



Research on Historical and Cultural Communication Strategy of City Image Based on SIPS Model

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Abstract. History and culture is the source of urban image mining and development, history and culture actively into the city image, can increase the visibility of the city and promote the city development and construction. Starting from history and culture, this paper analyzes the characteristics of history and culture communication, the connection between history and culture and the city image as well as the status quo of communication, and discusses the important value of history and culture in the city image. Then, combining with SIPS mode and starting from the consumption pattern of consumers, it proposes to highlight the history and culture in the city image from four aspects: empathy, recognition, participation and diffusion. And help the city image communication new development.

Keywords: history and culture · city image · SIPS mode · communication strategy

1 Introduction

The publicity of city image is the only way to improve the visibility of a city and expand its influence. History and culture are the witnesses and representatives of urban development, and their influence on the development of city image cannot be ignored. Jian liu [1] Others put forward that the city image will create the development advantages of the city, sort out the historical and cultural context of the city, and correctly understand the history and culture of the city, which is the right direction to highlight the characteristics of the city image. Songfang Lu [2] Drawing on theories related to media society, et al. proposed that city image publicity should excavate historical and cultural characteristics, take advantage of humanistic advantages in the all-media era, improve the attention and reputation of city image, and realize the construction and identification of city image. Renwei Li [3]. It is believed that the era of “we media” has stimulated the enthusiasm of individual expression and promoted the publicity effect of famous historical and cultural cities. In view of the unclear positioning of cities and other problems, it is proposed that the unique elements of famous historical and cultural cities should be dug deeply to improve users’ immersive experience. It is well known that there are many

famous historical and cultural cities in China, because it has a long history. Therefore, many researchers explore the value of historical and cultural cities from various angles, increase the connotation of cities, promote urban development, and achieve good results. But the spread of history and culture in the city has been weakened, its value has not been released. Therefore, this paper mainly explores how to use the existing historical culture to help spread the city image, which is the focus of this paper.

From the perspective of breadth analysis, with the convergence of material growth modes and the increasing pressure of resources and environment, the history and culture in the city image has gradually become the driving force of urban development, reflecting strong economic and social value, which needs to be constructed through a new model. Therefore, combining with the SIPS consumption model (consumer behavior model in the era of social media) of Dentsu, this paper puts forward the strategy of promoting city image communication with history and culture.

2 Characteristics of Historical and Cultural Communication

The diversity of local history and culture builds different city images and forms city images with local characteristics. Among them, the characteristics of historical and cultural communication mainly include the following aspects:

2.1 The Dissemination of History and Culture has Epochal Characteristics

New times breed new ways. Likewise, the way of historical and cultural communication should be updated with the development of The Times. With the arrival of the “era of mass communication”, people no longer understand the image of a city through traditional channels like books, newspapers, magazines and so on. Now people are more through wechat, Douyin, Xiaohongshu, B station and other online platforms to promote the image of the city. With the support of cloud computing, big data, sensors, voice recognition, image recognition and other technologies, the search of history and culture will become more accurate for the masses. The development of The Times endows the communication of history and culture with the corresponding epochal character.

2.2 Historical and Cultural Communication is Identifiable

Technological advances have led to increasingly homogeneous urban looks and the repetition of large architectural Spaces, Qian Mao [4]. Others pointed out that the city in the process of construction and development appeared “a thousand cities one side” embarrassing phenomenon. The development of any city is dependent on history and culture. The excavation of history and culture can show the city characteristics, highlight the city image, make the city image more identifiable, and enhance the sense of belonging, identity and orientation of the audience.

2.3 The Dissemination of History and Culture is Extensive

In practice, the communication of history and culture cannot be separated from the public. It is through establishing dialogue channels with the public that the excellent history and culture of China can be shared with the public. History and culture can be used as information exchange between people, in which “people” is the exchange theme, and “history and culture” is the core content of the exchange. The sense of historical and cultural values will be transmitted through information exchange. Memorable and distinctive city images, including buildings, monuments, stories and other historical and cultural contents, will be widely shared in the information exchange. Extensive historical and cultural communication makes cultural conformity and urban development mutually integrated.

2.4 Historical and Cultural Communication is Expansive

History and culture spread through mass media to shape the image of the city. The mutual integration of new media and history and culture not only expands the boundaries of communication, but also expands the audience group. After being spread through various forms of media, the city image forms an impression among the masses, generates inertia and remains, and sublimates with the accumulation of time, thus forming expansion and extension.

3 Connection Between City Image and History and Culture

3.1 The Charm of City Image Contains History and Culture

The source of urban culture is historical culture, which contains the spirit, belief, information and knowledge of the city and carries the past, present and future of the city. From the perspective of the development of Chinese cities, each city has its own unique historical deposits. When the Big Wild Goose Pagoda, Daming Palace and Bell and Drum Towers are mentioned in historical buildings, people will naturally think of Xi’an. When the Humble Administrator’s Garden, the Net Master’s Garden and Hanshan Temple are mentioned, people will naturally think of Suzhou. In folk culture, referring to northern Shaanxi, people can think of wearing the white sheep belly towel, holding three strings or pipa to play and sing; Also such as “water-splashing festival” thought of the Dai nationality; “Bamboo dance” thought of Li nationality and so on. The characteristics and customs of each place represent the historical and cultural brand of a place, which is closely connected with the urban development. Even with the rapid development of urban modernization, these historical traces are still not submerged. The charm of a city contains history and culture, which is the name card of a city. In the process of urban development, history and culture are integrated to enrich the image of the city.

3.2 The Construction of Urban Image Needs History and Culture

With the rapid development of urban modernization, we are surrounded by highly civilized and intelligent environment, among which the indispensable elements are historical

and cultural elements. For example, drinking tea, seal incense and listening to opera are all spiritual cultures that have been inherited for thousands of years and have become part of the image of the city. Therefore, urban modernization needs to be better combined with history and culture, so as to show the charm and uniqueness of the city image and leave a deep impression on people. In the process of city modernization, the publicity of city image can be integrated with the city history museum. This can implant the historical culture into the architectural elements, show the historical mark of the city, which can make visitors deeply feel the historical culture contained in the city, thus deepening the memory and expanding the influence of the city image. In addition, reasonable protection and development of historical culture can expand the connotation of the city and establish a unique city image, and it is also conducive to the city's good development.

3.3 History and Culture Activate the Development of Urban Image

The lifeblood of urban construction and development is economic development, in which history and culture play a positive role. First of all, economy promotes the development of the city, ecology compels the background of the city, culture continues the bond and soul of the city, and the prosperity of history and culture is the symbol of economic prosperity. For example, the "Terracotta Warriors", "Huanghelou", "Wuhan", "Dujiangyan" and "Sichuan" are known to the world. Secondly, the historical culture being developed and protected enhances the city's influence and attracts more investors. For example, the excavation and development of food culture in history and culture can stimulate the vitality of urban image development and bring business opportunities and investment intention to investors. Finally, the economic development of urban people cannot be separated from talents. The correct transmission of history and culture requires talents. Meanwhile, talents are influenced by history and culture to promote the development of urban economy and promote the image of the city.

4 Historical and Cultural Communication in Urban Image

With the development of The Times, the single mode of publicity can no longer satisfy the public. In the past, it was newspapers, propaganda bars, radio, television, etc., and then it was illustrated with pictures and pictures. Now, in the era of short video dominating the screen, there are no denying that the opportunities for historical and cultural communication are more and more extensive. At the same time, it also reflects the problems existing in the communication of historical culture as the image of the city:

4.1 Have History and Culture, Lack of Mass Theme

At present, every city is actively shaping or building its own urban image, but it is not difficult to find that in the process of building its own image, the city ignores the human being is the founder of the city's history and culture. The display of a city image needs to be people-oriented, and human consciousness determines the form of city image development [5]. Their manners, spirit and way of life all show local characteristics, and some of their history and culture have been passed down through their mouths. The stories they tell are more vivid and resonate with the history and culture of the city, while projecting images that can provide impetus to the city's economic development.

4.2 There is Communication Content, Lack of Feature Identification

In terms of the strategies and approaches of urban image communication, although certain achievements have been achieved, it still shows that the orientation of urban development is not clear and the urban image building is not clear [6]. Nowadays, the wave of homogenization promotes the construction of urban image, which makes the original urban image filled with various historical and cultural characteristics become repetitive or similar. This phenomenon affects consumers' experience and is not conducive to consumers' identification of the uniqueness of the city image. We should realize that traditional culture is an important content to enhance the sense of identity and cohesion of the masses to the city, and also a powerful spiritual power to encourage the city to constantly explore and move forward.

4.3 There are Promotion Channels, Lack of Positioning Innovation

In recent years, based on the rich city image promotion activities, for the improvement of the city image to create an excellent opportunity. However, in recent years, the publicity of urban activities tends to be single and homogeneous, lacking of regional characteristics, lack of excavation and polishing of history and culture, which may lead to the holding of a large number of urban activities, which not only wastes urban resources, but also has the opposite effect [7]. At the same time, the city image can not build a complete city image in the external cognition, and lose its attraction to the outside world.

4.4 There is a Propaganda Direction, Lack of Communication Strategy

The development of city image history and culture can improve consumers' sense of local identity, but the image of most cities is not deeply understood. Except for cities such as Beijing and Shanghai, which can find the connotation in line with the city image and better promote the city image, other cities often display the city image only through the promotion of scenic spots [8]. The low level of publicity strategy in most cities makes it difficult to form city image marketing, which leads to many disadvantages: for example, the communication mode of city image lacks innovation and does not keep pace with The Times; Cities pay attention to image publicity, but lack of mass participation and interaction; The publicity is one-sided and cannot achieve the effect of expanding the image of the city.

5 Image Communication Strategy of Historical and Cultural Cities Based on SIPS Model

With the advent of China's omnimedia era and the emergence of diversified consumption patterns, how to effectively integrate history and culture into the city image and promote urban economic development has become particularly important. Japanese General Motors proposed a new lifestyle consumption behavior model, namely SIPS model [9], analyzes the consumer behavior pattern in the whole process of consumption behavior. The following four scenarios are the main ones in the process of consumer spending. The

first is Sympathize, which is the way for customers to sympathize with a product. The second is to Identify. Consumers seek external confirmation with their empathy for the product to determine the value of the product. The third is to Participate, which means that consumption can be produced only by participating. The fourth is Share & Spread, which produces secondary publicity or spread again after good experience and personal participation. For urban economic development, the transmission of history and culture in the city image is the city marketing. Therefore, this paper adopts the SIPS model to study the transmission of history and culture in the city image.

5.1 Mining History and Culture Highlights the Sincere Feelings of the City and Produces User Empathy

Urban image positioning “moves” people with emotion and creates a sense of local belonging. A city bears the collective memory of local residents. The orientation of city memory is more valuable if it starts from the majority of people, especially the general citizens, rather than only the interests of a few people. At present, in historical and cultural protection, we tend to focus only on the buildings listed as cultural protection units or high-value “cultural relics”, or only on the material forms of historical and cultural cities, such as the ancient city pattern, urban style, street modeling, etc., but the traditional residential buildings and residents’ street life style that are not listed in the protection list are rarely included in the protection agenda. In fact, these historical and cultural information constitute the main body and foundation of the city’s collective memory. In the publicity of city image, it should be based on the general public and move with “emotion”, so that citizens can have the concept of “we” and create a sense of belonging.

“Moving” people with love is also reflected in “emotional conversion”. For example, in the broken bridge of the West Lake in Hangzhou, you can see couples who are in a couple and never forget to return. This is because the emotional story of Bai Suzhen and Xu Xian in the historical legend touched people’s hearts and aroused people’s longing for beautiful feelings. For example, Hangzhou has neither mountains nor rapids, but it attracts people to linger, because it has left numerous literati yearning since ancient times, and this yearning is a kind of empathy. Emotional substitution, empathy, so that the city image can be promoted, city brand can be promoted. Therefore, for the image of a city, it is important to attract the audience by “touching with emotion”, and generate stickiness with the audience.

In order to better “move with emotion”, we can choose the city’s characteristic food, famous customs, architecture and so on, endow them with relevant feelings and memories, and set the theme in the form of storytelling to enrich its connotation. To spread the image of a city, it is necessary to pay attention to the rich expression of the historical and cultural connotation of the city, constantly dig the symbolic historical and cultural connotation of the city, and the content closely related to the daily life of residents, and make consumers resonate.

5.2 Construct a Publicity Matrix to Drive Word-of-Mouth Publicity and Promote Value Recognition

In the era of omnimedia, the government, the media and the public constitute the three main bodies of city image publicity. Play the role of multiple subjects, construct the propaganda matrix, form the spread communication, so as to resonate with users and get the value confirmation. The government is the organizer and propagandist of the city image. The reports of the government enhance the credibility of the city image publicity, such as the publicity of the municipal official platform; The mayor personally promotes the image of the city; Another example is Alifu, director of Xinjiang Internet celebrity Cultural Tourism, who makes Taxian County a model student of green development. The publicity of mainstream media affirms the value experience. As reported by the mainstream news media, Famous bloggers like and forward the image of the city, These actions will make the audience's value confirmed. Among various communication subjects, we media develops fast and involves a wide range. Short video platforms based on UGC (user-generated content) provide a more intuitive and engaging experience for users. If a user likes to watch short videos of cities he or she is interested in, the more frequently he or she ' brushes ' videos, the more relevant city videos will be pushed. City history and culture can try to participate in the short video platform, through this push to establish a publicity base, increase the exposure of the city 's image characteristics. Initiate more topics and activities with positive historical and cultural energy in the city, so that the publicity of the city image can be reported by major mainstream media, and help users to confirm the value of the city image.

If a city wants strong publicity, it needs more exposure. The publicity of history and culture in the city image should be combined with local characteristics and based on the city positioning. The communication matrix is constructed comprehensively and three-dimensional to make the communication effect scale, so that the user's reputation drives the value recognition. First, government departments should play a leading role in publicity. Relevant departments should strengthen the publicity, and the official account of city image should be entered into all major platform to make the city publicity more credible. Second, we should seize the voice of mainstream media. For example, increase the interaction rate between the city's historical and cultural accounts and big V, professional media, authoritative media, etc. With the help of the Internet celebrity effect, professionalism and authority, it can not only increase its own influence, but also accurately help users to confirm the value of the city image. Third, we need to optimize the voice channels. Release eye -catching promotional content at major events or festivals to expand the publicity effect. At the same time, it explores the diversity and integrated communication of media, and makes use of the power of big data to accurately communicate on various platforms, websites and apps.

5.3 Expand Communication Channels, Optimize Service Content, and Guide Users to Participate

The rise and development of short video makes the main body of image communication of historical and cultural cities more diversified. Propaganda has been composed of online and offline dual communication mode. With the rise and development of online

short video, short video has gradually become a popular carrier for urban communication. The historical and cultural characteristics of each city image emerge and become popular through short-sightedness. Through online content, users participate in the city's publicity of the Internet celebrity clocking points, these clocking points contain many users attracted by history and culture, The more storied historical culture is, the more popular it is. For example, the "Bowl wine" of Yongxing Fang in Xi'an attracts many tourists at home and abroad. At the same time, offline work is equally important. All government departments should attach importance to the role of social media publicity. Improve the sense of identity and intimacy of the city, and narrow the distance between citizens and visitors. Strengthen the excavation of the city's history and culture, improve the city image brand, stimulate the visitors' good impression of the city image, meet the visitors' sense of participation and interaction. Therefore, to achieve the unity of online and offline experience, to win the trust of users.

History and culture into the city image, establish the characteristics of the city, purposeful propaganda, guide the audience to participate. On the theme setting, we should abandon the current 'play' and 'travel' simple concepts. Using the characteristics of social media communication, flexible use of vertical subdivision push platforms such as Douyin and live broadcast. Set hot topics, divide online content into funny videos, pictures, music, dance, food, beauty, etc., so that different users get different demands, so as to resonate and get better communication. We can also use the star effect, web celebrity effect to expand publicity. Through the classification of content, it meets the needs of different groups of people, so that users can get a better experience according to their own needs. In addition, we must also grasp the dissemination rules of new media, maintain the frequency of content updates, strengthen interaction with users, pay attention to the originality and interest of content, and pay attention to the sense of participation and immersion of the public.

The communication form of "city image + history and culture + story + public participation" inspires individual's desire for expression, makes everyone participate, speeds up the transmission speed, expands the transmission area, enhances the publicity of historical and cultural city image, and shows the unique charm of urban culture.

5.4 Increase the Secondary Publicity and Expand the Publicity Area to Achieve Shared Diffusion

Secondary transmission is a way to expand the spread, is the embodiment of sharing and diffusion. Users will spread their feelings according to their own experience, making the image publicity more grounded. At the same time, it can be forwarded through one platform to multiple different platforms, increasing the exposure rate and improving the efficiency of the image publicity of historical and cultural cities.

It is an important way to expand the transmission of history and culture to break the platform barrier and promote the secondary transmission of users. Sharing and spreading of historical and cultural propaganda in the city image, on the one hand, to build online interactive platform, training users to spread. If the historical and cultural propaganda only covers some high-educated people, its coverage area will be limited, affecting the effective dissemination of the city image. In order to realize the secondary dissemination of history and culture, it is necessary to build a platform for interaction. Therefore,

urban culture should build its own brand reputation through historical culture, exert secondary communication, and attract users to comment and forward with the help of other short video platforms, so as to gain more influence in larger cities. On the other hand, to establish an effect evaluation mechanism, attention to user feedback. The diversity of the short video platform makes the dissemination of historical culture dominant. It is necessary to reflect on the spontaneity, homogeneity and fragmentation of the content of the short video platform. Whether the history and culture are correctly and clearly disseminated is also an important part of the quality control of the city 's image propaganda. The systematic expression of historical and cultural connotations, the government follow-up guidance and dissemination, supervision of bad ways to express historical and cultural, enhance the quality of historical and cultural publicity, control the image of the city publicity characteristics, for the user to promote the spread of a good foundation. Make the propaganda of historical culture in the city image deep, systematic and all-round spread.

6 Conclusions

Historical culture city has its unique advantage, which is its history and culture symbol. History and culture make the city more soul. In the background of history and culture, urban image communication is more unique charm. In the process of publicity, on the one hand, we should pay attention to the organic combination of traditionality and modernization, not only retain the traditional history and culture, but also make modern innovation according to its relevant characteristics. On the other hand, we should attach importance to the regionalism and uniqueness of the city, so that the city culture can leave a deep impression in the minds of the public. Mining the history and culture, activating the relevant feelings, the users have empathy; Construct matrix propagation, drive word-of-mouth publicity, and promote the value recognition of users; Expand the transmission channels, optimize the service content, and guide the use of mutual participation; Increase the secondary publicity, expand the publicity area, and realize the sharing and diffusion. The communication strategy of historical and cultural city image based on the SIPS model not only effectively integrates the history and culture into the city image, creates the urban cultural atmosphere, stimulates the urban economic development, but also improves the efficiency of historical and cultural communication. Multi-channel publicity, multi-directional display and multi-angle experience make the brand of historical and cultural city get effective promotion, and also make the image of historical and cultural city get powerful publicity.

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