

Research on the Media Presentation of the Linyi Urban Brand

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Abstract: This article takes Linyi as an example to analyze the role of media in urban brand building from two perspectives: "self-promotion of urban media" and "external media coverage". It examines the characteristics of media presentation in the process of urban brand building and summarizes the optimized development strategies for media presentation in the construction of the Linyi urban brand.

Keywords: Linyi; urban brand; media presentation

Professor Kevin Keller in his book "Strategic Brand Management" argues that the power of urban branding lies in enabling people to understand and recognize a certain area, associating a certain image and perception naturally with the existence of the city, and integrating its spirit into every building of the city. Urban branding is a qualitative change caused by the quantitative change of the city's positive image. It represents the city's impression that conforms to public aesthetics, showcasing both its external image and internal strength. It exists in various aspects such as the layout of urban facilities construction, the design of iconic buildings, the display of historical and cultural heritage, and the presentation of modern civilization. It also exists in the process of shaping the city's media image communication. It condenses the unique humanistic elements of a locality, accurately expresses the differentiation and development of the city, and represents the public's reputation and praise for the city. Taking Linyi as an example, this article analyzes the characteristics of

Linyi's urban brand presentation from two aspects: "self-promotion" (Linyi's urban media self-promotion) and "external promotion" (external media coverage of Linyi).

1. Analysis of the "Self-Communication" Media Presentation of Linyi City Brand

1.1 Taking the official website "Yimeng Spirit Network" (<http://www.lyxcw.gov.cn/>) of the Propaganda Department of the Linyi Municipal Committee of the Communist Party of China as an example, its main web page "Propaganda Dynamics" primarily features current affairs news. We have selected news articles from the year 2023 as the main focus of our research. The high-frequency words appearing in the reported materials include "Sponge City," "Red Yimeng," "Fashionable Linyi," "Zhuge Liang Culture," "Digital Government," "Volunteer Service," "Coordinated Development of Huaihai Economic Zone," and "Eight Major Strategic Industries." These high-frequency words reflect the characteristics of urban brand construction in 2023.



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1.1.1 Emphasis on High-Quality Economic Development.

There is a significant number of reports regarding economic development, covering various aspects such as planning and layout analysis, detailed case studies, data announcements, and clear development objectives. For example: “Why Linyi is the ‘Express Delivery First City’ in Shandong?” (March 1, 2023) “Seven Upgrades” to comprehensively build the “Credit Linyi” brand (May 1, 2023) Sowing the concept of “Sponge City” to jointly build and share development (May 4, 2023).

In the coverage of economic development, there is a focus on detailed explanations of green ecological development,

such as the series of reports on the “Sponge City.” Additionally, there is an emphasis on the development information of cultural and tourism industries. For example: The China Tourism Association held the “Red Yimeng, Fashionable Linyi” event (May 19, 2023). Fashionable tours have promoted tourism in Yimeng Mountain area, Linyi (May 30, 2023). The 10th Linyi Zhuge Liang Cultural Tourism Festival opened (June 2, 2023).

Regarding the development of rural construction, there is a focus on successful cases of rural revitalization,

such as: “Seeing Linyi as a Model for Rural Revitalization in Shandong: Yimeng Village Blossoms Everywhere with Shared Prosperity” (May 24, 2023). “Promoting Comprehensive Rural Revitalization to Compose a New Chapter of Agricultural Strength in the City” (May 29, 2023).

There is a significant emphasis on talent development, with much of the content focusing on the interpretation of talent policies aimed at serving the development of Linyi City. For example: “Linyi Builds the ‘Yimeng Youth’ Brand, Promoting Bidirectional Movement of Young Talents between Urban and Rural Areas” (May 31, 2023).

1.1.2 Promoting and inheriting the Yimeng Spirit.

The Yimeng Spirit, which integrates ethnic spirit, patriotism, and dedication, has deeply penetrated into the blood of the people of Linyi, becoming the constant foundation of the city’s development. From the content of the reports, it can be seen that Linyi is actively exploring new paths for disseminating the Yimeng

Spirit across all age groups, such as creating a clear, easy-to-understand, and widely appreciated “Yimeng Spirit Exhibition” (March 23, 2023).

1.1.3 Focusing on the historic old city with profound cultural heritage and showcasing the fashionable new city embracing the digital age.

The theme of the reports is how to achieve “digital+” development of excellent traditional culture in the old city and how to promote local culture to the outside world. For example, “These data tell you how awesome our Linyi local specialties are” (May 26, 2023).

1.2 In addition to presenting the main development trends of the city through textual news, the “Yimeng Spirit Network” actively plans digital communication. For example, the “Three Micros and One Terminal” government information service system disseminates the new dynamics, developments, and appearance of Linyi through different channels, striving to create a positive and vibrant urban impression. Among the many links on the “Yimeng Spirit Network,” the “Cultural Tourism Linyi” public account has a relatively large influence. Its columns “Linyi Cultural Tourism Cloud” and “VR Tour Linyi” use digital technology to present the local customs and practices of Linyi, which is in line with the city’s plans for developing its commercial economy. For instance, the caption “City Walk, Feel the Charm of Linyi While Strolling!” (July 15, 2023, 16:10) comprehensively introduces Linyi with vivid images and text.

1.3 In terms of media influence, apart from the “Yimeng Spirit Network,” “iLoveLinyi” (www.ilinyi.net) is currently the only website in Linyi with an Internet audiovisual program dissemination license. This platform fully utilizes its advantages in short video creation and digital cultural dissemination, closely following the trend of integration and innovation between virtual and reality. It has established a broadcasting MCN (Multi-Channel Network), creating a new development model of “host + e-commerce + live streaming,”^[2] aiming to comprehensively showcase the new appearance of Linyi from a visual and auditory perspective. Additionally, it helps enhance the influence and comprehensive commercial realization of various frequencies, channels, and host IP, striving to align with urban brand construction in terms of content dissemination.

2. The self-promotion of Linyi's urban brand through media channels exhibits several distinct characteristics:

In the process of building the city brand of Linyi, mainstream media strives to present a new image that embodies the spirit of Yimeng, encompassing civilization, commerce, and fashion, through the exploration of its historical and cultural heritage. They are committed to creating practical living scenarios and fostering a livable social atmosphere, while promoting the creative transformation and innovative development of traditional Chinese culture, especially by integrating local excellent traditional culture into the construction of socialist core values. In the era of new media, the media presentation of Linyi's city brand construction has the following characteristics:

1. Linyi's urban brand image presents both "change" and "constancy". While embracing new images such as Cultural Linyi, Credit Linyi, and Fashionable Linyi to keep up with the times, the constant element is Linyi's cultural heritage—its Red Yimeng spirit. 2. The city adapts promptly to the evolving landscape of new media, continually exploring new ways and channels of media communication to accelerate urban brand construction. The ultimate goal is to attract foreign investment, boost consumption, attract visitors, and stimulate economic development, thereby realizing the value of the urban brand. 3. There is a shift from media propaganda to providing information services. Information dissemination has transitioned from one-way to multi-directional communication. The diverse forms of media presentation enhance audience interactivity and participation, enriching the urban brand image. For example, TV dramas like "Yimeng" and movies like "Heartstone" and "The Six Sisters of Yimeng" convey unified messages, but individuals interpret and enrich the information based on their personal experiences and knowledge, thereby deepening the city's impression. 4. The city cleverly leverages regional cultural "rituals". For instance, the 2023 Zhuge Liang Cultural Festival was promoted through various media platforms such as Douyin, live broadcasts, and WeChat public accounts, gaining nationwide and even global recognition. By utilizing media's cultural branding capabilities, urban brand construction can achieve more with less effort.

3. Linyi's Urban Brand "External Promotion" (Media Coverage of Linyi by External Media) Media Presentation Analysis.

For this analysis, we focus on the "Media Focus" section of the official website of the Linyi Municipal Committee of the Communist Party of China's Publicity Department, known as the "Yimeng Spirit Network" (<http://www.lyxcw.gov.cn/>), for the year 2023. 1. Analyzing the dissemination content, it covers various types including Linyi's economic development, rural revitalization, Yimeng spirit, intangible cultural heritage, local customs, ecological environment, grassroots work dynamics, etc. The content is rich and diverse. 2. Analyzing the dissemination methods of the content, textual reports are the most common, while visually impactful images and video reports are relatively fewer. For example, from January to July 2023, there were 2 articles with image reports and 31 video reports. 3. Analyzing from the perspective of dissemination language, English reports are the main focus, but the quantity is relatively small. For example, in the first half of 2023, there was only one article published on March 1st in both the China Daily and its international edition, titled "Canned food quality captures market share," reporting on the development of canned food industry in Pingyi County, Linyi, Shandong, empowering rural revitalization. 4. The dissemination effect will be analyzed from the cognitive, emotional, and behavioral levels. Domestic traditional media reports on Linyi mainly focus on promoting and analyzing the Yimeng spirit, with a relatively large volume of positive coverage.

At the cognitive level, it's about the influence and radiation of media propaganda. Nationwide coverage allows a wider audience to understand the Yimeng spirit, recognize the people of Yimeng, and perceive impressions of Linyi. The analysis and interpretation of the Yimeng spirit by Party newspapers and magazines led by the People's Daily, such as the commentator article "Continuously carrying forward the Yimeng spirit under new era conditions - On the spiritual lineage of Chinese Communists Part Thirty-Three" (November 4, 2021), followed by various levels of Party newspapers and magazines reprinting and forwarding, have further enhanced Linyi's external dissemination visibility. This contributes to promoting

and inheriting the Yimeng spirit with a new century perspective.

At the emotional level, media reports affect the regional local cultural sentiment, nurturing people's souls with the Yimeng spirit, continuing the spiritual heritage, inheriting local excellent traditional culture, enhancing the connotation of the city brand, and influencing the local people's value system and emotional attitude, making citizens love their hometown more.

The effect on the behavioral level is manifested in the influence of media propaganda on the practical activities and behaviors of the audience. For example, "In Zhucun Village, Caozhuang Town, Linshu County, Linyi City, Shandong Province, villagers offer the first bowl of dumplings on the first day of the Lunar New Year to the martyrs. This red folk custom has been passed down for more than 70 years" (People's Daily, November 4, 2021), which changes public cognition, affects emotions, and ultimately guides the audience's actions. This is the most direct manifestation of the effect of mass communication.

4. Linyi city brand construction in the "external publicity" media presents characteristics

The external media reports mostly takes the Yimeng spirit as the soul, presents a diversified, open, inclusive and innovative urban atmosphere, shows the unique history and culture, natural scenery and modern logistics development of Linyi, and plays an important role in the establishment and promotion of Linyi city brand. However, there are also some shortcomings: mostly real-time reports, less in-depth reports; more attention to the new economic development of Yimeng old area, local cultural creation; the number of immersive digital reports, intangible cultural heritage display means is simple and simple, the audience lack of interaction and participation; "empathy communication" content is less, the reports lack of on-site interactive experience; and so on.

5. Optimization Strategies for Media Presentation in the Construction of Linyi City Brand:

5.1 Accurately Position the City Image and Fully Explore the Highlights of the City Brand:

The city brand encompasses diverse interpersonal

communication practices and material symbolic landscapes within the city, reflecting the long-standing geographical, historical, and cultural heritage of the city. Therefore, media communication should rapidly and accurately convey the characteristics of the city brand to achieve public recognition and shape a unique and positive city image.

5.2 The Ultimate Goal of Constructing and Communicating the City Brand is Individual Emotional Attachment, i.e., Cultural Identity:

The shaping and dissemination of the city brand are continuous media presentation systems, requiring the continuous provision of information products to meet the cultural identity of the audience. In the metaverse virtual space, brand image shaping should follow the communication rules of the digital age, using lively and modern language to tell the story of Linyi, designing exclusive BGM modern urban music symbols, allowing the public to feel a sense of identity and emotional resonance with the city brand, and achieving the goal of recognizing urban culture.

5.3 Encourage Original Works:

Pure and genuine humanistic materials endow local culture with soul, attracting more people's interest in the local customs and forming word-of-mouth dissemination in the era of big data. This is particularly conducive to expanding the channels for the dissemination of urban cultural brands, especially the construction of dissemination matrices by young people. It is also necessary for the government and the public to jointly participate in the production of urban cultural stories, express creativity, and build a humanistic city.

5.4 Play the Role of Opinion Leaders to Promote Digital Development:

Starting from the needs of the audience, cultivate high-quality online communication opinion leaders in the new media space constructed by social media, utilize the celebrity effect to promote popularity, implement a viral dissemination of urban development plans, and rapidly increase the city's exposure and brand reputation.

5.5 Enhance the Integration of Digital and Immersive Cultural Experiences:

Driven by gamification and creative thinking, and

utilizing digital technology as a medium, construct intelligent virtual scenes, integrate culture, tourism, and commerce comprehensively, and enhance the “new immersive” sensory experience. This accelerates the speed of digital urban construction and expands the scope of city brand construction. Emphasizing the ritual dissemination of festivals, utilizing virtual scenes in the era of big data, skillfully using social media for efficient dissemination, mobilizing public wisdom, and awakening public emotional attachment.

Conclusion:

In the era of new media, the integration of city brand construction with media has triggered the proactivity of city brand shaping. It involves designing city culture into a brand and efficiently disseminating it through

media, thereby realizing the dissemination value of the city brand through audience interaction. At the same time, leveraging the characteristics of the city brand to increase attention, enhancing the competitiveness of local culture, and strengthening the external influence and radiation of the city brand all contribute to promoting the construction of a culturally strong city.

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