

The Current Situation and Strategy of the International Communication of Shaanxi City Image

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Abstract: Shaanxi is not only the starting point of the ancient Silk Road, but also the origin of Chinese civilization. For a long time, its image of the “Thirteen Dynasties” ancient capital has been deeply rooted in the hearts of the people. However, with the Belt and Road construction process is accelerating, the image of a single old city can not meet the needs of development in the new horizon. How to excavate the rich cultural connotations of Shaanxi and build Shaanxi's image in the new era has become a new proposition. Based on the cross-cultural international communication of Shaanxi image, this paper explores the current situation and existing problems of the international construction of Shaanxi brand, and deeply discusses the positioning, communication strategy, and innovation direction of Shaanxi city image, to provide a reference for the external communication of Shaanxi international image.

1. Introduction

On January 25, 2019, during the twelfth collective learning of the Central Political Bureau, Xi Jinping stressed that we should grasp the trend of mobile communication, social networking, and visualization in the field of international communication, work hard in constructing the discourse system of external communication, work hard to accept and understand easily, so that more foreign audiences can understand, listen and understand clearly, and constantly enhance the effectiveness of external communication. At the same time, the report of the 19th National Congress of the CPC has made an important statement: “socialism with Chinese characteristics has entered a new era, which is a new historical direction for China's development.” Shaanxi, as the starting point of “ancient Silk Road” and “Chinese civilization”, is responsible for developing regional economy, building Silk Road Economic Belt, exploring the root of Chinese culture, and building a community of shared human destiny. To transmit Shaanxi's voice to the world, it is necessary to have a high and long-term perspective that is consistent with the development of the country and the times.

In this context, the research on the international communication power of a regional image is increasing year by year, and relevant literature and monographs have been published. With the acceleration of the Belt and Road, the new requirements for how to build up the brand of Shaanxi in the international market are put forward. This paper takes the cross-cultural international communication of Shaanxi image as the breakthrough, explores the status quo and existing problems of Shaanxi brand internationalization construction, and probes into the positioning, communication strategy, and innovation direction of Shaanxi city image, to promote the

construction process of Shaanxi international image cross-cultural communication.

2. The Current Situation of the International City Image Communication in Shaanxi Province

2.1 Old and a Single Image of Communication

As early as the early 1980s, Xi'an was sought after by tourists at home and abroad for its rich historical and cultural heritage. Xi'an, with Athens in Greece, Istanbul in Turkey, and Rome in Italy, was also called the four ancient capitals in the world. In the past decades, Xi'an has always been taking the image of a famous historical and cultural city as the synonym of Shaanxi because of the excessive emphasis on the spread of historical culture and historical sites and the absence of other content communication in Shaanxi. Therefore, we need to break the stereotype of Shaanxi, and through the re-sorting of Shaanxi image and story, we can show the new development, new style, and new opportunities in Shaanxi in the past decades, so that the outside world can feel a more three-dimensional, rich and diversified Shaanxi image.

2.2 Single Means of Communication

According to the ranking of China's top 100 cities overseas communication influence index in 2020, the top five overseas media influence of China's top 100 cities are Beijing, Wuhan, Shanghai, Xi'an, and Shenzhen in turn. ① The list shows that Xi'an has a great influence on overseas communication. However, it is found that the official account number, fans number, activity, and hot post volume of Xi'an or Shaanxi are not outstanding on the four overseas social platforms, which reflects that in international communication, the coverage of the communication platform mainly focuses on news and media, and the coverage of social and new media platforms mainly based on the young people is insufficient.

2.3 Scattered Communication Subjects

The scattered image dissemination subjects in Shaanxi Province, lack of content refining, lack of unified communication core and overall planning, and do not form multiple forces, which lead to the emergence of "multiple voices" in the process of communication among the provincial, municipal and civil organizations, which is not conducive to the real perception of Shaanxi image.

3. The Innovation of the Strategy of Shaanxi International City Image Communication

Xi Jinping's proposal on a series of new ideas on international communication has pointed out a new direction for the current and future international communication efforts of the Shaanxi image:

3.1 Innovation of Communication Content

3.1.1 Expand the Vision and Enhance the Ip Connotation

Since ancient times, the emperor state of the Qin Dynasty and Shaanxi are the epitome of 5000 years of civilization history of the Chinese nation. For decades, the image of the "ancient capital of the thirteen Dynasties" has been deeply rooted in the people's hearts. Since Xi'an was named a "world-famous city" by UNESCO in the early 80, the Terracotta Army, Giant Wild Goose Pagoda, Small Wild Goose Pagoda, Daming Palace, and Xingjiao Temple have been listed in the world heritage list, which represents the prosperous and prosperous cultural heritage of Zhou, Qin, Han and Tang Dynasties, All of them reflect a brilliant page of Chinese civilization, which explains

Shaanxi prosperous culture known by tourists at home and abroad.

China's "the Belt and Road" Silk Road Economic Belt and the maritime Silk Road vision and action jointly issued by the national development and Reform Commission, Ministry of foreign affairs, and Ministry of Commerce on March 28, 2015, put forward the idea of building the Belt and Road, and made Xi'an, Shaanxi a "new inland high level of reform and opening up", marking the "socialism with Chinese characteristics" has entered a new era. This is a new historical orientation of China's development. The Belt and Road is the key to China's cultural development. To adapt to the needs of "one belt and one road", Shaanxi should give full play to its advantages of "starting point of Chinese civilization" and fully excavate the historical allusions of Zhou, Qin, Han, and Tang Dynasties. It will take the Silk Road as a background and link the Chinese story and the Shaanxi story into an organic whole, thus spreading the great era, recognizing the great era, and serving the new era. Let Shaanxi story become the "pioneer" of the Chinese story, and take advantage of the situation.

3.1.2 Enrich Shaanxi Story and Create New Ip

The story is the epitome of culture, and telling the Shaanxi story is also an important link between Shaanxi culture and image communication. Shaanxi has rich cultural resources, colorful forms, and unique values. In addition to the well-known culture of Zhou, Qin, Han, and Tang Dynasties, throw can start from other aspects, dig materials and create new IP.

(1) Silk Road culture

Shaanxi is located in the center of China's territory, which is the starting point of the ancient Silk Road and has a long history of communication with countries along the silk road. For thousands of years, the Eastern and Western cultures have been colliding and developing on this historical corridor, forming a bright and abundant Silk Road culture, and also a batch of brilliant images and allusions such as "Zhang Qian's going to the fortress" and "Xuanzang's learning from scriptures". Now the Belt and Road has provided new opportunities for Shaanxi. We should sublimate the Silk Road culture as a catalyst for the fusion of national cultures of all countries along the belt. We should interpret the Silk Road culture and tell the story of the Silk Road, and convey the good wishes of Shaanxi's past and future cooperation with the rest of the world.

(2) Qinling culture

Qinling is an important birthplace of Chinese civilization, and also the "ancestral vein" of the Chinese nation, and also the geographical label and business card of Shaanxi. Qinling, 800 Li Qinchuan, from Qin and Han Dynasty to Sui and Tang Dynasties, has long been the core of Chinese civilization; Finally, there are many places of interest and legends left on the south mountain. Therefore, it is of great significance to explore the cultural resources of the Qinling Mountains and tell the ecological and cultural stories of Qinling. On the one hand, the spirit and achievements of Shaanxi ecological construction and green development are expressed to the people of the world, and the environmental awareness and humanistic care of Shaanxi and the world are highlighted. On the other hand, it spreads the abundant natural resources and good living environment in Shaanxi.

3.1.3 Red Culture

Yan'an is the cradle of the Chinese revolution, and the red culture is rich and heavy, and it is an immortal monument in the history of the founding of new China. The story of Yan'an is a concrete embodiment of the image of a country and a political power; It is also the establishment of a revolutionary image that the Communists pursue truth and fear no sacrifice. Spreading Yan'an spirit to the world is also about what is "four self-confidence" and what is the socialist core values.

3.1.4 Intangible Cultural Heritage

Shaanxi is located on the Loess Plateau, with a narrow and long area, and mountains and rivers. The special geographical environment breeds Shaanxi's rich and diverse folk culture. After thousands of years of history, Shaanxi has become a unique heritage and social folk culture, and, more importantly, it has become an intangible cultural heritage. At present, Shaanxi has nearly 400 provincial intangible cultural heritage, such as Qin Opera, Huayin Lao opera, Fengxiang County Clay Sculpture, Shadow Play in Huaxian country, Dingbian paper cutting, etc., which are rich in life flavor and popular special cultural IP. To spread the intangible cultural heritage stories is to find the “common feelings” between Shaanxi and the world, to know each other with folk customs, and enhance their feelings.

3.2 Innovation of Communication Form

3.2.1 Application of New Media

With the development of mobile Internet, emerging media has sprung up in a broad period, especially the acceleration of 5g communication technology. The content of “streaming media” has developed rapidly in the form of “short video” because of its convenience, intuitive and high experience. For example, the number of active users has exceeded 500 million Tiktok, and the average daily video volume is over 20 billion. The users range from over 150 countries and regions. Its app downloads ranked first in the world in the first quarter of 2018, becoming the hottest social applications in the world. ② Its overseas version of Tik Tok ranked first in the first, third, and fourth quarters of 2019, ranking first in the “app list with the largest downloads in the world”. Facing the rise of a large number of new urban net red elements, Xi'an also launched a series of online Red activities: in 2017, Wing Hing Square “bowling wine”; The 2018 Spring Festival “Xi'an-most of China” series activities and Wing Ning Gate drone show; In 2019, Datang City, sister of the tumbler, etc., leaped into one of the hottest online Red cities in the world. In the post epidemic era, Shaanxi should draw lessons from experience, enhance its vision, combine various cultural connotations with urban cultural elements, make full use of new media platforms such as short video and social media, and deliver Shaanxi unique culture, customs, values, and sincere heart of Shaanxi people to treat the world while providing entertainment and entertainment for users.

3.2.2 Multi-Carrier and Multi-Form Application

In recent years, the international propaganda of Shaanxi mainly relies on media reports, although it has some effect, due to the single and old form, there is still a big gap with the famous influential cities in China and the world. Therefore, in addition to various media, we need to expand new forms and carriers.

First, organize or participate in large-scale international exchange activities. In recent years, Shaanxi has held large-scale international exchange activities such as “sacrifice of ancestors of the Chinese University”, “wind chasing Sima”, “Huacai 40 years - 2018 overseas media watching Shaanxi”, through which Shaanxi story is narrated, attracting international attention and hot discussion, to achieve the comprehensive communication effect of information cognition, cultural identity, and emotional resonance, and gradually deepen Shaanxi image into the people's hearts.

Secondly, it is spread cultural products and brands. In recent years, Shaanxi province attaches great importance to the production of fine arts and art, starts the prosperity project of cultural boutiques, and constantly increases the support for the production and creation of literary and artistic boutiques, and pushes a large number of distinctive cultural brands such as “literature Shaanxi army”, “western film and television”, “Shaanxi drama”, “Chang'an painting school”, “red tourism” and so on.

3.2.3 Strengthen the Main Body of Communication and Integrate Multiple Forces

The dissemination and Realization of Shaanxi's international image in the new vision is a complex system project with many subjects and wide coverage. We need to use new thinking and highly adjusted perspectives to coordinate multiple ways. Therefore, the government propaganda department should be the main body to strengthen the top-level design, action program, and effect evaluation of Shaanxi story, and coordinate the management institutions of culture, tourism, and education horizontally, and form a systematic division of labor and cooperation scheme. And we should designate corresponding incentive policies and direction, encourage media and private institutions to participate in it, trigger from their respective perspectives, and take a long time.

4. Summary

The Belt and Road has given Shaanxi a rare opportunity to open and develop. Under the new historical conditions, the cross-cultural communication of Shaanxi's international city image will be the direction of efforts in the next few years. As an important node one belt, one road connecting the north and the south, Shaanxi should take the initiative to integrate into the “one belt and one road” pattern, make full use of its geographical, cultural, and resource advantages, and play a subjective role in “going out” to highlight the unique charm of Shaanxi culture so that more people can “walk into Shaanxi, understand Shaanxi and love Shaanxi”.

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