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Study on the Construction and Effectiveness of Luoyang City Image from the Perspective of Digital Media

-- Taking the Tik Tok Short Videos as an Example

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Abstract: The shaping and dissemination of the national image is the key strategy for national development, and the city image, as an important part of it, cannot be ignored. In recent years, Luoyang City has become popular on social platforms represented by Tik Tok, which represents the characteristics of digital media and has a strong influence on the construction of city image. This paper studies the effectiveness of Tik Tok's participation in the construction of Luoyang City image through data analysis tools, deeply analyzes the communication effect, and provides thinking for the development of Luoyang City image.

Keywords: City Image; Short Video; Digital Media.

1. Introduction

The city image is "an identifiable city image" under the joint action of urban buildings, roads, blocks and other factors, and it is a "public impression" formed by people in the city's common memory and experience. With the advent of the digital media era, the promotion of city image is no longer limited to traditional media such as radio, newspapers, television, etc., and there are more ways of information transmission, which makes some "minority" cities quickly get out of the circle. Through short videos such as creative propaganda films, introduction of special scenic spots and brainwashing dialects released by Tik Tok platform, we will create a new business card of the city image and provide new reference for the construction of the city.

2. Organization of the Text

2.1. The Main Features of Short Videos in Constructing the Image of a City

Henry Jenkins believes that in the integrated culture, everyone is a participant-although the status and influence of participants are different, participation is influenced and shaped by cultural and social standards. Compared with acceptance, participation is more open, less controlled by media producers and more controlled by media consumers. In the consumption and production of UGC video, the spread of city image is out of the traditional media channels and is no longer strictly controlled. Users become participants in image building and circulation, and through spontaneous comments and forwarding of short videos, they form a huge audience impression and guide the generation of city images. Tik Tok, as a digital social media platform with the largest user base, has outstanding advantages in building the city image.

2.1.1. Shaping the Image of the City from the Perspective of Diversification.

The Tik tok short videos are rich in content and theme, which can quickly catch the attention of the audience through graphics and videos, and show a city's historical and cultural, natural scenery, social and people's livelihood and other characteristics from different angles. Different from the traditional official media, the publicity display is too patterned and ungrounded. The short video of Tik tok shows the vivid Luoyang City between buildings in a more life-like way.

2.1.2. Spread the Image of the City in the Form of Fragmentation.

Because of its own characteristics, the short video with Tik tok has formed the characteristics of fragmented communication. Short Tik tok videos can generally be divided into periods of less than 15 seconds, 15-30 seconds, 30 seconds -1 minute, and more than 1 minute. Short and precise video duration is more in line with the way and habit of modern people using fragmented time for entertainment. On the platform of Tik Tok, urban hot spots are generated in the form of fragmentation, which enters the public's field of vision.

2.1.3. Build a City Image with the Advantage of Popularization

There are a large number of users of the short video platform with Tik tok, and the video production mode is mainly UGC. By sharing their daily lives and starting from a small subjective angle, users can make a huge user group become a great driving force for the construction of the city image. On the Tik Tok, everyone has been endowed with the ability to produce words and the channel for uploading and spreading. The participation of the public has provided new vitality for the construction of the city image, and the revitalized content such as food and snacks and the beauty of the minority has also produced a large number of creative and refreshing video content. At the Tik Tok, all participants are free to express their thoughts, comment, like their favorite videos and share videos of interest. Mass interaction is invisible communication, and people's perception of city image is more real.

2.2. How to Construct the Image of Luoyang City by Tik tok Short Videos

City image is not a materialized, established and closed symbolic system, but a living body that is constantly being constructed. As one of the cities that Tik Tok users want to visit most in 2022, Luoyang has a cultural history of more

than 5,000 years, magnificent mountains and rivers, and attractive traditional cuisine. These characteristics make the city image of Luoyang suitable for construction and dissemination on the digital media platform. Through the screen material and classic BGM soundtrack, users' yearning for Luoyang City will be aroused, and the public's cognition of Luoyang as a "third-tier city" will be changed, and it will develop towards a new generation of cultural tourism cities.

2.2.1. Beauty Promotion: Going to the Grand Banquet on Earth

There is countless beautiful scenery in Luoyang in the center of Funiu Mountain Range, but the popularity of Luoyang Scenic Area has been limited to Henan Province for many years. In 2022, the popularity of the scenic spot Laojun Mountain came from the three Jinding Taoist temples standing in the vast sea of clouds. In the post-epidemic era, users discovered that there was such a fairyland on earth in the Central Plains through short videos of Tik tok, and they all said that they had written a short video copy, "Going to the world for a grand banquet, to see the prosperity of Junshan Mountain." The public has added a layer of fairy spirit to the construction of Luoyang's urban image.

2.2.2. Hanfu Culture: Experience Neon Fashion

The rise of retro Hanfu style not only represents Chinese people's confidence in Chinese traditional culture, but also symbolizes Chinese people's recognition of China's aesthetics. Hanfu culture has successfully separated from the previous minority circle culture and entered the public eye. It has become another feature of Luoyang City to wear Hanfu to punch cards in the Characteristic cultural tourism town. During the Peony Culture Festival in Luoyang in April, the cultural tourism department of Luoyang attracted users to visit Luoyang by launching the activity of "Hanfu Free Tour". Visitors used their brains and put on various costumes with China characteristics, among which the theme of The Journey to the West was the most striking. On April 16th, China, a literary traveler, released a short video, which wrote, "The citizens met four Tang apprentices in the subway. Did Luoyang stab the fairy nest these two days?" It has aroused strong attention from netizens. The wave of Hanfu in the streets adds an ancient charm to the image of Luoyang.

2.2.3. Gourmet Collage: The Feast of the Ancient Capital Tongue Tip

Luoyang, located in the hinterland of the Central Plains, is characterized by "soup". In the past, the public's knowledge of Luoyang cuisine was only used as a water mat for the royal banquet, but the price and cost of a set were high, and the public's response was generally low. In Tik Tok, a punching activity represented by the Student Party was launched, "College students' special forces limit themselves to visit Luoyang for 24 hours". In the short videos shot by these netizens, more excellent and inexpensive Luoyang specialties were recognized by the public: beef soup, non-turning soup, fried dumpling in small streets, haibi, rinse tripe and so on, attracting users to experience a taste bud journey with collage pictures. As a result, Luoyang's city image has a layer of fireworks.

2.3. The Effect of Constructing Luoyang City Image by the Tik Tok Short Video

In order to effectively analyze the effect of Tik tok short video on Luoyang City image construction, this paper selects a video "Luoyang, a city with great details" released by "In Luoyang" on April 25, 2023 as a sample, and uses python to extract 13,000 comments from netizens as data, and analyzes users' emotional tendencies and keywords, which is the main data source for obtaining Luoyang City image construction.



cid	name	[redacted]	give th	ip territor	[redacted]	reply_id
7225980321471496992		2023-04-25 21:34:15	701	Henan	[sobbing] Give three free little flowers, and I'll waste two pieces for you every day if I don't use them [smirking]. Give that one to another brother who praises Luoyang.	0
7226015972947 51	(Ah Kun, who is	2023-04-25 23:52:46	14	Sh ando		7225980321471496992
7227810971417594	Datang and Beijing [Luoyang-Chang 'an	2023-04-30 22:05:30	4	Yunna	Why didn't mine [laugh] [laugh] [laugh]	7225980321471496992
7227849084263 1	The creaky Kun	2023-04-30 22:05:30	0	Shand	I have three more days to send you [tears drop]	7225980321471496992
7247472687182234	Xuxu Dad	2023-06-22 19:35:41	0	Henan	Did you expect to receive three more flowers a few months later? [Yi too th Yi touch it Yi touch]	7225980321471496992
7245897252413 26	YKYB Lu	2023-06-18 13:42:13	0	Henan	Send it [compare hea	7225980321471496992
7243664426568 51	[glass pupil	2023-06-12 13:17:39	0	Henan	I gave it all. What is the background mu	7225980321471496992
7240549898709271	Wisdom Fofo Agbo Fu	2023-06-0403:53:10	0	Henan	Luoyang was only the capital in the Tang dynasty, even in the period of Wu Zetian, when he changed Luoyang from a capital city of 19800.100008000805	7225980321471496992
7235220513446118	Primary Six students	2023-05-20 19:10:59	0	Guangdon	Give you flowers. ,	7225980321471496992
7231749463072211	Mu Mu of Xiao Wang's family	2023-05-11 10:41:35	0	Henan	I want to ask, is there any use? I can't find mine either [covering my face]	7225980321471496992
7229131871393695	Mimi depilation manager jojo	2023-05-04 09:23:55	0	Henan	Give the taxi a training first. What a bad attitude.	7225980321471496992
7228946526896 41	zyh-2001	2023-05-03 21:24:43	0	Henan	up	7225980321471496992
7228900287719834	Uncle Cat's Right	2023-05-03 18:25:12	0	Beijing	You said that Shaanxi didn't fight for the culture of the Great Song Dynasty at all, but you insisted on the culture of the Tang Dynasty. I feel that Shaanxi is fighting for it more regular	7225980321471496992
7228897535859 14	Lu Xixi	2023-05-03 18:14:36	0	Henan	To-do [redacted] n4 the	7225980321471496992
7228628222123524	Tianshan Laike	2023-05-03 00:49:40	0	J ia	[wither I[wither I[adjust]	7225980321471496992
7228258523695924	Qin peopl	2023-05-02 00:55:17	0	Hebei	How many are	7225980321471496992
7228240165722351	You are the only one who can't replace people to le		0	Sh ando	Why isn't mine?	7225980321471496992
7227858889553842	[redacted]slowl	2023-04-30 23:04:08	0	Henan	Red Luoyang is black Kaifeng	7225980321471496992
7227068436051 24	[fleshy fairy	2023-04-28 19:56:41	1	Shaanxi	Common sense: Tianjie refers to Suzaku Street in Xi 'an. Please don't distort history and mislead Big Double 259 to sell Tianxiao g6992.	7225980321471496992
7226905625044 63	[little fairy GG	2023-04-28 09:25:01	0	Henan	Have some every day and give you three.	7225980321471496992
7226891610821 57	Yuri ly	2023-04-28 08:30:38	0	Henan	[Awes	7225980321471496992
7226691640449 97	qzuser238088191	2023-04-27 19:34:35	0	S ha	Here you are, Dongdu.	7225980321471496992
7226599592114 92	(Orange	2023-04-27 13:23:18	0	Hunan	See you	7225980321471496992
Floating clouds	2226478493208	2023-04-27 05:22:46	0	Australia	Huahua must give us [praise] from Luoyang.	7225980321471496992
7226365350644 13	Chang 'an Benben	2023-04-26 22:28:24	0	Yunnan	Mine doesn't.	7225980321471496992
7226316334379 30	troll	2023-04-26 19:18:12	0	Henan	Are there any peony flowers left for Luoyang tomorrow?	7225980321471496992
7226351300413 50	(A duck is lazy @	2023-04-26 21:33:52	0	Henan	Yes, May Day just happened	7225980321471496992
7226351505648 075	troll	2023-04-26 21:34:37	0	Henan	thank	7225980321471496992
7226293844118 11	ll castor purple dry red	2023-04-26 17:50:54	!	1 Anhui	Quick search: Huimin Street has lost smoke.	7225980321471496992
7226212891367091	Fairy Sister	2023-04-26 12:36:46	0	Henan	[Rose]I[Rose] [Rose]	7225980321471496992
7226201042518 03	Wucheng Chang 'an	2023-04-26 11:50:53	0	S ha	Han Yu is talking about Chang 'an.	7225980321471496992
7226180265147974	Winter So	2023-04-26 10:30:16	0	Henan	Why don't I have this [happy]	7225980321471496992
7226160525334621	Flowing water	2023-04-26 09:13:35	!	Jia ngs	Luoyang also has some famous soup capitals	7225980321471496992
7226161801058452	Silent dust heart	2023-04-26 09:18:40	4	Henan	River City, Yellow River, Luohe River, Yihe River, Jian River and Chan River pass through the city [La [redacted]	7225980321471496992
7226014867715127	Gong Liu	2023-04-25 23:48:25	0	Henan	[Rose]I[Rose] [Rose]I[Tiaoxie] [Tiaoxie I Tiaoxie] C [redacted]	7225980321471496992
7226012633556004	Senior Awan (Social Fear Edition) 2023-04-25 23:39:52		1	Guangdon	@ He Chao I want a little flow	7225980321471496992
7226271957059 98	nameless grass 92677	2023-04-26 16:26:08	L	Jiangs	It's still embarrassing to talk	7225980321471496992
7226284832857 30	Tongtongkou	2023-04-26 17:15:56	0	Shaanxi	On the whole, I just want to popularize it. What is the situation of this poem? 19989.999999989996	

Figure 1. Excerpt from the collection of short video comments on Luoyang, a city with great details

2.3.1. The Positive Proportion of Users' Emotions is Greater

The content of digital media affects the public's impression of Luoyang City image. By purifying the comments, nearly 4,000 pieces of effective information are obtained, among which it can be seen that the public's emotional tendency towards Luoyang is mainly positive, accounting for 58.1%, negative for 30.9% and neutral for 11.0%.

In the positive comments, most of them focus on lamenting the beauty of Luoyang, and at the same time, more Henan people are proud of Luoyang. In the negative comments, most of them focus on the word "Tianjie" mentioned in the short video copy, and netizens argue endlessly about its attribution

to Luoyang and Xi 'an, which leads to the binary opposition between Luoyang and Xi 'an. The content of the sample video shows that Luoyang has sown grass seeds in the cracks of the Imperial Road rebuilt by the 140-meter-wide Tianjie site, waiting for the misty rain to come and the spring breeze to grow. The poem "Tianjie is moist and crisp, and the grass color is near but not." The beautiful scenery shows Luoyang's care in details when designing the city tourism image. Although there is controversy about the direction of "Tianjie" in the poem, most netizens agree with Luoyang's intentions.

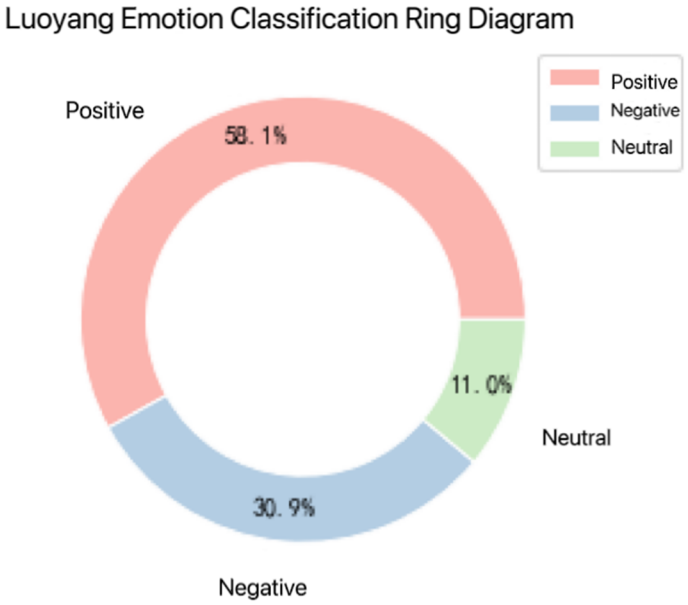


Figure 2. Emotional tendency diagram of short video comments

2.3.2. More Obvious Discourse Characteristics

In order to accurately trace and analyze the discourse features of the comment area of the Tik tok short video Luoyang, a city with great details, this paper makes a statistical analysis of the word frequency of all media samples, and deletes high-frequency words with irrelevant features such as "if", "however", "clap" and "ke", so as to grasp the core words in the comment area more accurately and present them intuitively in the form of word cloud images. Among them, the high-frequency words are: Luoyang (1124 times), Xi 'an (461 times), Tianjie (217 times), Culture (142 times), Ancient Capital (119 times), Peony (44 times) and so on.



Figure 3. Cloud image of short video comment words

In recent years, the Henan Provincial Department of Culture and Tourism has issued relevant policies to accelerate the transformation of Luoyang's city image. The government supports Luoyang to create a national demonstration zone for the integration of cultural industry and tourism industry, and is committed to launching a number of Luoyang-featured cultural tourism products such as creative spaces, characteristic business districts and cultural theme parks, and

launching high-quality cultural and creative products with Luoyang characteristics to create a number of immersive and experiential cultural tourism projects. Under such a main structure, the construction of Luoyang's city image is also relatively based on Xi 'an, an ancient capital with good early development. However, such a move will inevitably make netizens compare the two cities, making Xi 'an a high-frequency vocabulary in Luoyang's overall keywords.

However, despite different comparisons, Luoyang's own characteristics are also recognized by the public, and keywords such as "Tang Dynasty", "Peony", "Longmen Grottoes" and "White Horse Temple" are frequently displayed, showing a three-dimensional and diverse city image under cultural integration. It also shows that in the process of Luoyang City construction, after accumulating a certain degree of attention, it is necessary to carry out differentiated development of its own characteristics and create a more recognizable city image.

Nowadays, in the new media field, more and more young people will spontaneously inject their personal cultural experience into the construction of the city's cultural image. As online users, they are more interested in presenting the city from a unique perspective, especially traditional skills such as distinctive food culture and handicraft production, which provides new elements and channels for enriching the city's cultural image. In the future development, the official media should also pay attention to social media, and avoid negative effects in this channel.

In ancient times, poets described the graceful beauty of Luoyang City with the poem "The Jade Tower is deserted, and the plum blossoms are drunk in Luoyang", and outlined the vivid urban cultural image. Then, under the promotion of various cultural policies, Luoyang should show new fashions and new features in the new era. City is the carrier of culture, and culture is the life of the city. Only by focusing on the cohesion of urban spirit and the shaping of cultural image can we promote the high-quality development of cities.

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