

economy and rural tourism. And through the pilot implementation of the collaborative development model, verify the feasibility and effectiveness of the collaborative innovation development model of digital economy and rural tourism.

Results: By comparing the psychological characteristics of tourists under the collaborative innovation mode of digital economy and rural tourism with the traditional rural economic development mode, the changes of tourists' psychological recognition and psychological tendency enthusiasm for rural tourism are shown in Table 1. The rural tourism development model under the collaborative and innovative development of digital economy can effectively improve the psychological enthusiasm and identity of tourists to participate in rural tourism, which is of great significance to promote the rapid development of rural tourism.

Table 1. Recognition of rural tourists and psychological changes

Survey object	Traditional development model	Collaborative innovation model
Psychological recognition	1.26±0.21	3.58±0.26
Psychological enthusiasm	1.13±0.26	3.47±0.31

Conclusions: Based on the theory of social psychology, this paper analyzes the social-psychological factors in the process of collaborative innovation development of digital economy and rural tourism, and explores the direction and path of collaborative innovation development of digital economy and rural tourism. The study found that in order to promote the further development of rural tourism and realize the transformation of rural economic structure, rural tourism should be organically integrated with digital economy, inject elements of the digital era, and improve the digital and networked development level of rural tourism. Rural tourism should strengthen industrial integration, expand the development dimension of rural tourism, realize the extension and interaction of rural tourism industry with the help of digital economy, grasp the guidance of market hot spots, and give full play to the characteristic advantages of rural tourism. Rural tourism should also maintain its natural characteristics according to local conditions, strengthen local geographical indications, launch tourism brands with local characteristics, and fully reflect the charm of rural tourism culture in combination with digital economy.

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ON THE EXPRESSION OF JAPANESE AND CHINESE PSYCHOLOGICAL CAUSATIVE STRUCTURES OF LANGUAGE MAJORS FROM THE PERSPECTIVE OF PSYCHOLOGICAL TYPICALITY UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the obstacles in the construction and cognition of individual knowledge structure. Individual's existing knowledge hinders the construction of new knowledge structure, or forms incomplete knowledge structure. Cognitive impairment is a conceptual meaning, and its cognitive scope is not limited to the cognition and construction of concepts and skills. The cognitive consciousness of the cognitive subject is directly related to its cognition and description of things. In the process of teaching, the cognitive subject has cognitive obstacles, which may come from the social, environmental, cultural and other factors of the cognitive subject. The two languages often show a state of separation. The two languages have different language characteristics and internal meanings. Therefore, there are often differences in the learning modes of the two languages, and this difference may lead to learners' cognitive obstacles to the two languages. Cognitive impairment patients lack the cognition of the common points between languages in the process of language learning, which leads to cognitive impairment of language learning.

The typical perspective of psychology originates from anthropologists' reference and cognition of color. People take the representative color as the positioning reference of focus color. From color to psychological

theory, focus color has changed into focus cognition. In the process of people's cognition of the world, things with the same phenomenon are built around the prototype, which is people's cognitive reference point. In the process of language learning, people's language cognitive process also has the characteristics of prototype. The typical perspective of psychology in linguistics is to learn other language structures from the cognitive prototype through the characteristics of language prototype structure and meaning. The psychological causative structure in language is in an independent language framework. The expression of psychological causative structure exists in both Chinese and Japanese. Therefore, the study analyzes the expression of psychological causative structure in Japanese and Chinese through the cross-language typical language prototype pair equation and the psychological typical transformation method of linguistics.

Objective: Based on the psychological typical theory of cognitive linguistics, this study explores the differences and similarities between the expression of psychological causative structures in Japanese and Chinese under cognitive impairment, analyzes the learning status of language majors with cognitive impairment on psychological causative structures in Japanese and Chinese, and provides help for language majors with cognitive impairment in the learning process of English and Japanese psychological causative structures, it is hoped to provide a new thinking perspective for the learning and transformation of the meaning structure of Japanese and Chinese psychological history, and promote the development of Japanese and Chinese translation teaching.

Research design: Through the statistical analysis, this study understands the learning situation of students with cognitive impairment on the expression of Japanese and Chinese psychological causative structures, and analyzes the difficulties and challenges faced by students with cognitive impairment in the process of learning the expression of Japanese and Chinese psychological causative structures. Starting from the theory of psychological typicality, this study discusses the expression differences and similarities of psychological causative structures in Japanese and Chinese. Starting from the causative verbs in Japanese and Chinese, taking the psychological causative verbs in Chinese as the reference point, this paper analyzes the characteristics of psychological causative verbs in Japanese and Chinese, and excavates the mutual transformation mode between Japanese and Chinese psychological causative verbs, establish a learning model of the causative structure in Chinese and Japanese based on the typical theory of linguistic psychology. The study takes 200 Chinese students majoring in Japanese with cognitive impairment as the research object, and uses the way of comparative experiment to analyze the application effect of linguistic psychological typical theory in the mutual conversion of Japanese and Chinese psychological causative verbs. The research subjects were divided into an experimental group and a control group. The students in the experimental group adopted the new causative structure learning model based on the typical theory of linguistic psychology, while the students in the control group adopted the traditional basic learning model to study the expression of Japanese and Chinese psychological causative structure. The experiment lasted for one month. During the experiment, the subjects studied for 2.5 h a week.

Results: The evaluation results of the students in the experimental group and the control group on the learning difficulty of the conversion of Japanese and Chinese psychological causative verbs are shown in Table 1. With the help of psychological typicality theory, the students in the experimental group have a lower evaluation of the learning difficulty. They believe that the learning difficulty of Chinese and Japanese as causative structures is lower, which proves that psychological typicality theory can effectively help students with cognitive impairment learn language expression.

Table 1. The evaluation results of the students in the experimental group and the control group on the learning difficulty of the conversion of psychological causative verbs in Japanese and Chinese

Survey object	Experience group	Control group
Expressive learning of Chinese psychological causative structure	1.25±0.35	2.66±0.34
Japanese psychological causative structure expression learning	1.56±0.27	3.09±0.27
Conversion of psychological causative verbs in Japanese and Chinese	1.74±0.31	3.52±0.29

Conclusions: The theory of psychological typicality in linguistics can effectively help students with cognitive impairment improve the learning efficiency of language syntactic expression and lexical expression, enhance the integration of syntactic expression and lexical expression between different languages, and promote the learning of psychological causative structure expression in Japanese and Chinese.

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THE PROTECTION AND INHERITANCE OF MANCHU EMBROIDERY IN HEILONGJIANG PROVINCE IN THE PAST 40 YEARS OF REFORM AND OPENING UP UNDER 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, the Manchu embroidery culture and art located in Heilongjiang Province of China, some Manchu embroidery inheritors suffer from varying degrees of cognitive impairment due to their general age, low level of education, insufficient intake of nutrition in their childhood and other reasons. Manchu embroidery belongs to a minority culture, and the number of people who appreciate and inherit Manchu embroidery is significantly less than that of popular literature and art such as Peking Opera. In addition, some inheritors also suffer from cognitive impairment, and they lack or cannot accurately express some production methods and concepts of Manchu embroidery, which affects the inheritors to share the technical and cultural core of Manchu embroidery with others. Further reduce the transmission and inheritance efficiency of Manchu embroidery, and increase the difficulty of the protection of this intangible cultural inheritance. Therefore, in order to protect Manchu embroidery, a characteristic folk art in Northeast China, it is necessary to study the cognitive impairment of Manchu embroidery inheritors.

Objective: To explore the communication status, inheritance status and protection status of Manchu embroidery intangible cultural heritage in Northeast China, and analyze the main psychological reasons and influence degree of cognitive impairment of Manchu embroidery inheritors, so as to provide some basis for the government to optimize the system and policy of protecting Manchu embroidery.

Participants and methods: This study selected 35 Manchu embroidery inheritors with different degrees of cognitive impairment from Heilongjiang Province, and conducted semi-structured interviews with these Manchu embroidery inheritors to understand the causes and severity of cognitive impairment. Then 42 psychological experts and masters of man embroidery art were selected from China to form an expert group. They consulted the expert group on the psychological causes of the cognitive impairment of the inheritors of man embroidery in recent decades, and asked them to evaluate the impact of various causes on the cognitive impairment. After taking back the expert feedback, they sorted out the opinions and sent them to the members of the expert group again for feedback until the members of the expert group reached an agreement. In addition, the influence degree is divided into five grades: no influence, slight influence, general influence, obvious influence and full influence. In order to further improve the accuracy of statistics, these grades are given to integers 1, 2, 3, 4 and 5 in turn.

Results: After the expert group reached a consensus, the influence psychology and degree of cognitive impairment of Manchu embroidery inheritors were counted, as shown in Table 1.

Table 1. Statistics of psychological factors and influence degree affecting cognitive impairment of Manchu embroidery inheritors

Reason	No effect	Slight impact	General impact	Obvious influence	Full impact
Demanding perfection psychology	0	3	21	13	5
The audience does not recognize the value of full embroidery	2	8	11	17	4
Feudal thought and cultural psychology in man embroidery	5	12	17	5	3