

communication adaptation disorder of college students, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of communication adaptation barriers of college students in the two groups

Factor	Control group(n=150)	Experience group (n=150)	P
Emotional response ability	1.39±0.43	4.69±0.59	0.00
Interpersonal skills	1.45±0.56	4.47±0.43	0.00
Action coordination ability	1.25±0.43	3.54±0.55	0.00
Language expression ability	1.43±0.57	3.36±0.41	0.00
Socialization ability	1.39±0.43	4.69±0.59	0.00
Self-orientation ability	1.45±0.56	4.47±0.43	0.00

**Conclusions:** The computer course teaching scheme based on MOOC mode can effectively improve the communication and adaptation obstacles of college students, which is worthy of popularization and application in specific teaching practice.

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## ON THE INFLUENCE OF AUDIENCE’S COGNITIVE PSYCHOLOGY ON THE EFFECT OF NEWS COMMUNICATION

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**Background:** Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism based on human behavior. Its core is the internal psychological process between input and output. It is also related to western traditional philosophy. Its main feature is that it emphasizes the role of knowledge and believes that knowledge is the main factor determining human behavior. Cognitive psychologists’ study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Some people call this method convergence proof, that is, collect data of different properties and draw conclusions. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, itself, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

Relevant studies have pointed out that the communication effect is the ultimate goal of news

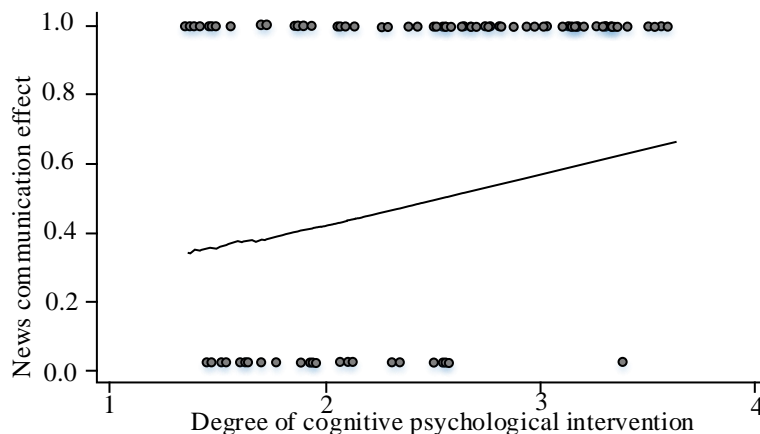
communication activities, but in the process of news communication, the effect “alienation” produced by the complex effects of cognitive psychology such as audience psychology, projection psychology, expectation psychology and association psychology cannot be ignored. To effectively prevent the alienation of effect, news communicators should strive to realize three changes: from “communicator center” to “Audience Center”. From “subjective communication” to “active communication”. From paying attention to the design of subjective intention to activating the cognitive ability of the audience, so as to avoid the negative impact of news communication and continuously improve the quality of news communication. In view of this, this paper studies the impact of audience cognitive psychology on the effect of news communication.

**Objective:** In order to clarify the connection mechanism between the audience’s cognitive psychology and the news communication effect, this paper analyzes the correlation between the audience’s cognitive psychology and the news communication effect, in order to provide a perspective and strategy for increasing the news communication effect.

**Subjects and methods:** Randomly select 100 volunteers in our city as the research object, and conduct cognitive psychological intervention on 100 volunteers, analyze the cognitive psychological changes of news editors before and after the intervention, and explore the correlation between volunteer cognitive psychological intervention and news communication effect.

**Methods:** Use SPSS20.0 software to count the impact of volunteers’ cognitive psychological intervention on the effect of news communication.

**Results:** Figure 1 shows the correlation between cognitive psychological intervention and news communication effect. It can be seen from Figure 1 that the cognitive psychological intervention of volunteers is positively correlated with the effect of news communication, and the higher the degree of cognitive psychological intervention, the better the effect of news communication.



**Figure 1.** Correlation between cognitive psychological intervention and news communication effect

**Conclusions:** The results of this study show that there is a positive correlation between cognitive psychological intervention and news communication effect, and the higher the degree of cognitive psychological intervention, the better the news communication effect. This shows that improving the degree of cognitive psychological intervention can effectively enhance the effect of news communication, and then provide a perspective and strategy for the construction of news communication methods.

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## THE IMPACT OF INNOVATIVE DEVELOPMENT MODEL OF CULTURAL TOURISM INDUSTRY ON PATIENTS WITH AFFECTIVE DISORDER – A CASE STUDY OF HENAN PROVINCE

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**Background:** Affective disorder is a group of mental disorders with significant and continuous rise or fall of emotion as the main clinical characteristics, often accompanied by corresponding changes in thinking and