

Innovative Path of City Image Shaping in the New Media Era

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Abstract: In today's society, the information society is developing rapidly, the media environment is constantly changing, and the city image is also constantly changing. In the new era background, the creativity of urban propaganda must change from time to time. How to grasp its characteristics and laws, enhance its innovative consciousness, broaden its way of thinking, and enrich its form of expression, it is still worth further exploration.

Keywords: New Media; City Image; Innovation Path

1. An Overview of the city's image

City image is people's overall understanding of the city in the subconscious mind, "shape" is the symbol of the urban element system, and "elephant" is the embodiment of the comprehensive quality of the city. The city image is not only the public understanding of its psychology and vision, but also the understanding of its history and culture. The composition of the city image includes a variety of complex and changing expression characteristics, as well as some special spiritual implications felt. In the study of contemporary urban culture and image, workers must accurately grasp their research focus: to strengthen and develop the symbolic significance of modern city through the artistic development of urban image elements, to promote the inheritance and innovation of traditional urban culture, and to coordinate the relationship between old and new urban areas to create a diversified and orderly urban environment.

2. The composition type of the city image

2.1 Urban roads

Urban road is an important part of urban image, which is the main reference for people to scientifically and accurately distinguish urban characteristics and obtain urban information. The optimized design of urban road network directly affects the overall image of the city, and also affects people's daily life. How to form an orderly and diversified urban road in the urban construction is one of the important problems of the sustainable development of modern urban development.

2.2 City nodes

Urban node refers to the intersection, road starting point and end point of important significance in the city. Urban nodes can be either large gathering points within the city or small areas such as squares and parks. The nodes of a city are spread over the different sizes of a city. For example, the symbol of a city can be a node, and the edge of a city can also be a node.

2.3 City markers

City symbol is an important part of city image. Marsymbol of different colors, different sizes and different images have certain guiding significance for the development of city. City symbols can be divided into two categories: one is the landmark signs that can highlight local characteristics and highlight local cultural characteristics; the second is used as a symbol of traditional culture and symbolic significance, such as old urban streets, old city walls, old temples, etc.

3. Exploring the path of shaping the city image by urban culture

3.1 Strengthening urban cultural construction

In the stage of media development, we should continue to deepen cultural management, accelerate the development of characteristic cultural industries, establish a sound cultural management system, enhance the comprehensive cultural strength of local cities, and shape a unique city image. Therefore, it is necessary to strengthen the construction and management of local cultural centers, set up cultural administrative departments, cultivate and establish high-quality cultural management personnel, guide them to carry out various cultural management activities in an orderly manner, innovate and improve cultural management measures, and promote the development of local cultural industry. Scientific and classified management of public welfare cultural institutions and profit-making cultural industry units, to form an effective management mechanism through the method of pooling wisdom, and to give full play to the collective wisdom, to promote the vigorous development of local culture, and to inject new vitality into the shaping of the city image.

3.2 Exploration of urban culture and construction of city image

In the process of developing modern cities, it must be clearly realized that culture plays a pivotal role in the shaping of city image. Under this background, can organize personnel to the characteristics of urban culture research, excavation and utilization, the ecological environment of the city and scientific protection, at the same time absorb foreign excellent cultural achievements, promote urban landscape design, can reflect the historical heritage, and can reflect the historical style and features, but also shows the taste of time. Starting from the city, we fully to explore the characteristics of the red revolution culture, tourism culture, food culture and so on, and constantly absorb the nutrients of modern excellent culture and advanced culture, and continuous innovation in the inheritance, to create a unique and open urban characteristics. The most significant inheritance of the historical and cultural traditions of the city, is to reflect the cultural characteristics of a city to the maximum extent. Therefore, in the process of protecting ancient buildings, it is not only necessary to organize experts to explore and develop them, but also to inherit and develop them through reasonable protection and management. Take Suzhou as an example. In the process of modern urban development, it did not transform the old city wall like Beijing, but took the ancient city as the center, maintaining the historical and cultural style of the ancient city in a sense, making the whole unity of the whole city unified, highlighting the history and culture of Suzhou, and reflecting the vitality of the new era.

3.3 Promoting cultural exchanges to create a city image

The shaping of modern urban image can only through the dissemination of culture reflect its great significance and value. Therefore, we should actively build the modern urban culture communication system and strengthen the publicity of the urban image. Through the network platform, traditional radio, television, newspapers, magazines, outdoor activities and other forms, to achieve the purpose of urban culture and image communication. In addition, local characteristic festivals can also be used to conduct cultural exchanges to form a unique city image. For example, Qingdao holds a beer festival every year to publicize the local characteristics, while Sanya promotes the Nanshan Spring Festival Temple fair as the local characteristic culture; and Chongqing takes the Dragon Lantern Festival as the carrier to promote the development of local culture. Different cities will hold different cultural festivals to show the unique local cultural charm.

3.4 Creating a cultural atmosphere and the image of the city

In order to create a city image with a distinctive feature, we need to create the best cultural environment in the cultural environment of the city, so as to meet people's material and psychological needs to the greatest extent. Therefore, it is necessary to closely contact the urban development and the needs of citizens, appropriately increase the investment of various artistic and cultural places, scientifically improve the cultural infrastructure, improve the cultural literacy of urban residents, so as to enhance the cultural taste of the city. In addition, we should strengthen the attention to local education, publicize the urban history and culture through various ways, and cultivate the citizens' awareness of worshipping culture. Social enterprises and individuals should fully explore and make use of local characteristic culture, carry out rich, interesting and positive characteristic cultural

activities, encourage the masses to actively participate in it, provide a broad platform for the inheritance and development of urban history and culture, and integrate multicultural elements into the city image shaping work.

4. Conclusion

To sum up, urban culture is closely related to the shaping of city image. Excellent city image is the most important external expression, and also the direct feeling and impression of the public at all levels. In order to improve the popularity and influence of the city, it is necessary to attach importance to excavating, applying, publicize, create a distinctive city image, develop the local cultural industry, improve the cultural management system and mechanism, and constantly enhance the soft power of the city culture.

References

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