

Conclusion. As a form of physical externalization of people's emotions and thoughts, Chinese national folk dance had not stopped the pace of innovation. It kept pace with The Times, put people first, and conveyed the new thoughts and new features of the Chinese people with a variety of rich dance and language styles. With the development and progress of The Times, national folk dance in the modern trend of thought was evolving, with its unique charm affects people's production and life, constantly improved people's aesthetic consciousness and aesthetic taste, met people's material needs and spiritual needs, and created a modern atmosphere and era of national folk dance art, usher in a more brilliant future.

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THE DIFFERENCE BETWEEN CHINESE AND WESTERN COLOR SYMBOLISM AND THE REASONS

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Human life is a colorful world, often bringing us different colors, red makes us feel passionate, blue makes us feel peaceful and serene, black makes us feel mysterious and scary, etc. Human activities are always limited to a certain range, and for quite a long time, due to the influence of geography, language, history and culture, customs and habits, people's feelings about colors have produced differences. Different color sense gives colors different cultural connotations. The meaning of color is reflected in the respective philosophical ideas, moral concepts, values, customs and aesthetic interests, while the rich cultural connotation of color is also an important cause of conflict between different cultural exchanges.

Material and methods. Depending on the color, different emotions are expressed, and the color can be used to analyze the emotional differences between the West and China.

Findings and discussion. Among the meanings of Chinese cultural colors, red is an important hue in Chinese culture, and red embodies the spiritual and material pursuits of the Chinese people. The Chinese culture's reverence for the color red comes from the people's worship of blood, fire and the sun. Red is a symbol of joy and good fortune, so in Chinese weddings, the bride and groom wear red clothes and put on big red wedding characters, and the spring couplets, fortune characters and lanterns for New Year's worship are also red.

White often has the opposite meaning of red. In traditional Chinese culture, white is considered a taboo color in many cases. White symbolizes reaction, corruption, and treachery. Most faces of traitors in traditional Beijing operas are white. Because white symbolizes death, funerals in China are called "white affairs" and the descendants of the deceased are required to wear white mourning clothes. White also has the symbolic meaning of purity and impurity, thus giving rise to words such as "white" and "clean" [1].

Black is a color with more contradictory meanings in Chinese culture. On one side, black is a solemn and serious tone, is a symbol of seriousness and justice. For example, Bao Qingtian, Zhang Fei and Li Kui in the drama are all portrayed in black faces. On the other hand, black gives the sense of sinister and terror, symbolizing evil, reactionary and illegal. For example, we call the people engaged in illegal activities "gang" and "underworld", the money obtained in illegal activities "black money"; we call the ulterior internal situation "shady".

In the meaning of color in Western culture, the connotation of red is somewhat the same as that of China, some are different, and some are even opposite. For example, when receiving important guests in western countries, red carpets are often rolled out to show the importance of the guests. In Western culture, red is also considered to be the color of blood, but red is considered to be a negative symbol of bloodshed, sacrifice, and the withering of the

flower of life. Therefore, the word red in English is often associated with anger, rage, and bloody violence, such as red revenge, see red, a red battle, etc. [2].

Like red, white has both the same and different symbolic meanings in Chinese and Western cultures, but compared to red, white has relatively more positive meanings in Western culture. In Western culture, white is a symbol of purity and goodness.

Blue does not have much symbolic significance in traditional Chinese culture, but it is a color with rich symbolic significance in western culture. The symbolism of blue is mainly divided into three aspects. First, blue symbolizes melancholy, depression, and sadness. Bad mood is called “in the blue mood”; a black-sounding music genre is called blues (blues). Second, blue symbolizes obscenity, obscene and pornography, and the symbolism is borne by yellow in Chinese culture. Third, blue symbolizes nobility, such as “blue-eyed boy” means the favored son or darling of heaven, and “blue-blooded man” means the nobility of great origin.

In western culture, black often has opposite symbols to red and white. “in the red” represents loss, “in the black” represents profit; “white lie” is a kind lie, and “black lie” is a bad lie. Overall, black in western culture is taboo, often a symbol of doom and death. Western funerals in black, recording flight messages called black boxes; English black words, such as blackmail (blackmail), black sheep (black sheep), black tidings (bad news), etc.

The reason for color culture in Chinese and Western cultures is that the symbolic meaning of colors is influenced by many factors, and after a long period of accumulation and change, the symbolic meaning of colors in China and the West are different, although the reasons for their symbolic meaning are similar [3].

The influence of religious thought on color culture. Although Buddhism is not a native religion of China, it has been integrated into Chinese civilization after nearly two thousand years of inheritance. In Buddhism, red is the color that symbolizes life and creativity, and yellow is considered the most sublime color and symbolizes transcendence. Red and yellow are mostly used in the clothing of monks and in the Buddhist pavilions of monasteries. In the Catholic Church, dark blue is a symbol of the Virgin Mary, signifying pure love and heartfelt sorrow. Therefore, in Europe, infants use blue as baby clothes in order to express their gratitude and blessing for God’s patronage [4].

Conclusion. Both numbers and colors have rich symbolic meanings in both Chinese and Western cultures. In both cultural systems, numbers and colors contain content that goes far beyond their original functions of calculation and description, accumulating deep connotations like cultural symbols.

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ОРГАНИЗАЦИЯ АРТ-ВЫСТАВОК С ПРИМЕНЕНИЕМ VR И AR-ТЕХНОЛОГИЙ

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В пространстве культуры XXI столетия происходят значительные трансформации, которые проявляются в активном применении цифровых технологий в музыкальном искусстве, изобразительном, театральном, архитектурном, а также музейном деле. Благодаря применению цифровизации в сфере современной культуры для массовой аудитории становится доступным просматривать различные концертные выступления