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ON THE LAW OF CHILDREN'S LANGUAGE ACQUISITION AND CHINESE CLASSROOM TEACHING FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Mei Huang

Shaanxi Normal University, Xi'an 710062, China

Background: Thanks to the efforts of previous generations, China's scientific and technological level, economic level and military level have risen rapidly, all of which are at the forefront of the world. Therefore, many foreigners have a strong curiosity about our culture. Chinese is an important way to understand Chinese culture and an important carrier to inherit and carry forward Chinese traditional culture. Under the background of deepening and accelerating cultural integration, Chinese classroom teaching for young children has risen and developed abroad. In the process of learning Chinese, because of various factors, such as lack of interest in Chinese, children's active nature, and children's lack of concentration, children's learning progress is slow, their grades decline, and their pronunciation is not standard, resulting in children's inferiority complex, resulting in learning anxiety. Children's psychology is fragile and sensitive. If teachers and parents do not pay attention to children's anxiety for a long time, children will have a psychological resistance to learning, suffer from phobia, emotional disorders and other psychological diseases, which will not only affect children's academic performance, but also affect their healthy and happy growth. Therefore, the study uses cognitive psychology to analyze the cognitive characteristics of children in Chinese classroom teaching. Cognitive psychology is a comprehensive psychological discipline based on traditional psychology and combined with other disciplines. It can estimate people's psychological problems more scientifically. Cognitive psychology believes that people's emotional and psychological changes are the result of the joint action of previous experience, environmental perception, memory and thinking, reasoning and imagination and other factors. They have established a close relationship between psychological problems and social science, biomedicine and other fields. They are the embryonic form of modern biological psychological social medicine model and have a wide application prospect. According to the analysis of children's cognitive psychological characteristics, the research puts forward strategies to improve children's Chinese classroom teaching methods. The strategies mainly include: in teaching, teachers should pay attention to cultivating children's interest in Chinese language, adopt immersion teaching method, praise children more, let them maintain their enthusiasm for Chinese language, so as to stimulate children's potential. In the aspect of teaching strategies, we should use visual images to teach children. In terms of teaching methods, teachers should use more games to attract children's interest, and make rational use of multimedia technology in teaching. Through the above strategies, we can improve children's Chinese classroom teaching and alleviate children's learning anxiety, phobia and other negative psychology.

Objective: Because of various factors, such as lack of interest in Chinese, children's active nature, and children's lack of concentration, children's learning progress is slow, their grades decline, and their pronunciation is not standard, resulting in children's inferiority complex, resulting in learning anxiety. Learning anxiety can lead to children's psychological resistance to learning, suffering from phobia, emotional disorders and other psychological diseases, which not only affect children's academic performance, but also affect children's healthy and happy growth. The research uses cognitive psychology to analyze children's cognitive characteristics in Chinese classroom teaching, so as to improve children's Chinese classroom teaching and alleviate children's learning anxiety, phobia and other negative psychology.

Subjects and methods: With the consent of parents, two Chinese classroom classes were selected for the experiment. The two classes are recorded as class A and class B respectively. For class A, the strategy proposed by the research is adopted in teaching. Class B adopts the original teaching method in teaching. The classroom performance and distraction of children in the two classes were recorded by recording method, and the psychological anxiety of children was detected by various scales.

Results: During the course of the experiment, the distracted children in the two classes were recorded. After the experiment, make statistics on the records, and get the average number of distractions of children in each class in the two classes, as shown in Table 1. The statistical results show that during the experiment, the children in class a have less distractions and the children in class B have more distractions.

Conclusions: Because of various factors, such as lack of interest in Chinese, children's active nature, and children's lack of concentration, children's learning progress is slow, their grades decline, and their pronunciation is not standard, resulting in children's inferiority complex, resulting in learning anxiety. Learning anxiety can lead to children's psychological resistance to learning, suffering from phobia, emotional disorders and other psychological diseases, which not only affect children's academic performance, but also

affect children's healthy and happy growth. The research uses cognitive psychology to analyze the cognitive characteristics of children in Chinese classroom teaching, to achieve the improvement of children's Chinese classroom teaching, and carries out experiments to verify the improvement effect. The results showed that the children in class a had less distractions and the children in class B had more distractions during the experiment. The above results show that the Chinese classroom teaching model based on cognitive psychology can effectively improve children's learning habits.

Table 1. Average children's distraction in each class of the two classes

Child performance	Average times		P
	Class A	Class B	
Make small moves	3.5	10.2	0.003
Speak	2.4	9.3	
Distraction	2.3	4.8	
Do not follow the teacher's instructions	1.4	4.6	
Fatigue sleepiness	1.3	4.7	
Be on tenterhooks	1.6	3.8	
A look of indifference	1.9	9.4	

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RESEARCH ON LIBRARY MARKETING MANAGEMENT MODE BASED ON CONSUMER PSYCHOLOGY

Xinlin Jia & Wenting Li*

Tianfu College of SWUFE, Chengdu 610000, China

Background: With the rapid development of China's economy, people's disposable income is rising year by year, and the consumption level is also rising. The marketing management of the library is directly related to the marketing quota of the library. In the marketing management of the library, because the marketing is not in place, the sales volume of the library is low, which leads to the anxiety of the staff. According to the patient's performance, it can be divided into mental anxiety, somatic anxiety and nervous, muscular and motor anxiety symptoms. Mental anxiety refers to patients' excessive and persistent anxiety and worry about daily chores. Mental anxiety can lead to insomnia, dreaminess, irritability and unexplained restlessness. The main clinical manifestation of somatic anxiety is the dysfunction of autonomic nervous system. Abnormal autonomic nervous function will lead to patients often accompanied by sleep disorders. After going to bed, they worry and toss and turn, unable to sleep, and may have nightmares, sweating, fear, etc. Anxiety has greatly reduced the quality of life and work efficiency of staff.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and the law of psychological changes in consumer activities, including the process of consumer psychological activities, consumer personality and psychological characteristics. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, value preservation, nostalgia, love to take advantage, fear of regret and so on. Consumer psychology divides the basic psychological structure of consumers into psychological process, personality psychology and psychological state. Based on consumer psychology, this paper analyzes and discusses the consumer behavior, and constructs a new library marketing management strategy, including: integrity marketing to win the trust of consumers, price marketing, fight a price war to attract consumers to consume. The last is experience marketing to improve consumers' consumption experience. The library marketing management strategy based on consumer psychology can significantly improve the marketing effect, improve the sales volume of the library, and then alleviate the anxiety of the staff.

Objective: In the marketing management of the library, because the marketing is not in place, the sales volume of the library is low, which leads to the anxiety of the staff. Based on consumer psychology, this paper analyzes and discusses consumer behavior, and constructs new library marketing management strategies, including integrity marketing, price marketing and experience marketing. The library marketing management strategy based on consumer psychology can significantly improve the marketing effect, improve the sales volume of the library, and then alleviate the anxiety of the staff.