

Analysis of short video and city image communication in the new media environment

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Abstract. City image is the social impression of the city, which affects the public's evaluation of the city. With the development of new media technology, city image communication has separated from the previous way of official media and entered the stage of mobile terminal short video, and improved the sense of acceptance of publicity with the help of network video. With the help of short videos, cities can shape their urban image, build urban recognition, and attract public attention. This paper focuses on the analysis of the fragmentation of the city image in the short video communication, matching the characteristics of the city and creating the network meme characteristics. And when facing the dilemma of homogenization and mimicry in communication, cities adopt conventional methods in four aspects: communication subject, communication content, communication perspective, and distribution.

Keywords: short video, urban communication, new media.

1. Introduction

City image is the "soft power" of a city in its development, and the intangible asset of the city, which can be constructed in the communication. Lewis Mumford believes that "the urban image of a city is people's subjective impression of the city, which is formed through the joint action of mass media, personal experience, interpersonal communication, memory and environmental factors"[1]. Therefore, the city can shape and spread the city image according to the special characteristics and personality. In the early stage, China's city image was planned by the government and implemented by the media. This way is simple and direct, and the visual effect of the publicity products is shocking, but the perspective is grand, the content is abstract and stiff, and the effect is insufficient.[2]

Short video has gradually become the main way to obtain information in the society. More and more cities choose to use interactive and interesting short videos to create web celebrity scenic spots and punching points for the city. Due to the duration of short videos, the content of the dissemination is fragmented, supplemented by music and editing to beautify the video content, and it is easier to form a "mimicry environment" in the public mind.

2. The characteristics of the city image dissemination in short videos

2.1. Mainly presented in the fragmented mode

Unlike long videos in traditional media periods, which have enough space to tell the story, short videos range from ten seconds to a few minutes. Due to the limitation of time duration, short videos cannot detail the video content, but can only capture one or two scenes in the whole event. The simplified content is in line with the public's habit of obtaining information in modern society.

City image involves many aspects. On the one hand, the construction and dissemination of the city image is a complex cognitive process, which provides a small entry point for the audience to understand the city. It facilitates the gradual accumulation of the construction of the city image. On the other hand, fragmentation can be fragmented to present and spread different themes, or different focuses on the same theme, to "complete the jigsaw dissemination of city image from a personal perspective"[3]. For example, in TikTok, there are more than 100 labels about Xi'an, such as # Datang Night City #, # Bell Tower # and # Tumbler Little Sister #, which are presented from multiple angles and produce collaborative publicity effect.

2.2. Follow the characteristics of the city and display the cultural image of the city

In the era of new media, information explosion and attention have become scarce resources. Based on the personalized characteristics of urban culture and landscape, it can help urban communication to find the most appropriate and effective publicity points. As an ancient capital of thirteen dynasties, Xi'an has a long cultural history. Chang'an culture is one of the most well-known Xi'an cultures. The Tang Ever Night's City in Xi'an takes the Tang culture as the core and the main Tang style elements to create a unique Xi'an Tang IP. At the same time, in the publicity of the short video platform, the city characteristics are combined with the hot topics on the network. This way shows the unique Chang'an culture of Xi'an, the local characteristic resources and the regional environment. Finally, they can construct the cultural image of Xi'an virtually.

2.3. Create a network meme

The virtual space and virtual social relationship network and the real space and real relationship network lies in the weak relationship network in the network. According to Granovetter, people in weak relationship networks have convergence. Short videos stick to the public through network punching points, web celebrity photo food and other things, forming a gathering effect and community of fans. For example, Hongyadong uses the publicity of short videos to attract many tourists to shoot short videos and to share them on the platform. In the network, the audience has a convergence effect due to the "weak relationship", which stimulates the desire to go to Chongqing to punch in Hongyadong.

3. The benign construction way of the city image in the short video

Short videos have become a new window to show the image of the city, bringing significant effects for the dissemination and shaping of the city image. However, the deficiency of short video also reflects in the videos of urban communication, such as lack of originality, strong homogeneity, serious plagiarism, the excessive video clips and the city image is too "mimicry". Therefore, in order to complete the three-dimensional and long-term construction, it is necessary to innovate the publicity strategy of short video.

3.1. Communication content: take the city cultural symbol as the carrier to represent the image of the city

"The image of a city is people's subjective view, concept of the city and the resulting visual concrete or mirror image", [4] which is the subjective cognition of the public. In the stage of short video of city image communication, the content of the communication is mainly three-dimensional city symbols. Food and beauty become the main content. Through the three-dimensional symbol of the city, we can create a vivid and fresh city image, to replace the previous flat, abstract city positioning, and to pursue emotional resonance with the public. The folk song "Chengdu" is embodied as the representative of Chengdu because of its strong emotional expression and the life scene of Chengdu. In the video about local food, the subjects can choose the "old taste of the city" between the alleys to explore the authentic food with life flavor that best represents a city's characteristics and memories.

3.2. Communication subjects: enrich the creative subjects and encourage UGC creation

For a long time, the city image publicity is dominated by the government + media. As the public is the recipient of information, it passively chooses to accept the information provided by the official. In the new media environment, the production of content by a single media has been difficult to meet the public's demand for huge and diversified information. Therefore, the public needs to participate as a third-party communication force to become the content producer of city image communication and the narrator of city stories. The short videos created by UGC are rich and personalized, which can explore the hidden characteristics and life details of the city and broaden the breadth of the city

image. At the same time, short videos provide channels and ways for audiences to participate in communication, breaking the limited appreciation level of urban communication, and the audience creates value from appreciation to participation [5]. In the short video, UGC often includes subjective content such as personal evaluation and feelings, which can gain the recognition of the viewers and arouse emotional resonance.

3.3. Communication perspective: change the grand perspective and focus on flexible publicity

The research of urban communication focuses on the different individual life practices in urban space, while short videos have become a supplementary form of the previous macro perspective with a small and fine micro perspective [6]. With the help of individuals, the presentation of the city image is deeply embedded in the details of the city, and the interpretation of the city image is extended from the details, making the whole city more human.

Flexible propaganda tends to be used in a gentle way. The epidemic has affected the image of Wuhan. Most of the short videos during the epidemic period of Wuhan are the scene of Wuhan's fight against the epidemic, showing the real scene of fighting the epidemic and the emotional temperature of fighting the epidemic. For example, CCTV News took the first perspective of shooting, posted the short video: "How about the square hospital" on TikTok platform? Group reporter field visit. The short video presents the real scene of hospital in Wuhan, breaking the publicity of the stigma of Wuhan. CCTV launched public live on TikTok, and introduced Wuhan specialty and reality. At the same time, Wuhan government and residents normalized life after the outbreak, invited the public to Wuhan, and used the other perspective and self-perspective to present the real situation of Wuhan. This way makes the Wuhan city image become soft, more reconstruction of Wuhan city image.[7]

3.4. Distribution: Personalized push and distribution according to the algorithm

With the enrichment of communication channels and the explosive growth of information, the public has also changed from mass to focus. Compared with the previous one-to-many content communication mode, it requires mass content focus, accurate positioning and vertical deep cultivation to ensure the connection to the public with different preferences. When pushing the relevant content of city image dissemination, we can describe the user portrait and anchor the user interest points. After the audience has watched a video about the Tang Dynasty Never Night City in Xi'an on the short video platform, the following push message will not only include a video of the Tang Dynasty Never Night City, but also push related Xi'an cultural activities such as Yongxingfang's "throwing bowls of wine" and night tour of the city wall. The platform can find users with the same interests based on their social relationships, and can also attract users' attention based on local recommendations from short video platforms. Through algorithmic recommendations, the audience receives content that is coherent or repetitive. The platform facilitates the formation of a partial understanding of one aspect of the city's image, as well as the corresponding understanding of other parts, in the process of fragmented information reception.

4. Conclusion

The rise of short video provides a new way for the city image communication, so that the public has the opportunity to participate in the city image communication. Short video is a double-edged sword for the dissemination of city image. On the one hand, the short videos with multi-angle content presentation, flexible expression methods, and personalized content delivery methods can display the humanistic atmosphere of a city to the public, win their emotional recognition, and ultimately successfully create a three-dimensional urban image. But on the other hand, the city excessively pursues hot spots, exposure and novelty in the publicity of short videos, which easily leads to the single perspective and content of city image communication and uneven quality. Urban image communication has become an important way of urban publicity, and there are still some cities that have not found the urban characteristics in the development and dissemination of cultural resources,

which affects the improvement of the overall image. Although cities such as Xi'an, Chongqing, and Chengdu can be used for reference, the construction of urban image is a long-term project. The planners of a city require to create unique urban image construction schemes based on the characteristics and individuality of the city.

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