

Urban Image Communication Strategy under the New Media Environment

-- A Case Study of the Internet Celebrity City Changsha

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Abstract

The promotion of city visibility cannot be separated from the spread and shaping of city image. The rapid development of the Internet provides new means and ideas for the spread of many city images. In recent years, in order to promote the development of tourism and shape the city image, the city has adopted various strategies. The main approach is to publicize various regional characteristics of the city through the Internet new media technology, so as to build an Internet celebrity city. Cities such as Xi 'an, Chengdu and Changsha have been transformed into "Internet celebrity cities", becoming hot cities on the Internet and the places where people want to hit the time card, gaining extremely high visibility and thus enhancing the soft power of cities. Of course, while new media bring popularity to cities, they also face many new problems. This paper mainly takes Changsha's successful shaping of city image in the context of new media as an example, analyzes the existing problems of Changsha's city image construction and communication, and puts forward some strategies.

Keywords

New Media; City Image Construction; Urban Image Communication; Changsha City.

1. The Importance of Urban Image Communication

The image of a city is a symbol of a city, a business card of a city, and an important embodiment of a city's comprehensive strength. A good image of a city is an important factor to enhance the competitiveness and attractiveness of a city. The shaping of city image should not only highlight the unique resource characteristics of the city but also show its personalized image and positioning. Nowadays, under the trend of economic globalization, the process of urbanization on a global scale is accelerating, and the competition between cities is gradually intensifying. Many cities have realized the importance of city image in city construction. When a city has its unique urban image, its urban construction, spiritual quality and other aspects can be highlighted.

2. Change of Urban Image Communication Pattern under New Media Environment

2.1. "5W" Mode

"5W" mode refers to the mode of communication process proposed by American scholar Lasswell in his article "The Structure and Function of Communication in Society" in 1948. Lasswell proposed for the first time the five basic elements that make up the process of transmission. The theoretical model includes five aspects, namely, the subject of

communication, the content of communication, the form of communication, the audience of communication and the effect of communication.

2.2. Urban Image Communication based on "5W" Mode

(1) Popularization of communication subject

The wide application of new media not only enables the voice of the government, mainstream media and Internet celebrities to be more effectively and widely disseminated, but also enables ordinary people to share their real experience on public social platforms and have more say. The mainstream media represented by Hunan Daily, the new government media represented by Xingsha Times, the largest media group in Asia, Hunan Radio and Television, and countless Internet celebrity bloggers promote city marketing on Weibo, Xiaohongshu, Douyin short videos and other public social media platforms with high participation, high interaction and fast transmission speed, and vigorously publicize the urban characteristics of Changsha. At the same time, a large number of ordinary people are willing to share their experiences of traveling or living in Changsha in the form of text, pictures and videos on social media. New media allows the voice of ordinary people to be heard and gives them more opportunities to speak out, allowing them to describe the characteristics of Changsha and show the charm of Changsha. New media has broken the traditional monocratic communication by the official voice, and given more people the opportunity to communicate, thus diversifying the main body of communication.

(2) The communication content is multi-dimensional and fragmented

Changsha is not only a city with profound cultural heritage, but also a fashionable city. Changsha people are good at integrating tradition and modernity together, in the combination of the two, the collision of new sparks. In the short city marketing videos or text sharing of Changsha with high communication degree on Douyin and other platforms, you can see a lot of introductions and exhibitions about Changsha's local food, natural scenery, architectural features, market culture, historical background, cultural and recreational activities, etc., and construct and spread the city image from multiple angles. It is more humanized and detailed than traditional promotion forms.

Due to the operation characteristics of new media software, the communication content gradually presents fragmentation and differentiation in the communication process. Different people experience and feel different content when they travel in Changsha. Therefore, the content they share on various social platforms is obviously different with their personal style and subjective consciousness. At the same time, most of them are shared by the public on the Internet in the form of pictures, texts and short videos that can be viewed quickly, so the dissemination content is fragmented, which is also an inevitable trend in the new media environment.

(3) Diversification of communication channels

A variety of new media platforms, such as Weibo, Douyin Kuaishou short video and XiaoHongshu, have a large user base and are characterized by fast dissemination speed, wide dissemination range and good dissemination effect. In recent years, traditional media have been actively developing towards a younger trend, constantly upgrading and transforming, not only taking into account traditional communication methods such as TV and newspaper, but also integrating with new media. For example, opening official accounts on new media platforms has also gained a lot of fans and attention. Traditional media and new media cooperate to form a powerful communication matrix for Changsha city marketing, people get more and more information channels and ways. New and old media work together on multi-platform communication to ensure the maximization of communication effect.

(4) Transmission object individuation

Due to the unique advantages of the new media platform: precise positioning, personalized video recommendation mechanism, will spread the image of Changsha, short videos and other content to not only the city residents, but also a lot of tourists who love tourism and are interested in Changsha. For urban residents, the dissemination of a good city image helps them to increase their love for the city and enhance their confidence in the future development of the city. For tourists from outside, the dissemination of a good city image helps to publicize the city image and help tourists to understand the city, thus promoting the development of urban tourism.

(5) The effect of communication becomes practical

The logical sequence of communication effect is three stages: cognition, emotion and behavior. In the past, the traditional mode of communication was one-way, and it was difficult for the communication subject to get feedback from the communication receptor. However, the new media platform has the characteristics of high participation and high interaction, and the audience can easily leave a message in the comment section to say their true thoughts when watching the short propaganda video. At the same time, when tourists visit Changsha, they can punch in some popular sites and take photos to share their true feelings. On social media platforms, they can also drive other tourists to punch in. New media make up for the defects of traditional media publicity and realize the step by step realization from cognition to emotion and then to behavior.

3. Changsha City Image Symbol Construction

An excellent urban communication symbol should not only conform to the urban behavior identification system, but also conform to the urban concept identification system, which is the core part of the city brand image building. It needs to be highly consistent with the city spirit, and is the refinement, sublimation and shaping of the common values of the city. The construction of Changsha's city image symbols is composed of multiple perspectives, such as historical heritage, natural landscape, architectural design, humanistic characteristics, food culture and so on. These unique city symbols show the charm and style of Changsha, attracting the attention of tourists from all over the country and even the world.

3.1. Sensory Symbol

In the White Paper on Short Video and Urban Image Research released in 2018, a set of "BEST" rules for urban image shooting and publicity are summarized, namely BGM, Eating, Scenery and Technology.

Vision is the most intuitive feeling, Changsha on the basis of its thousands of years of history, actively integrate with new fashion and new trends, not only the magnificent orange island, the historic and beautiful Yuelu mountain scenic spot such as traditional natural landscape, in recent years, Changsha has also innovatively launched the reconstruction of Changsha in the 1980s retro life scene of the super Wen He You, the popular IPKAWS doll moved to the top floor of the IFS National finance Center and so on the traditional and modern skillfully interwoven together a refreshing net celebrity card point. Changsha is also good at applying the elements of science and technology into the architecture. The beauty of the silky lines of Meixi Lake Grand Theater, cyberpunk style red wall, bookstore and clear bar can all bring tourists different visual experience.

Food is the taste symbol that can best reflect the characteristics of a city. Food symbol is the most popular and interesting aspect of the current city publicity, and also an indispensable part of the publicity of the city image. Hunan cuisine is famous throughout the country for its spicy and fresh flavor. The local Hunan restaurant in Changsha has a long queue in front of the restaurant every time it comes to lunch time. Changsha's local milk tea brand tea Yan Yue has

always been popular among young people. It combines China's unique tea base flavor with Changsha's local elements, locks the Chinese traditional tea culture market, makes Chinese tea in the west, makes bold innovation, creates differentiated milk tea brand, deeply rooted in Changsha's own cultural connotation, and firmly grasps its own brand image building. Through a series of marketing methods to attract consumers from all over the country willing to spend hours on high-speed trains to Changsha to drink a cup of tea, become worthy of the top stream of milk tea industry.

Auditory symbols are also one of the most easily spread urban symbols. Language is the carrier of culture, and dialects contain unique local customs and practices. "Moon dad, sitting in the stomach of a daddy, daddy out to buy food, sitting in the stomach of a grandma, grandma embroidery, embroidery zi ba..." This is probably the Changsha nursery rhyme that people all over the country are familiar with. Changsha dialect, with its witty and lively language features and down-to-earth expression, has been imitated by many netizens and spread and shared on social platforms. Moreover, Changsha's rap culture has developed very prosperous, with numerous rappers and rap labels. C-BLOCK, a rap group composed by Liu Cong, Da Silly and Kung Fu Fat, has a unique flowing style in the rap field. They write Changsha into their songs, reflecting Hunan culture incisively and vividly. In recent years, singing has become popular among young people all over the country, with various live and music festivals emerging one after another. Changsha, as a city with a strong rap atmosphere, is naturally one of the first choice cities for live and music festivals.

3.2. Cultural Symbol

Changsha is one of the first national historical and cultural cities, as well as the birthplace of Xiang-Chu culture. The charm and poems left by an endless stream of literati from ancient times to the present are an important part of Changsha's profound historical and cultural deposits. From Yuelu Academy, an "institution of learning for thousands of years", to Dufu River Pavilion beside the independent river, to "Ask the vast earth, who is in charge of the ups and downs?" Orange Island, numerous historical and cultural relics are telling the bitter and glorious past.

Mention Changsha, most post-90s and post-00s will definitely appear in the mind of Hunan Satellite TV, a TV channel that occupied the whole childhood youth. As the leader of the cultural and creative industry in Changsha and even the whole country, Hunan Radio and Television launched TV variety shows Happy Camp, Dad, Where are We Going? And now popular TV shows such as Star Detective and Sister riding the Wind and waves on Mango TV app have become the unique symbols of entertainment culture in Changsha. People in Changsha dare to innovate, think and do, so they can take the leading position in the country during the years of Hunan radio and television development. They have formed a mature industrial structure and operation mode, constantly innovating and creating novel and interesting variety shows, which grab the headlines of Weibo hot search time and time again and arouse public discussion.

Changsha is a bold city. The people of Changsha constantly collide the old and new elements of the city to inspire new creative sparks, which can bring different surprises to the public every time. Visitors can experience the ups and downs of history by walking in Juzizhutou in the sunset; they can also take photos with the most popular KAWS dolls on the top floor of IFS National Finance Center; they can walk through the huge structure of Mawangdui Han Tomb thousands of years ago in Hunan Provincial Museum; they can also experience the underground rap culture in the live house at night. You can recall the life scenes of the 1980s in Super Moon and Yuri, and you can also feel the sense of science and technology and the sense of the future in Meixi Lake Grand Theater.

3.3. Film Symbol

In recent years, the popularity of documentaries has been increasing, and the documentaries produced by B station with a relaxed atmosphere and humorous language are especially popular among young people. In the documentary "The First Meal", "A string of Life", there are introduced to the local food in Changsha, the majority of netizens through the introduction of the documentary, the food culture of Changsha has a deeper understanding and understanding, the city of Changsha is also more profound impression, but also promote many users choose to go to Changsha, which appeared in the food.

In the documentary "Guarding the Liberation of the West", which has accumulated a total of 580 million views on B Station, the policemen in Changsha Pozijie Police Station are the core figures, filming and recording their law enforcement work and the large and small cases they encounter in their daily work. "Guardian Liberation West" changes the serious and tense atmosphere in the previous law programs, but records the police's handling of cases in a relaxed and humorous tone, so that the audience has a more comprehensive understanding of the image of the police. They can not only be serious, but also can be humorous, can also be flesh and blood, can also be iron and tender. Although the police in Pozi Street handled the cases, most of them were daily trivial matters, they could feel the fireworks on the streets of Changsha from these trivial matters, and reflected the real life scenes of Changsha on the small figures. The release of "Guarding the Liberation of the West" has also brought high popularity to Changsha Pozijie Police Station. Many netizens have posted photos of themselves squatting or standing with the Pozijie police station on social media platforms.

4. Current Situation of Urban Image Communication under New Media Environment

4.1. The Content of New Media Communication Platform is Seriously Homogenized

Due to the features of convenience, strong replicability and fast transmission speed of new media technology, it provides convenience for netizens to voice on the Internet, and the phenomenon of imitation and replication appears in the content, subject matter or form of communication. When the content of communication is not original enough, it is easy to appear serious homogeneity. On Douyin, a template about Changsha tourism has been used 272,000 times. At first, it was fresh to other netizens, but with the widespread use of the public, it is easy to cause aesthetic fatigue and even boredom.

4.2. The Dissemination Content of Pan-entertainment Disperses the Historical Connotation of the City

Pan-entertainment, as a communication phenomenon, exists more or less in the new media social platforms. In addition to the appearance of entertainment elements in the release of serious news, which makes netizens ignore the intention to convey and pay excessive attention to the entertainment elements in the news, we media or other publishers, in order to meet the interests and needs of the public, excessively explore the entertainment elements in the communication activities. Maximize the benefits.

The problem of pan-entertainment also appears in the image communication of the city. When promoting cities on the Internet, publishers adhere to the idea of "traffic first" and only pay attention to the audience's favorite aspects, such as eating, drinking and playing games. They only stay on the surface of the image display and make massive publicity on new media platforms to win a lot of attention. But the part about the city's history is only a small part. A city's unique history and cultural deposits are the core competitiveness of a city. Ignoring the historical heritage of a city will lead to the loss of its unique charm and urban competitiveness.

4.3. "Decentralization" has Reduced the Effectiveness of Official Communication

Traditional media are voiced by the government and official media, while new media platforms make "decentralization" possible. "Decentralization" enables everyone to have the right to speak freely, but it does not guarantee that the speech of ordinary people is correct. Due to the characteristics of simple production, such as promoting the development of national we-media, the information on the Internet has witnessed explosive growth and uneven quality, which is easy to cause the widespread spread of false information. When the official information is surrounded by false information on the Internet, it is difficult for ordinary netizens to distinguish, which will lead to the reduction of the dissemination effect of official information and the reduction of the dissemination intensity, and even affect the dissemination of the city image.

5. City Image Communication Strategy under New Media Environment

5.1. Integrate Multiple Media Channels to Maximize the Communication Effect

Traditional media represented by TV and newspaper are still important tools to spread the image of the city, but they also have certain limitations: single communication channel, one-way communication effect and so on. New media can break through the limitations of traditional media in time and space, with stronger timeliness, interaction and communication. In recent years, new media is playing an increasingly important role in the dissemination of information. Traditional media are also actively developing towards a younger trend, upgrading and transformation, and the integration of traditional media and new media has become an inevitable trend. The combination of the old and the new, the two side by side, form a powerful communication matrix, the communication effect can be maximized.

5.2. Excavate the Unique Connotation of Cities and Enhance the Soft Power of Cities

The unique charm of a city is the key to maintain its lasting attraction. Therefore, when carrying out the image communication of the city, we should base on the local culture, find out the differentiation of the city itself, and dig deeply its unique urban characteristics. The construction and communication of city image should not only be the superficial display of food, drink and skittles, but also add the deeper content of local custom, history and culture, humanistic characteristics and so on.

Content dissemination on the new media platform should grasp the unique charm of the city, find out the differentiated positioning, and show the city image with regional characteristics to the audience based on the life style of the local residents from the tiny entrance, so as to avoid the embarrassing situation of "the same city".

5.3. The Government Strengthened Supervision and Improved Urban Supporting Facilities

In the process of urban image communication, the government should grasp the dominant right of urban image communication, take the initiative to assume the responsibility of urban image building and communication, and play a good role of supervision and guidance, so as to prevent other we-media from exaggerating and falsely spreading the urban image at will, or even causing negative effects on the urban image communication. Many "we media" on new media platforms are not aware of the importance of the content they release to the construction and dissemination of urban image, so the government needs to strengthen guidance in this aspect. At the same time, the city's supporting facilities should also be improved. Not only the famous scenic spots in the city need regular maintenance, but also the old town of a city is also an

important embodiment of the city's humanistic characteristics and the smell of fireworks. However, the old town also has problems such as dirty and bad surroundings, old houses and imperfect infrastructure. Therefore, the government should also actively solve how to improve the quality of life of residents while preserving the smell of fireworks in the city. Better urban infrastructure can also allow non-local tourists to experience the original life of local residents while increasing the sense of travel experience and comfort.

6. Conclusion

It is no accident that Changsha has succeeded in becoming a top online celebrity city. His success depends on the joint efforts of the government and local people, through the renewal and development of the city, the collision of its own historical and cultural heritage and the atmosphere of the fireworks market with the emerging elements to produce a unique urban charm and image, coupled with the promotion and publicity of new media, mature urban marketing and operation mode and other factors to achieve. The extensive use of new media technology has brought new vitality to the city and provided a brand new discourse system for the city. In the future development of the city, it is necessary to grasp its own characteristics, find out the correct differentiation positioning, combine the common strength of the government and the people, give play to the common advantages of traditional media and new media, and turn "Internet celebrity" into "long-term celebrity".

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