

Digital Life and Innovation of Local Cultural Symbol

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Abstract. China has a vast territory and diverse folk cultures. However, due to the coming of modernization, the traditional folk culture forms in various regions of our country have been gradually replaced by modern life. So, building in the digital information age of globalization, they should also be involved, on the one hand, it can continue to live in the form of digital, on the one hand it again for our current form and imagine the development of cultural industry to provide source, and ultimately realize own digital culture innovation in modern society.

1. The Establishment of Local Cultural Symbol Skill Database

1.1 The Reasons for Establishing the Database of Local Cultural Symbols

The local culture in the new generation group's vision gradually shelved, ignored or rejected, manipulation of cheap industrial products, quality and convenience of daily consumer goods, timely communication of modern civilization, and the culture of the western world colonial policy and other factors, the outlook on life, world outlook homogenization resulted in the abdication of the traditional the folk culture in the modern folk, this trend is more obvious in developed areas. From the external view of the form it is consistent with the view of social development, but gradually equality, in the material civilization culture reflect a country's competitive strength now, traditional folk culture symbols hidden under the agricultural civilization logic and the spiritual power is impassable cannot be too complex, it is the crystallization of human wisdom, reflect the ancestors of their own destiny, to think about the future of the era of attention and exploration of the unknown at the time, there are things we can learn from. It contains the humanistic spirit and creative ideas in a specific space-time and cultural background, and is unique and irreplaceable. Therefore, the preservation and protection of it is necessary for the development of industrial civilization and the promotion of its cultural competitiveness. The protection of folk cultural symbols retained style is a variety of ways, such as the folk culture artists in the economic and policy support to the real folk cultural relics protection, but only limited to the original practitioners and surviving physical support and protection is not enough. In the years of evolution, change of material and cultural forms update in the information age decades produced is far greater than the change in the past thousands of years, such as clothing design and modelling every year trends have expired, features of modern industrial products can illustrate this point. Many of the traditional folk culture forms due to various factors, it is impossible to continue to develop in the folk, it Nagu building, due to changes in geography, humanities and the industrial revolution, the traditional wooden architecture could not widely implemented in society, and other living folk cultural symbols is in the same position. Therefore, in today's rapidly changing society, the effective means of permanent protection and record are the first. Facts have proved that digital technology can solve these problems to a large extent.

1.2 The Inheritance of Local Culture Symbols and the Establishment of Technical Database

Information society, digital, text, images, voice, information and even virtual space and visual

world, are available through specific equipment and software conversion after 0 and 1 sequences in the computer, in the digital age, processing and transmission of information no longer need the traditional writing tools and transport. The computer and the Internet have completely replaced them, this is an important feature of the digital information era is different from the material of the information age. Any information object, whether digital, text or symbol, or sound, graphics or images, only need to bear the bit. But because of the vast territory, the traditional culture China form around the domain folk variety, such as both real fixed form such as building etc., there are various works and ideas of intangible forms of words and deeds, these cultural forms are various, therefore, the digitalization of folk culture is not simply to take a few photos and record digital video. In the establishment of the national culture and Arts Digital Database at the same time, we should not only the external form as well as the simulation, at the same time also should as far as possible the soul of mode of thinking into the production process of various folk cultural symbols to make detailed records, to as much as possible to restore the original appearance. This requires to be able to convey a specific meaning of the symbol, must be through the professional and professional perspective on digital processing. For example, a variety of folk graphic symbols for color image, because of the specific thinking mode of agricultural society and formed a unique folk color with the color such as habit, clearly expresses the concept characteristics of folk color language. Today it is very rustic, but at the time they reflect the specific social form, people pray, rich and safe consciousness. Therefore, in the digital transformation of color, we must restore the original color through a variety of professional ways, so as not to lose the original meaning of traditional folk culture.

1.3 The Establishment of Database is the Digital Reserve of Cultural Creative Resources

Digitalization is the driving force of information technology revolution and the driving force of development. This is because the foundation of information technology is the computer and network technology, and the basis of computer and network technology is digital. Therefore, digitization brings about the revolution of computer and network technology. Computer and network technology have brought about the revolution of information technology, while the information technology revolution has led to the process of globalization. In the process of globalization triggered the revolution of information technology, the audience has great changed information habits, way of getting information digitization makes people no longer limited to the original books and other material media or the presence of experience, people can use computer and other digital carrier in the digital world, all kinds of public perception of copy of digital information. Therefore, the establishment of local cultural symbol art database, is not only the traditional culture to adapt to the needs of the digital information society, but also the need to adapt to the requirements of the times to permanent protection, preservation of original folk cultural information, but also need to learn Chinese folk cultural heritage, effective external communication of folk culture, its establishment is more cultural the source Chinese current development of cultural and creative industries to maintain individuality.

2. Local Cultural Symbols based on Digital Form of Cultural Innovation

2.1 Innovative Ways of Local Cultural Symbols

Traditional local culture is of special significance to promote the development of cultural industry and to form the tension and individuality of the national cultural industry. However, the formation and development of traditional folk culture has its specific social causes. If its prototype is applied to modern society under normal circumstances, it will not work, such as traditional clothing, transportation and so on. Even in the state space specific people want to return to the traditional society folk, such as pure wood construction, there lived a richly ornamented building houses, in the desire of an era of scarcity of the general public is not possible. So, for these cultural relics, the only way is to innovate and use of culture, thought of using widely used digital media, animation and game development timely, make a blend of ancient and modern, traditional and modern power integration, and ultimately to make it full of unique tension to participate in the

world competition among them, thus forming a unique cultural competitiveness. The fusion of traditional local culture and the modern society is a process of transformation and innovation, the need for a modern economic and legal system, and the integration of science and technology industrialization process, the transformation and innovation of culture is not a simple regression and recall, but after the Westernization, modernization and globalization, global real cultural innovation and revival and this will open up the relationship between the culture and the legal system, culture and technology, culture and economy, in the development of cultural innovation and cultural industry in the reconstruction of the local culture, the development of national culture, fully explore creative knowledge elements and China civilization elements, the formation of globalization start national innovation core and world intangible wealth transfer over the rise of the soul.

2.2 Content Management Policy and Digital Innovation of Folk Culture Symbols

Needless to say, the development of digital technology provides a technical carrier for the development of cultural and creative industries. Without the support of modern digital technology, it is impossible to form today's cultural industrialization. On the contrary, without the support of cultural content, digital technology can only be a lifeless shell. But the culture content is the geographical characteristic, the culture of different countries for different national ideology service, for the cultural industry, it has the cultural sensitivity, ideology is sensitive, related to national security. Therefore, in order to regulate the cultural industry and serve the national ideology and economic development, the cultural industry policy was put forward and formulated in a timely manner. Among them, content management is a very important cultural industry policy.

2.3 Establishing Chinese Digital Local Culture

What is Chinese content? In the context of globalization, we can see clearly that the Chinese content is not present advanced level of industrial production, nor is the richness of modern material civilization, it is not the developed degree of digital information, since China in modern catch-up has made remarkable achievements, but it is the industrial revolution based on the results of the comparison between them in globalization, only the amount of difference, and no qualitative difference. For the digital culture industry Chinese, rich and unique traditional folk culture and its implication is the one and only, can not be too complex, its distinctive, unique flavor is universally acknowledged. So, with the cultural industry policy of continuous improvement, the implementation of the content management not only can effectively resist the foreign cultural assimilation of colonial policy ideology, but also enables us to focus on the traditional and folk, can effectively boost the traditional folk culture in the digital Chinese to survive in the modern transformation.

3. Conclusion

With the continuous progress of information technology, the trend of digital life is more and more obvious, China traditional folk culture will also participate in the living space, it can effectively protect the digital way of life, not to be social evolution and disappeared; at the same time, it can use the digital platform, develop innovative with the extensive content management policy of cultural development, highlighting its charm in the vigorous development of cultural industry in the. But only a variety of means is still far from enough, in the digital information age, people's material and cultural life concept is constantly changing, but the Chinese 5000 years of civilization in the end what is very little known. So, Chinese rich folk culture symbol and its spirit also need to study and research to our practical action from sociology, anthropology and other related disciplines, this is they are the driving force in innovation and development in digital era.

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