

Research on the Influencing Factors and Optimization Strategies of Anhui City Image Communication in the Era of Short Video

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Abstract

With the development of new media technology, mobile short video has become an important window to disseminate the city image of Anhui, the author from the analysis of the characteristics of the city image communication, the city image communication existing problems, the city image communication optimization strategy in three aspects, to explore the short video era of Anhui city image communication strategy, give full play to the influence of the short video communication, dissemination of the good voice of Anhui.

Keywords

Anhui city image, short video, communication strategy.

1. Introduction

Spreading a good image of Anhui city is an important part of improving Anhui's cultural soft power and enhancing cultural confidence. Under the background of new media era, short video has become the most frequently used media form in the audience's daily life, which has also brought significant changes to regional publicity. How to use short video to compete for the attention of the audience, to meet the diversified needs of the audience, and to disseminate the city image of Anhui has become an important task for the current publicity work in Anhui Province.

2. Communication characteristics of Anhui city image in Shake platform

2.1. Diversification of communication subjects

Since entering the new era, Anhui has been showing its vigorous development in front of everyone. The efforts of the official media and the people of Anhui who have made their voices heard in short videos are indispensable. From the perspective of the official media in Anhui, the accounts of Anhui Culture and Tourism, Youth Anhui, Anhui TV, Connect Anhui and so on have been stationed on short video platforms such as Jitterbug, building a media matrix on the Internet to spread the image of the city of Anhui Province, and transmitting the good voice of Anhui. The official media, with their own professional and organizational advantages, plus strong capital and knowledge reserves, have become the leader in spreading Anhui's city image. From the perspective of ordinary users, everyone is a self-media era, the UGC model makes every user can participate in the production and creation.[1] The UGC model allows every user to participate in the production and creation of short videos to show their hometowns and lead other users to enjoy the elegance of Anhui.

2.2. Focus on Anhui's characteristic visual symbols

Unique perspective symbols are unique signs that quickly distinguish a province from others. Anhui is an important birthplace of Chinese civilization and one of the earliest areas of activity and development, with many unique elements and traditional cultures. For example, Xin'an Science, Xin'an Medicine, Xin'an School of Painting, Huizhou Prints, Huizhou Architecture, Huizhou Four Sculptures, Huizhou Cuisine, Huizhou Merchants, Huizhou Opera, Jian'an Literature, Tongcheng School of Literature, Wenfang Four Treasures, Wuhu Iron Paintings, Jieshou Colored Pottery, Lingbi Ornamental Stones, Huangmei Opera, and Flower Drum Lanterns. At the same time, there are rich natural geographic resources, such as Mount Huangshan, Mount Tianzhu, Mount Jiuhua, Mount Langya, Lake Chaohu, etc.; also includes historical and humanistic landscapes, such as Xidi Hongcun, Three Rivers Ancient Town and so on.

3. The problems of Anhui city image communication based on short video platform

3.1. Single subject matter

When searching for keywords related to Anhui's urban image on short video platforms, we will find that the topics have certain limitations, mostly focusing on economic construction, political power, urban planning, news events, etc. Such topics do have the effect of showing the development achievements of Anhui, but they lack attraction for spreading Anhui's urban image. Such topics do have the role of showing the development achievements of Anhui, but for the dissemination of Anhui city image, the topic lacks attraction, it is difficult to attract the attention of ordinary users in the fast-paced and fragmented short video platform. The author believes that the biggest feature of spreading the city image should not exist in the figures and official reports, but should be shown in the most real life of the general public, in the excellence of the social environment, in the spirit of the times and the celebration of humanism, and in the natural continuation of traditional culture in the present day.[2] The traditional culture of the present day is the natural continuation of the traditional culture.

3.2. Single audio-visual format

In the past, when spreading the image of Anhui city, we mainly relied on a single solid media carrier such as radio, TV, newspapers, etc., and the content of the communication is also mainly in the form of traditional text, with a small proportion of graphic or short video. Under the high-speed development of new media and 5G commercialization, everything is connected, everything is end, everything is media with the help of big data, artificial intelligence, blockchain and other new technology applications to become a new form of communication, the international communication pattern also presents a new look, the traditional communication method needs to be improved![3] The traditional way of communication needs to be improved, and it cannot simply be a matter of transferring text from paper to electronic version. This kind of perfunctory innovation cannot be deeply integrated with emerging media, and it is even more difficult to compete with new media products for audiences and attract their attention.

3.3. Difficulty in "characterizing" the circle

Referring to city branding, American brand management pioneer Kelvin Lane Keller had this to say. "Like products and people, geographic locations can be branded." In the Internet space, such branding is also called "persona," meaning that the mention of it conjures up many associations with the city.[4] For example, the mention of a recently popular city can be associated with a number of associations with the city. For example, when we mention Harbin,

which has recently exploded in popularity, we can associate it with an image of hospitality. With the southern small potatoes northeastern tourism boom surged, Harbin reached an unprecedented heat, and the local government is also quickly to history, architecture, food features actively show in front of tourists, a series of frozen pear cut plate, artificial moon, Oroqen reindeer show and other warm hearted wonderful project, attracted a large number of tourists. Anhui in the traditional media era, the choice of the welcome pine for the TV station logo, welcome pine means strong, peace, warmth, tolerance, Anhui with it in building the city brand to show the advantages, but this advantage did not show up in the Internet era. From this perspective, Anhui's brand positioning has yet to be condensed, and the prominent representative symbols in the short video narrative have yet to be explored.

4. Based on the short video platform Anhui city image communication optimization strategy

4.1. Establishment of a communications matrix

In the dissemination of Anhui's city image, the official mainstream media should take the lead, actively integrate resources, and call for more ordinary users to join in the dissemination. The official mainstream media can increase the organization, call on ordinary users to participate in a variety of thematic activities, broadcasting activities, play their own advantages and create rich content, the establishment of characteristics of the UGC, PGC communication matrix.

4.2. Creating Anhui's distinctive business card

The reason why we should highlight Anhui's characteristic business card is to avoid falling into the stereotype of city communication. In the era of mobile short video, homogenized city image in the platform abound, easy to cause user aesthetic fatigue, over time the flow of flat, but also in the Internet can not stir up the splash, is not conducive to the shaping of personalized city image. Therefore, to create urban characteristics, we must return to the city itself, deep plowing urban characteristics[5] In order to create the city's characteristics, we must return to the city itself, cultivate the city's characteristics, excavate the connotation of the city, and create a "city IP" with high value, good experience, strong culture and characteristics that can fully demonstrate the city's historical deposits, cultural connotations, development aspirations, and resonate with the city.

5. Summary:

In the era of mobile Internet, short videos play an important role in regional publicity. It spreads the image of Anhui city, spreads the good voice of Anhui, and promotes the improvement of the cultural soft power of Anhui province.

Acknowledgements

Research results of the National College Students Innovation and Entrepreneurship Project "Research on the Influencing Factors and Optimization Strategies of Anhui City Image Communication in the Era of Short Video" (202210378083) in 2022.

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