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Analysis on the Image Project of Hubei Local Cities under the Computer Operation: Based on the News Data of " the Hubei Daily " in 2019

Chen Xie[1,*], Xiaoya Qin[2], Jingyu Hu[3]

[1]Research Center for Mining and Metallurgy Culture & Socio-economic Development in the Middle Reaches of the Yangtze River, Hubei Polytechnic University, Huangshi, Hubei, China, 435003

[2,3]Normal School, Hubei Polytechnic University, Huangshi, Hubei, China, 435003

*E-mail: tdd151219@163.com

Abstract. The construction of the image of city is not a spontaneous process, it has strong relationship with media under the computer operation. This study collected the news reports of Xiangyang, Yichang and Jingzhou in the Hubei Daily in 2019, and conducted an in-depth analysis of the media images of these three cities by the computer calculation. It is found that Xiangyang, Yichang and Jingzhou were represented into different kinds of image, and especially, there were significant differences in the theme of reports. Based on the results, it is advisable for each city to create unique resources and to present personalized images. Meanwhile, it is also necessary to take use of the computer operation, so that a much more scientific, systematic and reasonable image project of cities could be established.

Keywords: The Image of City, Computer Operation, Hubei, Media

1. Introduction

The mass of information and the vast geographical area make it impossible for the public to get in touch with and evaluate the accuracy of the information, and they can only understand the world by relying on the information communication system. Therefore, the world constructed by the mass media gradually becomes the real world for the public. Also, the image projects of cities constructed by the different kinds of media in the information system becomes the real image of cities in the public's mind. In recent years, the status of city image is becoming more and more important. Zhang (2004) proposed that once the "city cultural capital" are formed, the image of city would be transformed into a driving force, directly promoting the sustainable development of the economy and other aspects of the city.

Moreover, a good image of city could directly affect the sense of identity and belonging of citizens, the goodwill of tourists and the intention of corporate investors, and then improve the competitiveness of the city (Guo, 2012)[1]. The related researches about the image of city prefer to focus on some developed cities in China,, while the media image of local cities is not sufficiently studied. Hence, this study will pay attention to some local cities in Hubei province and describe some basic media images of them by collecting news data under the computer operation.

Goffman(1974) pointed out that "framing" is an important basis for people to transform social reality into subjective thoughts, and also constructed how people recognize, understand and interpret events. In the process of news production, Gamson & Modigliani (1987) emphasized that the "framing" is the central organizational structure of news reporting, which brings meanings to news events. In other words, based on the news framing, the content of news data can be clarified, so as to get closer to the essence of news data.

1.1. The media image of city

In the area of the image of city under the computer operation, American scholars Kevin lynch (1984) first proposed "city image" in his book, and he summarized these impressions into five categories: roads, borders, regions, nodes, and landmarks[2]. Lewis Mumford (2005) believed that the image of city is people's subjective impression of a city, which is formed through the combined action of mass media, personal experience, interpersonal communication, memory and environment. Furthermore, Kevin Lane Keller (2016) pointed out that the formation of brand is of great significance to the development of a city[3].

Foreign scholars mainly focus on the aspects of marketing and brand promotion in the area of the image of city. While the related researches in China was first proposed in the planning and design of city, which mainly refers to the landscape of city. With the development of urbanization, the concept of the image of cities has more characteristics. Scholar Zhang (2004) presented that the image of city is the overall impression formed in the public mind by various elements such as nature and humanity of a city[4]. Zhang and He (1999) also raised that the image of city refers to the comprehensive impressions from public in this city. Specifically, based on the observations and perceptions of the environment and activities in this city, the public would form a specific consensus, which is the producing process of the image of a city.

1.2. The media image of cities in Hubei Province

Some studies explore local cities in Hubei province as a whole, which ignored the individual characteristics of each city. Chen (2012) took the reports from the People's Daily and the Guangming Daily during 2006 to 2010 as an example, and found that Hubei has obvious advantages in the aspects of culture and education, but the overall attention of it needs to be raised. Moreover, Xing (2008) found that the cultural image of Hubei is not well accepted by the public. Furthermore, Xie and Park (2016) analyzed the news data of the Hubei Daily, and pointed out that the image project of local cities in Hubei province shows the characteristics of unbalanced development. Especially, Xiangyang and Yichang have built outstanding city images through technological and economic development. In summary, most of the researches from the macro perspective has formed a certain theoretical significance, but the guiding significance in the construction practice of concrete city image is still limited[5].

2. Research questions and methods

As discussed above, it suggests that although the image projects of cities in Hubei province has been partially studied, it lacks systematic, complete and individualized strategy research. Specifically, the personalized city image project for the interior of Hubei province has not been developed. According to the GDP ranking in 2018, Xiangyang, Yichang and Jingzhou are the top three cities in the Hubei province, which is much more representative. Therefore, this study will start with these three cities in the Hubei province, and collect their media data under the computer operation, and then provide more guiding suggestions on the communication and construction of the city image in the near future. Hence, this research is going to probe the image of Xiangyang, Yichang and Jingzhou presented in the news of the Hubei Daily?

This study selected the news reports of Xiangyang, Yichang and Jingzhou in the Hubei Daily[6].

In the sample collection, advanced search was conducted through CNKI. The source was set as "the Hubei Daily", and the names of "Xiangyang", "Yichang" and "Jingzhou" were input into the subject. A total of 513 news reports were sampled. In the process of analysis, 10 invalid and repeated samples were eliminated, and the final valid samples were 503. These data was collected, processed and analyzed from February 1 to February 29 in 2020. Referring to Xie and Park (2016)'s research and Jiang (2010)'s research, this study mainly analyzes the reporting time, reporting theme, reporting genre and reporting attitude. Also, SPSS.20 is used for data collation and analysis in this study. Especially, Chi-square test and cross-tabulation analysis are used for data analyzing. The reliability of each category is 0.75 to 0.91.

3. Research results

3.1. Xiangyang: Rapid economic growth and clear orientation as central in Hubei

Firstly, a Chi-square test indicates that the difference in frequency of reporting theme of Xiangyang in the Hubei Daily is significant ($x^2[df =10] =127.891$, p=0.000). It is found that the news of economic activities of Xiangyang in the Hubei Daily accounts for 27.7%, the government activities accounts for 18.3%, local people's livelihood accounts for 9.4%, social governance accounts for 8.4%, transportation accounts for 7.9%, ecological environment accounts for 7.4%, culture and sports accounted for 6.9%, and science and technology innovation accounts for 5.4% (See Figure 1). Secondly, a Chi-square test indicates that the difference in frequency of reporting attitude towards Xiangyang in the Hubei Daily is also significant ($x^2[df = 2] = 106.970$, p=0.000). Specifically, the positive attitude accounts for 59.4%, the neutral attitude accounts for 39.6% and the negative attitude accounts for 1.0 %. Thus, Xiangyang is represented into a positive city image in the information environment[7-8].
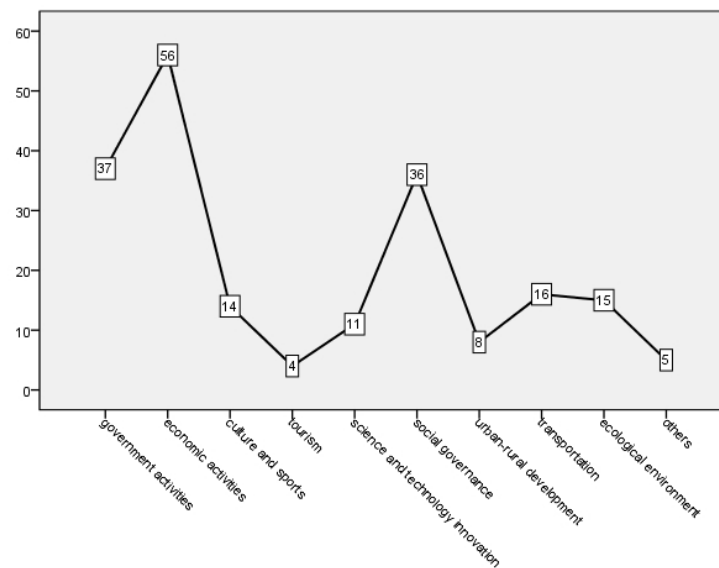
Figure 1. Theme distribution of the news of Xiangyang in the Hubei Daily

To be more specific, the automobile industry is quickly promoted in 2018 and the transformation and upgrading of the automobile industry as a "leading role" for new drivers and high-quality development in Xiangyang. Politically, the government has actively carried out innovation in government affairs, continuously deepened the reform of "supervision, regulation and service", optimized the business environment, introduced investment projects, and supported the establishment of a large number of project enterprises. In the aspect of culture, Xiangyang try to dig into the cultural history of the city, and to accelerate the construction of ancient city culture, for example, the culture of The Three Kingdoms. Through the cooperation of economy, science and technology, culture and other dimensions, Xiangyang would try its best to become the central city in the Hubei province[9].

3.2. Yichang: Seek the balance between green ecology and economic development

Firstly, a Chi-square test indicates that the difference in frequency of reporting theme of Yichang in the Hubei Daily is significant (x^2[df=10]=186.813, p=0.000). It is found that the news of economic activities of Yichang accounts for 31.8%, government activities accounts for 19.8%, ecological environment accounts for 15.6%, local people's livelihood accounts for 5.7%, scientific and technological innovation accounts for 5.2%, transportation accounts for 5.2%. Also, a Chi-square test indicates that the difference in frequency of reporting attitude towards Yichang in the Hubei Daily is also significant (x^2[df =1] =16.333, p=0.000). That is, the positive attitude toward Yichang accounts for 64.6%, the neutral attitude accounts for 35.4%, while there is no negative attitude toward Yichang in the Hubei Daily. Moreover, the highest proportion of positive news are concentrated on economic activities and ecological environment (See Figure 2). Therefore, Yichang is also framed into a positive image of the city in Hubei Daily, and it is trying to promote the balance between the high-quality economic development and ecology development in recent years[10].
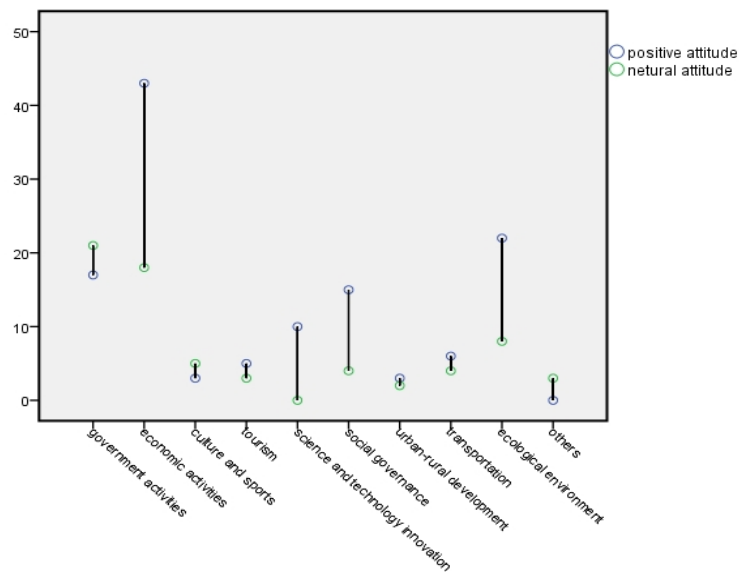
Figure 2. Distribution of theme and attitude of the news of Yichang in the Hubei Daily

3.3. Jingzhou: Promoting the cultural construction and built the "smart city"

Firstly, a Chi-square test indicates that the difference in frequency of reporting theme of Jingzhou in the Hubei Daily is significant (x^2[df=10] =48.734, p=0.000). It is found that the news of economic activities of Jingzhou accounts for 22.9%, ecological environment accounts for 14.7%, cultural and sports accounts for 13.8%, government activities account for 11.9%, urban-rural development accounts for 10.1%, tourism accounts for 7.3%, and social governance accounts for 6.4%. Also, a Chi-square test indicates that the difference in frequency of reporting attitude towards Jingzhou in the Hubei Daily is also significant (x^2[df=1]=6.688, p=0.000). Clearly, positive attitude toward Jingzhou accounted for 62.4%, neutral attitude accounted for 37.6%, and there is no negative attitude toward Jingzhou in the Hubei Daily (See Figure 3).
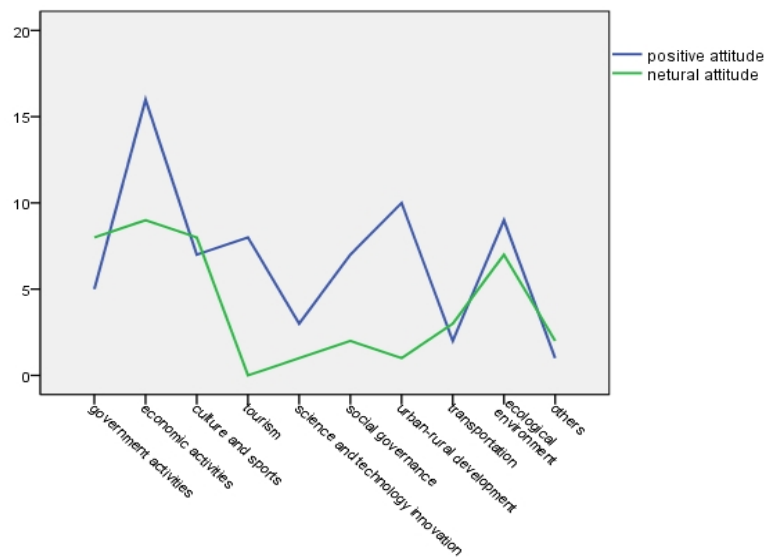
Figure 3. Distribution of theme and attitude of the news of Jingzhou in the Hubei Daily

Jingzhou, as a historical city, is rich in cultural resources. Huagu opera and other folk customs have been handed down to nowadays, with natural advantages in historical resources. Therefore, Jingzhou should dig deep into the historical and cultural resources, and do a good job in cultural protection and inheritance, telling good cultural stories, and then making full effort to develop the cultural and tourism industry, and optimizing the industrial layout. Furthermore, the opening of the Expo Park in 2019 has made culture as the developing point of Jingzhou and stimulates the revival of tourism in the city. By taking advantage of historical resources, Jingzhou has made great efforts to build cultural and entertainment facilities and to improve the layout of tourism resources[11].

4. Discussion and conclusion

Based on the results above, it is found that different city focuses on the different developing strategies, but there are always some similarities between them. As we know, the homogenized developing strategy of city will restrict the long-term development. Thus, it is necessary to form certain characteristics in the construction of the image of city in the information system, so that to occupy the advantage in the information system. Furthermore, it is necessary to pay attention to the communication channels and methods, and some suggestions are proposed as following.

Cities in the same province have similarities in many resources, so they should cooperate with each other and integrate similar resources to expand their transmission power. Taking the cultural tourism as an example, these three cities analyzed in this paper could build the cultural tourism brands together. The cultures of The Three Kingdoms represented by ancient Longzhong of Xiangyang, and ancient city of Jingzhou could get much more influence and communication power if they would corporate together. Hubei, as a big cultural province, has not been widely recognized so far. Therefore, it is necessary for cities to cooperate with each other to build some sub-brands of city culture, such as The Three Kingdoms culture and Ba-tu culture, so that the influence of Jingchu culture could be enhanced.

If the city aims to achieve a long-term sustainable development, it must take a differentiated approach, especially for prefecture-level cities. According to the personalized resources, a city should explore the core value and establish a personality image. For instance, Yichang, as a city with abundant resources, should develop tourism actively in ecological civilization construction. Moreover, it could establish itself to become a "national civilized city", "national health city", and "ecological livable" city image. For Jingzhou, it should create historical and cultural resources and establish the image in the aspect of cultural and tourism. In other words, every city should take advantage of its own unique resources for maximum development. Moreover, for the city of Huangshi, it has rich mineral and metallurgical resources and a long mining and metallurgical culture. In the aspect of development planning, it is reasonable to make great efforts to create mineral and metallurgical value and make it serve the city image. Hence, based on superior resources, each city builds a differentiated developing path, so that Hubei province will obtain more obvious progresses in the aspects of economy, politics, culture and other areas.

Both the government, enterprises and citizens are the information channels for the development of city. Although the mass communication can achieve the maximization of the transmission range, the influence of interpersonal communication cannot be underestimated. Taking advantage of the celebrity effect of public figures could also improve the influence of the city. Such as the actor Lixian, his increasing popularity in 2019 has attracted a large attention for his hometown Jingzhou. Also, it's necessary to increase investment in new media resources, adjust the relationship between traditional media and new media, and attach importance to the construction of new media information communication system. For example, the use of small video, H5 and other means to speed up the spread of city image.

In general, the image of Hubei province has not yet formed a good communication trend and the development between cities in Hubei is imbalance. Nowadays, with the acceleration of urbanization, the competition between cities is not only the competition of economic strength, but also the competition of comprehensive strength. A good image of the city is also the intangible assets for the development. If a city with the best conditions cannot spread its image widely, its value will be greatly reduced, and its ability to attract talents, technology and investment abroad cannot be maximized. Therefore, it is necessary to attach importance to the communication of the media image of city, and adopt effective methods and strategies to promote the establishment and dissemination of image in the information environment, so that can promote the development of cities.

Acknowledgments

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