

**Conclusions:** During the occurrence of major public health emergencies, business operators should change their thinking in time, break through the logical barriers of thinking, be sure to comprehensively and objectively understand its impact on enterprise financial management, and actively find coping strategies on this basis, so as to realize the efficiency of enterprise financial management through scientific and effective ways, reduce the adverse impact on enterprise financial management, so as to ensure that the enterprise can spend this special period smoothly. At the same time, enterprise financial management should do a good job in the management of budget, current assets and investment, do a good job in the strategic awareness of “sustainability”, actively establish the financial management emergency system and financial emergency guarantee mechanism, and adhere to the enterprise prevention and control management and financial early warning mechanism under sudden public events.

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## STUDY ON THE IMPACT OF FILM HEALTH COMMUNICATION STRATEGIES ON PUBLIC COGNITIVE IMPAIRMENT

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**Background:** Cognitive impairment means that the brain activities related to human memory and thinking are abnormal, resulting in these obstacles. People with cognitive impairment are often accompanied by symptoms such as language disorder, behavior disorder and so on. In principle, the normal operation of the cerebral cortex is the basis for human cognitive ability. Any factor that will cause abnormal operation of the cerebral cortex may lead to cognitive impairment.

In recent years, the rapid development of film and video has brought great changes to people's way of thinking and living habits, but it also brings many challenges to its communication mode. For example, in novel coronavirus pneumonia outbreak in 2020, how to effectively meet the urgent needs of the public has become an important issue facing the development of the video industry. Whether the film can be transmitted in a healthy way is playing a pivotal role in this link. However, there are still some problems in the current communication strategy of Chinese film and other video media. For example, film and video face the problem of “hot up and cold down” in the communication process, which is most prominent in the official media. Most of the film and video account operations of relevant departments face the dilemma of low click through rate and low traffic. In terms of communication content, most of them are reprinted, and the original video content is poor, which is easy to lead to homogenization problems, which also leads to the low click through rate of films and videos, which greatly limits the communication effect of videos. Moreover, in order to pursue the timeliness of video information, some video creation platforms often publish the published information on the film and video platform without verifying and proofreading the published information, and even some video platforms lack an audit mechanism. Therefore, it is of great practical significance to explore the impact of healthy film and video communication strategies on public cognition.

**Objective:** Relevant research results show that whether the communication strategy of film and video is healthy or not will affect the cognitive situation of the recipient. Therefore, this study focuses on exploring whether the communication strategies of film and video will affect the cognition of recipients with cognitive impairment, in order to adjust the mode of film and video communication in China and improve the communication efficiency of such people.

**Participants and methods:** 258 adults with different degrees of cognitive impairment who agreed to participate in the study were randomly selected from the whole country as the research objects. They were divided into experimental group and control group, with 129 people in each group. First, the basic information related to the research content was counted. It should be noted that, *t*-test is used to test the difference significance of all measurement data in statistics and subsequent experiments, chi square test is used for counting data, and the significance level is set to 0.05. If there is no significant difference in the basic information of the two groups, a comparative experiment is carried out for the two groups, so that the personnel of the experimental group can watch the communication content produced by the film and video under the idea of health communication strategy. There are no restrictions on the transmission mode and content of the video watched by the control group. After watching 10 groups of communication content, the two groups conducted a questionnaire survey on the viewers' understanding of the communication content for the subsequent analysis of the recipients with cognitive impairment cognition and understanding of different film and video communication strategies.

**Results:** After the questionnaire, patients with cognitive impairment were divided into seven types: complete incomprehension, most incomprehension, relatively incomprehension, general, relatively understanding, most understanding and complete understanding. Table 1 is obtained by statistics.

It can be seen from table 1 that, on the whole, there are great differences in the understanding and cognition of the two groups of personnel for the dissemination of films and videos, and the p value of the chi square test output of the two groups of data is 0.001, which is less than the significance level of 0.05. It is considered that the data difference is statistically significant. Specifically, the understanding of the experimental group who accepted the dissemination of films and videos through health communication strategies was negative (i.e., the understanding was “completely incomprehensible”, “most incomprehensible” and “relatively incomprehensible”), neutral (i.e., the understanding was “general”), positive (i.e., the understanding was “fully understood”, “most understood”. The total number of “comparative understanding”) was 94, 17 and 18 respectively, and the change range of the control group was - 11.3%, 41.7% and 63.6%.

**Table 1.** Statistical results of the questionnaire on the understanding and cognition of the film content of the two groups of people with cognitive impairment

Understanding	Experimental group (n = 129)	Control group (n = 129)
Have no understanding at all	41	52
Most don't understand	33	36
Less understanding	20	18
General	17	12
More understanding	11	7
For the most part	5	3
To fully understand	2	1

**Conclusions:** Nowadays, some films and videos have outdated communication methods and weak ability to attract the audience. In this regard, creators should attach great importance to the feedback of the audience and always adhere to “equal dialogue” and “content is king”. Video creators and disseminators should also make appropriate and timely content and form adjustments according to different audience groups, actively integrate humanistic care, expand audience groups, develop potential audiences, enhance audience stickiness and improve communication effect. The effective dissemination of high-quality films and videos is inseparable from the joint efforts of the media, the community and the government, only by adopting a positive attitude, building a benign interaction mechanism, integrating humanistic care, setting up opinion leaders and other healthier communication strategies, can the information recipients, including those with cognitive impairment, better understand the content and meaning of the transmitted video.

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## A STUDY ON COOPERATIVE EDUCATION MECHANISM OF COLLEGE TEACHERS FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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**Background:** “Sharing the Same Direction, cooperating with others” is a powerful means to implement the concept of “cultivating Talents through Virtue” in higher education in the new era. The theoretical and practical exploration of the mechanism of collaborative education in colleges and universities is the internal requirement of realizing the goal of higher education training and improving the quality of talent training, and also the objective existence of adapting to the development of higher education. As “front-line workers” in higher education, college teachers, especially controllers and professional teachers, play an important role in the internal mechanism of collaborative education. Applied psychology in education management of colleges and universities, combined with the management psychology basis of the principle of the controllers with professional class teacher education mechanism research, exploration, will increase the ascension of education management in colleges and universities is scientific and rationality, enhance education management efficiency, to take targeted and personalized management style, improve the quality of personnel training.