

paper summarizes the reasons for its formation. According to these current situations, targeted design and development are carried out. Through the development of cultural and creative products with regional characteristics, marine folk beliefs can be inherited and innovated. With some encouragement and support measures, the traditional folk houses in Southern Fujian have been established on a large scale, and a neat and characteristic architectural community has been formed, through this series of measures, promote the development of rural revitalization + cultural marine cultural tourism industry. The satisfaction of tourists with bachelor's degree on the measures of developing cultural and creative products with regional characteristics is (4.88±0.71), and the satisfaction of repairing traditional residential buildings in Southern Fujian is (4.93±0.48). The relevant results are shown in Table 1.

Table 1. Satisfaction evaluation of tourists with different levels of education on the countermeasures of rural revitalization + cultural marine cultural tourism industry

Education level	Cultural and creative products with regional characteristics	Repair of traditional residential buildings in Southern Fujian	Further industrialization of fishing custom culture
Junior college	4.04±0.56	4.67±0.51	4.23±0.46
Undergraduate	4.88±0.71	4.90±0.08	4.66±0.47
Graduate student	4.84±0.57	4.64±0.73	4.83±0.65

Conclusions: From the perspective of social psychology, this paper studies the development of marine cultural tourism and cultural industry in the strategy of rural revitalization. In the group organization behavior of rural revitalization strategy, the government plays the role of group leadership and encourages local people to actively participate in the development of marine cultural industry. Carry out in-depth analysis from the perspective of marine culture and excavate relevant cultural characteristics to realize the revitalization of fishing villages and villages in Xiamen + the development of marine cultural tourism industry.

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ANALYSIS OF INNOVATIVE TEACHING REFORM OF HUMAN RESOURCES EDUCATION IN COLLEGES AND UNIVERSITIES UNDER COGNITIVE IMPAIRMENT

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Background: Cognition is the process of extracting and processing individual knowledge or acquired knowledge. This process involves random, psychological and social behavior. Specifically, it is manifested in learning, memory and thinking. Cognitive impairment indicates that there are abnormalities in the process of information acquisition and processing, resulting in memory impairment and pathological changes in cognition, language, behavior and so on. To keep cognition normal, we must ensure that the function of cerebral cortex is normal. If the cerebral cortex is abnormal, it will lead to cognitive impairment. There is a correlation between different types of cognitive impairment. Problems in one aspect of cognition will affect other aspects of cognition. For example, if an individual's attention and memory are abnormal, there will be obstacles in problem-solving. Cognitive impairment mainly includes three types: perception, memory and thinking. Perceptual disorder refers to perceptual abnormality. The specific manifestations of abnormality include retardation, discomfort, allergy and so on.

At present, the students majoring in human resource management in colleges and universities have a vague understanding of the meaning of human resource management, do not understand the qualities that the professionals need to have, have low awareness, and have a slow perception. Some students filled in their volunteers after the deployment of the school. They didn't know much about the major. Some just understood it literally. They felt that the major should belong to management, and they liked management, so they chose the major. Some students have a preliminary understanding through the network and feel that they can choose. On the whole, many students are at a loss about the employment of this major, do not know the work content of the employment of this major, generally have less understanding of salary, work status and other related contents, and their understanding is very one-sided. Moreover, because the teaching of human resource management specialty is relatively single, the content is boring and does not reflect the changing characteristics of the new era, most students only accept it passively and think less

about the content of professional courses, which aggravates the cognitive barrier of students to the specialty. In terms of professional teaching methods, the evaluation method is affected by the management of traditional teaching system. The examination method of this major is in the form of test paper examination, which is not conducive to the development of students' innovative thinking.

Objective: This paper analyzes the cognitive impairment of college students majoring in human resource management, studies its causes, and carries out targeted human resource management teaching reform according to these causes, so as to reduce students' cognitive impairment and promote students' understanding of human resource management. By updating the teaching content, we can arouse students' attention to the professional courses, form a relatively complete knowledge system, promote the improvement of students' learning enthusiasm and initiative, and broaden the scope of knowledge. By optimizing the teaching process, increasing more opportunities for social practice, strengthening students' perceptual knowledge and improving students' innovative spirit. Through the reform of assessment methods, students' cognitive ability, analytical ability and other abilities are assessed, so as to promote the all-round development of students' cognitive ability, analytical ability and other abilities, and further alleviate students' cognitive obstacles.

Research objects and methods: The research objects were college students with cognitive impairment majoring in human resource management. 300 college students with cognitive impairment were randomly selected from 5 colleges and universities. These college students majored in human resource management. To understand the performance of college students with cognitive impairment in cognitive impairment and the problems existing in the practical teaching of the major before the reform. Through the fuzzy evaluation method, the impact of educational innovation teaching measures on college students with cognitive impairment is evaluated. The evaluation method adopts 0-4 score. The higher the score, the greater the impact. Use SPSS software to process relevant data.

Results: Among the college students majoring in human resource management, some students have cognitive barriers. These students do not conduct detailed research on their majors, their professional quality is not high, their practical ability is weak, and they are more passive in course learning. Relevant courses are unscientific, teaching methods are monotonous, students do not have enough practical opportunities, and do not pay attention to students' cognitive ability, analytical ability and other abilities. According to these conditions, innovative education innovation is carried out, and the teaching reform adheres to the three principles of comprehensiveness of objectives, subjectivity of students and systematic gradualness. After the reform, sophomores with cognitive impairment scored 4 points in updating teaching methods. Table 1 shows the impact of educational innovation and teaching reform measures on students with cognitive impairment.

Table 1. The influence of educational innovation and teaching reform measures on college students with cognitive impairment

Grade	Update teaching methods	Optimize the teaching process	Reform assessment methods
Freshman	4	3	3
Sophomore	4	4	3
Junior	4	3	4

Conclusions: College students majoring in human resources management have cognitive impairment, which is reflected in the lack of knowledge of the major, the lack of professional employment, the lack of perfection of students' knowledge structure and the low practical ability of students. In addition to the influence of China's education system, the teaching mode of this major is more traditional. After the change of teaching concept, we should innovate the teaching of human resource management, strive to improve students' innovation, initiative and enthusiasm, and carry out innovative reform from the three aspects of teaching content, teaching process and assessment methods. After the reform, the comprehensive quality of students has been improved and the cognitive impairment of students has been alleviated.

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A CORPUS-BASED COMPARATIVE STUDY OF ACADEMIC ENGLISH RICHNESS FROM THE PERSPECTIVE OF COGNITIVE FUNCTION