

COMMUNICATION OF URBAN CULTURAL IMAGE IN THE PERSPECTIVE OF NEW MEDIA-TAKING JINAN AS AN EXAMPLE

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ABSTRACT

Combining the concepts of urban cultural image, new media and Jinan's strategic layout for enhancing cultural soft power, this paper elaborates on the background and significance of the study of Jinan's cultural image communication under the perspective of new media, and at the same time clarifies the research focuses of the research questions, research objectives, research hypotheses, and the scope of the study. In addition, the relevant academic terms involved in the study are also explained in detail. Finally, this chapter proposes the expected contributions of this study in terms of academic and practical applications, with a view to providing some reference for the communication management of Jinan's cultural image under the new media perspective.

Keywords: Urban Cultural Image, New Media, Jinan

INTRODUCTION

City image refers to the sum of impressions that a city has on the public with its natural geographical environment, economic and trade level, social security condition, landscape of buildings, the perfection of public facilities such as commerce, transportation and education, legal system, government governance mode, historical and cultural traditions, as well as the values, quality of life and behaviour of its citizens, etc., which act on the public and make the public form a cognitive perception of a certain city. City image can be divided into external and internal levels, the outer layer of the city's physical image, including the city's landscape art image and environmental image; the inner layer of the city's behavioral image and spiritual image, mainly refers to the city's corporate image, service image, and the spirit of citizens and the city spirit. Since modern times, the development of cities has been increasingly showing convergence and homogenization, and the diversified, personalized and local features that have been formed in many cities for a long time in the history are tending to be lost. City image is the intangible assets of the city, reflecting the value of the city. At a time when the city image has gradually become "one of a thousand cities" and homogenization is becoming more and more serious, research on the communication management of the city's cultural image and the manifestation of the city's unique cultural image is becoming a key area of concern for academics and city administrators.

The concept of new media was first put forward by P. Goldmark, the director of the Institute of Technology of Columbia Broadcasting System (CBS) in 1967. New media, relative to traditional media, is a new media form developed after traditional media such as press, radio and television, and is a communication and media form that provides information and entertainment services to users through channels such as the Internet, wireless communication networks and satellites, as well as terminals such as computers, mobile phones, and digital TVs by using digital technology, network technology, and mobile technology. It has the characteristics of mass information bearing, fragmented information dissemination and virtualized information dissemination environment. In today's booming science and technology, inter-country and domestic exchanges are becoming more frequent, global interdependence is increasing, more convenient transport and telecommunication advances have shortened the distance of the world, and exchanges using information and communication technology will be more rapid and extensive. Globally, the new media has become a major strategic target for social and economic development and is increasingly influencing various fields while developing rapidly.

In 2022, Jinan City was once again successfully elected as the "Cultural Capital of East Asia", creating a new business card for opening up to the outside world and a new platform for culture to go out. In recent years, Jinan insisted on the construction of "cultural Jinan" as an important content to promote high-quality development, in the development of cultural undertakings and industries and promote the reading of the whole people to continue to make efforts, and vigorously promote the steady improvement of the city's cultural taste and soft power. 2023, Jinan City, the "Government Work Report" pointed out: "build a strong new media publicity cluster matrix, strengthen the international communication center of Jinan, continue to enhance the reputation and influence of the "Spring City under Heaven", and "enhance the cultural soft power of the Spring City".

Therefore, this paper is entitled "Management Research on Jinan's Cultural Image Communication in the Field of New Media" and carries out the corresponding research to explore the specific practical path of Jinan's strategic layout for enhancing the city's soft power in the field of new media.

Research Problems

Based on the research background of this paper, it is proposed to carry out a series of research from the following contents:

- (1) How to build a communication assessment mechanism for urban cultural image?
- (2) What is the current situation of Jinan's cultural image communication in the new media perspective?
- (3) How to carry out the management of Jinan's cultural image communication in the new media perspective?

OBJECTIVE

Through the research of this paper, the following objectives are expected to be obtained:

- (1) Based on the main elements involved in the city's cultural image, construct an assessment mechanism for the city's cultural image communication in the new media perspective. Based on the typical assessment methods of urban image, such as questionnaire survey method and Delphi method, comprehensively summarize the influencing factors of urban cultural image dissemination and construct them hierarchically to form an assessment system of urban cultural image dissemination, so as to establish a solid foundation for the subsequent investigation.

(2) Based on the assessment mechanism, research on the current situation of Jinan's cultural image communication under the new media perspective is conducted, and the results are analyzed to put forward the deficiencies of Jinan's cultural image communication, so as to promote the development of the city's economy and spiritual culture. Based on the evaluation mechanism of the city's cultural image communication formed by the existing research, we conduct a comprehensive research on the current situation of Jinan's cultural image communication, summarize the results of the research, analyze the main phenomena, existing problems, reasons, etc., and compare the city's cultural image with that of the similar city of Zibo, carry out a comparative validation, and make use of the SWOT method to comprehensively sort out the status of Jinan's cultural image communication.

(3) Combining the results of the research and the antecedent theory, the management strategy of Jinan's cultural image communication in the new media perspective is proposed, including how to carry out top-level design, talent construction, supervision and regulation, public opinion guidance, incentives and penalties and other ways, so as to form a comprehensive development model.

Research hypothesis.

In the research hypothesis, this paper argues that the main reason for the current lack of research on Jinan City's cultural image communication is that individual studies are abundant, but there is no specific and comprehensive research, and the positioning on the integration of the new media background and the city's cultural image communication is unclear, which can easily lead to the failure of the follow-up work, and the key to solving this problem lies in combining the specific things, in which the city's local characteristics of the city's culture is an important reference. In addition, the evaluation mechanism of urban cultural image communication is the theoretical basis of the optimization strategy of urban cultural image communication, and also an important direction for future work; the shortcomings of the current optimization strategy work lie in the lack of systematic research on the status quo, data collection and data analysis and interpretation.

Research Scope

Scope of content: This paper combines the concepts of urban cultural image and new media to study the current situation of Jinan's urban cultural image communication management, analyze the deficiencies and challenges in the process of communication, and study the management path to strengthen the city's cultural image communication by applying theories such as public management theory, new urbanism theory, urban competitiveness theory, and new media theory to provide powerful strategic suggestions for the future culture and image communication of Jinan City. The study will also apply theories of public management, new urbanism and new media theory to strengthen the management path of the city's cultural image communication and provide powerful strategic suggestions for Jinan's future cultural image communication.

Regional Scope: The study selected Jinan City in Shandong Province, China, to study the communication management of the city's cultural image. Jinan was chosen for the following two reasons: on the one hand, the city has a long historical and cultural heritage, having been founded more than 2,600 years ago, and because it is located in the south of the Joshua River, it was renamed Jinan more than 2,100 years ago during the Han Dynasty, and the name has been used ever since. During its long history of urban development, Jinan has developed a unique urban culture represented by spring water culture, garden culture, celebrity culture, architectural culture and food culture, and its rich cultural connotation has laid a good foundation for the dissemination of the city's cultural image. After the establishment of new China, Jinan ushered in a new development opportunity, the development trend is rapid, is the capital of Shandong Province, the core city of Jinan Metropolitan Area, the State Council approved the

determination of the southern wing of the Bohai Rim as the center of the city. Therefore, the deep historical heritage coupled with the outstanding modern development makes Jinan City China has a certain representative significance, and the study of Jinan City's urban cultural image dissemination can provide an experience for most cities to learn from. On the other hand, Jinan has made a lot of attempts in recent years to build a cultural image of the city, but there are still many problems to be solved in the process. For example, how to balance the relationship between traditional cultural heritage and modern cultural innovation? How to communicate the city's cultural image cross-culturally and accelerate the process of internationalization? How to make rational use of new media and technology to iterate communication channels? How to increase social participation and attract the whole society to participate in the communication of the city's cultural image? These are common problems encountered by other cities in the Middle Kingdom in the process of communicating the city's cultural image. Choosing Jinan for this study will not only help to break through the dilemmas faced by the city but will also help to summarize a set of communication strategies that can be applied to other cities.

The scope of the study includes both the managers and the audiences of Jinan's cultural image communication in Shandong Province, China. The managers include communication strategy makers and strategy implementers, with strategy makers providing direction for the construction of the city's cultural image and controlling the specific objectives of the city's cultural image, while the implementers include participants in the construction of the city's cultural facilities, creators of related cultural works, and practitioners of communication channels. Through the study of the above two, the current situation and shortcomings of Jinan's current communication of the city's cultural image in the choice of direction and specific operation will be clarified, and improvement programs will be proposed. The audience consists of Jinan residents and tourists and potential tourists travelling to Jinan. City residents have the most direct perception of the city's cultural image, and at the same time, they are a part of the city's cultural image, and the shaping of the city's cultural image will feed back to city residents, effectively improving their material and spiritual quality of life. Tourists, on the other hand, represent the outside world's perception of the city's cultural image, and the success of the city's cultural image dissemination needs to be fed back by the evaluation of tourists. In addition, the attractiveness of the city's cultural image to potential tourists is also an important basis for judging its success or failure.

In the time scope of the study, from 1978 to the present. In December 1978, the Third Plenary Session of the Eleventh Central Committee of the Party was officially held, which decided to shift the focus of the whole party and the attention of the whole nation to the construction of socialist modernization and put forward the task of reform and opening up. Since the reform and opening up, the speed of urban development in China has increased rapidly, and the process of urban modernization has been accelerating. With the improvement of the city's economic level and the change of social environment, the party and the people's requirements for the development of the city are also changing day by day, and the necessity of spreading the construction of the city's cultural image is also gradually highlighted in addition to the city's material construction. In addition, since the reform and opening up, the level of science and technology in China has also made great progress, new media, new technologies emerge one after another, and the information dissemination channels present a richer situation than before. Therefore, this paper chooses this time period as the research timeframe to explore the urban cultural image communication management strategy of Jinan City since the reform and opening up.

RESULTS

(1) It opens up a new research direction. At present, scholars at home and abroad lack of research on the management of Jinan's cultural image communication under the perspective of new media, on the one hand, it is because the corresponding research on the management of the city's cultural image communication is relatively short and lacks relevant experience, on the other hand, it is because the relevant research on the positioning of the new media is biased, and the cognition of its characteristic elements is not clear enough, so this paper researches the management mode of the city's cultural image communication through digging into the perspective of new media and the new media. Therefore, this research is able to develop a new research direction by deeply exploring the new media perspective and the management mode of urban cultural image communication, which is undoubtedly beneficial to the development of both the profession and the discipline.

(2) Synthesizing existing research methods and systematically constructing a research model. Existing research on the management of urban cultural image communication is still less, and the corresponding research methods are still less, basically focusing on pure theoretical research, the relevant research does not combine multiple types of research methods, and pure theory is difficult to ensure the effectiveness of the research, especially part of the research is not combined with social research, and the analysis of the research background is still not enough, so this paper, through the analysis of the research, puts forward a set of set of Therefore, this paper proposes a research mode of background investigation-theoretical analysis-practical design through analysis and research, which can effectively guarantee the reliability of the research results, and also has reference significance for related research.

(3) Promote the effective development of urban cultural image communication related disciplines. Urban cultural image communication has a constructive role in the development of urban planning, cultural communication, tourism and other disciplines, only to improve the quality of urban cultural image communication, in order to promote the development of the whole industry and all the disciplines involved, so this paper has a practical significance for the relevant disciplines of urban cultural image communication, through this research, to achieve the improvement of the construction of disciplines, thereby promoting the development of urban development, tourism and other disciplines. Urban development, tourism and other disciplines of relevant research can have sufficient reference objects and combination of objects, to ensure that academic research in practice has a clear and feasible basis.

CONCLUSION AND FUTURE WORK

(1) Promote the development of Jinan's cultural image and enhance the effectiveness and scientific of its construction process. The development of Jinan's cultural image is relatively short, how to improve the quality of development in the future long-term period of time, to strengthen the effectiveness of the development is still an important issue of social concern, especially in the context of the birth of the new media, development, Jinan City, the cultural image itself is endowed with a certain significance of the times, therefore, this paper focuses on the characteristics of the city's cultural image, to effectively enhance the Jinan City, the cultural image of the related policies, systems, evaluation and other aspects of the effectiveness, but also to promote the reform of urban development, with high quality and effectiveness.

(2) Effectively solve the problems of talent shortage and uneven quality in the layout chain of Jinan's cultural image industry. Jinan City, the development of cultural image communication management is still in a basic stage, the development of the industry chain is relatively primitive, the lack of a large

number of specialized personnel, seriously restricting the development of Jinan City, the development of the city's cultural image, so this paper through the corresponding research, can promote the optimization of Jinan City, the cultural image of the communication management of the layout of the various chains, and effectively enhance the professional and technical level of the practitioners and the comprehensive quality of the industry, and indirectly promote the development of the relevant industries. development.

(3) Strengthening the connection between new media-related professions and specializations and urban construction. New media-related professions and specialties belong to the application field itself, and need to be in line with the society and the market, in this case, this paper establishes a bridge for the contact between them and typical cultural cities through relevant research, which not only ensures the development of the industry and discipline, but also promotes the progress of the city, which is a research of strong practical significance.

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