Comment on the current situation of northeast city image communication in the post-Winter Olympics era

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Abstract. This article analyzes the study of the spread of the image of the northeast city with unique ice and snow resources, Based on the analysis results of the questionnaire survey and the author's observation and thinking on the current situation of the image communication in Northeast China, Analyzing the effect of the Beijing Winter Olympics on the image dissemination of northeast China. At the same time, conduct in-depth research on the image of Northeast cities and characteristic festivals in Northeast China under traditional media, new media, and cultural products, deepen the culture of Northeast cities, explore the spiritual connotation of Northeast cities, and re-discover the new image of Northeast cities in the post-Winter Olympics era The way of shaping and the communication strategy, to build the Northeast of ice and snow and establish the overall communication view of the Northeast city image, fundamentally "reshape" and "new communication" the image of the Northeast city.

Keywords: Beijing Winter Olympics; Northeast China city image; Ice and snow economy; propagation medium; Northeast Revitalization.

1. Research origin

Joseph Nye proposed the concept of "soft power" in the 1990s. He believed that a country's national power includes not only "hard power" such as economy, technology, and military, but also "soft power" reflected in cultural and ideological attraction. City image is an important way and way of a city's cultural communication, and is an important part of a city's soft power. The reason why a city's image can be used as a manifestation of a city's soft power is because it reflects the political, economic, cultural and social development taste and spiritual connotation of the region. Therefore, to build a good city image, improve the comprehensive competitiveness of the city, to provide strong support for the harmonious, healthy and orderly development of the city's economy and society.

Shaping the city image is an important means for the city to develop economy, spread culture, absorb talents and educate talents. City image is the main premise for the audience to read, understand and understand the city and form the city impression, which is the result of the accumulated impression formed by the disseminator, dissemination object, media and audience. Communication is of great significance to the shaping of modern city image, and showing people with an open attitude is one of the prerequisites for the comprehensive rejuvenation of Northeast China. In order to pay attention to the media image of northeast cities and form a positive modern image, it is necessary to study the role of various media in the city image construction.

The successful hosting of the 2022 Beijing Winter Olympics has "driven 300 million people to participate in ice and snow sports", and ice and snow competitions, ice and snow industry and ice and snow culture have been driven by the hosting of the Winter Olympics, bringing great opportunities for the prosperity and development of China's ice and snow industry. As the winter boom, many scholars will put more energy on the winter Olympics for China's national image and international influence, or public diplomacy, the construction of the games venues, the games heritage late use research, few with the ice resources of northeast city in the image of the shaping and spread of research. Although a small number of documents mention ice and ice tourism, ice and ice industry, and "cold resources" into "hot economy", they still lack the reconstruction and new communication methods and means for the core image of northeast cities, and almost all of them focus on discourse analysis and content analysis, and lack of empirical data support. And for the image of the northeast

city research is still stay in curing for a long time "northeast old industrial base" stereotyped "son of the republic of the northeast" image, not fully combined with the background of the winter Olympics era to analysis, so on the basis of this research on the northeast city image spread and the overall city influence and strength Suggestions and strategy effect is not obvious.

In 2003, the CPC Central Committee promulgated the Opinions of the CPC Central Committee and The State Council on Implementing the Revitalization Strategy of the Old Industrial Base in the North Region, In the 10 years after the implementation of the revitalization strategy of the northeast old industrial base to 2016, The state has issued four central guidance documents successively, Mark the beginning of a new round of northeast revitalization, Including <<Several Opinions on the Comprehensive Revitalization of Old Industrial Bases such as the Eastern Region>>, <<Opinions on Further Promoting the Implementation of a New Round of Northeast Revitalization Strategy and Accelerating Several Important Measures to Promote the Stability and Improvement of the Northeast Region's Economy>>, <<Three-year rolling implementation plan for promoting the revitalization of industrial bases in Northeast China (2016-2018)>>, <<Northeast Revitalization "13th Five-Year Plan">>. All-round revitalization has become the main theme of northeast development. However, the current new round of revitalization is in the initial stage, no obvious results have been achieved in the short term, and the social and economic development of northeast China is still slow. Looking at the whole country, "Beijing, Shanghai, Guangzhou and Shenzhen" have all become the gathering places of talents. In addition to the economic development in the country, these cities have superior material wealth, their city image and cultural construction and dissemination are also unique style and characteristics, and the city image plays a pivotal role in the overall urban development. In contrast, there is an obvious gap between the city image of northeast China and the domestic first-tier cities such as "Beijing, Shanghai, Guangzhou and Shenzhen", and even a big gap compared with Hangzhou, Chengdu, Wuhan, Chongqing and other cities.

Therefore, aiming at the above-mentioned problems and the existing conditions of Northeast cities, this paper uses the theory of city image as the basis and uses the method of questionnaire survey to analyze the audience's cognition of the image of Northeast cities in the post-Winter Olympics era, and to explore the dissemination of the image of Northeast cities by the Winter Olympics. It explores a new path for the dissemination of the image of Northeast cities, and provides developmental strategies for enhancing the influence of cities in Northeast China and revitalizing Northeast cities.

2. literature review

2.1. Research on festival activities and city image

The study of urban image can be traced back to the 20th century and was proposed by American scholar Kevin Lynch. As early as 1959, he published Urban Image (The Image of The City), which studied urban image from the aspects of urban planning and landscape theory. Starting with the analysis of the visual characteristics of American cities, Lynch puts forward the concept of "city image", and studies the city image (or city image) in the minds of citizens.

It is concluded that the observers have a relatively unified cognition of the types and strength of urban images, and any city is an overall image of the public composed of many images. Since the 1960s, the western city research community has put forward a new concept of "city image construction", emphasizing the role of the city image in the economic and social development, namely, the city marketing and the city brand research related to the city image. Until now, no matter shaping the image at home and abroad, the city still emphasizes the marketing strategy and brand building.

Large-scale festival activities also play a key role in shaping the image of the city. Domestic research on the impact of festival activities on the city image, communication strategies and other aspects, generally from the following perspectives. From a public relations perspective, Focusing on the impact and efficacy of festival activities on the development of the city's image, Recognized that festival activities can promote urban progress, Improve the image of the city; From the perspective of mass communication, Such studies highlight the media attributes of festival activities, It is not only

as a carrier of city image dissemination, Is also an urban event that needs to be widely reported, For the city to carry out festival activities to facilitate the shaping and promotion of the city image; From the development and management of festival activities as the breakthrough point, Such research focuses on the festival activity itself, Using the concept of brand science or marketing to discuss the development strategy and management concept of festival activities, In order to stabilize and enhance the transmission effect of urban city; Starting from the brand construction and building of the city image and the city image marketing, Build the city brand, To develop festival events oriented to the city brand, At the same time, with the development of the festival activities to reflect on the image of the city, Strengthen the construction and dissemination of the city's image, Enhance the influence of the city. From the influence of festival activities on the political economy of the city and the city social culture, they influence the image construction and dissemination of the city by influencing the political economy and cultural appearance of the city.

The previous relevant studies mainly started from regional cases, focusing on practice, with relatively weak theoretical support, and lack of research on the image of large international events such as the Winter Olympics on other cities with ice and snow resources. This paper will follow the previous research experience, study the influence of the 2022 Beijing Winter Olympics on Beijing and Zhangjiakou with the "double Olympic cities" and the analysis of foreign cold cities that hosted the Winter Olympics, to find new strategies and paths for the shaping and dissemination of the image of northeast cities.

2.2. Presentation of the northeast city image communication media

2.2.1. Mass media represented by mainstream media

In recent years, news reports from mainstream media mainly provide public opinion support for the revitalization of the old industrial base in northeast China. Take Liaoning Daily as an example. Since the state determined the northeast revitalization strategy, it has focused on the northeast revitalization strategy and carried out multi-angle reports. Liaoning Daily has publicized the revitalization policies, conveyed the spirit of the conference, interpreted the revitalization strategy and participated in the revitalization promotion. It has created a good public opinion atmosphere for promoting the revitalization of the old industrial base in northeast China, further consolidated the strong synergy of northeast China and even the whole country to promote the revitalization of northeast China, and demonstrated the "spirit" of the revitalization of northeast China. In propaganda at the same time, it will involve in the concept of planned economy under the northeast people's thoughts and ideas of conservative backward and deep-rooted "standard" thought, the northeast revitalization is a protracted war with the society, in the process of revitalization, their key published, the revitalization of the northeast old industrial base of public opinion situation unavoidable over time to the northeast city image status wear invisible colored glasses. At the same time, the mainstream media always cannot leave the "old" image when reporting the "old industrial base in Northeast China", and potentially constructs the backward and declining northeast China image in terms of readers' psychological cognition.

Scholar Zhao Yawen mentioned that the imbalance of reporting tendency includes both the imbalance of views and perspectives, and the positive and negative imbalance, as well as the imbalance of reporting mentality. Mainstream media such as the People's Daily the Liaoning daily for the northeast revitalization report number but content serious homogeneity, on the northeast city image writing mode single, single writing style, various media original degree is not high, identification is not high, usually present "qian newspaper side, thousand side" way. That is to say, as the mainstream media, we should strengthen the quality of news reports, increase a series of reports and in-depth reports, and highlight the core points and innovation points of different stages. Due to the mainstream media itself has authority, seriousness, report events or topic for hard news, single type, to some extent, the lack of the northeast old industrial base revitalization of soft news, detail propaganda is not enough, boring, make attract attention to the image of the northeast region audience less, the mainstream media reported lost should have some positive propaganda effect, also makes

the audience cannot have accurate understanding of northeast city image. Ge Jinghao and Guo Jiangtian mentioned in the regional Image Building and the Revitalization of Jilin Old Industrial Base that the regional image, an important resource and intangible asset, plays an important role in the revitalization of the old industrial base in northeast China. Zhou Dayong's "Rebuilding the Image of Northeast China: Stereotype Transformation and Active Communication" proposes to respond to the "passive communication" of Northeast China with "active communication", integrate the communication combined with local characteristics, and establish a voice of "Great Northeast China". In Subversion and Reconstruction: The Construction of Modernity of Media Image of Northeast Cities, Feng Lu took the media image of Northeast cities as the research object to analyze and reflect on the causes of media stereotypes and the methods of change them in the process of social transformation in this region.

2.2.2. New media represented by social networks

Since the rise of short video, northeast China has an indissoluble relationship with short video. Due to the personality of northeast people and the topic of the media image presented in various reports in northeast China for a long time, the topics related to northeast China have full vitality of content production on the short video platform. The image of northeast cities has also been shaped and spread in the rapid trend of short videos. At the level of short video platform, although the outside comments are mixed, there is no denying that the contribution of Kuaishou platform from the early stage to the gradual development of the creators in Northeast China cannot be ignored. ByteDance The 2019 TikTok Data Report is summarized through the big data on the platform that among the top five provinces with the average video playback of TikTok creators in 2019, Heilongjiang, Jilin and Liaoning provinces made the honorary list, and the creators of the three northeastern provinces were talented and showed their talents, becoming the most active creative group on the TikTok platform in 2019. In the short video, most of the content shot by the northeast people is mainly funny, and the northeast accent of the northeast people is very infectious and magic, which has gained a large number of fans. In order to make the public laugh and happy, they are trying to release their entertainment ability. The image of northeast people has also become absolute and one-sided, most of these images are full of vulgar sense of entertainment and backward sense of The Times. Over time, the image of the northeast people has been stereotyped, and the public treats the image of the northeast people and even the northeast region in a one-sided and stereotyped way.

Zhou Xuyang's "Research on the Shaping and Communication of Douyin Short Videos on the Image of Northeast Urban Agglomerations" mainly uses the short video Douyin platform to spread concepts, communication status, impact of short videos on urban image communication, and the image of northeast urban agglomerations in short videos. Discuss and analyze aspects of shaping and dissemination, and put forward reasonable questions and suggestions on the image shaping and dissemination of the Northeast urban agglomeration. Gradually deepening, unfolding layer by layer, echoing back and forth. Yu Fengjing and Wang Wenquan analyzed the image of Northeast China from the context of self-media in "The Image of the Northeast and its Shaping Mechanism in the We-Media Context", studied how the We-Media communication mechanism shapes the image of the Northeast, and demonstrated the image of the Northeast in the We-Media context. It shows different communication characteristics and strong advantages from the traditional media, and compares with the traditional media, and at the same time gives suggestions on the image shaping and dissemination of the traditional media in Northeast cities.

2.2.3. Festival activities represented by major sports events

Northeast winter climate, with rich resources of ice and snow, northeast local also held a lot of festivals around ice and snow activities, such as China Heilongjiang international ice and snow festival, China Harbin international ice and snow festival, Changchun international film festival, Changchun automobile festival, China Jilin international rime festival, changbai mountain ice and snow tourism festival, China Shenyang international ice and snow festival, Dalian ice and snow garden party are northeast regional characteristics of festival activities. However, in the post-Winter

Olympics era, throughout the whole northeast region, there is a lack of festival activities in sports events. At present, the most festival activities in Northeast China are the Chagan Lake Winter Catch in Songyuan City, Jilin Province. Chagan Lake in Songyuan city has rich fishery resources and enjoys the title of "the last fishing and hunting tribe in northern China". The winter fishing activities held in Chagan Lake from the middle of December to the middle of January of the next year have been held for 18 consecutive years, which has gradually formed the brand image of this region in Jilin Province and is one of the eight scenic spots in Jilin Province. During the two-month winter fishing activities, the people of northeast China carried out different related folk activities, such as winter fishing competition, head fish auction, and the ceremony of "lake", according to the winter fishing process. This festival in northeast China has become the golden signboard of local festival tourism in Songyuan City. Chagan lake fishing is also reported by the CCTV reporter, it also promotes the influence and popularity of Songyuan, chagan lake winter festival for northeast China represented by major events festival activities made the example, played a good leading role, also to a certain extent, driving the development of tourism in northeast China, deepened the northeast city of ice resources rich image. In the post-Winter Olympics era, it is one of the important means to shape and spread a good image of Northeast China.

In fact, there are still many sports festivals in northeast China that have not been fully explored and applied. The Hezhe nationality in Heilongjiang Province of China is the only ethnic minority famous for its fishing and hunting culture. In the production of hunting and fishing, its unique folk sports activities, such as Du Lieqi, Fish King wrestling, top bar and other projects have become the projects of the National Sports Games of China. However, there are still some valuable folk sports activities that are gradually disappearing with the change of life style and social development, especially the unique winter events in the ice and snow areas of northeast China, such as care day begging. There are also Manchu folk ice and snow sports in northeast China with a wide variety of snow sports, such as snow nest, rolling ice, skating, skating car and other recreational and interesting ice and snow sports, which constitute a traditional ice and snow sports system with unique regional characteristics of northeast China. The characteristic ice and snow projects of the Hezhe nationality contain a large number of marks of fishing and hunting culture. The ice and snow sports of the Manchu nationality also have great ethnic characteristics and folk charm, which are very worthy of the exploration, protection and inheritance of the younger generations. At the same time, these characteristic festival activities are very unique and unique ice and snow cultural resources in China, which have great development value for the development of northeast China. It can not only rescue and protect the intangible cultural heritage of the Hezhe and Manchu people in northeast China, It can also inherit and develop the precious ice and snow sports culture of ethnic minorities by carrying out sports festivals and representative sports activities in northeast China, Enrich the connotation of mass snow sports in China, and popularize snow sports with the characteristics of northeast China to the public in the post-Winter Olympics era, Promote the development of characteristic ice and snow tourism in northeast China, To create the uniqueness, creativity and signboard of the national ice and snow tourism, Drive the economic development of northeast China, Enhance the influence of northeast China in the whole country and even the world, Then it affects the public's concept of the image of northeast city and produces the joint shaping and dissemination of the image of northeast city.

2.2.4. Cultural products represented by film and television works: the glorious past and the pain relief of the times

At the beginning of the founding of new China, the northeast become China's first development area, the 50s to 70s, this historical period, the northeast social economic development in northeast, due to the rapid development of northeast economy, northeast culture also enjoy the mainstream cultural expression, northeast is "socialist industrialization developed, socialist culture is also the most important contemporary narrative space". At first, "the eldest son of the Republic" was the honorary title for Liaoning Province in the leading position in the national industrial economic development. Later, this referred to the whole northeast region and praised the leading role of the

northeast industrial zone in the national industrial development, highlighting the great contribution of the northeast region to the industrial development at the beginning of the founding of China. Many film and television works also show the history of this period and the image of cities in northeast China."Big craftsman" "steel s" "soaring" is red "fire" big sea wind "," workers courtyard " and other works mainly shows the northeast industrial prosperity and prosperity, depicting new China spectacular industrial scene, produce a large number of enthusiastic and warm working class group, industrial drama presents a unique aesthetic. Throughout the shaping of the city image of northeast China in these film and television works, the image of the "eldest son of the Republic" in northeast China can be shown and established through the industrial theme film and television works.

Scholar Liu Lu's "Studies on TV Dramas Based on Northeast Cities" starts from TV dramas based on Northeastern cities. Through the analysis of the artistic characteristics of TV dramas and reflections on creation, it explores how film and television language can shape the image and inner spirit of Northeastern cities. Thus, it has an impact on the shaping and dissemination of the image of Northeast cities in reality. Deng Li also pointed out in the article "TV Drama and City Image in Cultural Communication" that TV drama, as a mass media, not only witnesses the growth of the city, but also records the growth of the city. The essential needs of space-time art. The TV series documented the assimilation of cities and populations. Imagination promotes people's re-understanding of the city in which they live. In a sense, the city is the environment created by TV dramas, which harmoniously integrates modernity and tradition, foreign culture and local culture. It is mentioned in the article that as an external representation of urban culture, dialects constitute a city's rich linguistic geography. In many scenarios, dialect is an important symbol of a city's sense of place. It not only reflects the historical process of urban cultural development, but also fully demonstrates the regional character of the city. Northeast-themed TV dramas such as Liu Laogen, Marshal Ma, Country Love, Breaking through the Guandong, A Family in the Northeast, Beautiful Things, and Great Craftsman not only show the regional culture and historical background of the Northeast, but also to a certain extent. Shape and disseminate the image of Northeast cities and local customs on the Internet.

However, in the 21st century, although the Chinese film market is developing steadily and the diversified styles of film and television works appear, the homogenization of the image of northeast people and northeast city appears. The focus of film and television works mainly describes the image of northeast city with desolation and local humor. In this period of the film, in Harbin "daytime fireworks" "stubborn radish" see poor dark shabby blocks rather than Harbin unique Russian architecture and the past prosperous, then the northeast urbanization also walk in the country, but some films simply aimed at the edge of the northeast city, and ignoring the northeast real city style, it also became people for the northeast city image negative transformation. Of course, during the same period, the humorous image of northeast China was also shown on the big screen. Such as "heart road", "laughing" "three shots surprise" "hello, Li Huanying" "sewing machine band" and so on, some of the actors are northeast actor, in the use of lines communication, northeast dialect local comedy features and ground affinity will northeast people humorous plain character. The Northeast dialect has suddenly become one of the symbols in the image of the northeast city. Although local humor presents the northeast image, but the image is still a non-mainstream, marginalized northeast, northeast dialect in many films in the elements of the marginalized elements, look from the overall image, northeast urban space in many movies behind the northeast countryside and snow covered wilderness grassland, directly characterize the northeast geographical edge remote and cold climate environment, the characteristics of non-urbanization is difficult to make people of the northeast city image have true identity.

Although the northeast city contributed to the national industrial construction, some propaganda the northeast city industrial image of film and television works such as "The Piano of Steel", "The Age of Steel", "The Great Craftsman" and other drama also achieved good feedback effect, but in the face of the tide of economic system reform, the northeast city image gradually curing, other parts of the northeast city image still in "northeast old industrial base", "China" image, in the face of the new

era, the image of the northeast city is still backward, gray, no vitality, unable to give a person a new image and impression. However, in early 2022, with the success of the 2022 Beijing Olympics, CCTV annual drama "the world" of northeast city image "shape" and "new communication", picture clear clear before the thick and gray "industrial color", shooting scene is the scene, for the audience directly under the new era of northeast city image, realize the "drama + city" two-way to, create modern communication pattern, not only for the image construction of northeast China has brought positive value, also for the construction and development of cultural industry in China provides a successful case. The media presentation of northeast city image is particularly important in film and television works. It balances the elements of northeast city with the elements of northeast people, does not deliberately cater to the audience, and shapes and shows the real, natural and positive humanistic image of northeast city.

2.3. Research on the Beijing Winter Olympics and the ice and Snow industry

The hosting of the 2020 Beijing Winter Olympics will promote the vigorous development of China's ice and snow competition, ice and snow industry and ice and snow culture. According to the statistical survey report on "Driving 300 million people to Participate in Ice and Snow Sports", from the successful bid for the Beijing Winter Olympics to October 2021, the number of people participating in snow and snow sports in China was 346 million, and the participation rate of snow and snow sports exceeded 24%, and the participation rate of snow and snow sports in northeast China was significantly higher than that in other regions. According to the survey data of the Ministry of Culture and Tourism, during the 2020-2021 snow season, China's snow and snow leisure tourists reached 230 million, and the revenue of snow and snow leisure tourism exceeded 390 billion yuan. Ice and snow tourism is playing an increasingly important role in promoting rural revitalization, local economic transformation, and realizing sustainable and high-quality economic development.
The "Sustainable Future - Beijing Winter Olympics Sustainable Development Report (Before the Games)" released by the Beijing Winter Olympics Organizing Committee shows that in the six years since the Beijing Winter Olympics was organized, the relevant cities and regions have developed rapidly. The three Winter Olympics models of "New Landmark of Urban Rejuvenation-Shougang", "Most Beautiful Winter Olympic City-Yanqing" and "Asian Ice and Snow Tourism Destination-Zhangjiakou" have been formed to promote the high-quality development of the city, and promote the coordinated development of Beijing, Tianjin and Hebei. The new stage also provides experience and reference for the development of cities in other regions.

In recent years, the northeast has released a series of policy support the development of ice and snow industry, promote the development of ice and snow sports, Liaoning province issued "the implementation opinions on accelerating the development of ice and snow sports", Jilin province issued the Jilin snow industry high quality development plan (2021-2035), Heilongjiang province issued the ice and snow equipment in Heilongjiang province industry development planning (2017-2022). In addition, there are also relevant studies on the construction of a specific city of snow and ice tourism cities in northeast China and the development of snow and ice sports in northeast China under the background of the Beijing Winter Olympics.

3. Summary

Through the analysis of the relevant literature on Northeastern city images, this paper explores and explores respectively from festival events and the representation of communication media for the city's image. The author sorts out the relevant literature from the following four aspects: mainstream mass media as representative, emerging media as represented by social networks, festival and celebration events as represented by major competitions, and cultural products as represented by film and television works. In the final section of the article, the author gives a brief overview of research conducted in connection with the Beijing Winter Olympic Games and snow and ice sports, along with a literature review.

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