

Construction and Dissemination of City Image in Mobile Short Videos

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Abstract—With the rapid development of mobile short videos, city image oriented short videos that are discovered, produced, and disseminated from user perspectives are increasing, which not only enriches the multiple connotations of city image but also dissolves the integrity of city image to a certain extent. In this paper, it is believed that the positivity of multiple subjects to participate in the construction and dissemination of city image should be fully mobilized, forming a joint force for dissemination to help the healthy development of the city image in mobile short videos.

Keywords: mobile short video, city image, dissemination

I. INTRODUCTION

The development of media technology promotes new ways of media writing. As mobile Internet technology gradually becomes mature, short video platforms are experiencing explosive growth. Data shows that as of June 2019, the number of short video users in China reached 648 million, accounting for 75.8% of the total number of Internet users. [1] More and more Internet users show their living scenes and urban spaces through short video platforms to express their understanding of urban life and urban culture. Empowering the dissemination of mobile short videos has stimulated users' consciousness to actively participate in the construction of city image, created new urban landscapes such as "online-celebrity cities (网红城市)" and "online-celebrity photographing places (网红打卡地)" popular on short video platforms, and injects fresh expressions into city image.

II. MOBILE SHORT VIDEO BUILDS A NEW PATH FOR DISSEMINATION OF CITY IMAGE

"City image refers to people's impression and feeling on a city. It is a comprehensive performance of a city from the inside to the outside. City image has both the inner historical and cultural deposits of the city and the outer material characteristics of the city and reflects the overall style and features of the city." [2] Short videos give users the right to disseminate, inspire young users' enthusiasm to express themselves, show their lives, and participate in the dissemination of city image in social media. Meanwhile, the emergence of "online-celebrity cities" and "online-celebrity shooting places" also extends to new urban living scenes and geographic spaces.

A. Technology empowerment

The development of digital technology, network technology, and mobile communication technology, especially the popularization of 4G technology, reduces the economic costs in production, distribution and consumption of short videos, and stimulates the expansion of short video platforms. Short video platforms give users media access to release information, media expression right to express ideas, and media performance right to show their daily lives, and create a loose, happy, and diverse We Media expression field.

B. User participation

The production of short videos based on the UGC (User Generated Content) model changes the original dissemination model centered on the circulator and reduces the cost of UGC. As a user of information dissemination node, an intelligent device can be used to connect the Internet to anyone anywhere in any way at any time. Users become the main force in the dissemination of city image. They include both local users' exploration of the city features from the local perspectives, and external visitors and others' sensory presentations of the city by creating fragmented, long-tailed, non-professional short videos. This way can inject new vitality into the city's image construction.

C. Scene fitting

The materials that users use in the construction of city image all originate from real life scenes, and most of them belong to daily scenes real and vivid and full of emotions and thus can arise viewers' emotional resonance and even evoke their emotional memories. Video production and push function based on algorithm recommendation technology and geo-location technology can push short videos about city image to users based on their browsing history and location, making the dissemination more scene-oriented and immersive-experience.

D. Multiple expressions

From the promotional slogans of the Douyin APP "Recording a Better Life" and the Kuaishou APP "Recording the World, Recording You", it can be seen that recording life, expressing self, and showing daily life have become the primitive driving force for users to create short videos. The low threshold, popularization and long tail of the creation subject of the short video, on the one hand, make the source

materials of city image more diverse from more comprehensive perspective, on the other hand, make the content of city image more lifelike and make the emotional release more diverse.

III. THE CONSTRUCTION AND DISSEMINATION STATUS OF CITY IMAGE IN MOBILE SHORT VIDEOS

Traditional construction of city image is mostly the responsibility of relevant governmental departments and focuses on expressing the overall image of a city, while the construction of city images in mobile short videos often uses users as the starting point to spread through individual short video platforms. The small and tiny perception of city image from individual perspective becomes a new way to construct and spread the city image.

A. *Enhancing the appeal of city image dissemination from individual perspective*

While giving users the right to express, mobile short video changes the official discourse mode of traditional city image construction, bring the dissemination body back to people, and reproduces the subjective position of individual dissemination. People are the main perceiver and receiver of city image dissemination, and should also be the main builders and communicators of city image perception and expression. "Every individual has a dissemination ecology that is technically equal, equal in personality, and equal in discourse power on the Internet, which is completely different from the hierarchical and administrative dissemination ecology of traditional media. Therefore, in an open and equal network environment, individual narratives are maximally stimulated "[3].

Individual communicators can penetrate the perspective of observation into all aspects of city life, edit and create the city images observed and perceived by virtue of short video platforms, produce new meaningful texts, and realize the packaging and reconstruction of city images. Based on user's easy, witty, interesting, and friendly expression, the distance between the short video platform communicator and the receiver is shortened. The novel perspective and friendly expression bring strong emotional resonance to users, and are more likely to trigger feeling involvement of the receiver. In the Mid-Autumn Festival on September 13, 2019, Mr. Liu, a traffic policeman of Ji'nan, Shandong, was unable to reunite with his family due to work duties. When his wife drove and past by him, he smiled and saluted his wife in the car. This scene was shot by his daughter sitting on the assistant seat and uploaded onto short video platform. After the release of this warm, flat and touching video, it quickly gained 150,000 likes. This kind of plain and warm short videos from ordinary people's perspective intangibly makes users feel the deep connotation of the beauty of citizens and the city.

B. *Non-professional communicators' disintegration of the overall image of a city*

City image is a multi-dimensional organism with rich content. According to the "Six-dimensional Comprehensive Report on China's City Images", city image is divided into

six dimensions: government image, economic image, cultural image, ecological image, residential image, and city image promotion. [4] City image has rich connotation and multiple levels, and different individuals have different understandings and perceptions of city image from their personnel perspectives. When the non-professional self-performing individuals show the city image from their personnel perspectives, the city image becomes both diverse and fragmented. In particular, some of the communicators in the short video platform have not undergone specialized information transmission training. The pictures shot and edited by them are shaken and the composition is poor. The aesthetic level of the city image conveyed in the video is not that high.

Most individual communicators in the short video platform start from their personnel experience and express their feelings about the city life scene and communication space. As mentioned above, the daily city life presented from individual perspective adds diverse and civilian expressions to the city image and provides more rich and infectious details for the city image. But in some sense, city image disseminated from individual perspective is only one part of the diverse images of the city and somewhat dissolves the overall expression of the city image.

C. *Polarization of city image communication power caused by the imbalance in popularity of searching*

From the perspective of dissemination effects, the different popularity of searching has led to the polarization of city image dissemination power on short video platforms. According to statistics, there are 11 "hot-spot cities" with more than one million videos on Douyin short video platform; they are respectively Beijing, Shanghai, Chongqing, Chengdu, Shenzhen, Xi'an, Guangzhou, Suzhou, Hangzhou, Zhengzhou, Wuhan and so on. The 11 cities are all tourist destination cities popular in China, among which Beijing, Shanghai, Guangzhou, and Shenzhen have long been the first-tier cities in China, and Chengdu, Hangzhou, Chongqing, Wuhan, Xi'an, Suzhou, Zhengzhou and other cities were also listed in the "New First-tier Cities" list of 2019 as selected by China Business Weekly. The above cities are not only densely populated, economically developed, and convenient in transportation, but also have diverse urban lifestyles. Strong urban resources and unique urban charm make them not only have a large and stable resident population, but also continue to attract foreign tourists to enter the city space from the perspective of "others" and feel the charm of the city.

Cities with millions of videos on the short video platform not only get more channels and opportunities to display the image of the city, but also attract more attention and searching popularity from the platform users composed of local citizens and foreign tourists. The algorithm recommendation mechanism of the short video platform can recommend more local information related to the user and information that may be interesting to the user based on the user's geographic location and searching history. Obviously, densely populated and user-interested tourist destinations can get more "traffic bonuses" brought by Internet information

retrieval and algorithm recommendation, and further boost the dissemination of the above-mentioned city image. The number of short videos about city image, user search popularity and algorithm recommendation mechanism in the short video platform has jointly affected the dissemination popularity of cities on the short video platform.

IV. THE CONSTRUCTION AND DISSEMINATION PROSPECT OF CITY IMAGE IN MOBILE SHORT VIDEOS

A. *Giving play to the guiding role of relevant governmental departments to promote citizens' participation in the dissemination of city image in a conscious and planned manner*

City image is a multi-dimensional organism with rich content. The government-led construction and dissemination of city image has a unified theme and sophisticated production, but lacks the atmosphere of citizens' flavor of life and perception of the city image; the citizen-led construction and dissemination of city image highlights the flavor of city life and new urban culture connotation, but lacks organic planning and content control, so both of the two models have advantages and disadvantages.

As short video platform has huge user base and communication influence, relevant governmental departments should also consciously make use of the public's enthusiasm for disseminating on the short video platform in a planned manner and encourage the public to participate in the construction and dissemination of the city image in the form of short videos. For example, relevant governmental departments can formulate short-video creative design contests oriented to city image, and encourage citizens to participate in the dissemination of city image based on relevant themes set by the government by providing rewards to outstanding short-videos. In May 2018, Zhengzhou (Henan) launched the "Meet in Zhengzhou" Urban Douyin Challenge Match, encouraging citizens to participate in the dissemination of short video about Zhengzhou's city image; in September 2019, Changsha (Hunan) held a short video contest on the theme of "Expressing my love to China that I can represent Chnagsha (表白祖国 长沙有我)" which combines the expression of patriotism with the dissemination of the image of Changsha city, and promoted citizens to take part in creating relevant short videos.

B. *Exploiting the dissemination potential of government short videos and media short videos, and cultivate and optimize short video dissemination teams*

With the development of the Internet, the quantity of new mobile communication platforms are increasing, and more and more governmental departments and traditional media begin to open official Weibo, official WeChat, and official short video accounts. The "2018 Douyin Government-affairs Account Report" shows that short video platform has become a new platform for information dissemination by governmental departments and traditional media. 5,724 government-affairs accounts have been opened on Douyin platform, released 258,000 short videos, and accumulatively got 4.3 billion likes; 1344 media accounts have been opened

on the platform, released 152,000 short videos, and accumulatively got more than 260,000 likes.

Government-affairs short video accounts and media short video accounts have clear development plan, clear target location, stable operation team, down-to-earth media content, and stable user group. They have unique advantages in spreading the image of a city and are windows to display the image of the city. Taking Siping City, Jilin Province as an example, the Public Security Bureau of Siping City opened an official Douyin account "Siping Police Affairs" to show serious topics in the field of politics and law in a relaxed and witty manner. As of December 10, 2019, the account had published a total of 144 works, obtained 15.115 million fans, and accumulatively received a total of 100 million likes. In March 2019, in a short video titled "Zebra Crossing: Lifeline", through the interpretation of the storyline by law enforcement officer and pedestrians crossing the red light, users can receive traffic warning education while enjoying the funny video. The video has cumulatively obtained more than 3.3 million likes. Government-affairs short video account and media short video account have the characteristics of rich and diverse content, timely release of information, and strong interactive dissemination, and are the windows to display the image of a city. By improving its understanding of the city image, and setting related topics and consciously disseminating the positive image of the city, such accounts can play a greater role in the field of city image dissemination.

C. *Encouraging social organizations, groups, and individuals to participate in the dissemination of city image and inject new connotation into the city image*

The diversity and non-professional characteristics of short video platform users have enriched the content and perspectives of short video transmission on the one hand, and resulted in uneven quality levels of short videos on the other hand. Therefore, it is suggested to mobilize the initiative and enthusiasm of social organizations and college societies to participate in the dissemination of city image, consciously link the characteristic activities of organizations and societies with the dissemination of city image, and guide them to actively participate in the dissemination of city image, and further improve the content quality and dissemination effect.

Taking intangible cultural heritage as an example, the culture of intangible heritage is a folk culture born from the interwoven regional historical culture and ethnic folk culture, and is also a showcase of the historical changes and cultural connotations of city image. "At present, China has already had 100,000 intangible cultural heritages listed in all levels of intangible cultural heritage representative inventories, including 1372 national-level intangible cultural heritage, and 39 intangible cultural heritages are selected into the UNESCO Intangible Cultural Heritage List." [5] With the development of the Internet, the culture of intangible heritage, as a living culture, has also opened up new channels of dissemination with the help of the short video platform. "Sichuan Opera" is a national-level intangible cultural heritage. In 2018, the Douyin short video platform launched

a topic of "I can "change my face" faster than turning pages". This topic has been played more than 6 billion times. More young users of Internet can browse the topic and feel the charm of the heritage technique of "changing the face in Sichuan opera", better understand the folk culture of Bashu region, activate the lively experience of the city culture and gain a deep perception of the image of the city.

V. CONCLUSION

City image is a unity of the physical form of natural geography and the cultural connotation of historical folklore. The emergence of mobile short videos gives users a platform to participate in city cultural perception, city life experience, and city scene display and provides a new path for the dissemination of city image. But the construction and dissemination of city image cannot be completed overnight. Combining official macro vision and user's micro perception to form a synergy of city image dissemination can help forming a three-dimensional pattern for disseminating city image.

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