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

actively treating cerebrovascular diseases, carefully avoiding craniocerebral trauma and eliminating the stimulation of bad emotions on their own mental psychology.

Objective: The good development of cultural and creative industries depends on the rational application of digital media art and the effectiveness of the work of relevant practitioners. If the employees of cultural and creative industries are accompanied by cognitive impairment, it will be difficult for them to maintain an efficient working state, ensure the smooth progress of the work, and excavate the correlation between digital media art and the development of cultural and creative industries. From the perspective of cognitive impairment, the research will explore the relationship between digital media art and the development of cultural and creative industries, and promote the sustainable development of cultural and creative industries.

Subjects and methods: 134 cultural and creative industry practitioners with cognitive impairment will be selected as the research object. From the perspective of cognitive impairment, grey correlation analysis will be used to explore the correlation between digital media art and the development of cultural and creative industry under the background of cognitive impairment.

Research design: The relevance between digital media art and the development of cultural and creative industries is graded, and the five evaluation criteria of 0-4 represent the five levels of minimal, small, general, large and maximum impact and relevance respectively. This paper summarizes the types of cognitive impairment of employees in cultural and creative industries into five types: learning impairment, memory impairment, aphasia, agnosia and loss of use, and then explores the relationship between digital media art and the development of cultural and creative industries under the influence of different types of cognitive impairment.

Methods: All relevant data involved in the research process were statistically analyzed by MATLAB software and Excel software.

Results: Table 1 shows the correlation between digital media art and the development of cultural and creative industries under the background of five different types of cognitive impairment. According to table 1, among 134 employees in cultural and creative industries, there are more people with learning disabilities and memory disabilities, accounting for 23.88% and 30.60% respectively. Followed by agnosia, the proportion of employees in cultural and creative industries with such cognitive impairment was 17.91%. In the context of these three types of cognitive impairment, the correlation between digital media art and the development of cultural and creative industries is extremely high. In the context of aphasia and apraxia, the relevance evaluation results of digital media art and the development of cultural and creative industries are greater.

Table 1. Correlation between digital media art and the development of cultural and creative industries under different cognitive barriers

Types of cognitive impairment	Number of people (n)	Proportion (%)	Relevance level
Learning disorder	32	23.88	4
Memory impairment	41	30.60	4
Aaphasia	17	12.69	3
Agnosia	24	17.91	4
Loss of use	20	14.93	3

Conclusions: In the context of different cognitive barriers, the relevance between digital media art and the development of cultural and creative industries is slightly different, but the overall relevance is large, and the evaluation results are large or great. Therefore, in order to promote the sustainable development of cultural and creative industries, we should focus on the analysis and improvement of cognitive impairment of employees in cultural and creative industries, especially learning impairment, memory impairment and agnosia.

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CONSTRUCTION AND EXPLORATION OF COMPUTER COURSE TEACHING MODEL BASED ON FLIPPED CLASSROOM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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