

The Cultural Communication Behind the Symbols of A City: Taking Haikou As an Example

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Abstract: Haikou is the capital of Hainan Province of the People's Republic of China and is located in the northeastern part of Hainan Province. Due to its geographical location and unique geopolitics, it was established as an international tourism island in 2010 and a major front for the establishment of a free trade port in Hainan Province in 2018. And we are now in the era of big data. We analyze the characteristics of cultural communication in the context of big data, the external dynamics of cultural communication change, and the internal dynamics of cultural communication change, explore the challenges and opportunities brought by big data for cultural communication, and seek to propose effective strategies to cope with cultural communication change in the context of big data. The study also adopts the usual understanding of "media" in the field of communication, which is regarded as a channel for information dissemination, and aims to maximize the marketing effect through the selection and combination of channels to convey the city's image message.

Keywords: City symbols, Big data, Mass communication.

1. Introduction

New media technologies and urban symbols, represented by 5G, big data and metaverse, have reconstructed the news communication pattern and the ecology of online public opinion, and brought about a complex situation of public opinion guidance. The effectiveness of the media in guiding public opinion is directly related to the dissemination of culture and the construction of city symbols.

City image and city culture are like city business cards, which can reflect the qualities of a city most directly and enable people to have a deep impression of the city in the shortest possible time. City image is important in city symbols, which are mass communication symbols made up of special words or images, and are an intuitive language for the city to communicate with the public and transmit information. A reasonably designed city image symbol can reflect the cultural heritage and characteristic charm of a city, reflect the city, vigorously enhance the image of the city and strengthen the comprehensive competitiveness of the city.

2. Urban Symbolic Communication as A New Form of Mass Communication

The communication of China's city image has entered a state of cultural symbolism, and Chengdu, for example, has been known as the "capital of Shu" since ancient times. At the same time, the city has kept pace with the times, and at the end of 2009, the Chengdu municipal government proposed the slogan "A modern idyllic city of the world". The city's image is presented to audiences through a large number of video texts, which visually interpret Chengdu's hardware image as well as the software image it implies. By the footage and images of Chengdu's image in promotional films, dramas and documentaries, and by applying the knowledge of semiotic meaning and agenda-setting in communication theory and combining theory and practice, we analyse the video texts and summarize the symbolic characteristics and

meaningfulness of Chengdu's image. In this study, we will identify the problems that arise in the process of image communication of Chengdu, and propose suitable strategies for the communication of Chengdu's image to improve the penetration of the "cultural soft power" of Chengdu and the competitiveness of the city, and explore the best way to build a "modern idyllic city of the world and the best way to build a "modern idyllic city of the world.[1]

In the case of Haikou, I think we can learn from Chengdu's excellent experience and make Haikou its own city card, making it a cultural symbol. The important thing is to make the city aware of the value of its image, using a combination of advertising, events, film and television placements, visualisation and other means to seek a unique expression of localisation in order to create a positive and loved image, and on this basis to establish an emotional and spiritual connection between the city and its people, rather than a mere marketing intervention. With the help of new communication means and communication channels, the dissemination of urban cultural name cards can become twice the result with half the effort. Compared with traditional media, the development of new media has changed the way people receive information to a large extent, expanded the scope of communication and deepened the effect of communication. At the same time, in this information age, the precision of big data has to be taken into account to grasp the vane of the times and to achieve precise positioning, and at the same time to be good at quoting the mass media under big data, because it is not difficult to find that the traditional media is difficult to keep up with the pace of modern consumers, and the mass media will turn to lead the sovereignty in the era of big data. We need to combine big data, mass media and Haikou's unique city culture to form our own city symbol.

3. Urban Symbolic Communication Under Big Data

In the era of big data, people are in a state of information explosion, on the one hand quickly enjoying a wide and

instantaneous aggregation of information, on the other hand, a huge number of personal IP addresses as well as search keywords and search habits all traces of which have been recorded. The human being, as a relevant subject in the information society, plays an autonomous, dynamic and creative role with contemporary significance. Although "big data" has become a familiar buzzword, it is still in the early stages of development because of the application of data and the mining of value[2]. At the same time, people are both the creators and the utilisers of data, analysing the characteristics of cultural communication in the context of big data, the external dynamics of cultural communication change, and the internal dynamics of cultural communication change, in order to be precise, accurate and visual. Optimised and maximised benefits at different levels are achieved, as well as high efficiency in communication.

According to China's National Bureau of Statistics as of June 2020, the proportion of Chinese internet users using mobile phones to access the internet reached 99.2%, basically the same as in March 2020; the proportions of those using desktop computers, laptops, TVs and tablets to access the internet were 37.3%, 31.8%, 28.6% and 27.5% respectively..

It can be seen that people still use more for mobile phones, so for the formation of the city symbol, we are based on the Internet, the carrier should be more biased towards mobile phones, at the same time, mobile phones also have the characteristics of relative portability, look at this trend, the mass media will be more biased towards the use of mobile phones. The integration and innovation of the digital economy with urban cultural tourism can effectively drive the development of urban cultural and tourism industries towards high quality.

Therefore, the formation of Haikou city symbols should be based on the following aspects:

3.1. Diverse tourism resources

Mass communication towards diversified characteristics, because according to people using the network use people more hope is through video as well as video as well as audio, video audio, short video way, so our focus is on short video, audio and other carriers, through shake sound, microblogging, small red book, fast hand and other ways to carry out, show the natural unique advantages of Haikou, blue sea and blue sky, coconut wind and sea charm. It is desirable[3] At the same time, Haikou has its own characteristics, the climate, environment and geographical location of Haikou's environment are relatively unique, through the mass media to spread the unique natural geographical advantages, so that Haikou becomes the backyard of the world.

3.2. A trade port that combines a sense of time and age

For the city of Haikou, it is not only an emerging young city, but also a city with a long history. Su Dongpo [4] completed his later life here, founding the Five Public Shrines, the Old Cavalry Street is the epitome of modern Chinese commerce and an important turning point in modern commerce, and Haikou is also an important trading port on the Chinese Maritime Silk Road, all of which are unique geographical advantages of Haikou. In the new era, Haikou, as a free trade port, assumes the chapter of free trade in a new era. It is a pilot zone for further reform and opening up in China, a famous free trade port in the world, and even more

so with the addition of policies and tariffs, all of which are unique symbols of the city of Haikou.

3.3. A haven where fashion and culture-met shopping

Xinhua News Agency of Hainan Provincial Department of Commerce released a news release saying that following the doubling of Hainan's off-island duty-free sales year-on-year in 2020, Hainan's off-island duty-free sales maintained rapid growth in 2021, with 10 off-island duty-free shops posting total sales of 60.173 billion yuan, up 84 percent year-on-year. The new way of life has become tourism shopping, and now young consumers are more willing to pay for cultural products, for their own small interests, in terms of Haikou, he has a new progress in this area, he undertook a lot of concerts, or some important expositions in, important exhibition and sales venues, Haikou every year to undertake Hainan TV New Year's Eve concert, which is a good opportunity for to enhance own cultural level and raise its profile. This is a win-win situation for Hainan TV. This not only satisfies the need to raise its own profile and influence, but also gives consumers a great shopping experience, thus gradually forming its own symbol of the city[5].

4. Urban Symbols and The Future of Communication Media

The future of media development will gradually amplify the importance of personal IP . The focus will be on the intellectual property of personal IP, while the mass media will become more important and some of the voices of the public will be more amplified, and in terms of technology, the media will transform from 2D to 3D. In the future, the city will gradually go digital, and the media will render more 3D, VR, so that people have a sense of immersion and immersive experience. For this, Haikou is even more advantageous because there are even better resources. Haikou's environment and climate is something that no other city can match. Haikou needs to develop its own climate and environmental advantages so that people can have a better experience when the proto-universe era comes, thus increasing the city's status in the minds of consumers.

5. Conclusion

For the formation of urban symbols, in fact, according to the formation, dissemination and shaping of the city's image. In the process of modern city building, it is necessary to fully understand that urban culture is a concentrated manifestation of social culture, and through efforts to create an advanced and civilized urban culture. in recent years, come Haikou want to build it into a net red city like Chengdu, then we must take into account the dissemination of urban symbols, as well as in the mass media of cultural communication under big data, the city itself as a medium, the communication as a basic form of human interaction[6], but also take into account the emerging technologies, emerging technologies It is also important to take into account the role of new and emerging technologies and techniques in the dissemination of culture. Haikou should continue to develop the symbols of the city's backyard, the symbols of the historical city, the symbols of the fashionable city and the symbols of modern culture, while also taking into account the modern consumer's consumption of culture and interest, and keeping up with the times and meeting the new media era with a new look.

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