

Research on the Image Shaping of "Post-00s" College Students Empowering Local Cities under the Perspective of New Media

-- Taking Wenzhou as an Example

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Abstract: Under the background of the rapid development of digital technology, new media platforms are constantly changing the way of urban image communication, and the image shaping of local cities has gradually changed from the traditional information output mode to the communication mode of multi-subject participation and multi-channel interaction. The image of the city not only reflects the level of urban economic development, but also reflects the cultural value, social identity and public communication ability of the city. As the first batch of youth development-oriented city construction pilots in China, Wenzhou needs to further explore new mechanisms for young people to participate in urban communication and improve the effectiveness of urban cultural communication. As a young group that grows up with the Internet, post-00 college students have strong new media application ability, digital content production ability and online social ability, and have a strong foundation for participation in the process of local urban image shaping. Taking Wenzhou as the research object, this article analyses the information reception mode, value expression characteristics and social communication mode of "post-00" college students based on the new media communication environment, and explores the adaptability of young people to participate in urban image shaping. On this basis, this article puts forward the optimisation path from different aspects, promotes the effective dissemination of urban cultural resources, and provides new practical ideas for Wenzhou's urban image improvement and youth development-oriented city construction.

Keywords: New Media; "post-00" College Students; Urban Image; Wenzhou; Youth Communication.

1. Introduction

In recent years, the image of the city has gradually become an important part of localities to improve their comprehensive competitiveness and enhance their cultural influence. With the rapid development of new media technology, the way of urban image communication has changed, the main body of information communication has changed from single to diversified, and public participation and online expression have gradually affected the process of urban image construction. Local cities need to explore a more open and efficient path to image shaping in combination with the characteristics of new media communication. Wenzhou has rich regional cultural resources and a foundation for youth development, which promotes the participation of young people in urban communication and helps to expand the space for urban image shaping. The existing research mainly focusses on urban brand building, new media communication strategies, etc., and the mechanism of young college students' participation in local urban image construction still needs to be further studied. "The post-2000s" college students grow up in the Internet environment and have distinctive characteristics in terms of information acquisition, content production and network interaction, providing new participation for the dissemination of urban image. Based on this, this article takes Wenzhou as the research object, analyses the actual basis of the "post-2000s" college students to empower the image shaping of the city, and explores the effective path of young people to participate in local urban communication, so as to provide reference for urban image construction. [1-2]

2. The Current Situation and Challenges of Urban Image Shaping in Wenzhou

2.1. The Current Situation of Urban Image Shaping in Wenzhou

The construction of local urban image needs to be systematically promoted by relying on the foundation of urban development, the advantages of cultural resources and the dissemination of environmental changes. As an important coastal city in the southeast of China, Wenzhou has long formed an economic development model and cultural accumulation with regional characteristics, and the image shaping of the city has gradually changed from the display of traditional economic achievements to the dissemination of cultural values, the expression of urban spirit and the participation of diverse subjects. In recent years, due to the continuous development of new media platforms, short videos, social media and online communities have become important channels for urban information dissemination. Local cultural resources, industrial characteristics and public cultural content can be disseminated more widely through digitalisation. In the process of urban image construction, Wenzhou gradually attaches importance to the role of new media communication, displays the achievements of urban development through network platforms, and enhances the coverage of urban information dissemination. As the first batch of youth development city construction pilots in China, Wenzhou provides practical conditions for college students to

integrate into urban communication under the background of the policy of youth participation in urban development[3,4]. College youth have strong new media application ability and content creation ability. Their participation in urban cultural communication can enrich the way of urban image expression and promote the transformation of urban image shaping from one-way communication to interactive communication. In the future, the construction of Wenzhou's urban image needs to further explore the communication potential of young people, improve the youth participation mechanism, and promote the effective combination of urban cultural resources and new media communication methods.

2.2. Challenges in Shaping the Image of Wenzhou City

With the new media platform becoming an important channel for the public to obtain information, the formation process of urban image is gradually affected by diversified communication subjects. The government, media, social organisations and ordinary users jointly participate in the construction of urban image. At present, the public's

perception of urban image not only comes from traditional publicity channels, but also is affected by factors such as network content production, social interaction and user evaluation. Local cities need to pay more attention to the law of image dissemination in cyberspace. Judging from the current development situation, there is still some room for improvement in the image shaping of Wenzhou city in terms of communication subject, content innovation, youth participation and coordination mechanism. The specific challenges are shown in Table 1. The increase of online communication subjects has increased the complexity of urban image construction, and local cities need to adapt to a more open communication environment. The role of youth groups in digital content production and network communication has not been fully exploited, and there is still a need to further integrate between urban cultural resources and youth expression. Wenzhou needs to strengthen the cooperation between communication subjects, improve the innovation ability of urban content, and guide college students to use digital media to participate in urban cultural communication activities, so as to enhance the continuity and influence of urban image communication [5,6].

Table 1. Analysis of Factors Affecting Wenzhou Urban Image Shaping

Type of Challenge	Specific Manifestation
Diversification of Communication Actors	Governments, media outlets, social organizations, and the public all participate in constructing the city's image, requiring traditional communication models to adapt to the new media environment.
Insufficient Capacity for Content Innovation	Some urban cultural resources have not yet been fully transformed into digital content suited to the characteristics of new-media communication.
Limited Youth Participation	The advantages of young people—particularly university students born after 2000—in digital communication have not yet been fully utilized.
Underdeveloped Communication Coordination Mechanisms	A lack of effective cooperation mechanisms among different communication actors undermines the effectiveness of city-image communication.
Insufficient Capacity for Interactive Communication	There remains room for improvement in youth-oriented expression and online interaction within city-image communication.

3. Adaptability of New Media Characteristics of "Post-00s" College Students and Urban Image Communication

3.1. Diversification of Information Reception

The iteration of media technology has promoted the change of the information ecological structure, so that the "post-00" college students have formed a multi-channel parallel information reception model. According to the data released by the China Internet Information Centre (CNNIC), online video, instant messaging, short videos and other digital media have become important channels for Chinese netizens to obtain information and carry out social interaction. Among them, short video users account for 95.5% of netizens, network video users account for 97.1%, and instant messaging users account for 97.5%, Table 2. For "post-00"

college students who grow up in a digital environment, different media channels undertake differentiated information functions: short video platforms rely on visual expression to enhance urban space perception, social media enhances the dissemination influence of urban information through interactive communication, and online communities use experience sharing to satisfy youth groups. The need for an in-depth understanding of urban culture, lifestyle and development environment. The common use of multiple media enables "post-00" college students to obtain urban image information from multiple dimensions and form a personalised urban cognitive structure in the process of comparison, screening and integration. Compared with the traditional one-way communication mode, young users in digital platforms not only receive urban information, but also participate in urban image communication through likes, comments, forwarding and content creation. As a result, urban image communication has gradually changed from "one-way media presentation" to "user joint construction", and "post-

00" college students have become important participants in the urban network communication system with their strong

digital information processing ability.

Table 2. Comparison of information reception ratios of different digital media channels (unit:%)

Information Channel	Percentage of Internet Users	Communication Characteristics
Instant Messaging	97.5%	Emphasizes social interaction and the rapid dissemination of information.
Online Video	97.1%	Presents scenes of urban life through audiovisual content.
Short-Form Video	95.5%	Strengthens perceptions of the city through fragmented and visually oriented content.
Online News	74.2%	Provides information and raises awareness of urban events and public affairs.
Online Literature	52.3%	Shapes urban imaginaries through cultural narratives.
Online Music	Approximately 50% or more	Strengthens cultural associations with the city through emotional experiences.

3.2. Value Expression Personalisation

The popularisation of digital communication technology has given the reality of individual content production and release, and urban image communication has shifted from official-led one-way output to the collaborative construction of multiple subjects. The expression practice of post-00 college students in digital space shows a distinct personalisation tendency. This group transforms urban experience into narrative content with self-identification, and its expression, visual style and discourse system all have obvious individual branding. Young individuals tend to start from their personal life experience and choose urban elements that fit their emotional structure for reconstruction and representation. This selective extraction and reorganisation process itself is a creative cultural practice. The low-threshold characteristics of digital editing tools and social platforms provide technical support for personalised expression. College students can use image processing, video editing, copywriting and other means to give urban images personalised aesthetic interpretation and emotional projection. Personalised expression breaks through the neat and uniform narrative mode in traditional urban propaganda from the content level, decomposes the macro concept of urban brand into perceptible and empathetic daily life fragments, effectively reducing the sense of distance between urban image and ordinary audiences. The diversified expressions generated by different individuals based on their respective interests, preferences and value judgements objectively form a pluralistic narrative version of the same city. These versions complement each other, collide and integrate, forming a rich semantic network of urban image[7]. The deep charm of urban cultural connotation is precisely contained in this multi-voice expression pattern, and "post-00" college students have become the most active content providers and meaning creators in this pattern with their natural digital expression literacy. Their personalised practice has injected continuous innovative vitality and Differentiated content resources.

3.3. Stratification of the Social Side

The restructuring of online social relationships has profoundly changed the linear diffusion path relied on by traditional urban information dissemination. The stratified structure based on interest identification and value attribution has gradually become a new organisational carrier of information flow. In the daily use of digital social platforms, college students naturally form a number of communication circles with common interests, aesthetic interests or life attitudes as links. These circles have the prominent characteristics of high-frequency interaction and emotional resonance, and the information sharing behaviour among its members is often accompanied by deep secondary interpretation and opinion attachment. In addition, the original urban information is given rich personalised interpretation in the process of transmission. The stratified social method has a double effect at the level of information diffusion: the high-density connection within the circle strengthens the continuous exposure and repeated discussion of urban-related content in specific groups, and promotes the transformation of information from superficial contact to deep cognition; the heterogeneity between the circles provides potential for the cross-group dissemination of urban information. Channel, when the urban topic in a certain circle arouses wide interest, the information overflows to other circles through key nodes, realising the progressive expansion of the scope of dissemination. This group is not a simple information recipient in urban communication practice. Its circle identity gives it the function of trust intermediary. The information transmission within the circle based on interpersonal trust has significantly improved the acceptability and persuasiveness of urban content, making up for the shortcomings of official communication at the level of emotional identity[8]. With the help of the stratified social mechanism, the youth group has freed the content related to the urban image from the single path dependence of official communication, providing an irreplaceable social communication motivation for the network shaping of the urban image.

4. "Post-00" College Students Promote the Path of Urban Image Shaping in Wenzhou

4.1. Build a Multi-Dimensional Urban Image Communication Matrix

Under the background of continuous development of media integration, local urban image communication needs to break through the restrictions of a single channel and establish a communication system covering multi-platform, multi-subject and multi-content forms. The new media platform has the characteristics of fast dissemination speed, high degree of interaction and wide user participation, which provides new development space for urban image shaping. Wenzhou's urban image communication can combine the communication characteristics of short video platforms, social media platforms and campus network platforms to guide "post-00" college students to participate in the production of urban cultural content, and transform urban history and culture, industrial characteristics and youth development resources into digital content suitable for network communication. Young college students have strong media operation ability and content innovation awareness, and can enrich the expression of urban image through video creation, graphic communication and online interaction. The construction of a multi-dimensional communication matrix requires not only the expansion of communication channels, but also attention to the content coordination between different platforms, so that urban information can be continuously disseminated. Wenzhou can rely on the youth group of colleges and universities to promote local cultural resources into the campus communication space, and improve the affinity and infectiousness of urban communication content through the perspective of youth. By establishing a communication system with the joint participation of the government, universities, students and social platforms, we can further expand the scope of urban image communication and improve the recognition of local cities in the new media environment.

4.2. Establish a Campus-Local Collaborative Content Co-Creation Mechanism

Colleges and universities have the advantages of professional talents and knowledge resources, and local cities have cultural resources, industrial resources and social practice space. The cooperation between the two sides can promote young people to participate in urban image shaping. With new media becoming an important channel for urban communication, college students have a good foundation for using digital platforms to carry out content creation. According to the 55th Statistical Report on the Development of the Internet in China released by the China Internet Information Centre, as of December 2024, the number of online video users in China has reached 1.070 billion, accounting for 96.6% of the total netizens. Online video has become the public's access to information and participation in content dissemination. The important way of. As shown in Figure 1, online video users account for the main proportion of Internet users, which provides media conditions for young people to participate in urban cultural communication. Wenzhou can rely on the professional advantages of colleges and universities to guide college students to participate in urban cultural research, communication program design and digital content creation. In recent years, Hangzhou has carried out urban cultural communication activities through cooperation with colleges and universities, guiding college students to use new media platforms to show urban characteristics and promoting the integration of youth into urban brand building. Wenzhou has youth practice projects such as "100,000 students watching Wenzhou", which provide a basis for college students to participate in urban communication. In the future, Wenzhou needs to improve the campus-local coordination mechanism and guide young people to become important subjects of urban image communication through curriculum construction, practical projects and communication platform construction.

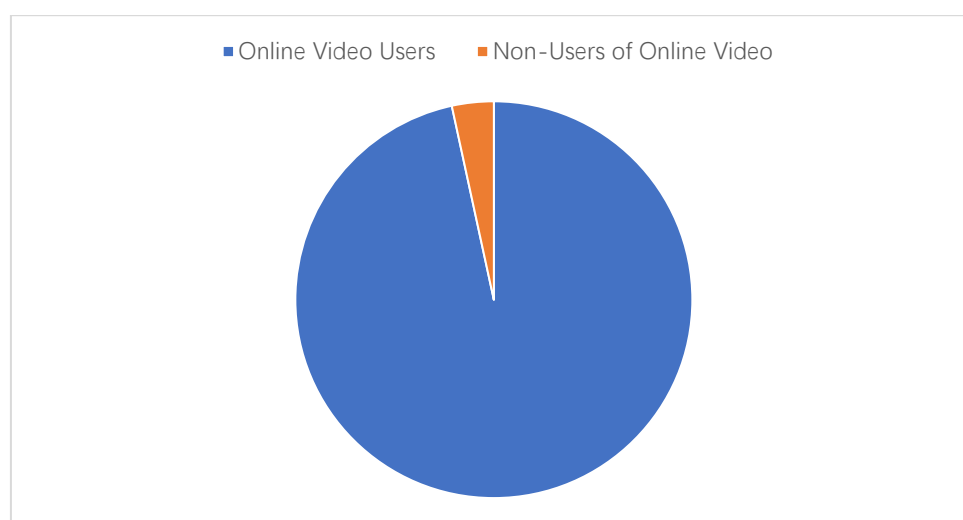


Figure 1. Analysis of network communication user structure

4.3. Strengthen the Cultural Identity and Sense of Belonging of Young People

In the process of continuous construction of urban image, the cultural identity of young people is an important

foundation for promoting the long-term development of urban communication. The image of the city not only depends on the external communication effect, but also requires the internal members of the city to form a stable emotional connection. For "post-00" college students, enhancing their understanding and recognition of local culture will help

improve the initiative of young people to participate in urban communication. As an important field for youth training, colleges and universities need to strengthen the connection between local cultural education and social practice, guide students to understand the urban development process, cultural characteristics and social values, and enable young people to form a deeper urban understanding. Wenzhou can carry out youth exchange activities, urban research activities and digital communication practises in combination with local cultural resources, so that college students can enhance the emotional connection with the city in the process of participation. After the formation of youth cultural identity, college students can more actively use new media platforms to disseminate urban information and link personal growth experience with urban development. Strengthening the sense of belonging of young people is not simply to increase the content of communication, but to enhance the interaction between young people and cities through cultural understanding and practice. By improving the youth participation mechanism, local cities can cultivate more stable communication subjects and provide sustainable impetus for urban image shaping. [9,10]

5. Conclusion

Under the background of the rapid development of new media, the image shaping of local cities has ushered in new development opportunities, and the urban communication mode has gradually changed from traditional one-way communication to multi-interactive communication. Urban image construction not only needs to show the achievements of economic development, but also needs to enhance urban identity through cultural communication and public participation. "The post-00" college students are an important participating force in the urban image communication system. Youth groups can rely on digital platforms to disseminate urban cultural content, enrich the expression of urban image, and improve the youthful level of local communication. In the process of promoting the construction of urban image, Wenzhou needs to further improve the youth participation mechanism, strengthen the cooperation between colleges and universities, localities and youth groups, and provide a practical platform for college students to participate in urban communication. By building a communication system with multi-subject participation and multi-channel integration, Wenzhou can give full play to the power of youth, promote the effective dissemination of urban cultural resources, enhance the influence of the city's image, and provide sustainable impetus for the construction of youth development-oriented cities.

Acknowledgments

Project Name: Research on the Role of "Post-00s" College

Students in Shaping Wenzhou's City Image in the Context of New Media Project Number: 25WSK150YBM.

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