

# The Construction of Chengdu City Image in New Media Environment: Take Tik Tok as an Example

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## ABSTRACT

Nowadays, the city image has become the symbol of the city brand, which is the comprehensive embodiment of the "soft power" of urban development. Therefore, the city image communication has played an important role in the city competition. The new media environment has brought huge changes in the dissemination of information and injected new vitality into the dissemination of city image. The purpose of this paper is to summarize the city image's construction process of Chengdu on Tik Tok and finds its communication characteristics that be used to reveal the significance and possibility of the new media such as Tik Tok on the communication of city image.

**Keywords:** *new media, city image, Tik Tok*

## 1. INTRODUCTION

With the progress of science and technology, 4G and 5G information technology have become more and more popular. In addition to this, Wi-Fi signal coverage is huge expanding and the flow rate further reduced. People can use their smart mobile phones almost anywhere and anytime. Which helped change users' habits of getting information from reading pictures to watching videos, micro movies, live streaming, and then to the short videos. New media is constantly improving the speed of users' acquisition and sharing of information.

In the information age, recording and transmission are more convenient, and the powerful advantages of video transmission shown again. Although the graphic text will not be completely replaced, in the dissemination of popular culture, short video presents a stronger expressive, communication and persuasive. The spread of popular culture is mainly be developed from text to short video. The short video has become a cultural totem in the mature period of mobile Internet. Technological progress, lower tariff and fragmented reading habits all contribute to the arrival of the new media era.

Taking Chengdu as an example, this paper tries to analyze the image building process of the city on Tik Tok and find the method to grasp the current characteristics of new media communication.

## 2. LITERATURE REVIEW

### 2.1. Uses and Gratification Theory

The theory of uses and gratification stands in the position on the audience and examines the psychological and

physical effects of mass communication to human beings by comparison to the audience's motivation to use the medium and obtaining demand to satisfy it. It emphasizes the role of the audience and highlights the position of the audience. The theory holds that the audience restricts the process of media communication through its active use of the media, which points out that the use of the media based solely on the needs and aspirations of individuals.

In addition to this, it holds that the audience has specific "needs" of individuals who meet their needs through contact and use of the media. Everyone's needs are different cause by social, cultural, psychological and other factors. The audience is always choosing the mass media to convey the message that can meet their information. When people discuss a certain thing or a kind of thing, meet any of Maslow's needs theory, people will be satisfied. Once there are similar events in society, the public will spontaneously discuss them to gain a sense of satisfaction and achieve emotional happiness. The audience uses new media to publish information to meet the needs of audience self-expression and self-realization. The user use new media to build public space to meet the needs of participate in politics, users of the new media itself to make the audience entertainment and participation in the interactive needs of the satisfaction to extend.

### 2.2. New media communication's characteristics

What we now know as new media communication refers to the smartphone terminal for the transmission of media dissemination mode. The features of instant messaging make new media platforms have faster and wider communication capabilities than multimedia platforms. New media communication is the communication mechanisms of universal participation and "point-to-point", the user in the platform can produce information, publish

information and accept information anytime, anywhere. Based on the increasing threshold of communication and platform algorithms, recommendation mechanism and other factors, the user's enthusiasm for the creation of spontaneous production information has increased. Mass media to cater to big events that often choose a period of a public hot topic for in-depth reporting invisibly changed the media agenda. Therefore, the new media communication mode characterized by the great liberation of the audience's autonomy, which greatly influences the

### 3. RESULTS

Tik Tok now has more than 400 million active users, and Chengdu has won the second highest “like” number of Chinese cities in 2018 and 2019, only behind Beijing, the capital. Chengdu Giant Panda Base has won the top 3 most places to go for two consecutive years, and Chunxi Road ranks among the top 10 commercial names all year round. Chengdu is undoubtedly one of the most attractive cities and one of the most impressive cities in the audience. The root of this lies in Chengdu's success on Tik Tok above the shaping of a clear advantage, the unique style of the city image.

**Table 1 Number of active users on Tik Tok**

Time	2019.01	2019.07	2020.01
Number	250 Million	320 Million	400 Million

**Table 2 Top 10 Like City on Tik Tok (2019)**

City	Like Number
Beijing	5.12 Billion
Chengdu	4.03 Billion
Shanghai	3.56 Billion
Shenzhen	2.95 Billion
Guangzhou	2.83 Billion
Hangzhou	2.73 Billion
Chongqing	2.61 Billion
Xi'an	1.96 Billion
Zhengzhou	1.55 Billion
Wuhan	1.44 Billion

#### 3.1. Old & Modern

Chengdu is a famous historical and cultural city in China. It has thousands years of historical heritage but never changed its name for 3000 years, which is quite rare in China. Since the construction of the Dujiangyan Irrigation Project established in the Qin Dynasty, it has played its unique role in water conservancy regulation to ensure the safety of production and domestic water use in the Chengdu Plain for thousand years. On the Tik Tok, Chengdu's popular attractions not only have Dujiangyan Irrigation Project, Temple of Marquis, Du Fu Thatched Cottage, but also Kuanzhai Alley, Kam, Jinsha Site

traditional function of setting the agenda of the mass media, and the increasingly close relationship between public opinion and interest. In the new media environment, the public has become the main force of city image communication, with multiple roles of information producer, publisher and receiver. The immersive reading experience of new media users and the sense of participation in the whole process strengthen their identity and promote their more active participation in the city image communication.

Museum and other masterpieces through the millennium history. There are also trendy and modern places like Chunxi Road, Taikoo Li and Chengdu Global Center, which is very popular among young people. Especially in the Taikoo Li, there are not only many modern luxury brands, but also keeps the Daci temple which has a history of thousands of years. Countless fashion bloggers and web celebrity fans gathered here to take selfies. The video logs helped Chengdu's Tianfu Square and IFS panda to become a must-see place, and attracted thousands of out-of-town visitors to the city

#### 3.2. Serenity & Vitality

Chengdu is a livable city, both natural and social. Chengdu is not as prosperous as Shenzhen or Shanghai, but Chengdu has its unique tranquility. This serenity is the birth of a thousand years of history and culture. Chengdu's Qingcheng Mountain is a famous Taoist holy place, one of the purposes of Taoism is “less desire”, which is also can be found in many Chengdu people’s personality, they are very leisure. Chengdu is also famous for its slow pace and laid-back life. Chengdu's Zhaojue Temple, is a Buddhist holy place, one of the purposes of Buddhism is “as if”. Chengdu people have a similar wisdom Long-term inspired by The Buddhist culture which is the inner peace and easy to be satisfied. Take a short film on Tik Tok for example. A Chengdu girl named “Little Sweet” was asked to give her spouse-selection views. Her answer is “The one who can take me to dinner”. Just because of this simple and true answer, this Video log helped Chengdu successfully captured the attention of millions of fans. Chengdu, therefore, has become everyone's most desirable destination and even attracted many foreigners to work and live in Chengdu. Although Chengdu is quiet, that does not mean Chengdu's development is lack of vitality. Especially when you considered Chengdu’s variety of food and beverage, which attracted countless eyes on Tik Tok. From the Jianshe Road’s spicy potatoes to steel pipe factory string, from the street lane of hand-made ice powder to the traditional pastry of Wenshu Monastery, all highlight the unique vitality of Chengdu.

#### 3.3. Friendly & Competitive

One of Chengdu's most famous images is the giant panda. Giant pandas loved all over the world for their peaceful

and friendly image. Chengdu city is notoriously warm and friendly, which has more than 100 international friendly cities and friendly cooperation cities all around the world. Especially in the fight against the COVID-19, the warmth and friendliness of the people of Chengdu have attracted widespread attention. During the isolation, Chengdu residents donated many fresh vegetables to Wuhan but the vegetables only exist in Sichuan province. Therefore, friends in Wuhan did not know how to cook the dishes and turned to We-Chat for help. This ignited the enthusiasm of Chengdu residents. They demonstrated on Tik Tok to show them how to cook these dishes and provided a variety of recipes, which caused a strong response across the country on Tik Tok to show their home cooking. Chengdu is friendly but does not mean Chengdu is easy to accept defeat. On the contrary, Chengdu is famous for "dare to fight, willing to suffer". Chengdu as a national central city in the west of China has a rapid economic development, especially in the creative industries and high-tech industries, both industries are at the forefront of the country. Particularly, in the year of 2019, a hot animated film named "Nezha: Birth of the Demon Child", from the director to voice-over, from animation to special effects, all are deeply imprinted on Chengdu, the film dress up and Chengdu dialect are quite popular on Tik Tok for a long time. China Business Weekly has released its latest ranking of "new first-tier" cities, China's most attractive cities for business. Chengdu has topped the list of "new first-tier" cities four times since 2016.

## 4. CONCLUSION

### 4.1. Find Originality

To establish the image of the city on Tik Tok, government officials must clear the unique positioning of the city and highlighting the unique temperament of the city. For example, Chengdu's positioning is "leisure city", Chongqing's positioning is "magic mountain city", and the position of Xi'an is "more than the ancient capital". These successful examples of Tik Tok all have a common trait, that is, they have a clear understanding of the characteristics of their cities, and they are willing to take this as the core to construct the city image, and highlight the identification of cities through differentiated comparison.

### 4.2. Be Interesting

The core appeal of the user on the sound is to relax and be interesting. It needs not only the fun in the content of the screen but also the entertainment in the form of expression. On Tik Tok, a huge number of Chengdu online celebrities are entertainment to the extreme, such as "Su Hao students", his fame of the short video is to play a We-Chat game to the end. "YeYewait" is to explore Chengdu's old

man and how they living in the city. The web celebrity people of Chengdu released these funny videos to dig out the interesting side of the city and present the image of the city more fully through Tik Tok.

### 4.3. Keep Interactive

There are huge videos generated every day on Tik Tok. How to keep the audience loyal and focus on the image of the city is a difficult question. Chengdu's experience shows us that a city not only needs to run a good number of video release accounts, but also to accumulate several loyal fans. Therefore, the most important means to enhance the pasting of the audience is to interact. It is necessary to listen to the opinions of the audience and guide the focus of the audience. Addition to this attention should pay to the feedback of the audience, actively answer the questions of the fans, or even occasionally carry out offline fans meeting, through a fan to lead his friends, like a snowball to expand the audience group, and constantly establish the image of the city.

### 4.4. More International

City image spread through Tik Tok is worldwide. The audience is not only in China but also in many foreign countries all over the world. There are two examples that Chengdu has attracted worldwide attention through Tik Tok. One is the face-changing art of Sichuan Opera, which has gained new vitality due to scientific and technological means and demonstrated the vitality of traditional culture. Another example is the giant panda, which is gentle, friendly and beautiful. The giant panda is a gift from China to the world. It also successfully shows the friendly, optimistic and hospitable image of Chengdu on a global scale.

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