

Transmitting the Beauty of the City: Local Media and City Image Communication

Shimeng Luo, Tingting Hua, Zixin Wang, Zipeng Jiang, Jun Li*

Anhui University of Finance and Economics, School of languages and media, Bengbu, Anhui 233000, China

* Corresponding author: jli1978@163.com

Abstract: The image of a city is closely related to its competitiveness and influence. In China, the shaping and dissemination of city image is closely related to urban mainstream media. In the era of new media becoming an important carrier of city image shaping and dissemination, the communication path and communication effect of urban mainstream media have become the focus of this paper.

Keywords: Integrated communication, Urban mainstream media, Urban image building.

1. Introduction

In October 2022, the Communist Party of China (CPC) put forward the working guideline of "telling a good Chinese story, spreading a good Chinese voice, presenting a credible, lovable and respectable image of China, and enhancing the spreading power and influence of the Chinese civilization" [1]. At present, with the emergence of new media platforms, the traditional mainstream media has suffered a huge impact, and the influence of the media has been greatly reduced. Therefore, the mainstream media need to find a way to change as soon as possible, actively explore the multimedia convergence of communication methods, break through the traditional linear communication mode of "talking to themselves", and reshape the industry ecosystem.

Today, the shaping and publicizing of city image is of great significance to the enhancement of city competitiveness and influence. As a city mainstream media, it needs to play a leading role in spreading the image of local cities. Among many local media information platforms, Xiamen Radio and Television Group (XRTG) has inspired the vitality of city image shaping and dissemination through the effective integration of new media technology with program content and publicity methods. Taking Xiamen Radio and Television Group as an example, this paper explores the communication paths and effects of Xiamen Radio and Television Group in shaping and communicating the image of the city through field research and data analysis, so as to provide assistance to the mainstream media in shaping the image of the city.

2. Information Dissemination of Xiamen's City Image

Xiamen Radio and Television Group (XRTG) was established on June 28, 2004, including news center, technology center, program center, etc. It also has 5 TV channels, 5 radio frequencies, and 2 online media platforms. At present, the main communication media in Xiamen are Xiamen People's Broadcasting Station, Xiamen Daily, Hercynian Morning Post, as well as Xiamen Satellite Television and Xiamen News Radio under Xiamen Radio and Television Group, and many other media. Among them, Xiamen Radio and Television wireless programs cover a population of nearly 10 million, cable system covers all the

towns and cities in the Xiamen area, with a total of nearly 300,000 households, and was awarded the National News Publishing, Broadcasting, Film and Television System Advanced Collective [2]. Xiamen Radio and Television has been actively reforming and innovating, and has gradually formed a multimedia communication pattern integrating radio, TV and mobile clients with "Watch Xiamen" APP and short video platform as the main force of its new media communication.

2.1. Watch Xiamen App

The "Look Xiamen" APP has four main sections: "News, Broadcasting, Discovery, My". By the end of 2021, the cumulative downloads of Look Xiamen APP amounted to nearly 3 million [3], a total of 464 live webcasts were accomplished, the number of short video hits on the whole network reached 2 billion, and the official microblogging continued to rank among the top 10 media public numbers in Fujian Province, with 113 "100,000+ tweets" [4]. In the same year, the PUGC content production model established by APP was honored as a typical case of media integration in Fujian Province [5], and in 2022, it was selected as a media integration brand platform of the General Administration of Radio and Television and was selected as a new brand of radio and television media integration in the "New Era-New Brand-New Influence" [6].

The "Watch Xiamen" APP utilizes Xiamen Radio and Television's exclusive program resources and authoritative CCTV news resources to provide users with authoritative information and encourage them to discover and participate in activities in real time. Now, the new version of the APP not only adds new slow live, typhoon path and other columns, but also includes anchor show, community interaction, short video vertical screen presentation and many other functions. In addition, in order to improve the quality of service, "Watch Xiamen" and "iXiamen" APP join hands to create a "news + government + service" comprehensive platform, attentive and high-quality services for the people.

2.2. Short video platform

In 2021, Xiamen Radio and Television Group set up a short video team to actively operate platforms including the official Jittery Voice, Shutterbug, and WeChat video number, see video number, etc. The mode of operation includes content

creation, personalized recommendation and targeted dissemination, user interaction, and brand cooperation in several aspects. Xiamen radio and television new media platform to find another way, re-engineering the editorial process, through its official short video number creation, production and release of social hotspots, trendy programs, etc., the content is to cover politics, life, culture, science and innovation, etc., to ensure that the important news of the dynamic news of the full coverage of the first. As of August 19, 2023, Xiamen Radio and Television's official Jitterbug number had 1.31 million followers, 2.378 million fans and 81.328 million likes, with 1.0 million works; it had 12,000 fans on snapchat, and released 40 short video works.

With the continuous output of high-quality video, short-video platforms have gradually become the "main force" of Xiamen radio and television. According to the news convergence and dissemination index of Sofres Media Research (CSM), on 11 major social platforms such as Jitterbit, Shutterbug, WeChat, Weibo, etc., more than 5.35 million pieces of news content were released by broadcasters in 2021, which is a continuous growth; the total amount of dissemination was more than 177 billion times, a year-on-year increase of 17.8% [7].

3. The Effect of Urban Information Dissemination of Xiamen Radio and Television Group

The author's team used a questionnaire survey method

Table 1. Overall reliability test

item count (of a consignment etc)	Cronbach's alpha coefficient
31	0.748

As can be seen in Table 1, the overall scale reliability is 0.762, so this questionnaire has good reliability and usability.

based on random sampling to design a questionnaire for Xiamen's local citizens, tourists, and foreign permanent residents, and conducted online research from May 6 to July 6, 2023. Among the research subjects, 56.06% were local citizens of Xiamen, 15.91% were tourists, and 14.14% were permanent foreign residents. In terms of age distribution, 16.16% were between 18 and 25 years old, 30.56% were between 25 and 35 years old, and 34.09% were between 35 and 50 years old. Occupation distribution of 24.24% of the company staff, 18.94 for the institutions, 16.16% for students, the rest also includes services, agriculture, industry and commerce and other different occupational groups. After the recovery statistics, 396 questionnaires were sent out and 396 questionnaires were valid.

3.1. Results of the questionnaire reliability test

3.1.1. Reliability tests

Based on the content of the research and the in-depth interviews with the research subjects, the author finally determined the three dimensions of frequency of use, operational effectiveness, and dissemination strength. Using SPSS software to calculate the reliability coefficient of the total questionnaire table, Cronbach's α coefficient test results are shown in the table below.

Next, we tested the values of Cronbach's alpha coefficients for the variables.

Table 2. Table of Cronbach's alpha coefficients for each variable

variant	Cronbach's alpha coefficient
frequency of use	0.706
Operational effects	0.823
Dissemination efforts	0.716

As can be seen in Table 2, the Cronbach's alpha coefficients for each variable are greater than 0.7, which shows that the data are quite reliable and can be further analyzed.

In order to ensure the validity of the questionnaire, we conducted a reliability test on the questionnaire data obtained

from the formal survey. The reliability of each latent variable was analyzed by SPSS and the Cronbach's alpha coefficient values for each question under each variable were calculated (Table 3).

Table 3. Table of Cronbach's alpha coefficients

	Title	Deleted alpha coefficients of line	Cronbach's alpha coefficient
Frequency of use	Xiamen Radio and Television Official Jitterbug Number	0.627	0.706
	Official WeChat Video Number	0.630	
	Microfilm & Promotional Video Series	0.666	
	Watch Xiamen APP	0.646	
	Watch Xiamen APP	0.768	
Operational effects	Xiamen Radio and Television Official Jitterbug Number	0.753	0.823
	Microfilm & Promotional Video Series	0.778	
	Official WeChat Video Number	0.808	
Dissemination efforts	How effective do you think the mainstream media is in communicating about Xiamen?	0.695	0.716
	How effective do you think the self media is in spreading the image of Xiamen?	0.737	

According to the results of the analysis, it can be seen that the reliability of the questionnaire is good and Cronbach's Alpha = 0.748, which is greater than 0.7, indicating that the structure of the questionnaire and the design of the options of the questions are scientific and reasonable, and the overall consistency is high.

3.1.2. validity tests

We determine the correlation and partial correlation between the variables based on the KMO value, the closer the value of KMO statistic is to 1, the stronger the correlation between the variables, the weaker the partial correlation, and the better the effect of factor analysis. The results are as follows.

Table 4. Pre-survey questionnaire validity test table

KMO and Bartlett's test	
KMO value	0.794
approximate chi-square (math.)	137.463
Bartlett Sphericity Check	df
	6
	p-value
	0.000

The KMO value of the overall data of the questionnaire was 0.794>0.7 and the significance level was 0.000<0.05, which obviously the questionnaire data passed the validity test and the quality of the collected data was good. It shows that the overall setting of this questionnaire is scientific and reasonable.

3.2. Analysis of research results

3.2.1. Users' access to information about Xiamen

In terms of the way of understanding Xiamen city information, the proportion of Xiamen information through

mainstream media is only 31.06%. 71.97% of the public will browse Xiamen city information on the Internet, but only 18.18% of the mainstream media through the official platform to obtain information about the city, while 60.35% of the self-media platform. It can be seen that the mainstream media in the dissemination of content has a certain degree of authority and timeliness, and there is a certain amount of traffic, but the interaction with the audience is not enough, the content lacks of interest, can not attract more audiences to come to browse, and it is difficult to become the first choice of the audience to browse the city's information!

Question 7 What is the main platform you use to browse information about Xiamen's city image?[single question]

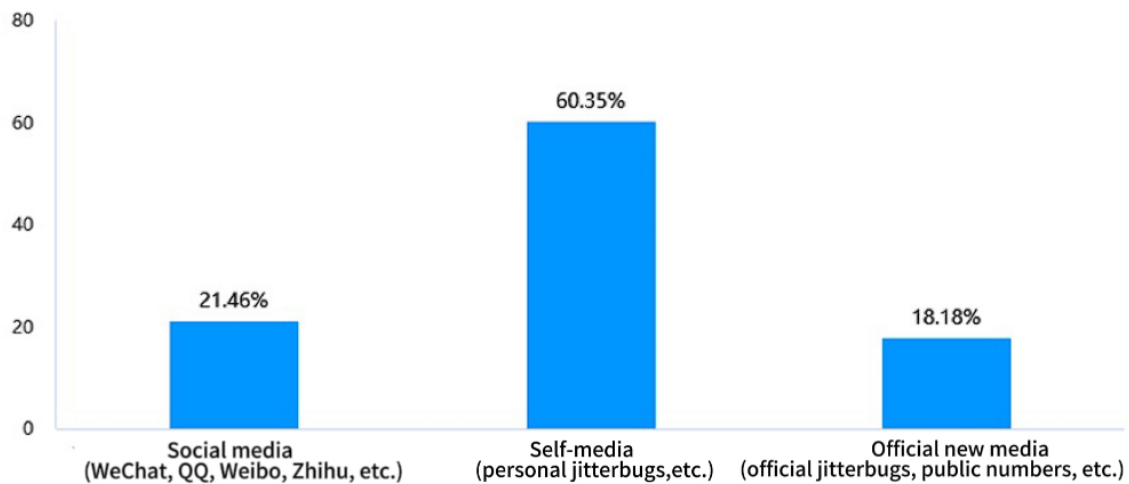


Figure 1. Main platforms for users to browse Xiamen city image information

3.2.2. The main types of information users receive about Xiamen city

In terms of the content of Xiamen's city information dissemination, beautiful scenery and food become the first choice. At the same time, 78.79% of users preferred to obtain city information through the form of short videos. As for the awareness of Xiamen Radio and Television's related new

media channels, it can be seen that the official Jieyin number and video number have a relatively large amount of traffic and attention, of which 37.12% of the audience said that they often watch Xiamen Radio and Television's video number. This is consistent with the fact that under the context of convergent communication, audiences are willing to use short video platforms to receive information.

Question 18 Which aspects of Xiamen's image would you prefer to know? [Multiple choice]

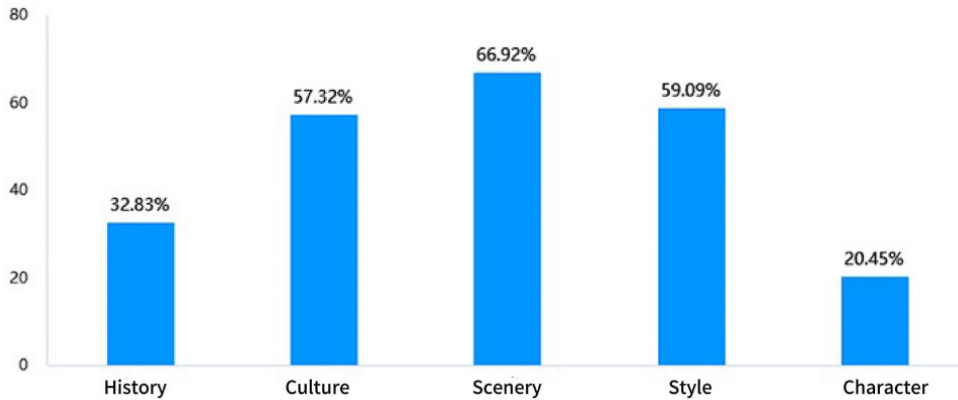


Figure 2. The image of Xiamen that users prefer to know

Question 12 How often have you used the above new media platforms in the last month approximately? [Matrix Multiple Choice Question].

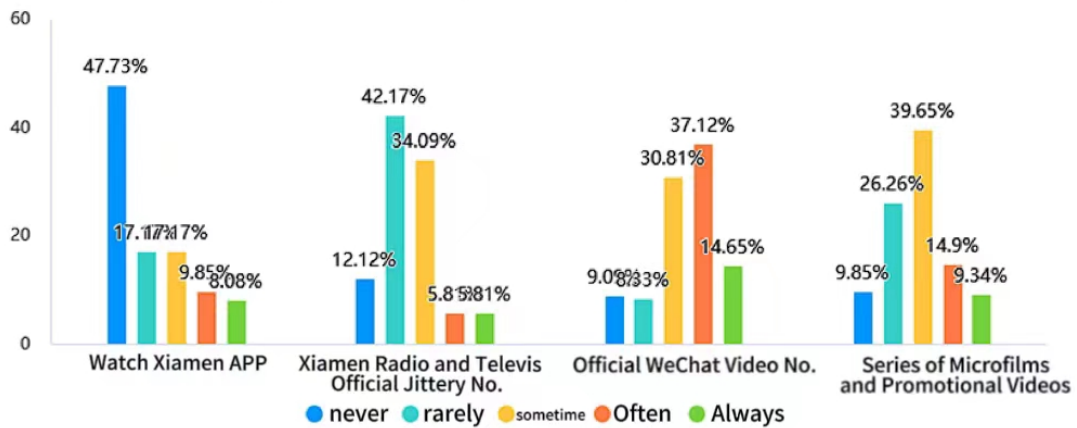


Figure 3. Frequency of users' use of new media platforms in the last month

3.2.3. Users' evaluation of the communication effect of mainstream media in Xiamen

The survey results show that 53.28% of the respondents believe that Xiamen Radio and Television's Watch Xiamen APP operates generally well, while 52.27% of the subjects believe that Xiamen Radio and Television's official Jitterbug

number operates very well. In addition, 50.25% of the respondents said that the mainstream media is not effective enough in publicizing Xiamen's city image, and has the disadvantage of not having enough novel and interesting content. However, 69.7% of the respondents also affirmed that the content released by mainstream media is more authoritative.

Question 13 What do you think of the operating effect of Xiamen Radio and Television Group's new media platform? [Matrix Multiple Choice Questions]

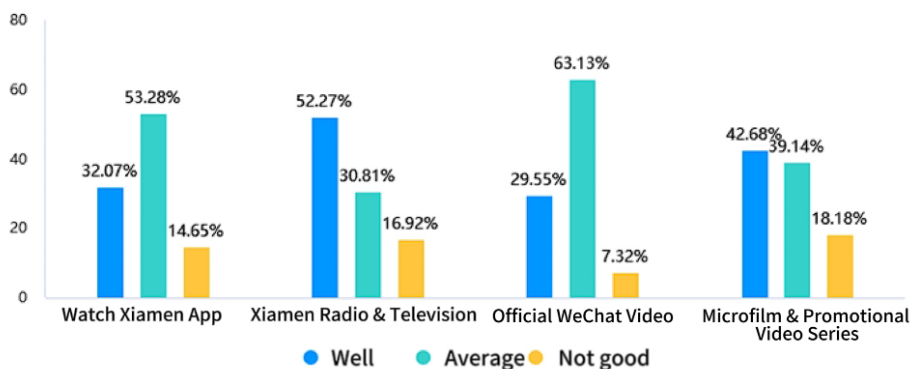


Figure 4. Users' evaluation of the operation effect of Xiamen Radio and Television's new media platforms

4. How to Communicate the City's Image

As the main media force for shaping and spreading the image of a city, the mainstream media should take greater responsibility for the shaping and spreading of the city's image in the context of the era of integrated media communication. Combined with the research and analysis, the author believes that urban mainstream media can focus on the following aspects to enhance the effectiveness of city image shaping and communication.

4.1. Strengthening communication and interaction and shaping the image of the city as a friendly and lovable city

The media should fully utilize the Internet user thinking to reconstruct the content ecology [8] and guide the audience to pay attention to the city image.

In terms of content, it should be based on user needs and combined with regional characteristics, and give full play to the advantages of mainstream media's professionalism and authority to obtain novel news containing urban information. On the other hand, they should closely follow local folklore festivals and other activities, such as Xiamen Radio and Television's special publicity reports on the Golden Rooster Awards and the International Marathon, so as to let audiences feel the city's humanistic flavor.

Urban mainstream media can also create an exclusive image of the city according to its characteristics. Xiamen radio and television around the audience like the sea, egrets and other elements of beauty, sand tea noodles, seafood and other elements of food, the design of the city's virtual character image, online and offline synchronized publicity, and audience interaction, so that the audience feel Xiamen's lovely and lovely city image, to promote the construction of the city's image.

Mainstream media can also use celebrities to attract traffic, setting off the audience "card" boom. The city's virtual image superimposed on popular film and television locations, with star traffic to help, so that the attention converted to the city's attractiveness, so as to drive the audience to pay attention to the city's information, construction of the city's image of the cognition, so as to the city's image of the wide dissemination of the city's image.

4.2. All-round dissemination of a unique and innovative city image

Mainstream media can innovate the mode of communication. For example, the introduction of cultural history can be introduced in the form of long comics, or H5 interactive mode, and for the construction of projects, live broadcasting can be carried out, or VR browsing. And for the representative activities of the city, multi-platforms should be utilized for massive and intensive content release. For example, in 2021, Xiamen Radio and Television launched a large-scale integrated media live broadcast of the Xiamen University Centennial Celebration, "100 Years of Glory", and the eight new media platforms involved in the live broadcast had more than a million hits in real time, reflecting Xiamen's strong historical heritage and humanistic flavor, leaving a deep impression of the city's characteristics [9]. Mainstream media can link up with new media platforms such as Jitterbug,

Shutterbug, WeChat public number, video number and other new media platforms to vertically lay out audio-visual content, to deliver the city image and city spirit to users, and to promote the shaping of the city's image [10].

Mainstream media should not only link the official new media platforms, but also be good at discovering the "hot spots" and "explosive spots" contained in the information released by the Internet self-media, so as to transform them into attractive and meaningful information on city image building. Mainstream media, together with self media, can seize the key words of city image, create city IP together, and expand the influence [11].

4.3. Cooperate to maintain a civilized and warm city image

City administrators can cooperate with the mainstream media in guiding public opinion, listening to local public opinion and stepping up efforts to make local residents or outsiders feel the image of a peaceful and civilized city in the details of their lives. Political media and institutional media can cooperate to promote cultural practices from time to time and establish a civilized city style. In the form of communication, city managers should actively explore the innovation of communication forms to enhance the enthusiasm of audience participation and contribute to building the city image.

At the same time, local city residents should also proactively transmit the beautiful city image, actively participate in the secondary dissemination of urban information released by the mainstream media, expand the scope of dissemination, increase the information audience, so that migrant workers as well as tourists feel the charm and warmth of the city, and disseminate the lovely and friendly city image.

In the process of shaping and communicating the image of a city, the integration of mainstream media is an extremely effective communication mode, and its diversified communication characteristics make the expression of the city's image richer. Xiamen Radio and Television (XRT) has integrated a variety of media resources and carried out multimedia fusion communication to create a more three-dimensional, comprehensive and dynamic image of Xiamen city [11], and enhance the competitiveness and influence of the city.

Acknowledgment

This paper is the stage research results of the "Excellent Financial Journalism Talent Cultivation Innovation Program" (2022zybj005) of Anhui Provincial Department of Education and the Provincial Student Innovation and Entrepreneurship Training Program in 2022(S202210378224).

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