

dynamic effect of the game can make the whole game visualize and vivid, and embody the important characteristics of the digital media art application. Furthermore, it is very important to make use of dynamic effect to make the game. Increasing the collection channel of information, arranging and planning, and then transforming the 2D data into many kinds of data according to the visual and auditory effect of people, make the game content design rich and diverse. While stimulating the players' enthusiasm for the game, the creative thinking ability has also been significantly improved.

Objective: With the continuous development of economy and the continuous improvement of people's economic level, people's focus of life is not only on the material level, but also began the new pursuit of spiritual comfort. With the continuous development of science and technology, the network has gradually become an indispensable part of people's lives, but also for our lives has brought great convenience. And digital media technology in this environment has also been rapid development, and all of this for the game, it is equivalent to a major change.

Subjects and methods: Digital media technology has a wide range of application skills in the development of game making process, involving a variety of types, including game development, design, implementation and so on. With the application of science and technology gradually accelerated, the game production of each link management objectives is becoming increasingly clear. Based on the psychology of digital media art and design, this study analyzes the influence of environment design in games.

Study design: Randomly selected 100 players between the ages of 20 and 35, of all genders and occupations. The interview time was between 30-45 mins. Based on the psychological perspective of digital media art and design, the interview analyzes players' satisfaction with and suggestions for in-game environmental design.

Methods: Using Excel statistics on the effects of psychological intervention in the design of media art in games.

Results: The results of this survey use 1 to 5 ratings to quantify the influence of specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 100 players are rounded up and the results are obtained by rounding off the average. The specific statistical table is shown in Table 1.

Table 1. Impact of environmental design in games under digital media art design psychology intervention

Factor	The dynamics of digital media art	Virtuality of digital media art	The convergence of digital media art
Ratings	5	5	4

Conclusions: With the continuous development of science and technology, people's lives have become more and more convenient. And digital media technology as a new technology, but also to our innovation and development to bring new expectations. But in this foundation, the game manufacture may also stride into a new staircase. However, the design and development of games based on digital media technology of psychology need to be combined with network technology, which is beneficial to promote the development of every link of games and follow the innovative concept of game production. Only in this way can we expand the development field of games and enhance the development of our comprehensive national strength.

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CONSTRUCTION AND APPLICATION OF BUSINESS ADMINISTRATION TEACHING MODE BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology explores interpersonal relationships at the individual and social group levels. Individual socialization process, communication, speech development, partners, family and living environment, and the influence of school on individuals are studied at the individual level. At the level of social groups, the study includes: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture.

One of the most common management specialties in the market economy, generally refers to business management. Business management is a subject that studies the basic theory and general methods of

business economic management. It mainly includes two aspects: business strategy making and internal behavior management. The aim of business administration is to ensure the existence and development of enterprises by using modern management methods and means according to the basic theories of management, economics and accounting.

Objective: Students are the main body of classroom teaching, their interest in learning classroom knowledge will directly affect the effect of classroom teaching. Because the traditional teacher's teaching mode is dull, and there is psychological gap between it and the ideal learning mode, it is difficult for students to have interest in learning. And the single teaching method of teachers is a typical problem in the teaching of business administration. Teachers should change the teaching method of theory class based on psychology, make the class lively and interesting according to the students' psychological needs, and stimulate the students' initiative in learning, so as to make the students change their views on theory class learning psychologically. Students' weak practical ability is a common phenomenon nowadays. In the actual teaching process, business management, as a subject based on enterprise economic management, requires students to have enough opportunities to improve their professional ability through practical application, so as to help them improve their professional quality. But according to the current curriculum of business administration, there is not enough practical experience course for students, and there is no training classroom for students majoring in business administration. Because of the lack of practical training experience, the students of business administration major in colleges and universities have obvious deficiencies in the knowledge learning of business administration. After entering the job, the students' professional level and job competitiveness are also very limited, which makes the students of business management appear career confusion, so the development of business management is affected. Based on the above problems, it is imperative to study the influence of the construction and application of business management teaching model from the perspective of social psychology.

Subjects and methods: The teaching mode of business administration higher education must aim at cultivating applied compound talents in line with innovation-driven development strategy, take ability training and quality forging as the standard, break down the barrier of teaching resources, and give play to the synergistic role of multi-subject education. At present, the teaching mode of business administration is confronted with such restrictive problems as dispersed education resources, conflict of training subjects and single teaching evaluation method. Therefore, based on social psychology, this paper investigates and analyzes the impact of the construction and application of business administration teaching model. Before the experiment, 200 students majoring in business administration were randomly selected to be divided into the experimental group and the control group according to their scores. The experimental group and the control group were 100, age (21.25 ± 1.58) years old, gender is not limited. Under the background of social psychology, the experimental group carried out teaching with the help of business management teaching mode, followed students' psychological dynamics in real time and adjusted teaching mode. The control group was taught traditional business administration. The experiment lasted for 1 month, and the satisfaction of two groups of students was tested before and after the experiment. Using SPSS 20.0 software statistics results.

Results: Statistics before and after the two groups of experimental satisfaction with the specific results as shown in Table 1.

Table 1. Comparison of student satisfaction between two groups before and after the experiment

Groups	Unsatisfied	Commonly	Basically satisfied	Satisfy
Experimental group	0	22	31	47
Control group	17	52	19	12

Conclusions: Based on social psychology, analyzing the problems existing in the teaching of business administration and finding out the measures to change the present situation of classroom teaching of business administration specialty can bring support for high-quality business administration talents on the basis of improving the teaching effect of business administration. In the actual teaching process, the teacher, as the designer, executor and controller of the classroom teaching, must pay attention to the students' psychological dynamics, ensure to play their own educational role to the students, and help them obtain the promotion of business management technology and accomplishment. We must fully mobilize students' learning initiative, so that they can participate in the activities designed by teachers to improve students' classroom learning experience, and help students to improve their professional quality in business administration through scientific and effective after-class training. So as to truly achieve the goal of high-quality personnel training, in order to promote the development of business administration professional teaching support.

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ANALYSIS OF THE IMPACT OF FOREIGN LANGUAGE TEACHING MANAGEMENT REFORM ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: English is an important public basic course in the educational curriculum of colleges and universities in China. The learning and improvement of English skills plays an important role in college students' learning life and even future life. Mastering English skills is of great significance to the improvement of College Students' academic performance and the cultivation of comprehensive quality, and plays an important role in the development of international exchanges and cooperation. With the advancement of globalization and the improvement of information technology, the requirements for college teaching and management mode are higher and higher. The traditional college education is facing great challenges and has been difficult to meet the needs of social talents in the new era. How to improve the quality level of college education output talents and cultivate high-quality talents with innovative spirit and ability in the new era has become the fundamental goal of college education reform and transformation.

The environment people contact and the education they receive in the process of growth will have an impact on their cognitive ability and level. Under the established social conditions and environment, improving individual education level has become an important means to enhance their cognitive ability. Therefore, the reform and transformation of college teaching and management mode has become a key issue to improve the comprehensive quality of college students. Family environment is an important factor affecting college students' social cognitive impairment. Social productivity has an important impact on family income. The total family income limits the investment proportion of education in family expenditure and affects college students' family cognitive education level. The advantages and disadvantages of family education methods will also affect college students' cognitive ability and vision.

Objective: To investigate the cognitive impairment of college students, understand the proportion of college students' cognitive impairment, and analyze the influencing factors of college students' cognitive impairment from the perspective of college foreign language teaching and management model reform, so as to provide suggestions and references for the implementation of college foreign language teaching and management reform.

Research objects and methods: A questionnaire survey was used to analyze the cognitive impairment of college students, understand the current situation of cognitive impairment of college students, and investigate the satisfaction of college students with foreign language teaching and management mode. The comparative experiment method is used to compare and analyze the teaching effect of college foreign language teaching and management mode before and after the reform, the changes of college students' cognitive impairment before and after the reform, and the teaching satisfaction of college students under the old and new modes.

Research design: Taking 1000 college students from three universities in a city as the research object, this paper analyzes the degree of cognitive impairment of contemporary college students through the cognitive impairment survey scale, understands the current situation of college students' cognition, and investigates college students' satisfaction with the current foreign language teaching and management model through the teaching quality satisfaction scale. A total of 1000 questionnaires were distributed and 983 questionnaires were recovered, with a questionnaire recovery rate of 98.3%. The degree was quantified by Likert's 5-level scoring method.

Results: The cognitive impairment of college students in different grades is shown in Table 1. College students in different grades have different performance in cognitive impairment. Interpersonal cognitive impairment and self-cognitive impairment are the main types of cognitive impairment of contemporary college students.

Table 1. Cognitive impairment of college students in different grades

Test dimension	Freshman	Sophomore	Junior	Senior
Interpersonal cognition	4.25	3.51	3.32	3.16
Others' evaluation cognition	3.46	2.55	2.38	2.04
Self-cognition	3.29	2.69	2.93	2.98
Realistic cognition	3.77	2.07	1.82	2.63
social cognition	1.51	1.53	1.25	1.84