

Research on the Application of Short Video in City Image Display

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Abstract: The city image is an important manifestation of the city's strength. In the past, cities used to create and disseminate the city image through TV, radio and other media to release city propaganda films and advertisements. Nowadays, with the popularity of the Internet, traditional media has gradually been neglected by people. Most people prefer to obtain information through the network platform for entertainment and communication. The short video, which is rich in content, interactive and close to people's lives, has quickly attracted a large number of viewers. In this case, cities should also enter the short video platform, which brings new opportunities to the city image communication, and plays an effective role in driving urban tourism and promoting overseas communication. This paper will take Tiktok APP as an example to explore the effective application of short video in promoting the spread of city image.

Keywords: Short video; city image display; general study

1. INTRODUCTION

In recent years, short videos have become popular rapidly with a wide audience. The local government also adjusted the propaganda media in time, created and released relevant videos of the city through the short video platform, and constantly explored ways to expand influence, and achieved certain results. However, different cities have made different progress and achieved different results. With the prevalence of short video, it has become the largest short video social platform in China. Sanmenxia is a resource-based five tier city in the west of Henan Province. This paper will take the short video of Sanmenxia city image in the Tiktok platform as an example, and on the basis of investigation and case analysis, put forward suggestions on how local governments in small and medium-sized cities use short video to spread their city image. Some insiders predict that short video will become a new generation of "mainstream cultural consumption form".

In the short videos of Tiktok, the videos with city characteristics, which have a high rate of transmission, have become a series of popular online landmarks, attracting many netizens to punch in. For example, the number of video likes in Xi'an, Chongqing, and Daocheng has reached tens of millions of times, driving relevant cities to become "hot money". This is closely related to the rapid emotional resonance of the "Tiktok" short video.

Due to the different perspectives and thoughts of the "Tiktok" short video photographers, the scene information they shot also has significant differences. Under the UGC production mechanism and information distribution mechanism, it can further trigger and enhance the mobilization of video information to the audience's psychology and emotion, thus effectively demonstrating its information dissemination advantages. Urban tourism image is an important category of urban image. Short video plays a unique role in the dissemination of urban tourism image by virtue of its product characteristics. As a phenomenal product in the short video industry, Tiktok continues to attract the attention of the industry and academia.

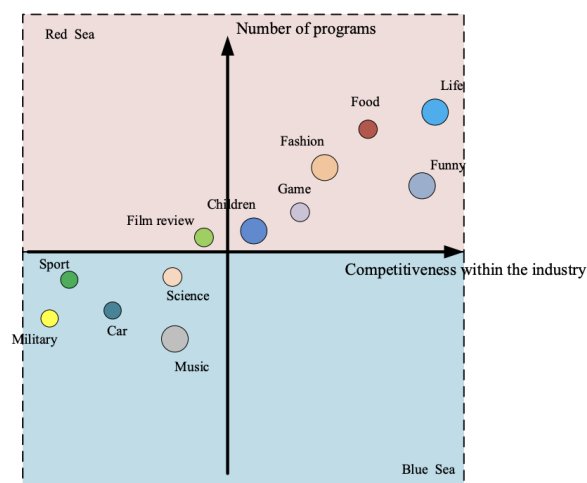


Figure. 1 Vertical Segmentation of the Short Video Industry (Image from Internet)

2. THE PROPOSED METHODOLOGY

2.1 The government's strategy of using short video to shape the city image

In addition, Tiktok has become a way of public life, and it is also one of the important windows for users to obtain information. Its unique communication mode can easily form a public opinion expansion effect of information, making the city image appear a new scene with the help of Tiktok. After the Internet began to develop, the government transferred the publicity work from television, radio, etc. to Internet platforms, such as microblog, WeChat, and publicized the city image through online platforms. Some We Media also spontaneously publicized the city image.

(1) In this period, the government is still the main force of the city image communication. The main body of the short video platform is ordinary citizens. The low threshold of video production makes every ordinary citizen become a video producer and communicator. At the same time, with the increasing influence of the short video platform, many

traditional media (newspapers, television, etc.) and government platforms have also entered the Tiktok platform.

(2) Local food videos are the hot content of Tiktok. These videos mostly explore local hidden food, which are plain and vivid, such as Xi'an Maobi Crisp, Chengdu Shimian Barbecue, etc. The city music enables the communicator and receiver to reach resonance and retain a longer city memory. For example, the "Song of Xi'an People" sung in dialect makes Xi'an feel more grounded. The urban landscape found by citizens and tourists replaces the traditional scenic spots. First, the spread of urban image through flexible ways can further deepen people's understanding of the city, thus establishing deeper feelings for the city, and building the city into a warm living place.

(3) In the stage of urban tourism image dissemination, which is mainly based on promotional films, its dissemination is mainly reflected in the top-down "central" dissemination mode relying on the mass media and the government setting the agenda. The low threshold and easy operation of Tiktok enable users to use only one smartphone to complete creation in fragmented time, and can publish and receive information anytime and anywhere. Its production of a large number of UGC content makes the voice of folk discourse gradually increase. The government has invested a lot of manpower and financial resources to shape and publicize the image of the city, hoping to expand the influence of the city, make more people interested in the city, travel to the city, promote the development of urban tourism, and promote the development of urban economy.

2.2 Application Path of "Tiktok" Short Video in City Image Communication

By expanding publicity and attracting investment, the economic strength of the city will be improved and the development of various industries in the city will be promoted. Small and medium-sized cities often give people the impression of remoteness, backwardness and irrelevance. In fact, every city has its own unique cultural character and historical origin. For example, the Yangshao Cultural Site in Sanmenxia has laid the foundation of Chinese civilization for five thousand years. The "mainstay", Hangu Pass, and the tomb of Guo State all have profound cultural connotations. Cultural soft power is an important part of city image. Short videos have significant advantages in playing the culture card, which can quickly realize the shaping and dissemination of urban cultural brands, especially for small cities that are rich in cultural heritage but unknown.

For example, Zhengding County in the southwest of Hebei Province reached strategic cooperation with Tiktok Company in June 2018 to carry out the activity of "Follow Tiktok to Zhengding", which has achieved remarkable results in creating city business cards and city IP, and effectively promoted Zhengding's cultural tourism and city image. The urban image communication is based on the excavation of the urban image elements, which represent the cultural literacy, cultural level, development level and construction status of the city, and are limited by the length of the short video. Only by fully reflecting the communication elements with the value of urban image communication in the video can the role of urban image communication be fully played. As the political center of China, Beijing has special political and cultural characteristics compared with other cities. In order to adapt to the development of the short video era, governments and media have settled in Tiktok to create an exclusive government Tiktok account.

3. CONCLUSION

In the information age, the government should change the thinking of city image building, make full use of the Internet, and publicize the city image. When conducting online publicity, we should also focus on combining online and offline activities to jointly shape the image of the city. The rise of short video, the large number of viewers, and the city should also join in the creation of short video, deeply explore the architectural, cultural and other characteristics of the city, accurately position the focus of publicity, the technical support of short video platform, government guidance, citizen participation, and the diversity of symbol carriers all contribute to the richer connotation of the city image, and the more simple and grounded communication content. It has brought obvious help in driving urban tourism economy, exporting urban culture and promoting overseas communication.

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