



City Study Helps City Cultural Brand Construction - Take Xinyang 'Two Better' City Study as an Example

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Abstract. As an integral part of the city's public cultural construction, city study is increasingly becoming a spatial carrier of city culture and plays an important role in promoting the city's cultural branding. The concept of China's city study was first proposed in 2014 in the city of Wenzhou, which is a new thing. There are not many research results on city study, and they mainly focus on the development mode and specific construction of city study, and research linking city study to city cultural branding is even rarer. Therefore, the purpose of this paper is to take the "Two Better" City study in Xinyang, one of the top ten livable cities in China and the capital of Mao Jian as an example, analyze the development process and specific characteristics of the "two better" city study in Xinyang through literature and field investigation, explore the role and influence of city study in the construction of city cultural brand, and put forward some suggestions and thoughts. The results of the study found that city study contributes to the enhancement of the city's cultural brand by improving residents' reading ability, promoting social harmony, and shaping the city's image.

Keywords: City study, city culture brand, Xinyang 'two better' study

1 Introduction

1.1 Research Background

After promoting "universal reading" and building a "bookish society" was proposed in 2014, In the document on stepping up the promotion of national reading work in 2021, the government also stressed the overall requirements of national reading work: optimize and improve the allocation of reading resources at the grassroots level, go deep into the grassroots, and better meet the people's growing reading expectations; Rooted in local characteristics, fully tap regional resources, improve the quality of reading activities that meet local needs; Promote the whole society to form a new reading trend of loving, reading and reading good books. In this context, city study mushroomed and gradually entered the public vision.

1.2 Purpose and Significance of the Study

Xinyang is one of the top ten livable cities in China, the capital of Maojian and a famous cultural city, but its cultural brand is not well known at home and abroad. Through the study on Xinyang City Study, it is expected to improve the cultural atmosphere and taste of Xinyang, attract more tourists and investors to visit and invest, attract more cultural talents and creative industries to gather, and enhance the cultural soft power of Xinyang. City study as the set to read, study, and communicate in the integration of public cultural space, can provide citizens with rich cultural resources and cultural experience, for the city residents provide reading, communication, and have a rest place, effectively spread the humanities knowledge, improve the city's cultural taste, promote the inheritance and development of city culture and enhance the city's cultural brand.

2 Literature Review

2.1 City Study

The origin of the city study can be seen in Zhangjiagang City, Jiangsu Province, China, which was first born in 2013, officially named in Wenzhou City, Zhejiang Province, in 2014, and then widely appeared across the country, and its development reached a new height in 2020. The "city study" is a relatively common name for the current new public reading space, there is no unified name across the country, the name is different, there are called "wisdom study", "self-help library", "He book bar", "reading bar", "joy study" and so on [1]. As a new thing, city study has no specific definition, the city study is the most economical and efficient way to build the city's "cultural and famous film" and "15-minute reading circle", and it is also the extension and innovation of the general branch library system of public libraries [2]. There is no concept of city study abroad. The study of city study in China is still in its infancy. Studies on city study centers first appeared in 2016, and then related studies gradually increased, mainly exploring the cultural service mode of city study centers in some cities and regions, such as the study on the construction of city study centers in Kunming from the perspective of public cultural service system [3]. Reshaping Cultural Space: A Study on the cultural Service Model of city Study rooms in Zhejiang Province [4]. Xi'an Xincheng District builds 'Xingcheng' city research public cultural service brands [5]. Thinking on the standardization path based on Wenzhou City Study Case Analysis [6]. A practical exploration of Improving social benefits of new reading space in cities with standardized services -- A case study of Wenzhou City Study [7]. A Lamp Warm a City: Exploration and Practice of Innovative Public Library Service Model in Wenzhou City Study [8]. New Mode of City Study Service System -- Research and practice on the construction of "City Study" in Wenzhou [9]. The above research results are mainly about the construction and service mode of city study, and the relationship between city study and city cultural brand is not studied. Only a few studies mentioned city cultural brands and cultural soft power, such as thinking on the promotion of reading in city study based on local characteristics of culture [10]. Research on the Construction of city study rooms of public

libraries under the background of improving cultural soft power^[11]. However, the promotion effect of city study on city cultural brands is not systematically discussed. The research results of Xinyang city study and city culture brand were not found. In the era of promoting national reading and building a bookish society, it is necessary and of practical value to study the influence of Xinyang City study on the construction of the city cultural brand.

2.2 City Cultural Brand

Culture is the soul and connotation of a city, as well as the symbol of a city's character. City cultural brand refers to the distinctive characteristics formed by the historical and cultural traditions, architectural facilities, social and cultural activities, cultural industries, cultural products, and cultural atmosphere of a city. It is an image expression that can represent the city, produces an overall impression and evaluation among the public from all walks of life, and is easy to be identified by people. In today's era of accelerating cityzation, with the increasingly important and prominent role of culture, the significance of shaping a city's cultural brand is also realistic and far-reaching^[12].

2.3 City Study and City Cultural Brand

2.3.1 Development of Xinyang City Study.

Xinyang City vigorously promotes the construction of city study rooms, strives to build study into a cultural landmark with urban temperature, constantly meets the growing spiritual and cultural needs of the people, and improves the cultural taste of the city. At the end of 2021, to deepen the construction of "Shuxiang Yangshan" and promote the upgrading of the achievements of the creation of civilized cities, Yangshan New District built the city's first "two better" city study with the concepts of "one store, one product" and "smart sharing". In 2022, Xinyang City held a video conference to promote the construction of the city study, conveying the spirit of the Notice of Xinyang Culture, Radio, Television, and Tourism Bureau on Accelerating the Construction of City Study in Xinyang City. According to local conditions, we will strive to create the most beautiful public cultural space in the form of new construction, reconstruction, and co-construction^[13] (People's Government of Xinyang City, 2022). Through the operation of the "study + N" social cooperation model of "government-enterprise cooperation, resource sharing, cultural appreciation and people's benefits", Xinyang City promotes the construction of quality cities, promotes the high-quality development of city public reading space, and creates a "good life to see Xinyang" city brand. Yin Xiuxiu, Secretary of the Youth League Committee of Yangshan New District, is responsible for the construction and promotion of the library. He said: "The library not only provides a place for the public to play, rest and learn, but also sets up a special area to help incubate local private enterprises and encourage the inheritance of intangible cultural heritage and cultural and creative products to approach the masses. "Our unmanned teahouse can not only scan the code for self-service tea tasting but also promote Xinyang Maojian culture to achieve the integration of culture and business, two tea companies have entered." This is also a vivid reflection of the deployment of the

sixth Party Congress in response to the city, 'planting fertile soil for cultural prosperity and building a public cultural service system that satisfies the people'" [14].

Through the network platform, field investigation and In-depth interviews, the researcher sorted out the city study of "two better" in Xinyang, as shown in Table 1.

Table 1. City Study of 'two better' cities in Xinyang

Study Name	Study address	Specific characteristics
'Two Better' · Study 001	Yangshan New District shelf Mountain park	Create a reading as the center, link more cultural activities, provide more cultural consumer products.
'Two better' · Study 003	Yangshan New District Yingqian resettlement community phase II	The study strives to create a beautiful shared space featuring public reading, shared office, community study room, and community homestay.
'Two Better' · Kwai Garden Library	Next to Yangshan New District Foreign Language primary School	Present the "melon and willow", focusing on the luffa planting in Shangcheng and the willow industry in Gushi, the historical literature mining for these two plants was carried out. To show the geographical particularity and cultural thickness of Xinyang products.
'Two Better' · Brownstone Bookstore	No.86, New Fifth Avenue, Yangshan New District	The study takes "folk art style" as the theme, and chooses 3 perspectives: One is the pottery; Second, Huaibin traditional handmade mud called blowing; The third is the ruins of the Guo and add the handmade dragon lantern. the entire space is more "folk art style".
'Two Better' · Renren Bookstore	Yangshan New District New road Ruiyangchun A district	The "two" in "two better" is divided into "everyone" as an architectural model, implying the intersection between everyone, advocating joint participation, joint construction, and common sharing of local community.
'Two better' · Just bookstore	Yangshan New District 22 street Yunzheng community west	The parent-child study is the theme, the study construction makes full use of the integration of the old and the new, aiming to create a people-oriented art space atmosphere, everything seems just right, expressed in the context of Xinyang dialect, is "just".
'Two Better' · Autumn Book House	Yangshan New district new 12th street hundred gardens	As a unique medicine and food teahouse library in the region, it takes "national wind crossing" as a distinct theme, skillfully integrating multiple traditional Chinese cultural experiences such as public reading, new Chinese tea drinking, medicine and food drinks and tea ordering in the Song Dynasty.

2.3.2 Operation Mode of Two Better Study Rooms in Xinyang.

The city study has both a children's reading room specially created for children and a fashion reading room convenient for adults. At the same time, sufficient public areas are set up with smart TV, audio, and other equipment to reserve space for various cultural activities such as reading clubs, lectures, and salons, and strive to create a reading center. Public space to link more cultural activities and provide better cultural products. They also select young volunteers and social workers from the new district, schools, and communities to regularly hold topical lectures on current affairs and red classic reading salons to show mainstream culture, highlight the red gene, and strengthen ideological guidance.city study highlights the industry regulations, strengthening operation management, built the city all the study into the cities and counties area total branch

public library management and service system. Efforts to improve the city's reading service level. Help build a "better life to see Xinyang" city brand.

3 Case Study

"To promote the preservation and effective use of cultural expression, cultural heritage and artistic appreciation" is the basic mission of the city study. The rise of urban study rooms has provided basic support for grass-roots comprehensive cultural service centers and cultural stations around the country, and many urban study rooms have become local grass-roots public cultural centers ^[15].

In Zhongshan City, Guangdong Province, more than 100 Xiangshan study rooms have been built in the city, combining the humanistic history, regional culture, natural resources and characteristic industries of various towns and streets. Xiangshan Study draws design inspiration from Zhongshan's cultural history, regional culture, natural resources and characteristic industries, and takes "space landmark in Zhongshan culture" and "humanistic aesthetic life scene" as brand positioning to create a local cultural space with distinct themes. As a brand project of new public cultural space construction created by Guangdong Provincial Department of Culture and Tourism, "Guangdong Book Bar" realizes the organic combination of urban study and local culture of the city and community ^[16].

4 Analysis of Social Benefits of 'Two Better' Study in Xinyang

4.1 Improve the Reading Ability of Residents

The 'two better' study provides rich book resources for residents. Residents can freely choose the books they are interested in to read in the study rooms, which helps to expand the reading field and improve the breadth and depth of reading. A variety of reading activities are regularly held in the city study to provide residents with a platform for communication and learning, which can promote interaction among readers, share reading experiences, cultivate reading interests and habits, and improve reading ability. In addition to books, the City study will also provide other learning resources to help residents obtain the latest information and knowledge, and improve comprehensive literacy and learning ability. The city study provides a quiet, comfortable reading environment where residents can concentrate on reading away from noise and distractions. A good reading environment is helpful to improve reading efficiency and concentration and promote residents' reading ability.

4.2 Promote Social Harmony

As a public place, the city study provides a shared space for residents. In the study, people can communicate with each other, share their reading experience, promote social interaction and community ties, and enhance social cohesion and cooperation. Through reading, residents can learn about other cultures and values, promote social

diversity and inclusion, and reduce cultural conflict and prejudice. It is helpful to improve the comprehensive quality and knowledge level of residents and promote the intellectual development and talent training of the society. Mr. Sun, a reader who lives in Yangshan New District, said in an interview: "The library is very comfortable and full of light. There is a reading area, a cultural and creative area, a tea-drinking area, and a reading and sharing area. The equipment is advanced and the books are complete. This is a 'smart treasure house on your doorstep'! Nowadays, the "Two Better" study is not only a public welfare city reading space but also the main carrier for Yangshan New Area to build a future community and a 15-minute "cultural circle". It is an important content of the quality of life of the community in the future. City study improves people's quality of life, promotes community harmony, and can help build urban cultural brands.

4.3 The Shaping of City Image by City Study

As a cultural facility, the city library injects a strong cultural atmosphere into the city, provides many books and learning resources, and provides residents with a good learning environment and education opportunities. This helps to improve the city's education level, cultivate outstanding talents, and provide important support for the city's development and innovation. Make the city more attractive and attractive. This helps to promote the image of the city as a cultural city or a representative of a knowledge city. City study usually closely links with the community, we regularly organize various cultural activities and reading promotion activities. This promotes communication and interaction among the residents of the community and enhances the cohesion and belonging of the community. The city study becomes part of the city-style and architectural style, increasing the beauty and uniqueness of the city.

As a typical representative of a new type of public cultural space, city study should further enrich and improve the function of "new public reading space + multi-cultural elements" based on fulfilling the basic functions of promoting, guiding, and serving national reading, to promote the prosperity and development of city culture^[16].

5 Conclusion

The City Study provides strong support and promotion for Xinyang's cultural branding. Firstly, the City Study provides a place for people to read, learn and communicate, and enriches the cultural connotation of Xinyang by organizing cultural activities and promoting knowledge of the history and humanities of Xinyang. Secondly, it attracts many cultural enthusiasts and readers to participate in it, creating a positive atmosphere of learning and cultural exchange in Xinyang. Finally, as a platform that focuses on creativity and cultural innovation, the City Study has promoted the development of Xinyang's creative industry.

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