

Conclusions: With the development of society, people not only begin to raise their expectations for product value, but also pay more attention to product packaging. In order to meet the needs of consumers for product packaging, the research starts with modern packaging design and analyzes the correlation between consumer psychological elements and modern packaging design based on consumer psychological emotions. The results show that by analyzing the correlation between consumers' conformity psychology, product recognition psychology and modern packaging design, it is found that consumers' psychological factors can significantly affect product packaging design. In addition, using the modern packaging design concept under consumer psychology to affect consumer psychology, we can find that modern packaging design can significantly affect consumer psychology. Therefore, in order to promote the economic market trading activities and enhance the comprehensive strength of China's economic market, it is necessary to put forward the modern packaging design that meets the psychological expectations of based on the consumer psychology, so as to tighten the consumer desire.

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COGNITIVE DILEMMA AND IMPROVEMENT MEASURES OF INTERNATIONAL COMMUNICATION OF CHINESE CULTURE IN CROSS-CULTURAL CONTEXT

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Background: With the globalization and diffusion of culture and economy, China's higher education has gradually put forward the path of communication and innovation. In higher education, teachers constantly try different teaching programs to adapt to the changes of students' thoughts, so as to expand the spread of culture. With the increasing emphasis on traditional culture in China, the cultural impact that students can receive is becoming more and more widespread. On this basis, college teachers began to focus on Chinese traditional culture, aiming to realize the international dissemination of culture with the help of the cultural spirit and ideas in traditional culture, so as to broaden students' horizons and build good values. Chinese traditional culture is an important spiritual heritage of our country. In the millennium inheritance of our country, traditional culture, as an important spiritual food, continuously affects the development of the Chinese nation. Therefore, taking traditional culture as a key part of daily teaching can help protect and inherit traditional culture to a certain extent. In the cultural education of colleges and universities, the cases of teachers integrating traditional culture into cultural communication have also begun to increase, but a large number of teaching practices have not been able to analyze the specific role of traditional culture in cultural communication, and have not been able to know its specific impact on students' thoughts. And some studies have found that due to the global spread of culture, students are vulnerable to the impact of other languages when they accept the impact of cross-border culture, resulting in mental diseases such as language barriers.

Under the impact of cross-cultural language, the international communication of Chinese traditional culture also ushered in a cognitive dilemma. From the relevant research in psychology, it can be found that the cognitive dilemma under the impact of cross-cultural language is a cognitive barrier caused by cultural impact. Cognitive impairment is the deviation of individuals under different cognition. For cross-cultural context, cognitive impairment is the cognitive deviation of different cultures. For China's traditional culture, the ideas contained in it run through the millennium history of China, while foreign cultures are difficult to produce extremely rich spiritual thoughts under the long historical background. Therefore, in the dissemination of Chinese traditional culture, the culture and language skills contained in it will present a very complex concept in the eyes of foreign scholars and ordinary people. This concept is cognitive bias. In order to promote the international, spread of our traditional culture, it is very important to fully recognize the cognitive bias. Therefore, in order to enhance the international influence of China's traditional culture, through analyzing the cognitive dilemma of cross-cultural context, this study puts forward improvement measures focusing on solving individual cognitive bias, in order to promote the international communication of China's traditional culture.

Objective: Analyze the current situation of China's traditional culture in international communication, understand the cognitive dilemma of cross-cultural context of China's traditional culture in international communication, build improvement measures to alleviate individual cognitive obstacles and enhance the international influence of traditional culture based on the cognitive dilemma of cross-cultural context.

Subjects and methods: The research take the foreign students in colleges and universities as the research object, randomly selects 200 foreign students in a certain university, investigates the cognitive

status of all foreign students on Chinese traditional culture, and understands the cross-cultural context bias of all foreign students. Based on the survey results of foreign students, the improvement measures for cognitive bias of foreign students were developed and applied to all foreign students to evaluate the cognitive bias of students before and after the intervention. All data were statistically analyzed by SPSS22.0, and $P < 0.05$ showed that the data difference was statistically significant.

Results: See Table 1 for the improvement of 200 students' cognitive deviation and their acceptance of Chinese traditional culture. 0-5 points are used for the evaluation of cognitive deviation to indicate no serious, and 0-5 points are used for the acceptance degree to indicate full acceptance. Table 1 shows that after the teaching intervention, the students' cognitive bias evaluation has been significantly reduced compared with that before the teaching intervention. At the same time, the acceptance of Chinese traditional culture by foreign students is also increasing.

Table 1. Cognitive biases and cultural acceptance of foreign students

Factor	Cognitive bias	Cultural acceptance
Before teaching	4.12	1.26
After teaching	2.01	3.79
<i>P</i>	<0.05	<0.05

Conclusions: China's traditional culture is an important spiritual material left over from the historical development. How to carry forward and inherit China's traditional culture is an issue that must be paid attention to in the current social development. In order to enhance the international influence of Chinese traditional culture, the research takes foreign students as the research object, analyzes the cognitive dilemma of cross-cultural context of foreign students, so as to reflect the cognitive dilemma of Chinese traditional culture in the international communication, and formulates individual cognitive deviation improvement measures with the help of the survey results. The results show that after the teaching impact of the improvement measures, the cognitive bias of foreign students has been significantly alleviated, and the acceptance of Chinese traditional culture has also been significantly improved. The above results show that in the international communication of Chinese culture, cross-cultural cognitive bias is a risk factor that hinders its communication. Therefore, formulating measures to improve individual cognitive bias can reduce the degree of individual cognitive bias and promote the international communication of Chinese culture.

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ANALYSIS OF DATABASE INFORMATION SYSTEM SECURITY RISK ASSESSMENT TECHNOLOGY IN THE ERA OF BIG DATA UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: With the rapid development of computer technology and Internet technology, human society has gradually entered the era of big data. In the era of big data, massive data not only facilitates people's work and study, but also brings convenience to people's daily life. In the era of big data, the existence of database provides support for big data information processing. As the memory of Internet big data, the security of database is extremely important. On the one hand, the security risk of the database is caused by the malicious intrusion of illegal organizations at home and abroad, on the other hand, it is caused by the increasing storage of data information in the database. In the era of big data, the security risks of database information systems include the diversification of attack forms, the rapid growth of system vulnerabilities, and the intelligence of system security threats. Therefore, in order to effectively avoid the security risks of data information systems, a large number of studies have proposed security risk assessment techniques. In the security risk assessment of database information system, the operator's behavior is the prerequisite for the efficiency of security risk assessment. Only when the operator focuses on the security risk assessment and operates the security risk assessment reasonably and correctly can the long-term security of database information system be ensured. However, with the development of society, the technical level has shown a trend of rapid growth, and more and more system risks under the support of science and technology have led to operators' fear of difficulties gradually, leading to serious mental