

# Research on Chongqing City Image Communication from the Perspective of New Media ——A Case Study of Xiaohongshu

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**Abstract:** Compared with the traditional media publicity led by government agencies, the emergence of new media has ushered in a new era for the dissemination of city image. As Chongqing has become a new generation of "Internet celebrity city" under the spread of new media, it is more important to sum up the past experience and seek long-term development in the future. Taking Xiaohongshu as an example, this paper studies the image communication of Chongqing from the perspective of new media.

**Keywords:** City Image; New Media Communication; Xiaohongshu; Chongqing

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## Introduction

The image of a city is composed of various elements, which is closely related to whether it is attractive to the outside world, and even affects the development of a city. However, the communication content of the traditional media for the city image is simple and far from the needs of the target audience. Nowadays, new media make up for this defect and improve the level of urban image communication.

This paper focuses on the study of Chongqing city image communication from the perspective of new media, taking Xiaohongshu as an example.

## 1. City image communication research related theoretical concepts

### 1.1 City image theory

The city image refers to the total impression of the city and other natural geographical environment, economic and trade level, architectural landscape and other aspects, including the perfection of public facilities, historical and cultural traditions and other factors that act on the public and make the public form the perception of a city. City image mainly includes three parts: city belief and basic idea system, city behavior system, and urban visual identification system.

### 1.2 Social space theory

Now is a new era of large-scale production of social space, social production mode has changed from production in space to production in space. Social space has become the most important social product at present, and the production of social space has been developed as the main driving force to promote the development of social economy. From the perspective of space media view, the two Spaces of virtual and real connect and blend to form a new space, which obtains the "visible" media through the representation of virtual and imaginary. Since the development of mobile Internet media, it has become a space connecting people, people and things, and things and things. Participants in this space are not only people, but also regions, cities and groups as independent individuals.

## 2. The current situation of Chongqing City Image Communication from the perspective of new media -- A case study of Xiaohongshu

Through the communication of new media platforms, Chongqing became one of China's top ten "Internet celebrity cities" in 2018, which fully reflects the role of new media in the city communication of Chongqing. City image is a concentrated display of the connotation and characteristics of the city. The study of city image and image communication status aims to make better use of the natural and cultural resources of the city on the basis of the current situation, so as to lay a foundation for the next display of city construction and cultural connotation.

In 2003, Chongqing proposed to build Chongqing into a "dynamic and charming city suitable for entrepreneurship, development and living"; In 2005, Chongqing scholar Li Yong designed Chongqing as "the City of passion and dynamic"; In 2006, Chongqing launched "Chongqing for all" as the image symbol of Chongqing. Compared with the stuffy city image in official publicity, more content with urban and local characteristics are favored by audiences in the new media era.

## **2.1 Inner image of Chongqing**

The inner image of Chongqing mainly refers to the local culture of Chongqing, including the cultural image and humanistic image of Chongqing, which are the core competitiveness of the city and have long-term and stable vitality. The unique natural environment has created the character of perseverance and self-improvement of the Ba people, while the current Bayu culture is mainly reflected in the positive and courageous spirit of the Chongqing people, and the Bayu culture has endowed the city image of Chongqing with profound connotation on the cultural level.

## **2.2 External image of Chongqing**

The external image of Chongqing mainly includes the image of infrastructure and the urban natural environment. The building and dissemination of the external image is to outline a city portrait to the outside world, so as to stimulate and maintain the public's positive imagination of the city. From the perspective of new media, the external image of Chongqing is mainly "Mountain city", "8D Magic capital" and "Cyberpunk", taking Xiaohongshu as an example. On the one hand, due to the unique geographical location of Chongqing, surrounded by mountains, its urban planning is different from other cities, forming a novel landscape culture. On the other hand, due to the integration of local traditional culture and Internet celebrity culture, Chongqing has found a balance point in the process of trendy old town and become the first "cyberpunk" city in China.

## **3. The advantages and disadvantages of Xiaohongshu on the image communication of Chongqing**

From the perspective of social space theory, the virtual space of Xiaohongshu is essentially the processing and manufacturing of real space, and the image of virtual space is aggregated through digital technology. And some characteristics of the new media platform itself will have a certain impact on the process of transforming the real space into the virtual space.

### **3.1 Advantage**

#### **3.1.1 The main target demographic profile is in line with the source market**

According to various indicators in the structure of tourism interest groups, the post-80s, 90s and 00s are the largest group in the tourism industry, and also the target audience of Chongqing tourism. However, it is also young people who are recommended to browse tourism-related cities in the Xiaohongshu. The portrait of the main target group of Xiaohongshu is in line with the audience that accounts for the largest proportion of the tourist market in Chongqing city, and the push mechanism of big data is matched with the high efficiency of attracting the target group, which becomes the biggest advantage of Xiaohongshu.

#### **3.1.2 Strong ability to package the image of the city**

Image communication itself is a kind of propaganda behavior, which is based on the reality and then processed by media. Therefore, propaganda is not a copy of reality, but also artistic processing, among which the most important is to extract the typical form of key depiction. The strong packaging ability of Xiaohongshu for the city image is mainly reflected in the functions of "one-click film" and "graphic template" inside Xiaohongshu, which greatly facilitates the publicity of pictures and videos of the city image, making the publicity of Chongqing's city image from the traditional government-led form to a form in which everyone can be a form of "we media". Everyone represents a point with Chongqing characteristics. And spread widely to target populations.

#### **3.1.3 Clear segmentation**

Xiaohongshu has gone one step further than other new media platforms in that users upload a large number of loose pictures and videos related to Chongqing on the platform, which are aggregated and categorized by the hashtag # Chongqing. In the "Chongqing" keyword search on Kuaishou, Miaopai, Weibo, Watermelon video and other platforms, it can be obviously found that there is a column of segmentation in the interface of Xiaohongshu: "Tourism strategy", "food recommendation", "scenery", "copywriting", "niche

attractions", "hotels" and other sections, it can be seen that Xiaohongshu has established a relatively complete image of Chongqing virtual space city.

## 3.2 Disadvantage

One-sided and patterned image。 In the current era of cultural economy, the publicity means and content of the city image are seriously homogenized, which results in the fragmentation and pattern of the city image. Especially in the new media platform such as Xiaohongshu, the content of massive posts is identical, and a large number of marketing titles will follow the trend after the appearance of a hit article. As a result, people's impression of "Chongqing" only stays on the surface, unable to enhance the recognition of the inner image of "Chongqing" itself, becoming a cookie-cutter "Internet celebrity city". With the development of economy, the unique characteristics of Chongqing gradually appear in other cities. Only when the inner image of Chongqing is recognized by the audience, can it get further development.

## 4. The future development of Chongqing City Image Communication from the perspective of new media

The purpose of a city's self-image dissemination is to enhance its own visibility to obtain more social resources, and the explosion of Chongqing's image on new media platforms is an unmissable opportunity for Chongqing. In order to grasp the opportunity of new media platform and seek long-term future development, Chongqing needs a clear development plan to give full play to its advantages and minimize the negative image caused by its disadvantages.

### 4.1 Urban space rectification and upgrading

Urban upgrading not only needs to explore its own characteristic culture, but also needs to enhance the development planning of cultural industry, so as to break the fragmented and stereotyped image of Chongqing. For example, in January 2020, Chongqing renovated Liziba, a popular Internet celebrity attraction, and painted the interior and exterior of the station with colors. This is the transformation of urban space, turning a light rail station into a popular attraction.

### 4.2 Enhance the sense of urban identity of Chongqing

Whether a city has a sense of identity is an important factor for the sustainable development of a city. Whether it is local residents or tourists, the stronger the sense of identity of the city, the more extensive the external communication of the city. The enhancement of a city's sense of identity can not only attract the tourist economy of foreign population, but also promote the strategy of talent introduction and make the city develop in a more long-term way.

## 5. Conclusion

This paper mainly studies the current situation and future development trend of urban image of real space and virtual space in Chongqing from the perspective of new media. Taking Xiaohongshu as an example, in the construction of Chongqing city image, both the construction subject and the target audience are mostly ordinary people. Different from the traditional propaganda forms themed by the government and various organizations, the propaganda of new media platform is more spontaneous and innovative. In the new environment, Chongqing follows the trend and has become a new generation of "Internet celebrity city". It already has some recognizable image symbols, but there are still shortcomings. In the long run, the image of a city has a decisive impact on its future development.

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