

significant impact on students' cognitive impairment. It can get rid of the disadvantages of the traditional logistics specialty curriculum teaching mode, significantly improve the MMSE score of the tested students, and achieve the purpose of effectively alleviating students' cognitive impairment.

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IMPACT ANALYSIS OF THE COMMUNICATION INTERVENTION METHOD OF FILM AND TELEVISION ANIMATION PRODUCTION AND INFORMATION COMMUNICATION CREATION ON PATIENTS WITH COMMUNICATION DISORDERS

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Background: Under the positive influence of the vigorous development of information technology, the new media with network information technology as the core content has gradually replaced the traditional media, and has become one of the most important ways for people to obtain information. Compared with traditional media, new media mainly refers to the new media relying on information technology, which includes the common major network media and various mobile application software in the era of mobile Internet. In the process of continuous development and application of new media, film and television animation production and information communication creation have made breakthrough progress. Film and television animation is an overall performance that organically integrates technology and art. Its goal is to achieve effective artistic presentation. In the process of image synthesis, image and sound processing, video editing and so on, new media provides reliable technical support for it. At present, the production of film and television animation is no longer limited to expounding the corresponding animation stories, but aims to give people artistic experience and enjoyment, and enhance the artistic appeal and expression of the works through information dissemination. The communication intervention method of film and television animation production and information dissemination creation is a powerful means to integrate the audience experience and artistic tension, which can have a corresponding impact on patients with communication disorders to a certain extent. Communication disorder is a kind of mental illness, which is mainly manifested in avoidance of communication, fear of social interaction, inability to accurately express themselves, difficulty in understanding other people's words and other symptoms. In the face of social interaction, patients with communication disorders often show obvious nervousness, and even produce strong anxiety and pain. Communication barriers are mainly divided into three types: language barriers, concept barriers and temperament barriers. Language barriers refer to the deviation of expression or understanding in the process of information exchange. The concept barrier mainly refers to the inevitable concept conflict in the process of opinion exchange due to the differences between individual social experience and viewpoint and belief. Temperament disorder refers to the individual's personality characteristics and temperament cultivation are different, so it is very easy to have communication difficulties.

Objective: Patients with communication disorders are difficult to effectively express their will in their daily study, work and life, and have great difficulty in understanding the views and ideas of others. Therefore, their study, work, life and communication will be greatly negatively affected. The study takes film and television animation production and information communication as the main intervention means, in order to explore its impact on patients with communication disorders, and finally achieve the purpose of alleviating the negative psychological emotions of patients with communication disorders.

Subjects and methods: 84 patients with communication disorders were randomly selected as the research objects. The patients with communication disorders were evaluated and analyzed through the self-designed communication disorder severity evaluation scale. The influence and relevance of communication intervention methods in film and television animation production and information communication creation were explored by using Apriori algorithm.

Research design: The self-designed communication disorder severity evaluation scale includes five different dimensions: listening, expression, understanding, facing social interaction and conflict resolution. The total score of each dimension is 20 and the total score of the scale is 100. The higher the score, the

more serious the symptoms of patients with communication disorders. If the scale score of the subject is 70 or less, it means that the subject is not accompanied by communication barriers. If the score is in the range of 71 to 80, it indicates that the subject has mild communication disorder. If the score is between 81 and 90, it means that the subject has moderate communication disorder. If the scale score of the subject is greater than 90, it means that he is a patient with severe communication disorder.

Methods: For all the scoring data obtained in the study, SPSS24.0 and Oracel Bi software for statistical analysis.

Results: According to Table 1, before the communication intervention of film and television animation production and information dissemination creation, the scores of 84 subjects with communication disorders in all dimensions of the scale were high, indicating that they were accompanied by moderate communication disorders. After the treatment of film and television animation production and information communication intervention, the scores of patients with communication disorder in listening, expression, understanding, facing up to social interaction and conflict resolution decreased significantly, indicating that their symptoms of communication disorder have been effectively alleviated. There was significant difference in the scores of each dimension of the scale before and after communication intervention ($P < 0.05$).

Table 1. Changes of scale scores of patients with communication disorders before and after communication intervention

Scale dimension	Before communication intervention	After communication intervention	<i>t</i>	<i>P</i>
Listen for	17.52±1.54	9.27±2.31	27.235	0.000
Expression	19.15±1.98	12.52±1.77	22.880	0.000
Understand	16.83±2.13	8.79±1.62	27.536	0.000
Face up to social networking	18.39±1.85	11.43±2.68	19.588	0.000
Conflict resolution	17.08±2.04	9.65±2.33	21.989	0.000

Conclusions: In the process of social communication, patients with communication disorders usually show obvious tension, anxiety and pain, which is seriously harmful to their normal study, work and social life. The communication intervention method of film and television animation production and information dissemination creation can have a significant positive impact on patients with communication disorder, eliminate their negative psychological emotions and alleviate their symptoms of communication disorder.

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RESEARCH ON THE CORRELATION BETWEEN SUPPLY CHAIN PRICING STRATEGY AND CONSUMER PSYCHOLOGICAL DEMAND SATISFACTION

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Background: In traditional commodity sales channels, although manufacturers and retailers cooperate with each other to form a complete commodity supply chain, their actual division of labor is very clear. Manufacturers undertake the task of commodity design and production, while retailers directly face end consumers. The advent of the information age has promoted the development of e-commerce. A large number of manufacturing enterprises that used to sell goods through traditional sales channels have gradually begun to develop direct sales channels in order to expand market share and improve enterprise profitability. In the process of the rapid development of e-commerce industry, more and more commodity manufacturing enterprises are no longer limited to traditional retail distribution channels, but begin to develop online direct sales channels. At the same time, they use two different channels to build mixed sales channels, which significantly improves the flexibility and diversity of the whole commodity supply chain. The normal operation of commodity supply chain depends on the investigation and satisfaction of customer needs. With the continuous improvement of social and economic level and the continuous development of information technology, consumers' purchasing power and desire also show a continuous growth trend. A large number of consumers are no longer only satisfied with material needs, but germinated more