakdown, or common mental diseases in medicine, which will bring great inconvenience to people's body and mind, work or study. With the increasing awareness of market competition pressure, more and more employees are troubled by anxiety, which directly affects their work efficiency, life law and physical and mental health. Relevant studies have pointed out that the direct object of anxiety problems not only stays at the human level, but also can produce anxiety problems through the difficulties of external factors. In other words, in today's society, due to social development and rapid changes in the social environment, anxiety has also spread rapidly and penetrated into all areas of social life. In short, the understanding of anxiety should attract people's attention.

The research of weak communication theory is not only restricted by the internal law of knowledge production, but also affected by some external factors. The most important factor is the change of the media itself. The transformation of contemporary communication has brought a series of problems, but it has not been effectively responded. The attention of the theoretical circle has turned to the research on new media, but it is obviously conservative and backward in the understanding, communication concept and theoretical construction of new media, and lacks substantive innovation. Facing this situation, the lack of social value of vulnerable communication theory leads to the ultimate anxiety of researchers. At the same time, in the process of historical development, the development of radio technology makes the transmission of information break through the limitations of time and space, and information can be transmitted over a long distance. The development of Internet technology has realized the two-way interactive development of information dissemination, and the information carrying capacity has been further improved. Under the background of digital information, the library and information work has also undergone profound changes. In particular, the digital information platform for library and information work has realized the liberation and development of human information dissemination. In view of this, in order to better promote the in-depth development of library and information work, this study analyzes the innovative development of weak communication theory in the library and information work of university library from the perspective of psychology, in order to solve the ultimate anxiety of weak communication theory in the library and information work of university library, so as to promote the development and progress of university library.

Objective: Based on the perspective of psychology, this paper analyzes the anxiety caused by weak communication theory in the library and information work of university library, and combined with the specific situation of anxiety, constructs an innovative development system in the library and information work of university library, so as to promote the sustainable and healthy development of university library.

Research objects and methods: 300 information workers were randomly selected from 30 university libraries as the research objects. Combined with the diagnostic test of anxiety tendency, the psychological anxiety of information workers in university libraries based on weak communication theory was measured. The scale contains 100 questions, including learning anxiety tendency, anxiety tendency towards others, loneliness tendency, self-blame tendency allergic tendency, physical symptoms, phobic tendency and impulsive tendency are eight dimensions, yes is recorded as 1 point, and no is recorded as 0 point. The score of good mental health is below 35, the score of moderate anxiety level is between 35 and 65, and the score of more than 65 belongs to mental unhealthy state.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the detection rate of psychological anxiety of university library information workers based on weak communication theory. On the whole, there are 60 university library information workers with anxiety score ≥ 35 under the weak communication theory, accounting for 20%. This shows that the weak communication theory is an important factor affecting the anxiety of university library