

Research on the Countermeasures of New Media Empowering the Construction of a Youth - friendly City under the Background of Wenzhou's Strong City Initiative

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Abstract

In the context of the new era, Wenzhou actively responds to the national call and spares no effort to promote the "Strong City Initiative". This research focuses on how new media technology can empower the construction of a youth - friendly city under the strategic positioning of Wenzhou's "Strong City Initiative". By exploring the ternary interaction model of "urban renewal - youth development - digital empowerment", it provides a digital solution for Wenzhou to retain and attract young people. The study analyzes the current situation of the construction of Wenzhou's youth - friendly city, reveals existing problems such as participation barriers, scattered resources, and weak cultural identity. Based on this, countermeasures and suggestions are put forward from a practical perspective, providing a reference path for the construction of youth - friendly cities in Wenzhou and even other cities.

Keywords

Strong City Initiative; New Media Empowerment; Construction of Youth - friendly City.

1. Introduction

In the course of Wenzhou's development, the "Strong City Initiative", with its strategic positioning of sprinting to become a "double - ten - thousand" city and building the "third pole of Zhejiang", has pointed out the direction for the city's future development. The municipal government closely follows the deployment of the municipal party committee, implements the "Strong City Initiative" with a high - standing, high - standard, and high - quality approach. The systematic promotion trend is continuously strengthened, the spatial planning and layout are increasingly improved, the construction of key sectors has achieved initial results, and the soft and hard power of the city has been continuously enhanced. The three - year plan has got off to a good start. Coupled with the empowerment of new media technology, it has brought new opportunities for young people's social interaction and entrepreneurial exploration, achieved phased results, and injected new impetus into the city's development. By deeply exploring the "urban renewal - youth development - digital empowerment" model and combining theory with practice, a digital solution is provided for Wenzhou's "Strong City Initiative", further promoting the city's digital transformation.

2. Basic Concepts

2.1. Six Dimensions of the "Strong City Initiative"

In the planning of the "Strong City Initiative", Wenzhou focuses on six core elements to comprehensively promote the high - quality development of the city, making it a model of a modern city in the southern Zhejiang, northern Fujian, and eastern Jiangxi regions. The local government should play a leading role and make balanced efforts in these six aspects, as shown

in Table 1. In terms of spatial reconstruction, Wenzhou can re - plan the regional functions of the city, optimize the layout, and achieve the rational allocation and efficient utilization of spatial resources. In terms of industrial innovation, the government can formulate policies based on the actual situation, focus on cultivating new industries, create a distinctive industrial identity, and play a driving role in the city's development. In terms of smooth circulation, Wenzhou can focus on building an efficient and convenient urban transportation network to accelerate the urban operation rhythm. In terms of quality improvement, improving the urban environment and the level of public services is the core[1-3]. Strengthening infrastructure construction can create a good living environment for residents. In terms of function optimization, the focus can be placed on improving urban supporting facilities to meet the diversified needs of residents. In terms of cultural empowerment, Wenzhou should focus on excavating local culture, giving play to the driving role of culture, leading the innovative development of industries, and adding a unique cultural charm to the city's development.

Table 1. Measures of Wenzhou in the "Strong City Initiative"

dimension	Measures	Goals
Spatial reconstruction	Re-plan the function of urban areas and optimize the layout	To realize the rational allocation and efficient utilization of space resources
Industrial innovation	Formulate policies, focus on cultivating new industries, and create industry logos with distinct characteristics	Drive urban development and form an industrial system with core competitiveness
Smooth circulation	Build an efficient and convenient urban transportation network to improve logistics efficiency	Accelerate the pace of urban operation and promote the efficient flow of factors
Quality improvement	We will improve the urban environment, improve public services and strengthen infrastructure	We will create a livable working environment for residents and enhance the overall attractiveness of cities
Feature optimization	We will improve urban supporting facilities, such as education, medical care, culture and other public services	To meet the diverse needs of residents and improve the comprehensive service function of the city
Cultural empowerment	Excavate local cultural resources and promote the integrated development of culture and industry	Add cultural charm to the city, and promote industrial innovation and city brand promotion with cultural soft strength

2.2. The "Two - way Friendliness" Connotation of a Youth - friendly City

When Wenzhou deeply implements the "Strong City Initiative", the "two - way friendliness" connotation of a youth - friendly city is profoundly reflected, which is mainly reflected in two aspects. On the one hand, the city is friendly to young people. Wenzhou actively responds to the national call, gives play to its policy - guiding role, and creates a livable, business - friendly, and study - friendly urban space for young people by optimizing the urban environment, improving public service facilities, and providing support for entrepreneurship and employment. While meeting the material needs of young people, government departments also pay attention to meeting their spiritual and cultural needs. By creating youth - friendly blocks and youth cultural

activity platforms, the sense of belonging of young people is enhanced. On the other hand, young people make positive contributions to the city. Young people are the new force for urban development[4-5]. Young people with dreams and the courage to innovate play an important role in various fields. At present, in Wenzhou, more and more young people are actively involved in urban development, contributing their efforts to the prosperity and development of the city.

2.3. The Scope of New Media Empowerment

With the increasing comprehensive strength of our country, new media technology has been widely applied in various fields and achieved remarkable results. Applying it to Wenzhou's Strong City Initiative has played a significant promoting role. Therefore, government departments can cooperate with all sectors of society, make full use of social media platforms, and create diverse communication spaces for young people. Young people can freely share their lives and interact with each other through social media such as Weibo, WeChat, and Douyin, creating a positive online atmosphere, and significantly enhancing social cohesion. In the process of innovating the cultural industry, Wenzhou uses digital tools to deeply excavate local cultural resources and create digital products with local cultural characteristics. Young people play an important role in this process. They actively participate and inject vitality into the city's cultural dissemination. In order to achieve intelligent management in the Strong City Initiative, the government can use new media technologies such as big data and cloud computing to build a smart city management system, monitor the urban operation status in real - time, and carry out scientific management, continuously improving urban governance efficiency and providing more development opportunities for young people.

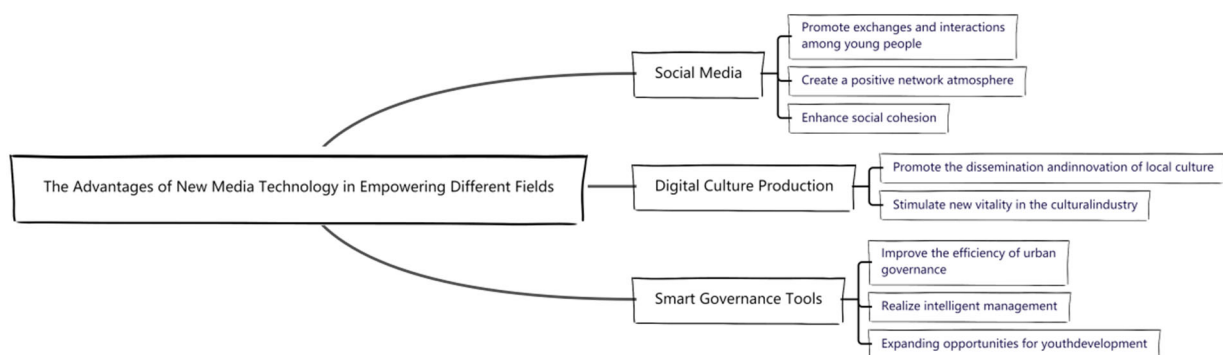


Figure 1. The Advantages of New Media Technology in Empowering Different Fields

3. Research Status

3.1. International Cases

In order to vigorously implement urban organic renewal, various new technologies can be applied to the Strong City Initiative according to the needs of the times to smoothly carry out various tasks. From an international perspective, Singapore is at the forefront of the world. Since 2014, it has implemented the "Smart Nation" plan, using information technology to carry out work, and the country's digital management level has achieved initial results. By 2024, it has launched the "Smart Nation 2.0" plan. This plan takes growth, community, and trust as the core, and does a good job in basic education. It introduces a new curriculum "AI for Fun" and the "Smart Nation Education Talent Program" in primary and secondary education, helping students establish a correct understanding and stimulating the initiative of young people to participate in digital construction. The "Metaverse Seoul 5 - Year Plan" released by the Seoul Metropolitan Government also plays a positive leading role in Wenzhou's development.

Through the application of metaverse technology in many fields such as the economy, culture, tourism, and education, a new government service ecosystem is created, which can provide convenient services for the people and more employment opportunities for young people. There are many other relevant successful cases. When promoting the Strong City Initiative, Wenzhou should reasonably draw on these experiences in light of local actual conditions to achieve the common development of the city and young people.

3.2. Domestic Practices

With the continuous deepening of Wenzhou's Strong City Initiative, new media plays an important role. For example, Chengdu relies on the "community - based economy" model, and Shenzhen relies on the digital platform of "Youth Hostel". After a long - time practice, they have formed unique development paths. Relying on its unique geographical location and cultural heritage, Chengdu gives full play to the advantages of new media, uses its social attributes and aggregation effects to develop the "community - based economy" model. Young people play a core role in this, providing more platforms for young people to communicate, interact, and showcase themselves[6-7]. As the innovation capital of China, Shenzhen is determined to build a digital platform for "Youth Hostel", providing more convenience for job - seekers from other places. It not only includes basic accommodation and employment services but also deeply integrates various resources, analyzes the needs of young people using big data technology, thereby reducing the job - hunting costs of young people and alleviating their living pressure.

3.3. Existing Explorations in Wenzhou

At present, under the promotion of Wenzhou's Strong City Initiative, the Wenzhou Federation of Social Sciences took the lead in carrying out the "AI + Local Studies" cultural communication project. Based on deeply excavating the local historical and cultural heritage, it gives play to the auxiliary function of AI technology, endows traditional culture with new vitality, and presents it to the public in a more vivid and image - based way, enhancing the cultural communication power. During cultural communication, the Wenzhou Federation of Social Sciences organized many high - level AI social science competition activities, creating a large number of AI - related paintings, music, and video works, which have had a wide impact both at home and abroad. The application of "Student Cloud" can provide more employment and entrepreneurship information for young people. Young people can participate in practical activities according to their actual situations, enjoy convenient government services, and achieve the common development of young people and the city. Government departments actively respond to the national call, formulate corresponding service measures for young students, enabling young students to more conveniently obtain various resources and services, providing support for their future growth and development.

4. The Current Situation and Challenges of the Construction of Wenzhou's Youth - friendly City

4.1. Policy and Practical Basis

In recent years, in order to comprehensively build a youth - friendly city, Wenzhou has actively responded to the national call and achieved remarkable results under the background of the Strong City Initiative. The local government departments, based on the actual situation, have provided more employment assistance to young people by constructing a "skill - enhancing to strengthen the city" skill ecosystem, helping them master more vocational skills and entrepreneurial abilities. The implementation of the "Wenzhou Youth Return" plan encourages more Wenzhou - native young people to return to their hometowns for development. In order to enhance the sense of belonging of young people and achieve high - quality urban development, Wenzhou has created youth - friendly scenes in the "Five Cities and Three

Gardens", providing young people with a modern living environment and cultural places, such as the Oujiang New City and the Garden Expo Park. In addition, in order to achieve cultural empowerment, Wenzhou enriches the cultural life of young people and promotes the excellent traditional Chinese culture by carrying out activities such as the Pet Carnival, the City Coffee Festival, and intangible cultural heritage inheritance projects, realizing cultural exchanges and integration.

4.2. Existing Problems

When constructing a youth - friendly city, although the empowerment of new media has achieved certain results, due to objective factors, it still faces some problems. First, because the traditional publicity channels are single, mainly through posters, TV advertisements, etc., they cannot effectively cover the vast number of young people, resulting in young people's insufficient understanding of relevant policies and low participation. Second, the information resources required for skill training, entrepreneurship support, etc. in the process of urban development have not been effectively integrated through new media platforms. Young people cannot obtain the information they need in a timely manner, and the later development effect will also be affected. Third, although Wenzhou has rich cultural heritage, in the digital age, the local cultural dissemination method has not kept up with the pace of the Internet era, lacking vivid and interesting digital expressions, resulting in young people's low cultural identity.

5. Countermeasures and Suggestions

5.1. Government Level

In the process of building a youth - friendly city, the government department can play a leading role by setting up a "Youth Digital Innovation Fund". Through this special fund, it supports innovative and development - potential projects, providing young entrepreneurs with financial support, technical guidance, market promotion, and other aspects of help, thereby stimulating the innovative vitality of young people. At the same time, when the government conducts assessment work, it can incorporate the new media operation ability into each responsible unit of the "Strong City Initiative", clearly requiring relevant departments and units to attach great importance to the construction and operation ability of new media platforms. By using new media means to communicate with young people, policies can be timely transmitted, and opinions from young people should be regularly collected and improved in a targeted manner to build an open and interactive youth service system[8-9]. In the specific implementation process, the government can cooperate with universities, research institutions, and new media enterprises to jointly carry out new media skill training, entrepreneurship counseling, and other activities to improve the entrepreneurial ability of young people.

5.2. Enterprise Level

Generally, local enterprises play a supporting role in the development of a city. To ensure the orderly progress of Wenzhou's Strong City Initiative, local Internet enterprises should actively respond to the national call and use their various advantages to help young people develop in multiple ways. In specific practice, relevant enterprises must make full preparations in advance. By conducting research to clarify the needs of young people, they can develop lightweight applications such as the "Neng Gongfu Loan" online application platform based on these needs. These applications integrate functions such as training resource matching, small - amount credit application, learning progress tracking, and employment recommendation, enabling young people to obtain convenient services. Only by clarifying market needs can they accurately meet them. Internet enterprises should accurately connect in order to optimize the allocation of various resources. However, in the process of practice, attention must be paid to security issues to protect the personal privacy of young people. After a long - time development

and practice, they can contribute to the smooth implementation of Wenzhou's Strong City Initiative.

5.3. Youth Organization Level

Youth organizations play a bridging role in connecting the government and young people. They can make full use of the power of new media to train a group of "Youth Digital Ambassadors", whose internal members can include young volunteers with certain new media literacy and enthusiasm for public welfare. They are responsible for promoting smart services and popularizing digital skills. To improve the comprehensive ability of "Youth Digital Ambassadors", a systematic training course can be arranged, including media application, digital skill improvement, introduction to community smart services, and other contents. After systematic training, apply the theory to practice, and send the "Youth Digital Ambassadors" to various communities. Through new media platforms such as social media and short - videos, carry out publicity and promotion activities for smart services. For example, for the elderly and groups with weak digital skills, popularize the use of smartphones, online government services, and smart medical services, helping them enjoy a convenient smart life, thereby stimulating the social responsibility of young people.

6. Summary and Prospect

In conclusion, with the continuous advancement of Wenzhou's Strong City Initiative, in the process of building a youth - friendly city, the Wenzhou Municipal Government has clarified the strategic goals of using new media to promote the growth of young people and the development of the city through documents such as the "Implementation Plan for the Strong City Initiative" and the "Youth Development Plan". The Wenzhou Municipal Government and relevant departments actively use new media platforms, vividly demonstrating various cultural skills through short - videos, live - broadcasts, etc., attracting the attention of a large number of young people. As the main audience of new media, young people can also learn more skills through new media platforms, injecting vitality into the inheritance and development of culture, stimulating the innovative spirit of young people, and enhancing their personal value.

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