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The Management of Jinan City, Cultural Image Communication in the Perspective of New Media

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Abstract

With the rapid rise of new media, its influence on the communication of urban image is becoming more and more significant. In this context, as a metropolis with a long history and rich culture, how to more effectively use new media to shape and disseminate its unique urban cultural image is the main issue discussed in this paper. This paper firstly gives a comprehensive overview of the main body of Jinan cultural image communication. It is argued that the subject of communication is not only the traditional government, media and other institutions, but also includes more diversified participants such as enterprises and the public. In the new media environment, these communication subjects are involved in the communication of Jinan culture in their own way, thus making the cultural image of Jinan more rich and three-dimensional.

Keywords: Cultural Image, New Media, Jinan Management

Introduction

Jinan, an ancient capital with a thousand-year history, is endowed with unparalleled cultural characteristics due to its profound cultural heritage and unique natural features.(Dong,2013) In an increasingly competitive market environment, how to effectively communicate these features to the public and make them a unique selling point that attracts people has become an important task in the communication of Jinan cultural image.2022, Jinan City was once again successfully elected as the East Asian Cultural Capital, creating a new business card for opening up and a new platform for culture to go global In recent years, Jinan has insisted on making the East Asian Cultural Capital; a new platform. (Chen,2022) In recent years, Jinan has insisted on the construction of cultural Jinan; as an important element of promoting high-quality development, and has continued to make efforts in the development of the cultural industry and the promotion of reading for the whole people, which has effectively promoted the steady enhancement of the city cultural taste and softpower.2023, the Jinan Municipal Government Work Report pointed out and build a strong new media publicity cluster matrix, strengthen the international communication center of Jinan, continue to enhance the reputation and influence of the Spring City under Heaven and enhance the cultural soft power of the Spring City.

Significance of the study

Urban cultural image is a visual embodiment of the city material and spiritual civilization, and is an excellent intangible asset. Promoting the shaping and dissemination of the city's cultural image will help to develop the city cohesion and core competitiveness, as well as to promote the overall development of the economy and society. Especially with the extensive use of new media and the ever-changing media environment, it is of great significance to study the dissemination of Jinan urban cultural image under the perspective of new media.(Ding and Gen,2018)

Research questions

Based on the research background of this paper, it is proposed to carry out a series of research from the following contents:

(1) How to build an assessment mechanism for the communication of the city cultural image?

(2) What is the current situation of Jinan's cultural image communication under the new media perspective?

(3) How to carry out the management of Jinan's cultural image communication under the new media perspective?

Research objectives

Through the research of this paper, the following objectives are expected to be obtained:

(1) To construct an assessment mechanism for the city's cultural image communication in the new media perspective.

2) To conduct a research on the current situation of Jinan cultural image communication in the new media perspective, in order to analyze the results, and put forward the shortcomings of Jinan cultural image communication.

(3) To Combine the results of the research and the theory of antecedents, the study proposes a management strategy for the communication of Jinan cultural image in the context of new media.

Research scope

Content Scope: This paper combines the concepts of urban cultural image and new media to study in depth the current situation of Jinan city urban cultural image communication management, analyze the deficiencies and challenges in the communication process, and apply relevant theories.

Regional Scope: The study selected Jinan City in Shandong Province, China, to study in-depth the communication management of the city cultural image.

Population Scope: the study mainly includes managers and audiences of cultural image communication in Jinan City, Shandong Province, China.

Time Scope: December 2023 to March 2024

Research contributions

(1) It opens up a new research direction. Currently, scholars at home and abroad lack relevant research on the management of Jinan cultural image communication under the perspective of new media, partly because the corresponding research on the management of urban cultural image communication is relatively short and lacks relevant experience, and partly because the relevant research is biased towards the positioning of new media.(Dong and Cheng,2013) and the cognition of its characteristic elements is not clear enough, so this study explores the new media perspective and the management model of urban cultural image communication through in-depth excavation. Therefore, this paper is able to develop a new research direction by deeply exploring the new media perspective and the management mode of urban cultural image communication, which is undoubtedly beneficial to the development of both the profession and the discipline.

(2) Comprehensive use of existing research methods and systematic construction of the research model. Existing research on the management of urban cultural image communication is still relatively small,(Dong,et al.,2013) and the corresponding research method is still relatively small, basically focusing on pure theoretical research, relevant research does not combine multiple types of research methods, and pure theory is difficult to ensure the effectiveness of the research, especially part of the research is not combined with the social research, and the analysis of the research background is still not enough, so this paper proposes a research model of background investigation-theoretical analysis-practical design, which can effectively ensure the reliability of the research results and is also of reference significance for relevant research. Therefore, this paper proposes a research mode of background investigation-theoretical analysis-practical design through analysis and research, which can effectively guarantee the reliability of the research results, and also has reference significance for related research.

(3) Promote the effective development of urban cultural image communication related disciplines. Urban cultural image communication has a constructive role in the development of urban planning, cultural communication, tourism and other disciplines, only to improve the quality of urban cultural image communication, in order to promote the development of the whole industry and all the disciplines involved,(Feilan,2015) so this paper has a practical significance for the relevant disciplines of urban cultural image communication, through this research, to achieve the improvement of the construction of disciplines, thereby promoting the development of urban development, tourism and other disciplines. Urban development, tourism and other disciplines of the relevant research can have sufficient reference object and combination of objects, to ensure that academic research in practice has a clear and feasible basis.

In terms of application value:

(1) Promote the development of Jinan cultural image and enhance the effectiveness and efficiency of its construction process. The development of Jinan cultural image is relatively short, how to improve the quality of development in the future long-term period of time, to strengthen the effectiveness of the development is still an important issue of social concern, especially in the context of the birth of the new media, development, Jinan City, the cultural image itself is endowed with a certain significance of the times, therefore, this paper focuses on the characteristics of the city cultural image, to effectively enhance the Jinan City, the cultural image of the related policies, systems, evaluation and other aspects of the effectiveness, but also to promote the reform of urban development, with high quality and effectiveness.

(2) Effectively solve the problems of talent shortage and uneven quality in the layout chain of Jinan cultural image industry. Jinan City, the development of cultural image communication management is still in a basic stage, the development of the industry chain is relatively primitive, the lack of a large number of specialized personnel, seriously restricting the development of Jinan City, the development of the city cultural image, so this paper through the corresponding research, can promote the optimization of Jinan City, the cultural image of the communication management of the layout of the various chains, and effectively enhance the professional and technical level of the practitioners and the comprehensive quality of the industry, and indirectly promote the development of the relevant industry development.

(3) Strengthening the connection between new media-related professions and specializations and urban construction. New media-related professions and specializations belong to the application field itself, and need to be in line with the society and the market, in this case, this paper establishes a bridge for the liaison between it and the typical cultural city through the relevant research, which not only ensures the development of the industry and the discipline, but also promotes the progress of the city, and it is a research of strong practical significance.

Research methodology

This paper uses mixed research methods: qualitative and quantitative research. A questionnaire and in-depth interviews were used to study the population, sample or group. The reliability of the research instrument was verified through the use of questionnaires and in-depth interviews, the collection of research data, and the analysis and presentation of research data (Fei,2008).

Qualitative Research

In the management study of Jinan cultural image communication in the new media perspective, qualitative research can help us to deeply understand and reveal the inner mechanism, characteristics, dilemmas and opportunities of the city cultural image communication.(Du & Jia, 2017) We communicate with the cultural departments, media organizations, experts and scholars as well as ordinary citizens of Jinan City through in-depth interviews. Through the interviews, we can gain a deeper understanding of their views, experiences and suggestions on the communication of Jinan city cultural image.

Nine people were chosen for the interviews: three architectural experts, three new media, and three tourists. These nine people were chosen for the interviews in order to gain a comprehensive understanding of Jinan cultural image from different perspectives and to explore its communication mechanisms.

1. Architecture experts: They focus on the city architecture, planning and conservation, and have an in-depth understanding of Jinan urban image. Through them, we can learn about the historical evolution of Jinan urban image, its architectural styles and characteristics, as well as the efforts Jinan has made in urban planning and construction.

2. New Media: They are an important force in modern communication and have a direct understanding of the role of new media in the communication of Jinan cultural image. Through them, they can understand how new media shape and spread Jinan cultural image and how to make better use of new media to promote the city image.

3. Tourists are the direct experiencers and feelers of Jinan cultural image, and have personal knowledge of Jinan cultural image. Through them, we can understand tourists; perception and feelings about Jinan cultural image, as well as their expectations and suggestions about Jinan cultural image.

Quantitative Research

Quantitative research focuses on the quantitative description and analysis of things, and it attaches importance to the collection, analysis and interpretation of data. In the management study of Jinan cultural image communication in the new media perspective, quantitative research can help us assess the effect and impact of cultural image communication in a more scientific and objective way. We design and distribute questionnaires to conduct a large-scale survey on cultural image communication in Jinan City. The questionnaire can include a variety of questions related to cultural image communication, such as audience awareness, satisfaction, participation and so on. Through the statistical analysis of the questionnaire data, we can get the overall situation and characteristics of the cultural image communication in Jinan.

Research results

The selection of 400 Jinan citizens for the questionnaire is to understand the perception and evaluation of Jinan cultural image from a wider group of people, and to explore the effect and impact of its communication. The selection of 400 people is based on the following principles:

1. Geographical distribution: to ensure that the survey respondents come from different regions of Jinan, including cities and villages, to understand the perception and evaluation of Jinan cultural image by people from different regions.

2. Age level: from 14-74 years old, covering people of different age levels, from young people to the elderly, in order to understand the attitudes and preferences of different age groups towards Jinan cultural image.

3. Occupational background: Select people from different occupational backgrounds, such as students, teachers, doctors, businessmen, workers, etc., in order to understand different occupational groups; understanding and perception of Jinan cultural image.

4. Gender ratio: make sure that the ratio of men and women is roughly equal, in order to find out whether there are differences in attitudes and perceptions of Jinan cultural image among different genders.

The characteristics of new media determine the diversity of communication methods. Compared with traditional media, new media possesses stronger interactivity, real-time and wide range. Therefore, when studying the subjects of Jinan cultural image communication, this paper pays special attention to how these subjects make use of the characteristics of new media to achieve accurate, efficient and in-depth communication of Jinan cultural image. Different communication subjects have their own unique communication strategies and means, and the cooperation and competition among them jointly shape Jinan's cultural image in the new media environment (Ding & Gen,2018).

In the case of Jinan, the main actors in the communication of its cultural image include the government and administrative organizations, local media organizations, cultural and tourism departments, enterprises and brands, as well as the public and the community (Elangbam, 2020). Each of these actors plays a different role, forming a complex and organized communication network. The government and administrative organizations dominate the overall strategy and direction of Jinan's cultural image, and they provide strong support for Jinan cultural image communication through various policies, activities and promotional tools. Local media organizations are the main communicators of Jinan cultural image, and they deliver Jinan cultural image to a wider audience through news reports, special programs and webcasts. The culture and tourism departments present Jinan cultural characteristics and charms to the public by organizing various cultural and tourism activities. Enterprises and brands incorporate Jinan cultural elements into their products and services, thus making Jinan cultural image more vivid and attractive. The public and communities are the receivers and feedbacks of Jinan cultural image, and they discuss and spread Jinan cultural image extensively through social media, online forums and offline activities.

In the current digital era, new media has become the most influential and fastest spreading platform (Fiorini, et al.,2022), and Jinan city cultural image communication also needs to adapt to this change. Firstly, the interactivity of new media provides a new impetus for the communication of Jinan cultural image. While traditional media is usually one-way, new media platforms such as social networks, blogs, and short videos allow audiences to engage in interaction and share their views and experiences. Jinan can strengthen its culture by creating interactive content, such as online quizzes, online polls, and virtual travelling experiences image dissemination. Secondly, the immediacy of new media also brings new opportunities for Jinan to communicate its cultural image. Jinan can communicate its cultural events, festivals, news, etc. in a timely manner through real-time updated social media posts, live events, etc. to ensure that its cultural image is always fresh and active. New media targeting and precision pushing capabilities can also be utilized effectively.

Through data analysis, Jinan can more accurately understand the interests and preferences of its audience, so as to provide them with content that better meets their needs. For example, audiences who like history and culture, content related to Jinan monuments and historical heritage can be pushed; for audiences who like natural scenery, content about Jinan springs and natural landscapes can be pushed. This kind of precise content pushing not only improves the user participation, but also strengthens the dissemination of Jinan's cultural characteristics. In addition, the diversity of new media also provides more options for the dissemination of Jinan cultural image. Jinan can choose the most appropriate communication method according to the characteristics of different new media platforms. For example, short video platforms can be used to showcase Jinan beauty and activities, blogs and articles can be used to introduce Jinan history and culture, or social networks can be used to interact directly with audiences. However, the strategy of integrating with new media also faces some challenges. For example, too much information and fragmentation in new media may lead to Jinan cultural image being overwhelmed. Therefore, Jinan needs to have clear strategies and objectives when communicating with new media to ensure that its cultural image is always prominent and deeply felt.

Conclusion and future works

In the 21st century, with the deepening of globalization, cultural exchange and dissemination has become a core objective pursued by major cities, countries and even cultural groups. Especially for cities with deep historical and cultural heritage, how to show their unique charm to the outside has become an urgent problem (Dong, et al.,2013). Jinan, as a bright pearl in China, is attracting more and more attention not only for its long history and culture, but also for its vitality and innovation in modern society. Jinan cultural image dissemination is not only a one-way information output, but also a multi-dimensional and multi-level interactive process. Among them, the transmission and cognition of information is the most basic link. Any kind of cultural image dissemination is inseparable from the generation and transmission of information, as well as the reception and cognition of the audience. Jinan City, by virtue of its effective information transmission and cognition mechanism, has made its unique urban culture widely recognized and promoted. However, it is not enough to rely solely on the transmission of information. In order to truly touch the hearts of the audience and make them resonate, it is necessary to go deeper into the emotional level. This is why emotional link and resonance occupy such an important position in the communication of Jinan cultural image. Emotional links and empathy can not only deepen the audience understanding and perception of Jinan, but also to some extent to narrow the distance between the audience, so that the cultural image of communication is more infectious. At the same time, how to accurately convey Jinan cultural characteristics and values to the audience, image positioning and shaping plays a crucial role. An accurate and distinctive image can leave a deep impression in the minds of the audience, thus achieving the purpose of cultural communication.

Finally, what we cannot ignore is the importance of multicultural exchanges. In the context of globalization, all kinds of cultures are colliding and mingling with each other, and Jinan is no exception. Multicultural exchange can not only enrich the cultural connotation of Jinan, but also provide a stage for it to show its own cultural charm. To sum up, Jinan cultural image communication is not only a simple communication process, but also involves information, emotion, image and multiculturalism. Each of these dimensions plays a vital role in the communication of Jinan cultural image, and one is indispensable to the other. It is hoped that this study will provide useful references and insights for the future communication of Jinan cultural image. We will comprehensively analyze from the mechanism management, supervision management, public opinion management, incentive management and talent management, how to deal with the challenges of new media, make use of the advantages of new media, effectively spread the cultural image.

Suggestion

Under the background of new media, the mechanism management of Jinan cultural image communication presents unprecedented importance and complexity. In the face of the digital, networked and social communication environment, how to optimise and manage Jinan cultural image communication has become the key to promoting the city brand building and cultural heritage.

Content creativity and planning is the core of new media communication. Jinan needs to build a specialized content planning team responsible for screening and integrating the city cultural elements to create attractive and influential communication content. Jinan should gain a deep understanding of the needs and preferences of different audience groups and develop more accurately so as to provide them with more personalized and relevant content.

Jinan should actively look for opportunities to co-operate with cities and targeted communication strategies. Using big data and AI technology, audience behavior can be analyzed cultural institutions at home and abroad to jointly promote cultural brands and learn from each other experiences. For example, it can co-operate with famous cultural festivals and art exhibitions at home and abroad to jointly promote and expand the cultural influence of Jinan. Finally, Jinan City also needs to be prepared for the risks and challenges of the new media environment. How to cope with changes in online public opinion, how to deal with emergencies, and how to ensure the consistency and positivity of its cultural image are all issues that Jinan City needs to face in new media communication. In this regard, Jinan City should set up a perfect risk warning and response mechanism to deal with and respond to various problems in a timely manner, so as to ensure the stability and longevity of cultural image communication.

Supervision and management of Jinan cultural image communication In the context of new media, the supervision and management of Jinan cultural image dissemination is crucial. In today era, any tiny detail or mistake may be magnified and become a hot topic on the whole Internet, which brings unprecedented challenges to the construction of the cultural image. In this regard, Jinan should establish a perfect management and supervision mechanism to ensure that every communication is positive, thus enhancing its global visibility and reputation. Establish a centralized management body or team as the overall commander of the city cultural

image communication. This body should have sufficient authority and resources to guide, co-ordinate and supervise all kinds of communication behaviors, and ensure that every communication activity is in line with Jinan overall strategy and goals. Strengthen communication and cooperation with various media, metises and opinion leaders. In the era of new media, traditional publicity methods can no longer meet the needs of modern people, and new communication means and platforms need to be used. By establishing a good relationship with these media and individuals, the cultural image of Jinan can be spread more effectively and expand its influence. Finally, internal training and external publicity should be strengthened. For staff involved in cultural image dissemination, regular training should be carried out to improve their business level and response ability. Externally, strengthen the communication with the public, listen to their opinions and suggestions, and constantly improve Jinan cultural image communication strategy.

For new media operation and management talents, they need to have strong digital sensitivity and data analysis ability. In the era of big data, through in-depth mining and analysis of user behavior, click rate, forwarding volume and other data, we can more accurately grasp the needs and preferences of the audience, thus providing strong data support for the dissemination of Jinan cultural image. In addition, new media operation talents also need to have keen market insight and creative thinking, and be able to capture market changes in a timely manner and innovate communication strategies, so that Jinan cultural image will always remain fresh and active.

In addition, there is a need for a group of marketing and brand planning talents who can accurately grasp the pulse of the market and plan influential communication activities to improve the visibility and influence of Jinan cultural image. They need to work closely with other talents to form an efficient and synergistic team to jointly promote the dissemination of Jinan cultural image. To sum up, talents are the core resources for the communication of Jinan cultural image in the context of new media. Jinan City needs to establish a perfect mechanism for training and introducing talents, strengthen the training and incentives for talents, and ensure that there are enough professional talents to support the communication of cultural image, so as to better display the charm and characteristics of Jinan.

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