Study on Contemporary Cultural Cognitive Model System Construction and Optimization Based on Literature Method and Questionnaire Survey

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Abstract.

In this paper, we conduct research on the contemporary cultural cognitive model system construction and optimization based on literature method and questionnaire survey. One of the main concerns of cognitive linguists is how contextual and pragmatic functions affect people's linguistic analysis activities. In analyzing the examples of language use, we will soon find that the impact of any one discourse will be greatly exceeded from the language can get all the meaning. Discourse meaning is the speaker's active construction from language and non-language hints. The task of the speaker is to combine various information in order to obtain the overall meaning of a discourse event. In the contemporary China literary theory and criticism, as the result of the influences of many factors, presents very obvious "goes to value" and "to realize morphologization" and "value neutrality" and even "value egalitarianism" tendency. This paper integrates the literature method and questionnaire survey to construct the new idea of contemporary cultural cognitive model which is efficient for the research on the related areas.

Keywords: Cultural Cognitive; System Construction; Optimization; Literature Method; Questionnaire Survey.

Introduction

The history of literary theory is part of the political and ideological history of the era, and any theory can only manifest its unique value by acting on the age in which it is situated, for any set of features, properties, meanings, values, language, the theory of experience is bound to address a broader and deeper belief in the personal and social nature of the mankind, which includes the interpretation of history, the present view, and the hope for the future, and so on, and literary theory is not the object of rational inquiry, but the special view of the history of our time. In the contemporary China literary theory and criticism, as the result of the influences of many factors, presents very obvious "goes to value" and "to realize morphologization" and "value neutrality" and even "value egalitarianism" the tendency. This theory tendency has many root reasons as well as the manifestations.

- Literary theory and criticism of the banished ideals and values, indulge in the interpretation of the law for the interpretation of the meaning of the so-called social, human complexity of the writing eliminate the boundaries of the good and evil. Literary theory should not lack value, should be the soul of man looking for poetic dwelling

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place, to explore the social value norms, for this era of value scale, establish the mainstream cultural values for the society, but the value of chaotic chorus.

- The authority by the language, all words is the authority words, does not exist during various relations anywhere, the authority also fills the air in the language program. This literary theory as if there is explanation abilities of various very strong adaptation types of texts, according to this theory, the authority who the people can break any mysticism, exclaims in surprise the words back authority operation, but, the unique values of various types of literary texts often by crudely terms for the foresight of some theory, as the people see often is only the huge imagination of some micro-politics theory nouns.

- Often can see, in the face of the literary texts, literary phenomenon, various western theories scalpel can be used, no matter what kind of humanism or various forms of nationalism, in the context of the western theory from its original value of the times and become a kind of on the surface to no value refers to the related analytical technology and people can get a lot of the knowledge from the aspects of ideas, but also few that distinctive value thinking.

Figure 1. The Sample Cultural Cognitive Model System Demonstration.

As reflected in the figure one, we show the sample cultural cognitive model system demonstration. In the rest of the paper, we will conduct theoretical analysis on the contemporary cultural cognitive model system construction and optimization based on literature method and questionnaire survey.

The Proposed Methodology

The Cultural Cognition. Scientific psychology is the product of the western cultural thoughts. But since ancient Greece in western culture while the dualism has occupied a dominant position. In fact, scientific psychology itself is the embodiment of dualism. The basic characteristic of dualism is to advocate binary opposition between mind and body, mind and body, subject and object. Psychology, consciousness, subject constitute the binary opposition of the party, material, physical and the object constitutes the opposite of the other party. Physical, mental and other studies with physics, chemistry and the physiology, then the psychological, awareness of
the study also requires an independent discipline, which constitutes an independent scientific and cultural basis of psychology.

In the figure 2, we show the pattern of the culture cognition. Separates the cognition and body, regards the cognition to be similar to the procedure software of the computer, this kind of idea has supported the mark process mode of cognitive process. Since the cognition is a computation, but the computation is to the operation of the mark, then the cognition becomes one type abstraction symbol processing that is separated from the concrete situation. However what computer-controlled is some words and digit. Reason that these words and digit become mark not because of its physical feature, because they have the function of attribute, and namely they are representing some real things. The attribute and was attributed the relations between things frequently random, arbitrary, between both is not an inevitable relation. With this basis, we suggest the following analyzing pattern.

- From the standpoint of empiricism, the behaviorism adheres to the objectivism, repels all non-experiences, the subjective psychological factors, thinks that thought that mood, memory and imagination and other psychological phenomena cannot put in the objective observation, does not conform to the empiricism the objective principle, therefore should not become as science the object of study of psychology, related these subjective, the theory and supposition of intrinsic psychological factor cannot contain in the explanation of behavior.
- The first cognitive revolution of the cognitive psychology is a "new psychological doctrine." It emphasizes the psychological process behind the behavior, that there are behind the behavior of the people explicit "cognitive mechanism", the inherent cognitive mechanism to accept the input information, processing information, output processing results, similar to the computer information processing process.

The Questionnaire Survey Methodology. Any questionnaire survey has its sense of purpose, the questionnaire design should closely launch regarding this goal. In the literature domain, the goal itself is quite often general, abstractly which is directly unreachable, must through the indirect method and method, transforms the abstract content as the workable concrete content. In questionnaire survey France investigates the goal is through transforms as a series of investigation issues finally manifests, then, should have a bridge between the investigation goals and investigation issues, this bridge is the strict theory idea. In many questionnaires, the theory idea is weak, causes the investigation goal and investigation problem some degree of the coming apart. The idea refers to, because specific scientific study objective, but also some
consciousness put forward the concept or using, was in the researcher imagination cannot independently the observed behavior dimension, but also can from some issue deductions. In the figure 3, we show the sample survey.

Figure 3. The Sample Questionnaire Survey Pattern.

The quality of the questionnaire depends largely on the accuracy of the theoretical concept. The accuracy of the theoretical concept depends on the following aspects.

- An in-depth understanding of the situation in this survey. It is a guarantee of an accurate and reasonable theoretical conception to have as much information as possible, including access to the literature of previous studies and a preliminary understanding of the actual situation.

- In holding the foundation of rich material carries on the thorough ponder as far as possible, proposed the reasonable theory idea. The different research has various views respectively some even are mutually contradictory while this requests to carry on the scientific choices, discovers or establishes to conform to the theory idea of objective reality.

- The survey questions to closely to the idea. The problem should focus on the idea put forward, not only a part of which cannot be ignored, nor related questions as the investigation content, unless it is to cover the research objective and specially added, this will bring it out in the questionnaire processing. Every problem should also be related to the relevant investigation purposes that is a specific theory of the specific design.

The Literature Based Method. Bibliometrics is the research method of the combination of information science and mathematics, statistics, etc. Bibliometrical statistics method is often used to explain many social phenomena with similar distribution mechanism. As a kind of social activity and phenomenon, basic research aims to explore the nature and the pursuit of the new discoveries, the accumulation of scientific knowledge, the creation of new doctrines, in order to understand the world and transform the world to provide theory and methods. In place nationality old book literature is containing the rich natural cultural, the historical culture and
the custom culture travel information resource, is in the tour information most precious, most primitive and most real and most has the part of reference value, is the tourist understood and inquired about that the optimal path of local history culture and folk culture has provided the valuable and rich historical data information and intellectual support for the development of historical city tourist resources.

The Culture System Analysis and Discussion. The cultural industry is the people attaches great importance to with a positive development important industrial domain very. Along with the economic globalization and cultural and development of technical depth fusion, the cultural industry presents the swift and violent development momentum. Our party consistently attaches importance to the cultural construction, after the unremitting exploration of several generations of central leader collectives and the understanding to the cultural industry constantly is also deepening.

In current, what angle of the view understanding cultural industry by, by what approach cultural industry, by what mentality development cultural industry that relates to our country comprehensive national strength whether to strengthen, the socialist core value system construction with the Chinese dream of great national rejuvenation key issue whether to realize. In the field of culture and human relations, cultural philosophy has made us realize that culture is not only the sum of material wealth or spiritual wealth created by mankind, but also can not only be defined as the sum of human behavior, including material level, system level and psychological level of behavior. In the river of history of humanity, the development of culture is one unceasingly produces, the process of accumulation and innovation in the practical foundation in fact.

The cultural innovation often starts from the motion, starts from the practice. It can be said that if no practice of the humanity and the culture accumulates is unable to start, the cultural innovation will become the water without a source and tree without roots. However, the people in the practical foundation had the new discovery, but also needs to analyze and indicate this discovery, and unearth and reveal in-depth meaning that must achieve this point, cannot remain in the fact level, free time but who also needs the theoretical expression, but the theoretical expression cannot totally get rid in the historical changing is developing unceasingly the ideological theory resources. For this concern, we should then consider optimizing the procedures based on listed aspects.

- Each combination of culture and science and technology make the development of human civilization to a new height. At present, the emergence of more new technologies enables the integration of culture and science and technology in a wider range, new cultural formats, new channels of dissemination of new technologies, high value-added emerging cultural industries continue to develop science and technology truly become transformation and upgrading and the source of cultural industries.

- Culture has dual attributes: one is the use of value that can be consumed and the other is the ideological function, represents the value orientation of the ruling group. Here, first look at the economic attributes of general culture. Our country cultural industry must comply with the contemporary culture development the new trend, through the fusion of cultural and science and technology, supports the dominant enterprise, builds the regional characteristics culture brand, gradually forms the high-end, the cultural industry colony of highly effective and high radiating power.
Conclusion

In this paper, we conduct research on contemporary cultural cognitive model system construction and optimization based on literature method and questionnaire survey. Discourse meaning is the speaker's active construction from language and non-language hints. The task of the speaker is to combine the various information in order to obtain the overall meaning of a discourse event. In the contemporary China literary theory and criticism, as the result of the influences of many factors, presents very obvious "goes to value" and "to realize morphologization" and "value neutrality" and even "value egalitarianism" tendency. The concept conformity a series of awareness activities that coming from the frame of different cognition territory unifies, in cognitive science, the people have paid attention to the appearing issue between cognition territories that had the massive literature in this domain. To further verify the effectiveness of the method, in the future, we plan to combine more application scenarios to discuss the overall performance.

References


