

The Connotation of Chinese Digital Culture

นัยแห่งตัวเลขในวัฒนธรรมจีน

Chanoksuda Tamai

ชนกสุดา ตามัย

Doctor of Arts Program in Linguistics and Applied Linguistic Program, Wuhan University
หลักสูตรศิลปศาสตรดุษฎีบัณฑิต สาขาวาชากาชาศาสตร์ และภาษาศาสตร์ประยุกต์ มหาวิทยาลัยอู่ฮั่น

Received: September 17, 2018

Revised: October 15, 2018

Accepted: October 20, 2018

Abstract

In the scientific world, the function of numbers is computation, strict order and distinct responsibilities. In the world of human mind, the function of numbers is to express meaning. After “deification”, it becomes “mysterious number”, “imaginary number” and “number of days”. In particular in Chinese language and culture, the digital connotation is more unique, from the ancient poetry, to the daily use of phrases. As a Chinese, it is not necessary to fully understand the connotation of their digital culture. China's digital culture has a rich connotation and a long history. It has been given a new connotation of the times. In today's era, the study of Chinese digital culture is of great significance and value for understanding the long history of China and learning the cultural connotation of China. The digital language is a part of culture and the bearer of culture. Through the connotation and extension of the digit, we can know the precious spiritual heritage of the thinking mode, philosophy and religious idea left by the wise men of ancient sages. In Chinese, almost every number has specific connotations, and digital culture is broad and profound. For example: “one” is regarded as the ancestor of all things and the source of all things by the Han nationality. This paper analyzes the connotation and social significance of each number in China through examples and historical combinations, disseminating the profound Chinese digital culture and carrying forward the value of Chinese language and literature.

Keywords: Chinese digital culture, Historical tradition, Digital connotation, Cultural inheritance and development

บทคัดย่อ

ในโลกของวิทยาศาสตร์หน้าที่ของตัวเลขคือการคำนวณมีคำสั่งที่เข้มงวดและหน้าที่ที่แตกต่างกันออกไป หากแต่ในจิตใจของมนุษย์ตัวเลขเป็นสิ่งที่บ่งบอกถึงความหมายบางอย่าง หลังจากที่มนุษย์บูชาตัวเลขเสมือนสิ่งศักดิ์สิทธิ์ ตัวเลขจึงอาจถูกตีความหมายให้เป็นตัวเลขแห่งความลับ, ตัวเลขแห่งจินตนาการ, ตัวเลขประจำวันขึ้นมา โดยเฉพาะอย่างยิ่งในภาษาและวัฒนธรรมจีน มีนัยของตัวเลขที่มีลักษณะพิเศษมากกว่าหนึ่ง มีตั้งแต่บทกวีโบราณไปจนถึงประวัติศาสตร์ในชีวิตประจำ

วันซึ่งแม้แต่คนจีนเองก็ยังไม่สามารถที่จะเข้าใจวัฒนธรรมตัวเลขของประเทศตนเองได้อย่างถ่องแท้ วัฒนธรรมตัวเลขในภาษาจีนมีนัยหมายและมีประวัติศาสตร์ที่ยาวนานซึ่งแต่ละยุคสมัยจะมีนัยใหม่ๆ เกิดขึ้น ปัจจุบันการศึกษาวัฒนธรรมตัวเลขของประเทศจีนเป็นสิ่งสำคัญและทรงคุณค่าที่สุดอันจะทำให้เราสามารถเข้าใจนัยของวัฒนธรรมและประวัติศาสตร์ที่มีมาอย่างยาวนานของจีนมากขึ้น ภาษาตัวเลขเป็นส่วนหนึ่งของวัฒนธรรมและในขณะเดียวกันก็เป็นสิ่งที่นำมาซึ่งวัฒนธรรม หากเรามองจากการพัฒนาของวัฒนธรรมตัวเลขจะสามารถเข้าใจถึงจิตวิญญาณความนึกคิด, ปรัชญา, ศาสนา ยังกล่าวถึงความนึกคิดที่เฉลียวฉลาดของคนโบราณ ในภาษาจีนทุกๆ ตัวเลขจะมีความหมายแฝงในตัวของมันเอง ซึ่งวัฒนธรรมตัวเลขนั้นมีความหมายที่ทั้งกว้างและลึกซึ้ง เช่น ประชาชนจีนเชื่อสายยิ่นเชื่อว่าเลขหนึ่งเปรียบเสมือนผู้นำของทุกสิ่ง เป็นต้น ในบทความนี้จะวิเคราะห์ความหมายแฝงและความสำคัญของตัวเลขในสังคมจีนผ่านตัวอย่างและความสัมพันธ์กับข้อมูลทางประวัติศาสตร์ อีกทั้งยังเป็นการเผยแพร่วัฒนธรรมตัวเลขของจีนอันจะทรงคุณค่าต่อภาษาจีนและงานประพันธ์ต่างๆ ต่อไป

คำสำคัญ: ตัวเลขในวัฒนธรรมจีน, ความเป็นมาของประเพณีนิยม, นัยแห่งตัวเลข, มรดกทางวัฒนธรรมและการพัฒนา



Introduction

Numbers are also a kind of writing, but they are different from ordinary characters. They show strong uniqueness in auspicious culture. No matter in the auspicious language or in the auspicious questions, we can see that there are many numbers from one to ten, from 100 to 10000, and some figures play an important part in the traditional culture of China. Therefore, the study of Chinese digital culture has great practical significance and historical heritage value. So this article focuses on the completion of this main task.

The composition of digital and digital names and numeric names is very ingenious, and vividly embodies the beauty, accuracy, simplicity and culvert of Chinese language and characters, reflecting the cultural spirit of Chinese figures. In 2002, Wang Chun's "Shanxi graph journal" once said that the number of Chinese characters has two sizes. In ancient times, many scholars called numbers, and books were often named after numbers. The number, the name of the digital book, and the title of the digital book are ingenious,

which vividly embodies the graceful, accurate, concise and culvert of the Chinese language and characters, reflecting the cultural spirit of the Chinese figures. Interpreting the meaning of such figures can not only arouse contemporary readers' interest in ancient readers, but also help to sort out ancient books.

In 2010, Dai Jie and Guo Chang two scholars published "auspicious numbers: the cultural interpretation of contemporary Chinese digital worship" points out that, in addition to the basic counting function, people have given it more cultural metaphor, philosophical meaning and religious significance. The lucky number is the number that is considered lucky in a number of people. In contemporary society, the phenomenon of auspicious number worship accompanying economic and social development deserves our deep consideration. From the three aspects of cultural function, value orientation and social psychology, the interpretation of lucky numbers can objectively understand the influence of Chinese traditional culture on the contemporary era. These figures

not only have distinctive features of the times, but also have a heavy Chinese cultural background. It is a real field for Chinese people to learn. Even if these figures are produced in the past, it has a high research value for the new era and the service of the new era. Its meaning is not only a reliable cultural ancient book, but also a deeper meaning implies the contact and dialogue between the two ways of thinking. It will guide the world to better understand China and guide China to better understand the world.

The emergence of Chinese digital culture is not only due to the birth of ancient culture, but also because of the practical application of digital culture in the life of the ancient people and the governance of the government. In 2016, in Xu Xuanxuan's publication of "the Chinese ancient city planning and construction of the number of Chinese characters", it is pointed out that the ancient Chinese digital culture has always been full of mysterious and connotative flavor. In the urban planning of ancient China, the original meaningless and abstract figures were endowed with the concept form, transmitting different meanings and spirits, and the digital culture played an indispensable role. The number can be the most accurate way to record all kinds of norms in the ancient city planning. It can be the carrier of the feudal ruling class to highlight its supreme authority. It can be the carrier of people's traditional view of the natural view of the wind, and it can also be the way to highlight the layout of the urban symmetry. Digital culture is an essential element in the ancient Chinese urban planning thought, and it is also worth our in-depth exploration.

In 2002, Chen Xiuhui published the "digital culture in Chinese history", which mainly introduced the digital achievements in Chinese

history. The article points out that China's digital culture has a long history and has brilliant figures and mathematical achievements in Chinese history. The article explores the digital culture in Chinese history and holds an optimistic outlook for the future "digitalization" process in China. At the same time, a large part of Chinese digital culture is embodied in the idioms. Through the analysis of the idioms containing numbers, the Chinese digital culture can be more detailed to understand the people's psychology in Chinese digital culture. In 2012, Sun Yonglan published a detailed introduction to the Chinese digital cultural psychology from the idiom. The idioms, as an important part of the modern Chinese vocabulary, are like the living fossils in the language, with a long and valuable history. The profound connotation has provided us with the understanding of Chinese culture and the study of Chinese people's psychology. It is expensive and rich in material. Digital idioms are a special family in the idiom family. The Chinese culture reflected by digital idioms is not only living, learning concept, system, but also Chinese special culture. With the integration of digital culture and other cultures, its unique Chinese culture reflects the unique Chinese mentality. Through the understanding and study of these idioms, we can make a more detailed and accurate understanding of the psychology of the ancient Chinese people, which is of great significance for understanding the ancient culture of China.

Finally, borrow a sentence from China to express the purpose of this study, making the past serve the present and making the West serve China. Since China's reform and opening up, China has been pursuing the basic national policy of opening to the outside world. It is more so in cultural learning and development. In the

study of the expansion of Chinese and English numerals and digital culture published in 2008, Zhang Hongxia pointed out that as a unit of the language system, the numeral as a unit of the combination of sound and meaning. Its expression and application have their own characteristics in Chinese and English. We compare the similarities and differences between Chinese and English numeral, and discuss the cultural connotation of Chinese and English numeral, the complex of numerals, the translation of Chinese and English numeral and the number of words in the network, which can help to solve the increasing extension of Chinese and English numerals and the unique digital culture.

Content

In a scientific world, the function of numbers is computation, strict order and distinct responsibilities. In the world of human mind, the function of numbers is to express meaning. The digital language is a part of culture and the bearer of culture. Through the connotation and extension of the digital, we can know the precious spiritual heritage of the thinking mode, philosophy and religious idea left by the wise men of ancient sages. "Where there is beauty, there is beauty," said Paul Crass. Numbers can express not only quantity but also deep meaning. People in every country have their own favorite numbers. For example, Chinese like 8, western people like numbers 7, while Koreans have a preference for 3. In the language and culture of China, there are many words and common words, which are always on the back and often in the mouth. Many of them contain numbers. Behind these figures, they also have profound national cultural connotations, which highlight the profound historical origin of the Chinese nation

and leave the sedimentation of the times, but also in the Chinese architecture and society. There is a wide range of applications and applications in my life. I want to study the culture behind it in China. I hope that I can not only master the language myself, but also understand the culture behind the language.

The Chinese have a digital complex since ancient times, opening the dictionary of the idiom, and the idioms that are related to the figures are everywhere, and the idioms that are left by the ancients from one to ten to hundreds to thousands to ten thousand heads are enough for you to remember a minute and a half, such as "one horse first", "thousands of horses". People's daily life work is also connected with the numbers, the year of birth cannot be separated from the number, the sale of the digital and the input password use the number. Now we are in a digital age, such as digital TV, digital troops. The ancient people wrote poems, and they also liked to insert numbers into poems, such as "sometimes three points and two rain, ten branches and five flowers everywhere", "thirty dusts and soil, eight thousand miles of clouds and the moon", "one piece of two pieces and three or four pieces, no sight". The "marriage" of words and numbers is indeed the best combination of the two, which makes poetry or refreshing or simple or witty or implicit. (Hutangming, Zhengjianming. 2012)

As we all know, numbers are usually used to express the number and order of things. But in the ancient tradition, numbers also have a sacred meaning, it has the religious superstition color. Because of the differences in language, religious belief, historical culture and customs, people of different nationalities and cultures are different to the numbers. One nation often advocates some numbers, and thinks that they are lucky.

On the other hand, they hate and taboo certain numbers, and they think that they are unlucky, which forms a nation. The unique concept of digital culture deeply affects people's psychology and behavior. The Chinese have always pursued the mentality of symmetry, balance, harmony and stability. Chinese traditional culture believes that everything is composed of two aspects: Yin and Yang, and only Yin and yang can make all things grow. "Zhou Yi" thinks "the universe originated from Taiji." Tai Chi is born with two instruments. Two are born with four elephants and four elephants are born with eight diagrams. Under such cultural considerations, things are developed from one to two, two to four, and four to eight. Therefore, the dual number in Chinese contains the auspicious cultural connotation. Chinese people pursue good things in pairs in their daily lives and yearn for double happiness. From the antithetical couplet of the common people to the duality of the rhetorical figures in the literary works, all the Han people have a special liking for the duality of "two". In addition, even four, six, eight and ten are considered auspicious figures in Chinese culture. In Chinese idioms, the description of good things is "smooth and stable", which describes the convenience of transportation as "extending in all directions". "66 great Shun" means that everything goes smoothly. The number ten means perfection. People say that the realm of beauty cannot be said to be "perfect", and is very sure to be "sure". It can be seen that people worship the double. Lucky numbers have always played an important role in Chinese culture. In modern society, when people choose phone numbers, license plates and number plates, lucky numbers are the primary factors to consider. "Two" means "harmony", "six" meaning "smooth", "eight" is the most auspicious number, and Cantonese in

the "Fa" homonym, meaning prosperity, wealth and status. Many Gaestgiveriet Hotel in order to plan Geely, add all the room numbers to the word "8". It is a common digital superstition that arranging important matters in homophonic lottery. The Beijing Olympic Games, which attracted worldwide attention, opened on August 8, 2008 at 8 o'clock pm. In January 4, 2013, because of its homophonic "love your whole life", it became the first choice for many young Chinese to get married. According to media reports, the "Spring Festival wedding" boom has emerged throughout the country, and many cities have created a new record of single day marriage registration, and even a number of people have come to the Civil Affairs Bureau to queue up all night.

Number is a symbolic language, which indicates the number and order of things. When numbers enter the field of language, they have the color of traditional culture when they are established in folk communication. Because of the differences in cultural background and the randomness of semantic understanding, the number of embedded words may produce different weighting methods and counting methods. Although the numbers are the same, they have different cultural connotations in different languages and cultures. Back to the past, we will find that in ancient China, the good things that ancestors did were inseparable from the numbers, and the eight diagrams were the crystallization of the intelligence that was inseparable from the numbers. There are numbers in the seed field, the house has figures, and there are many figures in the idiom, "nine nine back one", and so on. The three in the eyes of the Chinese people is also an auspicious number, such as, heaven, earth, human beings or three spirit; a person meets a happy event, saying "this is my three life",

“three lives” refers to the front life, the present life, the next life. The three relations between the monarch and the minister, the father and the son and the couple are three classes. Seven does not go out, eight does not return home, this is a folk custom. Then, on some days, the station was cold and clear. On some days, the station was packed with people, and thousands of people contended for the same train. As long as there is a little attention to the reality, and the touch of the number 4, 6, 8 flying, from the phone, phone number to the license plate number, people are obstinately expressed the love of these numbers. Chinese people like to work in pairs, such as double happiness, double win, double pay, and pick a couple of days to be lucky. The most popular even number of 6 and 8 are the most popular among Chinese people, because the homophones of the two numbers are very close to the Fa of the money. People, whether business, shop, license plate, etc., all have to pick 6 or 8, such as the store opening multiple choice 518818, meaning I want to make a fortune. According to the news, Guangzhou has a car owner, his license plate number is 8888, he expected good luck, smooth, he did not think of his auspicious license plate brought trouble to him, he often received a blackmail letter, someone asked him for money, and under the helplessness, he had to choose an ordinary car number. The number 8 is not a simple numeral, it contains the cultural connotation of a nation. Behind these figures, the cultural expectation and the philosophical connotation of China are hidden, and the connotation of which needs Chinese to carry on the cultural reflection. We can also find more connotation and cultural implication behind the numbers, so as to better understand the arbitrariness of linguistic signs. (Juan, X. U. 2009)

Chinese traditional culture is extensive and profound. In traditional Chinese culture, numbers occupy a very important position. The cultural connotation behind it is very profound. These numbers, such as eighteen, twenty-seven, thirty-six, seventy-two, eighty-one, one hundred and eight, five hundred, three thousand and so on, all contain the role of a certain cultural symbol. These figures have a common feature, that is, in some fixed expressions and specific occasions, they have a certain meaning. Numbers are the beginning of Chinese culture, so we have a special liking for numbers. The number, as the name implies, is the word of the table number, it was very simple. However, in the long process of use, the numbers are gradually dyed by human culture: making people happy and worrying; making people love and hate; making people rich and bankrupt; making people happy and unhappy. Digital words are found in all kinds of languages, mainly 0-9. Different beliefs decide different definitions of numbers. “1” is a number that almost everyone likes, meaning “unique”, meaning “completely complete”, meaning “the first”, so Chinese people are countless the single name as “one” and the double name “one”. It is said that the number of Hongkong car license plates can be priced at the auction, and “111” can be sold at a large price (up to about 1000000 Hong Kong dollars), but only one” 1 “license cannot be bought for any amount of money. In particular, the mysterious number of “four” contains thousands of figures. It runs through Chinese history for thousands of years, and there is no shadow in culture and life. At the same time, Chinese people also have taboo figures. In Chinese culture, “four” is regarded as an unlucky number. Because the pronunciation of “four” in Chinese is homophonic with “death”, the four in the number of vehicle numbers,

telephone numbers and other mantissa numbers is unpopular. In particular, people should avoid “14” (homophonic “death”), “514” (homophonic “I want to die”), 44, 444, 4444 and so on. In idioms, the number “four” often with “three” together, often with a derogatory sense, and in daily life, this number is greatly derogatory use. Moreover, “seven” is a dual figure in Chinese culture. First of all, “seven” is often associated with death. The seven day of Chinese folk funeral is a death day. The lunar calendar July 7th is a ferocious day, and avoid marriage. The number and the life are inseparable, the number and the language are interconnected, the numbers bear the heavy cultural language, especially in the modern Chinese language and culture, which inherits and develops the ancient digital cultural connotation. From ancient times to the present, Chinese people have a very complex psychology for the development of numbers. On the one hand, the figures have a sacred meaning. On the other hand, the use of digital culture is very wide, not only a number as a count symbol. The most magical numbers of “one”, “three” and “Nine” contain profound cultural significance. In daily life and work, we all use numbers, some people like singular, some people like double, because of different love, a small number can affect the mood of a person. The same is true of Chinese people and the rest of the world. Chinese people love and taboo numbers and date, foreigners do not care, and the numbers and dates of foreigners’ preference and offending, the Chinese may be the opposite, because of the differences between tradition and custom.

Number is an indispensable part of language. Digital words exist in language with its unique cultural connotations and social functions. Number is a special language symbol, and is an

important part of all ethnic cultures. However, in the course of historical development, the figures have different symbols and associative meanings in Chinese and Western culture, which are influenced by different national psychology, religious belief, thinking concept and geographical environment. Behind these figures, people can find the various causes of digital culture. Some special elements in language also have profound cultural meanings, and some are not interesting. For example, the number is the most typical example. Numbers are available in various languages, and the number is closed, mainly from “zero” to “Nine”, plus “100, 000, 000, 100 million”. The numbers of foreign languages, of course, have cultural implications. (Dong, R. 2013) For example, “thirteen” is very unlucky in the eyes of the westerners, which is generally considered to be related to mythology and the story of the Bible. In Chinese, almost every number has specific connotations, and digital culture is broad and profound. Take the number of “one” to “ten” as an example: “one” is regarded as the ancestor of all things and the source of all things by the Han nationality. Laozi said, “Tao produced one, one produced two, two produced three, three produced all things.” Some people think that the core of Chinese traditional concept is the harmony between man and nature. Again, “ten”, the Chinese aesthetic psychological has the pursuit of perfection, the “ten” as a complete, complete and auspicious symbols, so Chinese has a preference for ten as its standard number, such as “ten big, ten good”. The oracle bone inscriptions have a decimal system of counting, which is far more scientific than the other ancient words in the world, which is probably the source of the Chinese nation’s advocacy of “ten”. The Chinese people pay attention to the symmetry, pay attention to the

aesthetic psychology of the pairs, and discuss the cultural psychology of avoiding the murder. It has formed the habit of consciously using homophonic and harmonic sense to seek auspiciousness, or deliberately avoiding the inauspicious sense of association caused by phonetic similarity or word construction. The Chinese language is rich in homophonic and harmonic culture, and the number is the most complete and the most vivid. Almost no language in the world has such a large number of homophonic, harmonic meanings and analogical and interpenetrating digital culture as in Chinese. Chinese digital culture also embodies the infiltration of Confucianism and Taoism. The Chinese custom of digital taboos, although not so many Westerners, is not as strong as they are, and the ways and means are quite different. However, both in China and the West, the '4' is associated with "death", expressing the human fear of death.

As mentioned above, China's traditional culture has a strong preference for the number ten, partly because of its own success and partly because of its integrity. Chinese people also like to use "ten" as a unit of number, some celebrations meet "ten", is always special attention, especially solemn, such as marriage 10th anniversary, the parties think that marriage has been ten years, husband and wife experienced the test of ten years of wind and rain, not easy to celebrate one time, especially warm and meaningful. As for the victory of the long march 70th anniversary, the school celebrations 80th anniversary, the celebrity's birthday of 100th anniversary, the media and related units should be more open and enthusiastic about celebrating, holding a variety of activities and even large parties. If it is not "ten", such as the long march victory 67th anniversary,

the newspaper and the relevant departments simply introduce it, because it is a major event, not publicity is inappropriate, but the annual hype will also bring people visual exhaustion, just wait for a whole period to celebrate the celebration. In the above, I mention the Chinese view of the number three. In fact, among all the figures, idioms and idioms composed of "three" relate to all aspects of life and bring the greatest influence to Chinese people. "Three" is a cardinal number. In classical Chinese, it sometimes contains the meaning of "multi". "One" is just beginning, "two" is only a little more than "one", it is too little in the number of the arrangement, and "three" in the number of intermediate numbers in the middle, not too much, just to break the "less" to "more" March, this is in line with the Confucian "golden mean", so there is one unique aesthetic taste. The Chinese view of eight has existed for a long time. In fact, except for the number eight. In contemporary China, compared to the "8", the 108 is not a sensitive figure. If we consider that 6 and 8 can be considered lucky figures by contemporary Chinese, they are all related to the homonyms considered by contemporary Chinese. The 108 similar homophonic probably is "wants you to send" "must send", but 108 certainly is not only "wants you to send" "certainly sends" the homophonic. Compared to the many popular lucky numbers, the number of "108" figures seems to be more concentrated in ancient China, and a lot of things have been found to be associated with the mystical number of 108. The image of the 108 heroes in Liangshan is very popular, often used by merchants in various places, for example, There are 108 stone pillars in each palace of prayer at Tiantan in Beijing. At the same time, the "night bridge of maple bridge" by Zhang Ji, a poet in the Tang Dynasty, is almost a famous Chinese story.

On the eve of the new year's Eve, the monks in Hanshan Temple have kept the tradition of knocking the clock. The visitors to the Hanshan Temple, the monks of the Hanshan Temple in Suzhou generally have to knock down the clock, but this is not the patent of the Hanshan Temple. (Wu, G. 2014) From ancient times to now, most monasteries usually have 108 bells. Because the number of "108" has special meaning in Buddhism. In Buddhism, we believe that there are one hundred and eight kinds of troubles in life. It is called trouble. When the bell rings 108 times, all troubles can be eliminated.

Speaking of the cultural connotation behind the number three, we have to say a world famous book, "Journey to the West", as one of the four most famous classics in Chinese classics. There are too many brilliant places in the journey to the West. For example, the exaggerated and imaginative plot design; the splendid rhetorical art; the splendid poems of praise of the rhetoric; the vivid personalities of the characters; the theme of the novel and the punishment of the evil. What this article is going to discuss is those figures that have appeared in Journey to the West, and the ancient Chinese culture behind them. A number of impressive figures have also appeared in the Journey to the West, which contain a special meaning, including the deep digital culture in ancient China. In particular, the number of "wandering" novels is full of curiosity. For example: the seventy-two change of Wukong, the thirty-six change of the eight ring, the eighteen change of the sand monk, why their master called Tang Sancang instead of Tang four, why they have to experience the 99 eighty-one difficulties and so on... Next, this article will take "three" as an example to illustrate my point. In the "Journey to the West", there

are a lot of numbers, and the number "three" is a regular guest, the number of appearing is relatively more, the following is about the content of "three" in mathematical words. Tang San Zang's three apprentice: the great apprentice (Sun Wukong), the two apprentice (Zhu Bajie), the three apprentice (Sha Seng); the white dragon horse is the three Prince of the Dragon King in the West Sea; Wukong's three dozen white bones; three by the banana fan; the devil three play Tang San Zang; the weak water three thousand; three empty; three religions and so on. The content of the number "three", as above, is much more in the journey to the West. It is a coincidence to try to ask why so many "three" appeared in the novel. Is it careless of the author? The answer is obviously negative. This is closely related to the extensive and profound digital culture in ancient China. China is a country that pays special attention to numbers, so digital culture is very developed. A simple number may contain many contents. Some figures seem simple, but it has a very complex cultural connotation, and its symbolic meaning is often infinitely expanded, with magic power and even an unfathomable degree. From "one" to "two", the increase is only "one", but the increase from "two" to "three" is not only "one", but on the surface, it only reflects the ancient people's understanding of the numbers. But in a deeper sense, this is a cognitive process from little to many, from small to large. (Sun, Q. 2010) That is to say, this is an ancient person's cognition process of something.

I had been lucky to read a book about Chinese digital culture called digital cipher: 36 numbers affecting Chinese life. From the perspective of traditional culture, it has a multi angle and multilevel interpretation of 36 figures closely related to the daily life of the Chinese

people. It is unique and interesting. This is a very interesting and memorable about folk knowledge books. The number of impacts on people and society is the objective existence. Digital culture is an important part of human culture, and even can be said to be one of the national culture and the foundation of human civilization. After thousands of years of cultural accumulation, this kind of memory and concept has formed the psychological accumulation of race in the hearts of people, and has become the consciousness of race by the repeated practice of the later generations, and has been spread in culture for a long time, so that the advanced people have a mysterious and ancient digital worship to a certain number. (Wu, W. 2017) But we do not know whether you know, Chinese lucky number is the first statement from the Guangdong Province, from the homonym.

Conclude

Language is not the highest philosophy of life, and language is the fundamental existence of culture. Every nation has its own cultural customs. The consciousness of cultural customs is deeply rooted in people's minds. Numbers are

also part of culture. Numbers have important research values in the field of culture, and have a special position in life, especially in Chinese traditional culture, although the numbers are small, but it also represents a cultural custom. Behind a group of figures, it shows cultural charm. The basic function of the number is calculation. In addition to the number and order of things, the number also carries a lot of cultural information, which is widely used in folklore activities and folk language, reflecting the digital culture of different nationalities. Therefore, the study of digital culture will help us understand the differences between Chinese and Western cultures, broaden our horizons and promote cultural exchanges. When we learn a language, we must first understand the culture, traditions and customs of the language, and do it in Rome as the Romans do. Only in this way can communication be carried out smoothly. There is no reason for ancients to use numbers. In fact, we know more about the stories behind the figures in Chinese characters, which will help us to know more about the wisdom of the ancients



References

Dong, R. (2013). Based on the digital art and chinese painting. *Electronic Test*, (6), 223-224.

Ming, H., & Zheng, j. (2012). Research on the connotation,development status and service system of public digital culture. *Document Information & Knowledge*, 6(6), 32-38.

Juan, X. U. (2009). The digital cultural meaning and translation between Chinese and western culture. *Journal of Hubei College of Finance & Economic*, 21(4), 41-43.

Sun, Q. (2010). Application of Chinese classical garden digital culture in the modern land-scape design. *Modern Landscape Architectur*, (5), 12-13.

Wu, G. (2014). The copyright of public digital culture construction: confusion and consideration. *Information Studies Theory & Application*, 37(11), 34-39.

Wu, W. (2017). *Chinese animation, creative industries, and digital culture*. London: Routledge.

