

and Practice Project in 2019: “Research and Practice on the Integration and Innovation of Information Technology and Foreign Language Teaching in Higher Vocational Colleges” (No. 2019SJGLX695).

* * * * *

PRAGMATIC FAILURE IN CROSS-CULTURAL COMMUNICATION UNDER THE BARRIER OF THINKING LOGIC

Jiabao Wang & Qunfang Zhang

South China Business College, Guangdong University of Foreign Studies, Guangzhou 510545, China

Background: With the acceleration of internationalization, cultural and economic exchanges among countries are becoming more and more in-depth, and cross-cultural communication is becoming more and more frequent. In cross-cultural communication, due to the differences in cultural background, living habits and education, there are some differences in the understanding of the same thing and information between the two sides of cross-cultural communication, which leads to pragmatic failure in cross-cultural communication. Pragmatic failure can only be reflected in the language itself. It refers to the pragmatic failure caused by the speaker applying a word or sentence structure in his mother tongue to the target language, so that he cannot accurately express his thoughts and emotions. After summarizing the pragmatic failure, British scholars believe that the reason for pragmatic failure is the wrong cognition of the pragmatic meaning of dialogue. There are many factors leading to pragmatic failure, which can be roughly divided into surface cultural transfer and deep cultural transfer. Pragmatic failure and non-pragmatic failure are divided into three types: pragmatic failure and non-pragmatic failure. Pragmatic failure will lead to the misinterpretation of the language expression of both sides in cross-cultural communication, resulting in misunderstanding and unnecessary conflict and misunderstanding. In addition, pragmatic failure will also attack users' self-confidence, cause negative emotions such as anxiety, embarrassment and regret, and then lead to thinking logic obstacles, which will seriously affect daily life, work and study.

Thinking logic barrier refers to the phenomenon that individuals violate the form and law of logical thinking when thinking and processing something by using thinking modes such as concept, judgment and reasoning. Patients with thinking logic disorder have defects in social function or individual development, which will greatly affect their normal integration into society, not conducive to the harmonious development of society, but also greatly affect their daily life, study and work. Therefore, finding an appropriate method to reduce pragmatic failures in cross-cultural communication and avoid the thinking logic obstacles of cross-cultural communicators is of great significance to the harmonious development of society and the economic and cultural exchanges between China and other countries. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The focus of cognitive reasoning is to use the cognitive orientation and reasoning mode. Therefore, based on cognitive psychology, this study analyzes the self-cognition of cross-cultural communicators, and puts forward some strategies to avoid pragmatic failure in cross-cultural communication, so as to alleviate the thinking logic obstacles of cross-cultural communication and promote the cultural and economic exchanges between China and other countries.

Objective: Pragmatic failure often occurs in cross-cultural communication due to various reasons. Pragmatic failure will also attack users' self-confidence, cause negative emotions such as anxiety, embarrassment and regret, and then lead to thinking logic obstacles, which will seriously affect daily life, work and study. Therefore, based on cognitive psychology, this study analyzes the self-cognition of cross-cultural communicators, and puts forward some strategies to avoid pragmatic failure in cross-cultural communication, so as to achieve the goal of avoiding the thinking logic barrier of cross-cultural communication.

Research objects and methods: In eight universities, 80 students with thinking logic barriers were selected from foreign language majors as the research objects. Using the thinking disorder and social function in the Diagnostic Scale for Mental Disorders (DSMD), a Mental Disorder Assessment Scale (MDAS) was developed to evaluate the degree of students' thinking logic disorder.

Research design: 80 students were randomly divided into study group and control group, with 40 students in each group. Among them, the students in the research group use the strategy based on cognitive psychology to carry out cross-cultural communication. The students in the control group used the traditional way of cross-cultural communication. After 3 weeks, the degree of thinking logic disorder and the frequency of pragmatic failure were compared between the two groups.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: The students were investigated and counted after two weeks. The statistical results showed that the number of daily language errors of the students in the study group decreased significantly compared with that two weeks ago ($P < 0.05$), and was significantly lower than that of the students in the control group ($P < 0.05$), as shown in Figure 1.

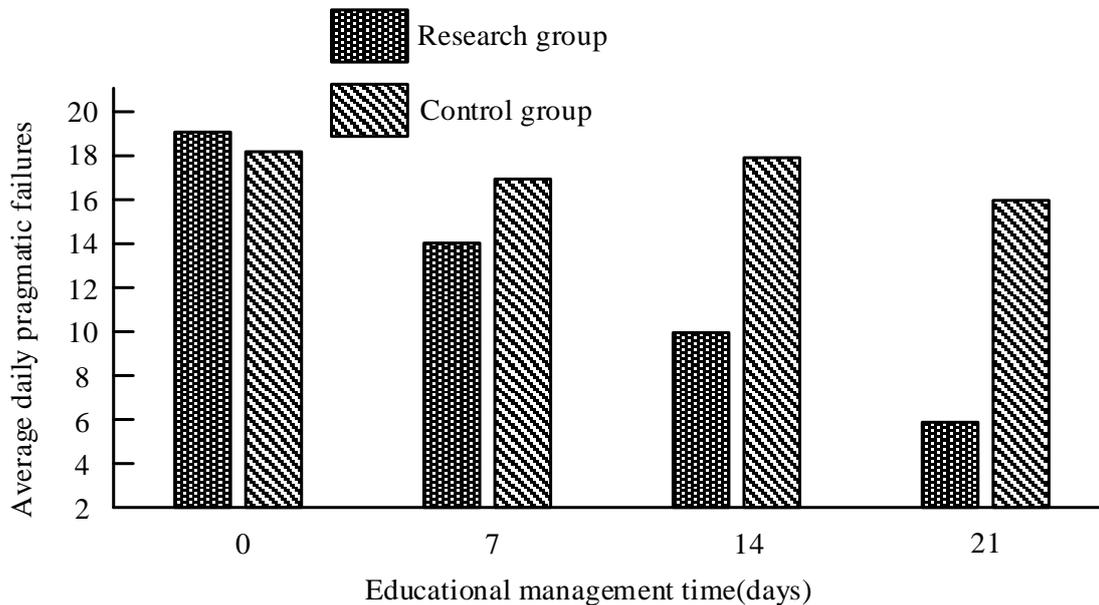


Figure 1. The daily average number of pragmatic failures of the two groups of students

Conclusions: With the acceleration of internationalization, cultural and economic exchanges among countries are becoming more and more in-depth, and cross-cultural communication is becoming more and more frequent. In cross-cultural communication, due to the differences in cultural background, living habits and education, there are some differences in the understanding of the same thing and information between the two sides of cross-cultural communication, resulting in pragmatic failure in cross-cultural communication. Pragmatic failure will attack the user's self-confidence and lead to the obstacle of thinking logic. Based on cognitive psychology, this study analyzes the self-cognition of cross-cultural communicators, and puts forward some strategies to avoid pragmatic failure in cross-cultural communication. The results showed that the number of daily language errors of the students in the study group decreased significantly compared with two weeks ago ($P < 0.05$), and was significantly lower than that of the students in the control group ($P < 0.05$). Therefore, the strategies proposed in this study can alleviate and avoid the logical barriers of thinking in cross-cultural communication and maximize the negative effects of pragmatic failure.

* * * * *

APPLICATION OF NEW DRUG PREPARATION TECHNOLOGY IN THE MODERNIZATION OF TRADITIONAL CHINESE MEDICINE PREPARATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

Lei Wang¹, Bin Wang¹ & Ruochen Wang²

¹School of Pharmacy, Henan University of Chinese Medicine, Zhengzhou 450046, China

²School of Traditional Chinese Medicine (Zhongjing School), Henan University of Chinese Medicine, Zhengzhou 450046, China

Background: Traditional Chinese medicine refers to the medicine for treatment made under the guidance of traditional Chinese medicine theory. The production process of traditional Chinese medicine preparation is relatively complex and the production efficiency is relatively low, which leads to some staff members having negative emotions such as anxiety and depression, which leads to staff suffering from cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and