

Work “Building a platform for rural revitalization and comprehensive talent training”; 2019 Guangdong Party Construction in University (No. 2019GZ067); Guangdong Nanhua Vocational College of Industry and Commerce 2021 Research Project (No. 2021LD09, No. 2021LD03); Guangdong Educational Programming Project (No. 2021JKZG074), Guangdong Educational Programming Project (No. 2021GXJK641); “Guangdong Education Scientific Planning” projects (No. 2022JKDJ063): From the perspective of rural revitalization, a study on the model of “two-way advancement and two-way feedback” of school-site party building and co-building and educating people.

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RESEARCH ON COUNTERMEASURES OF RESIDENTS’ COMMUNICATION AND ADAPTATION BARRIERS IN INTELLIGENT URBAN COMMUNITY MANAGEMENT

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Background: Communication disorder is a common psychological problem, which can lead to people’s mental tension, anxiety and other bad emotions. In the field of psychology, the counselor’s financial ability, language expression ability and communication ability can usually be tested through social function. According to different types of communication barriers, communication barriers can be divided into physical barriers, psychological barriers, language barriers, cultural barriers, environmental barriers, status barriers and number barriers. Physical disorder refers to that the information transmitted by the body information expresses the wrong point of view. Most people will have different degrees of physical obstacles, which can pass the Thematic Apperception Test. Psychological disorder is an obstacle in the process of communication caused by poor expression. This kind of communication disorder can be divided into two types: long-term persistent psychological disorder and stress psychological disorder. Language barrier refers to the communication barrier caused by local language, which needs continuous adaptation and learning to overcome. Cultural barriers refer to the customs and cultural differences arising from different regions and countries, which exist and cannot be eliminated. Environmental barriers refer to the fixed habits and behaviors caused by different environments, and then the communication barriers. Status barriers are communication problems caused by the influence of authority and professionals. The number barrier refers to the different states produced in different occasions. As the main place for people to live and live in the city, community is also a bridge connecting the city and residents. Efficient communication needs continuous learning and efforts, which is of great significance in intelligent urban community management.

Intelligent urban community intelligent management should pay attention to the following aspects: modern security facilities to ensure community safety, the digital era of construction industry and intelligent property management of intelligent community. Modern security facilities ensure community safety, focus on the advancement of service, work and police force, and spend a lot of time building community police rooms. The establishment of police rooms is to build a harmonious relationship between the police and the people, serve the people and promote the standardized construction of police rooms. The digital era includes integration, humanization, intellectualization, networking, etc., so that residents can really feel the convenience brought by the intelligent system to residents’ life, and improve the hardware level, management level and service water equality of community intellectualization through the high-tech intelligent system as a whole. The intelligent property management of intelligent community needs the intelligent property management system to realize. Only through property management can the intellectualization of residential community be realized. At the same time, only through the management, operation and application of intelligent equipment and facilities by the managers of property companies, can residents really feel the intelligence of residential quarters.

Objective: Explore and put forward the role of an intelligent urban community management measure on residents’ communication and adaptation barriers, in order to improve residents’ communication and adaptation barriers.

Subjects and methods: 100 residents with communication adaptation barriers in five regions were selected as the research object. The impact of intelligent urban community management measures on residents’ communication adaptation barriers was analyzed through balanced iterative reducing and clustering using hierarchies (Birch). The evaluation content included five aspects: communication fear, language, emotion, information overload and selective intuition. The results were evaluated through the degree of improvement. The improvement degree is obtained through the calculation formula of consensus improvement degree. Any number whose membership degree is $[0,1]$. The closer the value is to 1, the

higher the membership degree is. The degree of improvement is divided into three levels: obvious improvement, improvement and no improvement. The average value of the research object is selected as the final result to ensure the accuracy of the research results.

Results: Table 1 refers to the impact of intelligent urban community management measures on Residents' communication and adaptation barriers. It can be seen from Table 1 that intelligent urban community management measures have a high degree of improvement on communication fear, language, emotion, information overload and selective intuition. The follow-up study can be improved in the other three aspects to improve residents' communication and adaptation barriers.

Table 1. Impact of intelligent urban community management measures on residents' communication and adaptation barriers

Attribute	Communication fear	Language	Emotion	Information overload	Selective intuition
Significant improvement	28	23	18	17	27
Improve	26	21	17	19	24
No improvement	6	16	15	14	9

Conclusions: The intelligent urban community management measures constructed by the research institute have a high degree of improvement on the communication and adaptation barriers of residents, which can make corresponding contributions to the follow-up intelligent urban community management and give specific implementation plans for the overall improvement of intelligent cities.

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RESEARCH ON THE RELATIONSHIP BETWEEN DIGITAL MEDIA ART AND THE DEVELOPMENT OF CULTURAL AND CREATIVE INDUSTRIES UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: In recent years, the development of China's cultural industry has been continuously promoted, which has attracted the attention of countries all over the world. In the process of the development and competition of the world's cultural industry, the development vitality and competitiveness of the cultural and creative industry are extremely significant. The main reason for this phenomenon is that digital media art has a positive impact on it. Digital media art develops with the continuous increase of cultural resources, which promotes the sustainable development of cultural and creative industries. Due to certain differences between cultural and creative industries and other industries, they will not consume a lot of resources in their own development process, so the environmental pollution caused by them is very small and can be almost ignored. Moreover, cultural and creative industries contain high added value and development potential. Various advantages work together to accelerate the development of cultural and creative industries. Employees in the field of cultural and creative industries are exposed to a large number of digital media art related elements in their actual work, and have a certain understanding of the cultural and creative industry, so they can have a good grasp of the relationship between the two. If the employees of cultural and creative industries are accompanied by certain cognitive barriers, and explore the relationship between digital media art and the development of cultural entrepreneurship industry from the perspective of cognitive barriers, the research results will not be satisfactory. Cognitive impairment refers to the deviation of psychology and behavior related to language, learning, memory, thinking and emotion in the intelligent processing process of understanding and acquiring knowledge. It is mainly manifested in learning impairment, memory impairment, aphasia, loss of use and other symptoms. The causes of cognitive impairment have a certain diversity. Any factor that will lead to the abnormal structure and function of cerebral cortex can lead to individual cognitive impairment, including cerebrovascular diseases, brain degeneration, craniocerebral trauma, chronic systemic diseases, environmental abnormalities, mental and psychological abnormalities, etc. Because there is a great correlation between different types of cognitive impairment and can interact with each other, which has a negative impact on the remission of patients' condition, it is difficult to accurately diagnose and effectively treat cognitive impairment. In general, cognitive impairment can be prevented to a certain extent by