

A Study on the Communication Mode of Tik Tok's "online celebrity City" Image

-- Taking Xi 'an City Image Communication as an Example

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Abstract: In the era of the public's pursuit of "short, flat and fast", short video has become an indispensable pastime for young users. The vibrato short video has become the leader in the field of short video with monthly activity of more than 500 million users. The rise of short video vibrato has brought an opportunity for the spread of urban tourism image. The popularity of Xi 'an is due to the video of "Falling Bowl Wine" released by a user on Tik Tok APP in early 2018, which was reprinted and commented in a short period of time. Therefore, Xi 'an has repeatedly appeared on the hot search list of Tik Tok, Weibo and other media. However, with the shaping and spreading of Xi 'an city image in Tik Tok, there are some problems, so this paper chooses the short video of Xi 'an city image in central Tik Tok as the research object. Based on the city image communication theory, this study attempts to answer the questions of what kind of city image of Xi'an is presented in Tiktok, how it is presented in Tiktok, how the communication interaction is, and what problems and shortcomings exist. The research results show that the short video social platform can be used to spread the city image. In terms of image content construction, we can start with the three symbols of "food", "beauty" and "music", which are more prominent in popularity and communication effect.

Keywords: Tiktok short video, Online celebrity Xi'an, Image communication.

1. Introduction

With the acceleration of urbanization, urban competition is becoming increasingly fierce. In order to enhance urban competitiveness, it is necessary to enhance the external environment and internal cultural soft power of the city. The external environment of the city includes communication, transportation and geography, ecology and people's livelihood security, while the cultural soft power of the city includes intangible elements such as urban culture, residents' quality, government image and image dissemination [1]. Before the rise of mobile short video, the tourism image of the city was mainly spread through traditional media and "two micro-ends". City image is the sum total of a city's natural environment, architectural landscape, commerce and trade, history and culture, etc., which acts on the public through mass media, interpersonal communication, memory and environment, and makes the public form a subjective impression of a city [2]. The development of mobile technology promotes the emergence of short video, a new form of communication. In the era of information explosion, audiences are more willing to make use of short video to fill the fragmented free time, and mobile short video has gradually penetrated into people's lives [3].

Since its "popularity" on Tiktok in 2018, Xi'an has become a well-known "online celebrity city". After becoming popular, Xi'an has not only conveyed the image of Xi'an to the world, let more people feel the city culture of Xi'an, but also achieved considerable economic benefits [4]. But on the other hand, it is not difficult to find that the urban tourism image communication of "two micro and one end" is mainly in the form of pictures and texts, which is insufficient in the interest and appeal of the content. Moreover, the interaction mode of communication is relatively simple, and the depth of interaction is not enough [5]. In a word, the application of

"two micro and one end" in urban tourism image communication can make up for the shortcomings of traditional media to a certain extent, but there are still big shortcomings. Mobile short video has given a new form of urban tourism image communication, and has played an important role in shaping new business cards and promoting urban tourism image. Among them, Tiktok short videos are the most typical in the application of urban tourism image communication. Tiktok short videos have made great achievements in this field, making Tiktok an important platform to show urban construction achievements and local folk culture [6].

In recent years, the acceleration of urbanization has further intensified the competition among cities in terms of capital, technology and talents. In order to show their unique characteristics and gain more development space, cities have gradually realized the importance of city image building and dissemination. At present, these measures have brought many benefits to Xi 'an. Because Xi 'an has its own "popular" capital, Xi 'an is not blindly pursuing novelty in building online celebrity city, but combining its own historical and cultural resources. Xi 'an is one of the four ancient capitals in China, and it was once the ancient capital of 13 dynasties, such as Qin Dynasty and Western Han Dynasty, so it has a profound and long history. At the same time, there are several places of interest in Xi 'an, such as Qin Shihuang's Mausoleum, Terracotta Warriors and Horses, Big Wild Goose Pagoda, Huaqing Pool, etc., among which six items are listed in the World Heritage List, so it can be said that they also have popular "capital". The use of mobile short videos for the construction and communication of city image is still new. Xi 'an first tried to use mobile short videos to empower the communication of its city image, and formed scale effect in a certain range [8].

Starting from the general situation of Xi'an city image

communication, this paper combs the past history of Xi'an city image communication by summing up Xi'an's real resource advantages and official image positioning, and draws samples from the most representative "Xi'an" topics among Tiktok and Xi'an related topics, taking 344 short videos related to Xi'an city image with the highest praise as the research object, relying on the city image communication theory, The text information and communication information contained in the video content of Xi'an related videos are analyzed by combining quantitative and qualitative analysis.

2. Tiktok Short Video Matches the Communication of City Tourism Image

2.1. Professional communication of organizations

As a leader in mobile short video, Tiktok short video has become an important channel for information dissemination. The new media matrix layout of "two micro and one dithering" has proved its position. At the same time, its role has also begun to radiate outward, emerging in many fields, among which, Tiktok short videos are particularly prominent in the spread of urban tourism image [9]. Tiktok short video is a music creative social software. In just two years, Tiktok short video has developed into a phenomenal Internet product. By January 2019, the daily active users of Tiktok short video had exceeded 250 million, and the monthly active users had exceeded 500 million. Tiktok Short Video was launched in September 2016. At the initial stage of launch, the Tiktok team was committed to product optimization. After the product functions were basically improved, the Tiktok team began to use internal channels, such as "Today's Headlines", "Watermelon Video" and other ByteDance companies (Tiktok's parent company) to channel Tiktok App, and accumulate the first batch of seed users for Tiktok App [10]. After that, Tik Tok's team began to create hot spots on various social platforms to create momentum for products, and promoted Tik Tok App through opinion leaders such as Star Net Red to further drain it. In March, 2017, Yun-peng Yue, a famous comedian, forwarded a short video of his imitator on Weibo, which triggered a wave of communication and made the number of new users of Tik Tok App increase sharply. The traditional propaganda of city image is mainly carried out by local governments, and the propaganda of city propaganda film is carried out on TV. This kind of propaganda often costs a lot of money, although it is magnificent, but it is hard to impress people.

With the increasingly fierce urban competition and the reawakening of urban marketing, the traditional urban image publicity can no longer meet the needs of urban image communication. New media such as microblog and music social short video have gradually become the main battlefield of urban image communication. Guiding short video users to produce and release content related to the city image can play a very good publicity effect. Compared with the official publicity, this kind of content is more grounded and the communication method with a more innovative perspective is favored by more people. At the same time, it also has the characteristics of smaller cost, wider communication scope, better communication effect, etc., so it can be said that the new media platform has promoted the communication of the city image of the "online popular city". Among them, Tiktok

short video is the most prominent in the spread of urban tourism image. It is known as the "Internet celebrity city maker", which has ignited Xi'an, Chongqing, Wuhan and other cities. The most direct effect is to stimulate urban tourism. During the May Day holiday in 2018, Xi'an's total tourism revenue was 4.5 billion yuan, an increase of 139% over last year. It can be said that Tiktok short video has become an important platform for urban tourism image dissemination.

2.2. Personalized communication of online celebrities

The brilliant performance of short video vibrato in urban tourism image communication is inseparable from the help of various communication subjects. The main bodies that spread the image of urban tourism on the vibrating platform can be divided into three categories: organizations, online celebrity talents and ordinary users. Among them, each subject plays a different role and functions in the communication of city tourism image with short video. Online celebrity, a grassroots citizen who is popular on the Internet. They often have a considerable number of fans, and most of them have skills and are known by the public. Under the trend of decentralization, people often look for identity in the community, and online celebrity plays the role of "opinion leader" in the vertical field. What online celebrity conveys to users is not only content, but also personalized ideas, values and personality charm. On the platform of vibrato, the city tourism image communication of online celebrity Daren has a strong personalized color.

In the dissemination of Tiktok city tourism image of online celebrities, there are both relevant short videos released to record life and relevant short videos released for commercial purposes. Different from the urban tourism image communication of organizations and ordinary users, its content is characterized by "fewer but better", and its content is closely combined with the positioning of online celebrity. On the one hand, this is to maintain the consistent style and tonality of online celebrities; on the other hand, it is to make the advertising effect more "soft", reduce the vigilance of users, and improve the actual publicity effect. At first, the popularity of Xi'an City was actually due to the Tiktok short video of throwing bowls of wine. Foreign tourists came to Yongxingfang, and after drinking a bowl of rice wine for five yuan, they threw it into the tile heap, showing their heroism. Shooting a video like this can often get thousands of praise and comments from forwarding points. Stimulated by deep cultural experience and traffic, netizens have followed suit. City image communication can enhance the popularity of the city and attract people to come for consumption. People have a strong demand for information about urban food, commercial attractions, etc., especially for foreign tourists. Online Red Hotel and Online Red Restaurant have fashionable design, creative modeling and embedded Xi'an characteristic culture. It is a very important part of the modern economy of Xi'an City, enabling people to learn about culture and the fashion of clocking in through personal experience, which has successfully captured the hearts of a large number of tourists.

Contemporary people are easily attracted by the novelty facilities with a sense of science and technology. At the same time, Xi 'an, as the ancient capital of civilization, needs symbols with a sense of science and technology to show the level of urban economic development and scientific and

technological development. No matter the traditional scenic spot, the Big Wild Goose Pagoda, the commercial scenic spot, the city that never sleeps in Datang, or the city wall of Xi 'an, light shows with a sense of science and technology have been held, and urban light shows have become a necessary project for tourism. All of these have greatly met the needs of users and stimulated their enthusiasm to participate in communication. According to the data of "White Paper on Short Video and Urban Image Research", the top 100 creators of urban image video with the highest broadcast volume account for more than 80% of their personal accounts. It can be said that citizens have become the main force of urban tourism image communication, showing a new pattern of "the government sets up the stage and the people sing opera".

3. Xi 'an City Image Communication in Shake Platform

3.1. Communication and interaction of Xi 'an city image in short video of vibrato

Throughout the short videos of the city image of Xi'an in Tiktok, the first person perspective is used to show the city fragments. With a micro narrative perspective, warm and humorous language, simple and daily content and themes, people quickly have a sense of identity and substitution, and stimulate the audience's desire for participation and interaction. When Xi'an city image is shaped through short videos, it is not only the video producers who are talking to themselves, but also the two are interacting and feedback to further build the city image. In Tiktok, the effectiveness of short video transmission is mainly measured by the content viewing of Tiktok users. Watching the video may cause the audience to like, forward or comment, and interact with video producers. According to the settings of the Tiktok platform, the main factors to measure the spread of Tiktok short videos are the number of likes, comments and forwarding. The number of comments represents the number of discussions and messages in the comment area through text, emoticons, etc. generated by the user after watching the video. The forwarding volume refers to the number of times Tiktok users

recommend and share video content to others after watching the video content. The number of likes is the number of times users express approval, recognition, love or operations for collection purposes. In order to avoid the impact on the average value of the overall sample caused by too large or too small video forwarding volume, likes, and comments of a small part, this paper divides the forwarding volume, comments, and likes of short videos into a reasonable level to spread the difference in effect, and conducts quartile statistics on all values of the samples, and divides them into low, medium, and high levels. Although video producers are actively presenting the content of Xi'an city image, and can selectively present the content with the help of the Tiktok platform to highlight some aspects of the city image, the establishment of Xi'an city image can only be achieved after the recognition and acceptance of the audience.

The audience's interpretation of the short video of Xi 'an city image in Tik Tok mainly expresses their opinions and opinions on Xi 'an by commenting and discussing in the form of words or expression packs in the comment area. By analyzing the arrival of the city image of "Xi 'an, online celebrity", we can know the audience arrival of the city image of "Xi 'an, online celebrity", and then analyze the audience's cognition, attitude and behavior from the audience's perspective to analyze the effect of the red city image of Xi 'an communication network. Cognitive level is the first level of communication effect, that is, external information acts on people's perception and memory system, causing the increase of knowledge or the change of knowledge structure. Xi 'an spreads the city image of "Xi 'an, online celebrity" from the aspects of history, humanities, natural scenery, food culture and festival customs, which affects the audience's cognition. Therefore, the effect of cognitive level of city image communication of "Xi 'an, online celebrity" can be analyzed through the change of audience's cognition caused by Xi 'an city image communication. And the respondents chose to make a data summary table, summarizing the top 6 keywords of respondents' impressions of Xi 'an before and after its popularity, as shown in Table 1.

Table 1. Ranking of audience cognitive keywords before and after Xi 'an became popular

Ranking	Before Xi 'an became popular	Proportion of	After Xi 'an became popular	Proportion of
1	Ancient capital	92%	Delicacy	75%
2	Many scenic spots	60%	Ancient capital	66%
3	Develop	20%	Folk custom	63%
4	Delicacy	15%	Many scenic spots	50%
5	Folk custom	11%	Innovate	48%
6	Fall behind	6%	Open	37%

Thanks to the knowledge popularization of the media and the all-round display of the image of Xi'an on the Internet, the new media contributed a lot. Among them, the representative new media Tiktok and Weibo played a positive role in the spread of the image of Xi'an city, and showed Xi'an from all aspects. At the same time, they popularized some knowledge related to Xi'an and some tourism strategies, For example, Tiktok @ the ancient city often publishes some interesting knowledge popularization, such as "Why are the Terra Cotta Warriors all single eyelids?" and related knowledge

popularization, such as the structure of the Mausoleum of the First Qin Emperor. @ When you ask Chang'an, you also often popularize some knowledge about Xi'an. The short video "Why is the First Qin Emperor's Mausoleum not open yet" explains the reason why the First Qin Emperor's Mausoleum is not open to the outside world, and the answer to "Is Shaanxi the northwest?" also triggered a heated discussion among netizens, The number of replies reached more than 7000.

3.2. Optimization strategy of Tiktok short video to spread city tourism image

The mass media can serve both good and evil. If it is not controlled, it is more likely to serve evil. The negative effects of short vibrato video in the process of urban tourism communication need to be solved by the cooperation of the organization and Tik Tok platform, and the standard communication of online celebrity talent and ordinary users should be guided, so as to make short vibrato video better serve the image communication of urban tourism. Excavating the tourism resources of the city "online celebrity" includes excavating the precious material and intangible cultural heritage left over from history, as well as excavating the potential resources of the city's scenic spots, customs, humanities, etc. and learning from other regional marketing methods. Xi 'an also has a lot of room for development in the protection and development of intangible cultural heritage. Xi 'an is rich in intangible cultural heritage. Carrying forward and inheriting intangible cultural heritage not only inherits Chinese culture and Xi 'an urban culture, but also attracts tourists who are curious about intangible cultural heritage.

In 2018, Xi 'an Tourism Commission signed a cooperation agreement with Tik Tok, and launched the "Four Ones Plan" of cultural city boosting, customized city theme challenge, in-depth experience of Tik Tok's talent, and Tik Tok's urban short film, which played the role of a promoter, creating new opportunities and hot spots for non-governmental participation in urban image communication, and successfully turning the ancient capital Xi 'an into a "online celebrity city". After the government's supervision and construction measures in reality have been perfected, the superficial problems in building the city image need to be solved by the joint cooperation of the platform and the Taiwan side. This practice takes a relatively long time and is difficult. First of all, the government needs to do a good job in top-level design, continuously conduct realistic research on the premise of clear urban positioning, and pay attention to those urban visual symbols that can be used as communication materials in time. Secondly, in addition to strengthening the previous content supervision mechanism, Taiwan can also take some other measures to improve the spectacular and anomie short video communication environment, so as to ensure the positive communication of the city image. These videos can record the time and space scenes, and carry the producers' emotions and attitudes through shooting, editing and other means, and transmit information by means of videos.

While receiving information, the audience will self explain, express and interact with the video content, and share and spread it through comments, forwarding and other functions. Therefore, in order to excavate the correct meaning of folklore and cultural activities, we should innovate forms and means, reflect its own cultural connotation and cultural metaphor, and make the form serve the content. For example, on the mobile short video platform, add city or regional classifications, guide users to select songs, operas, minor tunes, etc. as background music, and add special effects such as filters and stickers with local characteristics, such as Peking Opera masks, shadow puppets, paper-cut, etc., which play an auxiliary role in the construction and dissemination of the city image with the help of the user's shooting content, and can not only show the city culture, but also meet the needs of users. Do a good job in risk prevention and control. In addition to the existing intelligent algorithm audit content,

strengthen manual supervision, adhere to the principle of positive publicity, and control the content. On the one hand, provide more materials that attract users, are of high quality, and can be used for urban communication from the supply side, on the other hand, guide the demand side, and strengthen the content audit.

4. Conclusions

The mobile short video platform, represented by Tiktok App, has changed the production and transmission mode of media content, redefined the boundaries between cities and people, and the interaction mode between virtual cities and physical spaces, which has affected people's emotional expression in the virtual world and brought new opportunities for the construction and dissemination of urban image. In order to create an enduring high-quality city brand and continuously export city power to the outside world, city managers need to calm down and think about how to innovate the concept and mode of city image communication, build a three-dimensional and profound city image, and shape a "gold inlaid" city card through the escalator of Tiktok short video platform. The city gets together because of people, thrives because of gathering, and is named because of prosperity. More importantly, in this process, small and medium-sized cities have broken through the previous communication pattern through the platform of Tik Tok, breaking the communication hegemony formed by traditional media, and making small and medium-sized cities become the object of great attention. This is the deeper significance and advancement of Tik Tok in promoting the spread of urban tourism image. Based on the theory of city image communication, this paper takes the short video of Xi 'an city image in Tik Tok as the research object, and studies its presentation content, shaping method, communication status, existing problems and countermeasures.

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