

# Under the Image of Urban Identity and Non-mainstream Cities under the New Media

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## ABSTRACT

With the diversified development of media and media platforms, city brand building has entered a new stage, and some cities have achieved remarkable development results, while some cities with large development space in natural resources, humanities and culture have failed to achieve development leaps. In this paper, the city with beautiful urban environment, rich resources and good development conditions is positioned as "non-mainstream city". This paper aims to explore the recognition degree of "non-mainstream cities" with development potential in people's minds, and take Taiyuan City of Shanxi Province as one of such cities to understand and analyze their development status, the audience's cognition degree of brand positioning of these cities and the shortcomings of current development through questionnaires and other means, and propose corresponding solutions from the aspect of media communication. Guide such cities to improve the visibility and recognition of cities by clarifying brand positioning, making full use of their natural resources and historical and cultural resources to explore urban characteristics, strengthening the integration of culture and tourism, and improving communication strategies, and at the same time improve the quality and efficiency of urban brand construction. Through the influence of media platforms, increase the exposure of these potential cities in the public sphere, extend the urban characteristics and reach a wider audience, realize the three-dimensional communication of the city brand image, help the formation of a good urban spirit and the prosperity and development of a variety of cities, and provide guidelines for more cities in brand construction. This article has certain reference value for the media communication strategy, the perfection of government functions, the construction of social spiritual culture and material civilization, and the coordinated development of countries and regions.

## KEYWORDS

Urban Identity; Non-mainstream City; Urban Communication under New Media.

## 1. RESEARCH BACKGROUND AND SIGNIFICANCE:

The release of the "Chinese Urban Brand Influence Report (2021)" in Beijing has garnered further attention from the state. The development of a new growth model is a strategic response to external environmental changes and a means to enhance its sustainable internal vitality. The report highlights the need for a new mindset to accompany the emergence of this new growth model.

The "Report" emphasizes that, amidst the acceleration of the new growth model's construction, public policy construction in urban brand management must be expanded and deepened. Currently, urban brand construction faces issues such as inadequate dissemination of slogans and the lack of planning and management. The alignment between urban development strategic goals and urban brand

objectives remains obscure. Brand construction is often pursued without a clear direction, resulting in short-term, haphazard effects.

At present, cities with robust development profiles have long occupied critical positions in the nation's strategic development. Simultaneously, a growing number of "non-mainstream cities" have been left behind due to gaps in economic, policy, and industrial development between these cities and the rest of society. Despite supportive policies aimed at revitalizing these cities, they have been unable to formulate targeted development strategies or implement them effectively.

With the emergence of new media technology and the transformation of social communication models, the impact of media communication on social development is intensifying. In this context, the city brand image hinges on the public's positive perception of how media is utilized. Consequently, promoting the dissemination of urban images and crafting city business cards becomes a significant step in building a development path for cities with potential.

## **2. LITERATURE REVIEW AT HOME AND ABROAD**

### **2.1. Non -mainstream Cities (with Taiyuan as an Example)**

With the continuous advancement of urbanization and the improvement of urbanization level, urban brand image plays an increasingly prominent role in enhancing popularity and attractiveness, which also forces the study of urban brand image to develop and improve continuously.

Scholars randomly selected respondents from 36 major cities across the country to conduct empirical research, focusing on the status quo, characteristics and influencing factors of respondents' perception of city brand image. The findings are as follows: the respondents' perception of brand image in 36 major cities in China is generally good, and their perception of brand image in first-tier cities, second-tier developed cities and some eastern coastal cities is higher than other cities; Respondents with different demographic factors have different perception of brand image of each city. Respondents generally believe that ecological environment is the primary object index affecting the perception and evaluation of city brand image; more than half of the respondents get their cities from the Internet.[1].

Combined with the evaluation and classification of "first-tier, new first-tier, second-tier" and other cities over the years, we can roughly evaluate the cities that appear in the public vision with high frequency, advanced economic level, and strong policy and strategic support as "mainstream cities", while "non-mainstream cities" are cities outside such cities with low recognition and popularity.

### **2.2. Urban brand Recognition**

Previous scholars focused on the influence of media information presentation on urban identity, and based on the fine processing possibility model, selected information quality, dissemination heat and positive emotional value as the factors of media presentation, and explored residents' urban identity through questionnaire survey and in-depth interview.

McGuire argued that the media should not be seen as separate from the city. The contemporary city is a complex of media and architecture, and the spatial experience of modern social life is reshaped through an intricate interstructural process between social practice and media feedback. [2].

In 2016, General Secretary Xi Jinping first proposed the concept of building a people -centered smart city centered on the people -centered smart city at the National Internet Information Work Conference. [3] The reasons why the academic circles have taken into account the improvement of the image of the city and enhancing the image of the residents inwardly. In the future, the closer and complexity of the "people -media -city" [4], it also highlights the importance of the influencing factors of residential cities and the importance of the recognition of residents' cities.

At the same time, there are some scholars that associate the city's slow live broadcast with the functions of urban imagination, affecting urban identity, and full urban image. Under the media visual threshold, the city brand identity and new media slow live broadcast. The relationship between the intercourse and the value and influence of this medium proposed that the future city slow live broadcast can improve the audience's urban identity through the diversification of content, enhance the interaction, and adopt multi -sound means. [5].

### **2.3. Urban Image Construction in the New Media Environment**

The role of modern media on the dissemination of the city is irreplaceable, and its own powerful function affects the image of the city. This article analyzes the role positioning of the media in urban image dissemination, and studies the path of communication to promote the shape of urban image. It is believed that the media should discover the spirit of the city, build the main culture of the city, and form a unique awareness of cultural belonging to the internal support of the city, and form a good reputation to the outside world. [6].

According to the study of previous scholars, the overall paradigm of urban image dissemination is to make full use of the propagation and constructive force of the propaganda and the construction of the urban positioning and image elements to form a preferred strategy. Urban positioning extends the interests of the interests of urban image dissemination and urban marketing strategies. The effective propagation of the urban image element resource library requires the use of mass media strategies and cultural strategies [7]. Scholars have explored the role of urban image in the media and the path of urban image dissemination.

## **3. RESEARCH METHOD AND DATA COLLECTION:**

### **3.1. Investigation Method**

Based on the research theme design survey questionnaire "Taiyuan City brand construction and insufficient survey", set up 20 issues, and aware of the audience's knowledge of Taiyuan brand building strategy, audience satisfaction, audience opinions and deficiencies, whether expected cooperation between urban cooperation, etc. Disperiton conducts research. The number of questionnaires was 257, of which 216 were effective, and the effective rate of survey was 84.05%.

In the survey sample, women accounted for 61.5%, and men were 38.4%; covering all ages, of which 74.4% were 18-44 years old; in Taiyuan City residents were 31.4%, and the population in Shanxi Province accounted for 37.5%. The population is 31.0%. The sample balance is effective, and it can objectively show the construction of the urban brand of Taiyuan City.

### **3.2. Data Analysis Method**

Data processing and analysis based on the collected questionnaire content, calculate the perception of the audience of each dimension of the audience of the city's brand construction and the problem.

According to the above questionnaire survey, 56.4% of the respondents believe that Taiyuan has insufficient efforts in urban brand promotion; 68.5 percent believe Taiyuan's city brand has a positive impact on attracting tourists and investment; The most obvious difference between Taiyuan and first-tier cities (such as Beijing) in urban brand building is the lack of clear brand positioning (77.7%).

### **3.3. SWOT Analysis**

Through the analysis of the above data, the four major aspects of its advantages, disadvantages, opportunities, and threats are listed through analysis, and the scenes of the research objects are in a

comprehensive, systematic and accurate study, so as to formulate corresponding development strategies, plans, and countermeasures based on the results of the research results wait.

According to the analysis of the survey data, Taiyuan has advantages in the aspects of urban environment construction, geographical location and natural resources, rich cultural and historical resources and characteristic food, and convenient transportation. However, there are obvious disadvantages in the aspects of talent introduction, urban service quality, publicity and promotion strategy, and increasing the development and improvement of cultural tourism industry.

Taiyuan City should improve the supporting facilities, improve the service quality for residents, strengthen the development of cultural and tourism resources, attract more talents and issue corresponding policy support; At the same time, we should be vigilant about the loss of resources due to insufficient publicity, the trust crisis caused by the imbalance between the actual service quality and reception capacity and the propaganda content, the loss of talents caused by insufficient policy support, and the loss of urban characteristics by blindly copying the development of first-tier cities.

## 4. RESEARCH RESULTS AND DISCUSSION:

### 4.1. Data

#### Case summary

	effective		case missing		total	
	Number of cases	percent	Number of cases	percent	Number of cases	percent
\$The advantage that can be used in the construction of Taiyuan city brand <sup>a</sup>	216	100.0%	0	0.0%	216	100.0%

a. The value 1 is used to tabulate the two groups.

#### \$The advantage that can be used in the construction of Taiyuan city brand (frequency)

		respond		Percentage of cases
		Number of cases	percent	
\$The advantage that can be used in the construction of Taiyuan city brand <sup>a</sup>	Rich historical and cultural heritage	88	16.2%	40.7%
	Unique geographical location and natural landscape	164	30.3%	75.9%
	A rapidly growing economy and technology industry	78	14.4%	36.1%
	Food and culture	74	13.7%	34.3%
	Convenient transportation and infrastructure	137	25.3%	63.4%
	other	1	0.2%	0.5%
total		542	100.0%	250.9%

a. The value 1 is used to tabulate the two groups.

**Figure 1.** Survey object understands the method of brand information of Taiyuan City

### Case summary

	effective		case missing		total	
	Number of cases	percent age	Number of cases	percent age	Number of cases	percent age
\$The way to understand Taiyuan city brand information <sup>a</sup>	216	100.0%	0	0.0%	216	100.0%

a. The value 1 is used to tabulate the two groups.

### \$The way to understand Taiyuan city brand information (frequency)

		respond		
		Number of cases	percent age	Percentage of cases
\$The way to understand Taiyuan city brand information <sup>a</sup>	Internet (social media, websites, etc.)	126	26.7%	58.3%
	Newspapers, radio, television, etc	117	24.8%	54.2%
	A friend or family member	157	33.3%	72.7%
	Travel brochure or poster	71	15.0%	32.9%
	other	1	0.2%	0.5%
total		472	100.0%	218.5%

a. The value 1 is used to tabulate the two groups.

**Figure 2.** The survey target believes that the advantages in the construction of Taiyuan city brand

## 4.2. Result

From the above data, it can be seen that the audience has a basic understanding of and is generally satisfied with the status of Taiyuan city brand, but lacks a clear brand development strategy. As for the way to know information, the proportion of Taiyuan brand building information through tourism brochures, posters and other ways is relatively low, which is contrary to the idea of the survey respondents that "Taiyuan has relatively rich natural and cultural resources" and "hope to develop cultural tourism industry to enhance the brand image".

At the same time, the majority of respondents think that Taiyuan city brand construction features lack, positioning is not clear; There are shortcomings in talent introduction, infrastructure construction, and encouraging residents to participate in joint construction. At the same time, 87.1% of the respondents believed that Taiyuan city brand construction should learn from the development mode and strategy of first-tier cities to enhance brand image and popularity; 87.16% of respondents support Taiyuan to strengthen cooperation and exchanges with other cities to achieve win-win results for common development.

## 4.3. Image Building Path

### (1) Digging regional characteristics Clear development and positioning

In the book "Urban Brand: Exploring the Important of Urban Brand and Local Images", Nicholas Bellini believes that the constituent elements of urban brands include historical culture, natural landscapes, economic development, and social livelihood. At the same time, the value of urban brands is mainly reflected in uniqueness, cognition, and emotional links. It also needs to be comprehensively evaluated through multiple dimensions such as market influence, social effects, sustainability and stability, and audience feedback. [8].

Based on the above theory, when the urban development is positioned, the city's natural resources, human environment and economic conditions should be rationally evaluated and elements with regional characteristics should be tapped, such as the Tibetan culture in Lhasa, the function of Beijing Capital, Harbin's unique geographical location, etc. , Choose the direction of development advantages. After having a unique development goal, through detailed content and a series of publicity methods to enhance the city's awareness, make its own city brand publicity clearly convey the characteristics and advantages of the city, and make the audience deeply impress and actively evaluate it. After the establishment of effective cognition, by telling the story of the city and the excavation of the city's celebrities, it conveys the culture and emotions of the city, so as to establish the emotional link between urban brands and audiences and enhance the audience's sense of belonging to the city itself.

## (2) Strengthen the integration of cultural tourism and improve the brand image

As of 2023, there are many scenic spots and cultural security units in Taiyuan, including Jin Temple, Tianlongshan, and Shuangta Temple. Among them, 17 national intangible cultural heritage protection projects, 80 provincial protection projects, 38 national key cultural relics protection units, 18 provincial key cultural relics protection units, 33 A -level tourist scenic spots, including 4A -level scenic spots 11 Home, there are nearly 60 agricultural tourist spots such as vinegar town and non - heritage town. It covers natural scenery, historical culture, modern leisure and other aspects, providing tourists with a variety of tourism experience and rich leisure choices.

You can make full use of existing tourism resources, further develop and improve the cultural tourism industry, and empower the construction of urban brand image. Cultural tourism development is the starting point and foundation of the integration of cultural tourism. By applying digital technology, it can provide digital measurement, automated analysis, and intelligent research and judgment for urban brand visual image construction, so that urban brand visual image construction is more accurate and efficient. [9].

Through the integration of local characteristic elements, such as landmark buildings, characteristic food, traditional crafts and other cultural elements, tourism resources will be integrated to achieve brand design inspiration and creativity, so as to enhance the visual communication effect of the brand and form a more recognizable cultural identity. Moreover, these cultural symbols are once again integrated into the development of cultural activities and tourism resources. For example, Quanzhou City launched the "Quanzhou Dragon Hunt" activity during the Spring Festival of the Year of the Dragon in 2024, combining the elements of popular scenic spots such as Temple of Literature, Yuan Miao Temple, Tianhou Palace and Clock Tower of West Street with the elements of "Ten dragons and nine children", and exchanging cultural and creative products through coordinated collection. While stimulating tourists to visit the scenic spots and visit the famous resorts of Quanzhou, it also promotes people to further understand the culture of Quanzhou, and creates a unique memory of Quanzhou for tourists.

All localities can give full play to the existing cultural tourism elements. By creating a unique visual image to mobilize the enthusiasm of tourists, based on the image of urban IP image, developing and designing cultural and tourism -derived tourism and tourism culture and creative products. While enriching the creative products of tourism culture, it enhances culture The tourism experience has brought about economic benefits to form a popularity of cultural elements, and the brand image is improved to the virtuous cycle of the city's IP image to be promoted [9].

## (3) Improve the publicity strategy to enhance the popularity of the city

At the moment when the emerging media platform is prosperous, the use of Internet technology to realize content dissemination has become the mainstream propaganda means of the audience and widely recognized. The audience accepts information through the network platform and realizes instant feedback, allowing the communicator and the recipient to get a better experience. The technological development promotes the formation of the two -way empowerment mechanism.

Therefore, the rapid spread of urban related information with various new media platforms has become a key link for the shape of urban brand image. [10].

As a result, urban brand construction has spread effective information because of making good use of new media platforms. First of all, you can promote feedback through topical drainage. You can throw the most instant and real -time, such as TikTok , Weibo, INS and other platforms such as Douyin, Weibo, INS, etc., such as Douyin, Weibo, INS and other platforms related to urban construction. The opinions of the audience make the development direction of urban brand image more targeted and can meet the needs of the audience.

Secondly, short videos, live broadcasts and other methods can be used to strengthen the stickiness between the image of the city and the audience, and more vividly spread the urban culture and characteristics of the city, so that the audience will use the city culture to meet the needs of the audience essence.

At the same time, it can also further realize the integration of audience and urban culture through virtualized digital technology. For example, the use of virtual reality technology (VR) and augmented reality technology (AR) allows the audience to gain a more diversified and personalized experience, enhance the interesting of accepting the content of urban brand content, and allow the people to achieve "cloud tourism" without leaving the house.

In addition, it can also inject more power and traffic into the city brand promotion in the early stage of publicity by means of city joint, city and popular IP joint, and star effect, so as to make it easier for the audience to understand and grasp the city characteristics and create a more distinctive city brand image memory point.

#### **4.4. Extractable**

This article takes the city as an example to explore the problems and status of such urban development, and put forward some strategies and suggestions for the development of emerging media. However, due to the limited ability of myself, a larger -scale questionnaire survey and more cities' investigations and deep digging are not performed. Therefore, the conclusion of this article is insufficient, and it has the value of further research. At the same time, in terms of strategic proposal, it emphasizes that the new types of media can be used to enhance urban publicity and brand image, and there are fewer descriptions for other sides.

The improvement of urban brand image is inseparable from the multi -dimensional cooperation and improvement. Therefore, in future research, the number of samples should be further enriched to make it diverse, so as to summarize more complete development strategies and be "non -mainstream cities "The development provides more meaningful reference content.

## **5. SUMMARY**

At the moment when emerging media is booming, brand building and publicity are inseparable from this new force. The development and construction of the vast number of cities should seize the opportunities, use the media's publicity characteristics to achieve leaps, seize the characteristics of various cities themselves, and let more audience understand their city image and urban culture, not just limited to recognition of some mainstream cities Knowing, so as to better realize regional balanced development and common prosperity, optimize the living environment of residents, and promote inter -regional exchanges and cooperation.

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