



# Presenting and Constructing: A Study on the Communication Path of Anhui Province's City Image Short Video

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**Abstract:** With the rapid development of mobile Internet, short video, as a powerful communication medium in the new era, has become a major force in constructing city image. Different identities of short video communicators present different city images, and users continue to add and improve the fragmented impression of the city in a huge amount of videos. This paper analyses and categorises the presentation of city image in short videos in Anhui Province, and finds that there are three kinds of production main bodies, namely the governmental short videos under the traditional mode, the emerging user self-produced short videos, and the short videos of professional opinion leaders. From the current situation of short video production, it is summarised that there are problems of homogenisation of production content, entertainment and commercialisation of communication content in the construction of urban image in Anhui Province, which demonstrates the predicament of short video urban image communication in Anhui Province. Finally, according to the existing problems, corresponding improvement suggestions are given. That is, we should focus on the diversification of short video production and multi-narrative angle, create differentiated accounts under the pan-communication and strengthen the communication and feedback between video producers and users. The dissemination and construction of city image is a complex process, and short videos profoundly affect the shaping of city image. The media should discover the spirit of the city, construct the main culture of the city, enhance the sense of belonging of city people to the culture of the city, and form a multi-dimensional and multi-level good word of mouth.

**Keywords:** Short Video, City Image, Communication Path

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## 1. Introduction

The emergence of short videos has changed the current social and communication landscape. The urban life from different communicators' perspectives unfolds diversely in the medium of short videos, constituting a gorgeous image of the urban landscape, and the intersection of online digital virtual space and offline physical space provides a new media context for the construction of urban image and the dissemination of urban culture on the mobile side. [1] In this new media context dominated by short videos, people's perceptions of city images will be broken and reshaped, constructed in diversity and fragmentation. As Waltr Lippmann describes the "pseudo-environment" in his book "Public Opinion", the information environment formed by

this mass communication activity is different from the ordinary objective physical world, and the selection, processing, refinement and reporting of urban information in short videos are new environments shown to the people after being restructured. [2] Therefore, under this "twin mirror", what are the forms and characteristics of short videos for shaping city image? What are the diseases and old problems? And how to give path optimisation measures? These are the questions we should think about and explore. In this paper, we will classify the short videos of city image, and look for the problems and optimisation strategies of short video city image construction in Anhui Province.

## 2. Classification of Urban Image Short Video Communication Characteristics

### 2.1. Short Videos of City Propaganda in the Traditional Mode with the Government as the Main Body

As a key content of short video content presentation, urban image expands diversified possibilities for boosting urban development, constantly highlighting the intersection of urban ecology and short video ecology. Government short video has become a powerful tool for government communication and marketing by virtue of its comprehensive content dissemination presentation, algorithmic distribution technology and efficient two-way interaction between government citizens. [3] The use of some network emoticons and network language, the use of "grounded" video editing, and the "de-identified" turn of various elements also play an important role in the government subject. [4]

#### 2.1.1. Interweaving "Unidimensional" and "Multidimensional" Narratives

Government-produced short videos in the category of city propaganda films take on a more propagandistic tone. This "one-dimensional" style of expression in the narrative content expresses the description of the city's macro scene and the planning and vision of the city. From the perspective of narrative strategy, the governmental city propaganda film has a significant patterned style, and the voice expression is more solemn. In the narrative style, it adopts a macro narrative, presenting a kind of delicate top-down "mimicry", with a sense of levitation.

The "diversified" expression is reflected in the scene display and subject transition. The text can create a specific situation and make up for the shortcomings of a single shot with the aid of the screen. In the short video produced by Anhui Traffic Broadcasting, sound, text, pictures, video and other elements are combined to present the development of Anhui to people in the song. It gives a different colour to the government's city promotional video.

#### 2.1.2. Intertwining Historical and Modern Spaces

The virtual space created by short videos is not only a reproduction of the current local city image, but also a complete "city space" formed by the spatial interlacing and mutual embedding of history and reality. The formation of this space relies on an extremely important memory system, which is produced and combined by the short video medium in the space, and the flow of these memories writes the historical development process of these cities in Anhui. [5]

On the Tiktok platform, the account "li Xiang Huainan" and "Huainan Daily" jointly created the 2021 city promotional film "This is Huainan"! It combines history and modernity, the long history and cultural heritage with the new century city atmosphere, and highlights the city flavour of Huainan in a fusion and collision. The combination of old and new symbols shows a dynamic city image, which is complete in the interplay of old and new symbols.

### 2.2. Short Videos of City Life with User-Produced Atmosphere That Have Emerged Suddenly

The 51st Statistical Report on Internet Development in China released by China Internet Network Information Centre (CNNIC) shows that as of December 2022, the size of China's Internet users was 1.067 billion, [6] and the explosive growth of user content production has brought opportunities and challenges to the publicity and production of urban images. The participation of short video users makes the subject of urban publicity more diversified and the communication channels more broadened.

UGC brings a larger discourse space for individuals, and the expression of this individual discourse is manifested in the audience's "commenting and liking", which creates group revelry after group revelry, and constantly extends the new field of discussion. The dissemination of such cultural symbols is more "grounded", and ultimately constructs the main image of the city in the sporadic fragmentation.

#### 2.2.1. "Accelerated" Urban Framing

The creation of UGC tends to attract young people, and some viewers may choose to "scratch off" the longer videos. In this way, the construction of urban scenes in UGC content is invariably "accelerated". The Frankfurt School's Hartmut Rosa, in his critical theory of the acceleration of society, put forward the "accelerated" character of modern society, arguing that the acceleration of the technological dimension of contemporary society has changed the individual's sense of time and space, and that the overall speed of behaviour has been accelerated, and the temporal experience of daily life has been changed. [7]

This allows UGC to use fast-paced and explosive video content for immediate visual and auditory gratification. Most of the symbols in the short videos of about one minute flow rapidly to plunder people's attention, indirectly constructing a virtual online city imagery. This kind of simple and rapid change, most of the lens articulation works, greatly accelerated the audience's receiving speed, the audience's attention quickly gathered and firmly stabilised in the short video communicator wants to convey the content, the formation of a stronger communication effect, in order to improve the long narrative content distraction of the audience's attention.

#### 2.2.2. Micro-Narrative Conveys Empathy

One of the qualities of urban modernity is the presentation of the individual's self. Vlogs are the main form of content creation that emphasises the presence of the narrator. The narrator, as an element in the video, presents specific details of the city in the tone of a "sharer", thus directly appearing in the construction of the cityscape of the short video, and the audience obtains satisfaction through their shared experience of the city.

The micro-image of the city from a personal point of view, on the one hand, carries personal memories with a certain degree of privacy, and on the other hand, displays the image of the city with a certain degree of publicity. The creators use

inward-focused discourse to bring the psychological distance between them and the recipients closer. In order to create this identity, the creators will use simple and plain language and images to share the urban space and urban identity.

### **2.3. Short Videos Combining Urban Culture and Tourism Created By Specialised Opinion Leaders**

#### **2.3.1. Audio-Visual Linkage of High-Quality Content to Promote the Development of City Image**

Image symbols themselves are characterised by low-context narratives. To a certain extent, short videos reduce the distortion and misunderstanding of symbols in the transmission of meaning. Professional opinion leaders use multiple symbols, combining sound, image and video, with professional filming teams behind them and high-quality copywriting, to show the perfect scenery of the city to the audience. The famous "Fangqi Kiki" blogger on Tiktok's platform creates high-quality videos with beautifully edited images and background music that match the camera, often giving the public a sense of presence, and in the audio-visual linkage, audiences feel the beauty of the landscape and the beauty of the people. [8]

Opinion leaders also make use of fan stickiness to promote the city, maintaining a kind of adhesion and heat with the audience, and fans also add further information about the city in their comments.

#### **2.3.2. Personal Sharing Builds the City Group Network**

Short video users are not only recorders of the city, but also create opportunities for multi-dimensional recognition of the city. At the same time, the constant movement of the human body is accompanied by the process of "personification" of the city. Walking along with the shooting, with the flow of the camera and the change of human body movements, the whole city will be constructed in the "people's point of view". The sharing nature of the short video resets the people's position and mobilises their mobility, and its inter-embeddedness with the city not only displays itself, but also presents the trajectory of the city's life. This kind of physical performance is repeated in a visual form, and the body's perception spreads in the form of fragments, and this mosaic combination of people and the city enables its development to resonate in the same frequency. [9]

Fei Xiaotong said in *Native China* that "Native society is a society of acquaintances, a face-to-face community." [10] In the construction of urban short video, a miniature network community will be formed, which makes the strong relationship in the traditional sense transfer to the medium of short video, forming a weak relationship group, and the existence of such a weak relationship group allows a group of communicators with the same hobby of urban image to converge. As Peng Lan argues, "the countless videos flowing on the video platform become the 'capillaries' of the society, which allow the 'ends' of the society to connect with each other and constitute their own 'microcirculation'". [11] These professional opinion leaders use their own authority to take advantage of the experience

rights conceded by users, actively construct the city's characteristic topics to form a community circle, gather users and establish intimate relationships. It can be said that short video shaping the image of the city is also the process of weaving a network, in essence, the communication relationship to weave a social network, these "nets" are the necessary elements of social communication and composition. [12]

## **3. Problems of Short Videos in Constructing City Image**

### **3.1. Outstanding Homogenisation and Lack of Integrity**

Homogenisation is the most important problem in the communication of city image in short videos. The audit threshold of short videos is low, and many accounts copy the more successful communication cases of other cities. The same type of work is circulated among users to imitate each other, resulting in a lower degree of content innovation. User self-produced city images are based on locality, naturally showing more in life details and life atmosphere, while original quality content is limited. Allowing the audience to decode again in the homogeneous fragmented information, the audience cannot find the outstanding qualities representing the city image, selectively lost in too much viewing. In the city propaganda chapter of the governmental short videos, more macro wide-angle narratives are still used, in order to show the image of the city of Anhui Province in a comprehensive way, so there is no more time to narrate the microscopic components of the city. A good city image should be comprehensively displayed from various aspects, but the short video era has cut the city image to become more sporadic and fragmented, resulting in the lack of wholeness.

### **3.2. Over-Emphasis on Commercialisation of Entertainment and Failure to Cultivate Cultural Content**

The short videos related to Anhui Province in Jitterbug search more to food, tourism, card class more, and about some cities in Anhui Province to respond to the deep cultural heritage of the video less, to a certain extent, will dissolve people for the city's image of the deeper cognition. And short videos to attract the audience eyeballs more on the city's appearance of publicity. Compared with some deep cultural heritage of popular science short videos, more modern commercial attractions are more publicity. The lack of city history and culture has invariably labelled the cities in Anhui Province as commercialised entertainment.

### **3.3. Stereotype Communication Crisis**

In social psychology, stereotyping refers to the relatively fixed cognition and perception of a certain thing. Stereotype is a situation that makes the perception of society biased. People's stereotypes are largely based on some indirect video

materials and information before they come into contact with the city. As part of the city image framework, people are more willing to use the stereotypical image of the city to promote the city in the production of short city promotional videos, or to promote a certain aspect of the city on a large scale after the city has been transformed and innovated, and the formation of such a framework creates a dilemma in the comprehensive dissemination of the city's image.

## 4. Optimisation Path of Short Video City Image Promotion

### 4.1. Diversified Development of the Main Production Force, Multi-Perspective Narrative

The construction of city image should be complete and diversified, such a three-dimensional city image should be created by the government, opinion leaders and residents. First of all, the government is the pillar of city image building under the main body of mass media, and when short video intervenes in it, it creates a kind of counterbalance to the macro city image building. The official government number in the planning and content selection can be transformed to enhance the "visibility" of the city, from the "horizontal screen" to the "vertical screen", so that the government can release the credibility to connect with the audience. This will improve the delivery of information and optimise its acceptance by residents. To a certain extent, it can simplify the macro-image of the government, which is conducive to promoting the openness of government affairs, and can also effectively guide public opinion and interaction between residents. More interspersed with short videos reflecting the warmth of the citizens and highlighting the image of the city can effectively make up for the disconnection between the grand narrative and the micro narrative.

Secondly, the user-produced short videos can make up for the macro-narrative situation that occurs in the short videos of government affairs, and more perspectives from the breath of life to start with, and the body narrative to establish the intimacy between the audience. The authority and leadership of opinion leaders can prompt more sticky users to join in the understanding of the city and even visit the city on the spot. Multiple spatial subjects are involved in the construction of the city image, and the attention from virtual space can be shifted to the consumption of real space, which will lead to the enhancement of the vitality of the city, prompting more people to participate in the shaping of the city image, and forming a virtuous cycle of "being seen". A virtuous cycle of "being seen" is formed.

### 4.2. Creating Differentiated Accounts Under Pan-Dissemination

Under the pan-dissemination of short-video content, highlighting the city's image requires representative, personalised and differentiated accounts to complete the symbolic publicity. For example, in the promotion of the city

image of Huainan, the Shake Voice account "Huainan Traffic Police" has attracted the attention of countless users in the promotion of the city's traffic regulations. Using its humorous and witty law enforcement recordings and unusual educational methods, it shows users a city that is well organised in terms of traffic management. The video uses the most primitive first-perspective recording method to educate and guide various groups of people who do not comply with traffic regulations, and uses the characteristic dialect of Huainan, which adds to the user's viewing experience. The cooperation of the dialect in the video also helps the visual discourse construction of the city's image, and while forming a regional identity identity for the audience, it also spreads the city's more distinctive cultural symbols, making the originally static city image more three-dimensional. [13] Each city has different historical and cultural characteristics, and only by tapping into the personalised symbols of the place can we attract the attention of the audience. Create a differentiated account plus high-quality content in order to break through the limitations under the pan-communication to strengthen the influence of urban image communication and increase its dissemination power.

### 4.3. Strengthen Interactive Feedback and Improve Production in the Opinion Building

Short video connects, collapses and involves different image fragments in the city, and uses the interaction of content producers or topic setting to produce a common communication meaning space for the city image. This fragmented spatial text is integrated in the comments and interactions of short videos, and the medium of short videos is used as a bridge to achieve an equal dialogue between people and the city. In such a visual construction of the city, the feedback from users is particularly important. This kind of "weak relationship" sharing and dissemination is more conducive to the construction of a real city image, and is more conducive to the creators to absorb the efficient improvement opinions, and increase the driving force and influence of the city's image dissemination in the future video production. In the past, one-way communication thinking was more likely to be resisted by the audience, and strengthening the "flexible communication" between the two can establish a dialogue communication path for feedback and construction.

## 5. Conclusion

By exploring the three aspects of the presentation form, existing problems and solvable paths of short video city image. We can conclude that the communication and construction of city image is a complex process, and short videos deeply influence the shaping of city image. [14] The media should discover the spirit of the city, construct the main culture of the city, strengthen the sense of belonging of the city people to the city culture, and form a good reputation in multi-dimensional and multi-faceted level.

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