

theme expression innovation of communication content has the greatest positive impact on the audience's choice difficulty and anxiety, while the communication competition and peaceful innovation strategy has the greatest positive effect on the audience's acceptance overload anxiety. Therefore, the innovation of film and television animation communication channels should focus on the innovation of communication content, such as the peaceful communication competition and the accurate and clear expression of the theme of communication content, supplemented by the strategies of service, such as the systematization of communication information.

Table 1. Anxiety assessment of different communication strategies

Communication optimization strategy	Original communication strategy	Systematic innovation of communication information	Communication content theme expression innovation	Communication competition and peaceful innovation
Accept overload anxiety	87	54	58	52
Choice difficulty anxiety	79	61	39	57

Conclusions: The communication methods of literary and artistic genres such as film and television animation are more and more closely combined with network media, which certainly accelerates the publicity and distribution of film and television animation content information and expands the communication direction of film and television animation. However, the disadvantage is that it brings excessive information and sensory stimulation to the audience, resulting in the audience's anxiety of pan entertainment for a long time. In order to alleviate the psychological pressure and anxiety brought by network media to the audience, the communication channels of film and television animation need to be improved. Aiming at the influence mechanism of online transmission on the psychology of the audience, this paper innovates the communication of film and television animation by using three strategies: systematization of network media communication information, clear and accurate expression of communication content theme, and peaceful communication competition. The experiment proves the effectiveness of the improved strategy, and puts forward the innovation principle of focusing on the innovation of communication content, such as the peaceful communication competition and the accurate and clear expression of the theme of communication content, supplemented by the strategy of service, such as the systematization of communication information.

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RESEARCH ON THE INFLUENCE OF VOCATIONAL EDUCATION MANAGEMENT SYSTEM INNOVATION ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: The innovation of educational management system is not only related to the improvement of school teaching quality, but also closely related to the development of students' mental health. The strategy of integrating humanistic care into the educational management system of colleges and universities can alleviate the pressure of students' learning and growth and employment. At the same time, the educational management system of vocational schools also needs to consider the different needs of the defective population. Students with cognitive impairment or mild cognitive impairment have difficulties in memory and cognition, so the school system provides help in speech communication, image cognition and word memory. The normal operation of the cerebral cortex is the basis of human cognitive ability. Any factor leading to the abnormal operation of the cerebral cortex may lead to cognitive impairment. In the field of psychology, the immediate memory and delayed memory of memory performance belong to external memory, while the problem of conceptual cognition is implicit memory. Both belong to the human memory system and may be caused by the same injury factor. The university education management system should first try to avoid such nerve injury on students, and introduce advanced neuropsychological measurement tools and medical personnel to avoid ignoring the special needs of students with cognitive impairment or mild cognitive impairment due to inaccurate psychological measurement, limited experimental equipment and other factors. Secondly, for students with cognitive impairment, schools should design richer school

icons. In addition, special cognitive symbols are designed for students with cognitive impairment, and specific courses are offered to teach students to recognize the concepts represented by simple symbols. The school can also carry out some hearing, vision and language organization training for students on a regular basis to keep students' condition from deteriorating. Finally, it is strictly prohibited for students to bully the defective groups, and the punishment measures shall be specified in the management regulations.

Objective: This study starts with the innovation of educational management system in vocational schools to protect the normal rights and interests of college students with cognitive impairment. It is concluded that the innovation of management system can be started from three aspects. Firstly, from the aspect of school equipment and facilities, make resource preference for students with cognitive impairment; Secondly, starting from the teaching and training content of the school, teach the students with cognitive impairment the simple symbol design and the corresponding conceptual significance; Finally, we should start with the school management regulations and management atmosphere to ensure the physical and mental safety of students with cognitive impairment.

Subjects and methods: In this study, 50 students with cognitive impairment were recruited to participate in the experiment. The experiment adopts the paradigm of computer program to test the relationship between the students' cognitive ability and the school training curriculum. During the experiment, the computer will regularly present a conceptual vocabulary, and the students will judge whether it belongs to a certain paradigm. A total of 40 words are tested. The concepts cover four aspects: plant, furniture, occupation and food, with 10 words in each aspect. The more paradigm judgments are correct, it shows that the special curriculum under the innovation of school management system begins to have a positive impact, which can train and enhance the cognitive ability of students with cognitive impairment.

Results: The test results of vocabulary cognitive ability of the participants before and after the training course are shown in Table 1.

The percentages in Table 1 represent the average correct rate of paradigm judgment of 50 students participating in the experiment. It can be seen from Table 1 that the accuracy rate of 50 students participating in the experiment in the paradigm judgment of vocabularies, furniture and other words was low before the innovation course of vocational education was opened. After the course was opened and participated in the training, the accuracy rate of students' paradigm judgment of the two words increased by about 25%. Before participating in the innovation course, students with cognitive impairment had a paradigm judgment accuracy of about 50%-60% in terms of plant and food, which was higher than that of occupation and furniture. After participating in the course, students' paradigm judgment accuracy of food and plant vocabulary increased by 30%. The experiment shows that the cognitive training course under the innovation of educational system is conducive to training the students with cognitive impairment in their understanding of vocabulary concepts.

Table 1. The influence of training courses in the educational system on vocabulary cognitive ability of students with cognitive impairment

Lexical paradigm	Botany	Furniture	Occupation	Food
Before the training course (%)	48	34	20	66
After the training course (%)	74	56	48	90

Conclusions: In order to ensure that the life of students with cognitive impairment is more convenient in the process of education, the reform of education system should be based on three aspects: equipment and facilities, innovative courses and management regulations. Adding vocabulary cognition and image recognition training to the innovative curriculum can assist the use of school equipment and facilities and meet the life requirements of students with cognitive impairment.

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THE INFLUENCE OF THE CULTIVATION OF COLLEGE STUDENTS' CROSS-CULTURAL AWARENESS AND CROSS-CULTURAL COMMUNICATIVE COMPETENCE ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGY

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