
Original Research Article

The research on enabling local image “out of circle” in AIGC era by vertical short video

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Abstract: In order to promote the positive development of vertical short video in the promotion of urban culture, it is necessary to build a coalition of short video urban culture promotion, integrate resources to operate the unique intellectual property rights of the city, in order to create a multi-dimensional and multi-dimensional urban cultural image. On this basis, the article puts forward a series of strategies to optimize the application of short video in the promotion of urban culture from the aspects of content, mode and channel, including enriching the communication content, emphasizing diversified expression and expanding the communication channel. The article holds that by telling city stories from multiple dimensions and angles and reshaping city cultural image, it can not only promote the overall improvement of urban cultural tourism industry, but also provide theoretical guidance and practical reference for other regions in promoting urban culture with vertical short video.

Keywords: Vertical screen image; AIGC; College ideology

1. Effective strategies for promoting city image communication with vertical short video

AIGC makes innovative applications to the presentation of cultural tourism content, with the help of cutting-edge artificial intelligence, virtual reality and ultra-high definition technologies. Through the high-definition picture quality, the clever collocation of colors and the clear composition of the composition to attract the attention of users, so that they are willing to stay for a long time to watch, to achieve a smooth transition from online publicity to online experience. The improvement of visual experience will greatly enhance the attraction and communication effect of the content, and then play a certain role in promoting the vigorous development of urban cultural tourism.

Secondly, the government should play a leading role in planning urban image communication strategies to keep pace with urban development, and make use of short vertical screen video platforms such as Douyin and Kuaishou to jointly promote urban characteristics and improve city visibility. Citizens and tourists should be encouraged to take the initiative to participate in disseminating the city image. From the perspective of the first person, the city’s cultural heritage and folk traditions should be deeply explored, the real face of city life should be captured and recorded, the unique charm of the city should be discovered, and the city image should be made three-dimensional and comprehensive together.

2. New forces of local media practice: Technology-driven, interactive guidance and original empowerment

2.1. Technology-driven: to help local traditional TV intelligent transformation

The rise of artificial intelligence technology is significantly reshaping the creation of TV program content and the operation mode of the media industry, providing solid support for the intelligent upgrading of urban TV stations, and helping to more effectively meet the diversified cultural needs of urban residents.

At present, the construction of Jingmen short video base is imminent, and the government and relevant enterprises should join hands in important scientific and technological innovation platforms, actively participate in scientific research, create short video AI production and creation, further promote the development of interactive application scenarios of digital human broadcasting and knowledge sharing, so that local traditional TV can realize intelligent transformation.

2.2. Interactive leadership: Enhance the sense of participation and identity of urban financial media

Driven by the emerging formats of the Internet and cutting-edge technologies, local city TV stations are faced with the limitations of a wide range of capital recipients and audiences, and it is urgent to break through the traditional shackle and establish closer ties with audiences and interact with them.

For example, “CityWalk”, which has become a new social trend among young people, is a popular activity integrating online and offline. In line with this trend, we have specially planned the “CityWalk Hangzhou Food Walk” theme activity, inviting the public to join tourists on a romantic journey to explore the city’s food and beauty. Local residents of Hangzhou can take part in the on-site activity, while users in other regions can experience the vitality and unique charm of the “Asian Games City” and participate in the online task. During the event, advanced technology was used to enhance the visitors’ sense of experience. For example, the history and Culture Experience Hall is built with VR technology, so that visitors can feel the thick history and be in it at the same time; On the other hand, the guide system built by AR technology enables visitors to interact in the process of visiting through intelligent devices, and the visitors’ interest in visiting and participation are greatly improved.

2.3. Original empowerment: The vertical adaptation of urban charm and local media

On the one hand, we should focus on the local market, and devote ourselves to the creation of vertical short video content, high-quality and original; On the other hand, it is necessary to have a deeper understanding of the expression and communication characteristics and innovation strategies of short videos on mobile terminals, such as the communication consciousness, communication strategy, innovation of internal operation mechanism and new development path of integrated innovation.

Deep exploration of the nature of local culture and creation of unique short videos with distinct regional characteristics; One is to continuously adjust and optimize the strategies of content creation and dissemination in order to improve user participation and satisfaction; The second is to make full use of data analysis and user feedback mechanism to enhance user participation and satisfaction.

3. The characteristics and existing problems of official short video to help Region image construction

3.1. Information-led: Authoritative dissemination to shape the agenda

With “Travel Dalian” as the platform, from the perspective of cultural tourism, through the presentation of Dalian’s major industry conferences, rich exhibitions, etc., Dalian’s economic characteristics and advantages are vividly depicted to the general public. This initiative actively promotes the shaping of Dalian’s image as a vibrant, open and full of potential.

During the creation process, ensuring consistency between different works in terms of themes, narrative techniques, character selection, shooting techniques, logical structure and rhythm control helps a certain type

of work to be quickly produced and achieve quality standardization. The core challenge of media convergence lies in the interconnection of information and the effective integration of the four major fields of news reporting, government services, services for the convenience of the people and commercial services. Local and municipal media should accelerate the transfer of resources to the Internet, especially mobile platforms, fully enter the main battlefield, occupy new heights, constantly break through the limitations of traditional media, implement the “news + government + service” model, rely on new communication channels, and strive to make new breakthroughs in two aspects of public communication and industrial management.

3.2. Rigid subject matter: Homogeneity of content leads to aesthetic fatigue

At present, official videos often adopt the traditional self-narrative propaganda technique, which focuses more on self-presentation. Although the copy production is fine, it may lack the simple sense closely connected with public life, and the audience has high aesthetic requirements. This method is not suitable for the fragmented, fast-paced and mobile viewing habits of short videos, and it is difficult to provide an immersive viewing experience, which may reduce the audience’s attention and the communication effect of the content. In addition, when displaying natural landscapes such as oceans and forests, if too much reliance is placed on aerial footage, the frequent occurrence of similar content may also lead to aesthetic fatigue among viewers.

3.3. Algorithm constraint: Difficulty in low flow rate to “break the circle”

Through the use of big data and cloud computing technology, content distribution platforms can evaluate the transmission effect of videos by analyzing user behavior data such as viewing, liking and sharing. In order to attract more traffic on video platforms, we media tend to imitate videos that receive a large number of likes and shares, a trend that to some extent consolidates the traffic-oriented content promotion model. At the same time, videos produced by official accounts are usually small in number and relatively limited in influence, which, coupled with their unique style, often makes it difficult to get large traffic support in algorithmic recommendations. This makes it difficult for most official video content to break through the limits of local audiences and achieve wide dissemination across the country and in different fields.

3.4. Carrying public opinion: The opinion market affects the image construction

In today’s media landscape, the position of public communication is not limited to traditional media, but extends to the network space including financial media, making official accounts play a pivotal role in delivering official information and shaping image. When browsing the comments section of a video, we often encounter user feedback that has little to do with the core content of the video, such as comments on local activities or criticism of infrastructure construction. Although these comments may not be directly related to the topic of the video, they exist as part of the video content and may have some indirect influence on the image of the city during the transmission of the video, even if they do not represent the official administrative position.

4. Strategic suggestions for constructing Region image of official cultural tourism short video

4.1. Propaganda matrix: Absorb multiple image construction subjects

At present, a core challenge encountered by some official accounts is the lack of diversity of video content and the dispersion of themes, which not only causes the content to be homogenized, but also makes the account positioning obscure. This chaos of content makes it difficult for accounts to establish a clear theme direction,

and it also makes it difficult for the platform's recommendation algorithm to accurately classify and effectively recommend. Therefore, in order to effectively shape the regional image, the key is to build a clear positioning, functional focus of the media publicity structure: create a brand characteristics of the video account, and different themes of the video content assigned to the corresponding account release; Set up a special aerial landscape account, tourism V-log account, municipal construction service account, tourism information account, etc., to build a media network with obvious professional characteristics.

In short videos, these characteristic elements can be displayed, such as the Chu culture experience area of Jingmen Garden Expo Park, sports projects such as paragliding and skydiving, as well as local cuisine and handicrafts, to enhance the audience's cognition of Jingmen's uniqueness. This approach, through accurate communication, not only conforms to the content recommendation mechanism of the platform algorithm, but also improves the user's attention and enhances the sense of trust.

4.2. Emotional narrative: Product-oriented urban culture

In the context of the country's promotion of low-altitude economic development, Jingmen's pilot low-altitude tourism projects can be set up in a number of scenic spots, Jingmen has created a manned airship low-altitude tourism demonstration route, providing tourists with a new perspective and experience. The focus is to invite unexperienced tourists and large flow of short video workers to actively participate in the immersive experience and the first perspective of short video shooting, so that they can overlook the city and natural beauty from the air at the same time, willing to share with friends and relatives and audiences, to form a large flow of Jingmen, and further consolidate Jingmen as the first choice for low-altitude sports and leisure tourism. These innovative measures not only enhance the tourism charm of Jingmen City, but also provide new opportunities for the expansion of low-altitude economy.

4.3. Precise positioning: Determine core competitiveness

Official short cultural tourism videos should be closely linked to iconic elements such as natural landscapes and urban culture, take advantage of their own unique advantages, and deepen the deep connotation and value of urban culture, so as to build the core attraction of Region image.

After careful planning and production, the regional natural scenery and cultural stories are cleverly integrated to create diversified media works such as micro films, documentaries and short plays, which can not only shape the regional image in a more vivid way, but also provide the audience with rich and diverse viewing enjoyment. The regional natural scenery and cultural stories are cleverly integrated through attractive narrative methods. Through the fascinating narrative, the local magnificent natural landscape and profound cultural heritage are displayed, so as to outline a three-dimensional and vivid Region image in the eyes of the audience. In addition, these cultural products with rich content and novel forms are easier to get attention and spread on social media and other platforms, which effectively improves the visibility and attractiveness of Region and further promotes the prosperity and development of local economy and culture.

Subject information

1. Research project of Jingchu Institute of Technology "Exploration on the Development and Innovation Path of Vertical Video Audio-visual -- Taking Short Film Creation Course as an Example" (Project number: QN202418)

2. Research Project of Jingchu University of Technology on Ideological Security and Risk Countermeasures in Colleges and Universities in the New Era (Project number: QN202306)

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