

Research on the Image Shaping of Xi'an City from the Perspective of Regional Culture

Li Ning

Xi'an Peihua University, Xi'an, 710125, China

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Abstract: With the rapid development of national and regional economy, international and inter-city exchanges are becoming more and more frequent, thus city image shaping and propaganda are gradually becoming a hot topic of concern, which is of vital importance to increase the recognition of urban culture and the iconic culture of related cities. At present, the image of Xi'an city is still lack of identification and its personality is also not clear enough due to various existing reasons in the urban development process. This paper mainly expounds the regional cultural characteristics of Xi'an city, sorts out the inherent cultural features of Xi'an city, analyzes the problems and corresponding strategies in the process of city image shaping, and conducts the research to meet the needs of Xi'an city image shaping from the multiple dimensions of material foundation and mean strategies of city image shaping.

1. Introduction

In recent years, comprehensive national and regional strength has become increasingly strong, and foreign exchanges have increased and cities become the main carrier of international exchanges. With the accelerated growth of urbanization, the city has become the main place for everyone's life and carries the diversified life. The demand, however, has caused homogenization between cities and cities in the process of economic development. Cities lack individuality and it is difficult to distinguish their own characteristics. Therefore, urban development needs to get rid of a single economic development model, needs to strengthen the environment and culture, has attention to the degree, carries out individualized development according to regional cultural characteristics, and improves the appearance of the city [1].

The regional culture includes the natural cultural factors and spiritual cultural factors in the city. In the past, urban construction has paid more attention to natural factors and neglected cultural factors. This paper explores the shaping of city image through in-depth analysis of Xi'an urban regional culture, method path and summarizes the city image shaping strategy. This paper strengthens the theoretical and practical significance of city image shaping through in-depth analysis of Xi'an urban regional culture and summarizes the design symbols, and draws attention from more people to the shaping of city image and proposes feasible guidance strategy. Applying regional culture to the process of shaping and disseminating city image helps to enhance the individualized characteristics of the city image, enhance urban identification and enhance urban competitiveness. Regional culture has a long history and has its own characteristics such as natural humanities. Applying regional culture to the shaping of city image makes urban culture more cultural roots and is conducive to the long-term development of the city.

On the other hand, the application of regional culture to the process of shaping the image of the city helps to enhance the sense of identity and belonging and pride of the participants. From another perspective, it can also meet the re-distribution of the image of the city through the external communication of the participants. In the process of shaping the image of the city, strengthening the attention to the behavior habits of the main subjects of life and the promotion of the unique culture of the city are more conducive to the participants to enhance their sense of well-being and to facilitate the development of the city. Through the refinement design and application of regional culture, this paper promotes the shaping of city image, proposes reasonable strategic guidance, promotes multi-agent participation, pays attention to the shaping and dissemination of

city image, and enables the government to shape the image of the city in the process of decision-making, planning, organization and activities. From the perspective of communication, establish a good city image and form a stable social order, so that the participating subjects can subtly love the city of their own life, and carry out subtle publicity and feedback, so that the participants also become part of image communication, and then promote city redevelopment [2].

This paper mainly includes methods such as literature analysis method, comparative research method, field investigation method, case empirical method, and summary method. The literature analysis method mainly utilizes literature resources to analyze the previous research contents, and consults relevant research data and research results to provide a theoretical basis for this research, and then determines the research focus and basic framework of this paper. The comparative research method mainly draws on the successful experience of other cities in image shaping, extracts the strategies and methods applicable to the image shaping of Xi'an city, and extracts its essence to provide certain guidance for the shaping of Xi'an city image. The field survey method obtained comprehensive information on the urban culture and image of Xi'an city by issuing questionnaires, field trips and on-site interviews. The case empirical method collects practical cases related to the subject through various channels, analyzes and summarizes, and combines the urban cultural characteristics of Xi'an city to design and shape the city image. Inductive summarization method, this paper uses scientific dialectics as one of the methodology to carry out new theoretical displacement and theoretical reconstruction of existing research results.

2. Overseas and domestic research status

The theoretical research on city image first appeared in the 1960s, and the concept of city image puts the image of the city in the overall vision of the overall development of the city, emphasizing that the operation of the home will be our life. Scholars believe that the city image is the driving force for urban economic development and the public's understanding and evaluation of the overall, conceptual Abstraction of the city. In the mid-to-late 1980s, foreign scholars used the semantic difference method to explore the connotation and significance of cities and regions. City style is believed to be the basis for forming a comprehensive image of a city. The connotation of modern city image should reflect the uniqueness of a city. The landscape looks at the city's temperament and character, reflecting the spirit of the people and the level of education. It also shows the degree of economic development, business culture and technology. After entering the 1990s, some scholars gradually introduced the perspective of social development to analyze the issues related to city image, from the perspectives of design art, management, marketing and communication.

Over the past 40 years of China's reform and opening up, combined with the needs of domestic urban development and publicity, the issues related to city image have gradually attracted the attention of academic circles. Domestic scholars have put forward various viewpoints on the study of city image and communication, such as the city image is believed to be the overall environmental impression that the city displays in front of the public and is an important competitive force; city image is also an interpretation of the existence of the city and an external manifestation of the characteristics of the city such as the nature and function of the city; the city image positioning needs to consider the city's long-term development strategy based on the full exploitation of existing resources, it combines the city's history, current situation and future development to define attribute positioning, resource positioning and functional positioning; the city image is equivalent to the cultural symbol, and its image construction is ultimately the construction of culture; the CI theory in the shaping of city image was proposed to locate the style and personality of the city. He believed that urban positioning is the basis of city image design, and the urban CIS system was divided into seven identification systems, including theory, behavior, vision, urban planning, geography, humanities and community identification systems.

Although a lot of learning at home and abroad has elaborated the problem of shaping the image of the city from many angles, the focus of more attention is on urban positioning and marketing methods. The research on the shaping of city image by urban regional culture is not deep enough, and the regional cultural connotation is rich and needs. In-depth analysis from various angles, this

paper takes Xi'an regional culture as an example to conduct in-depth research, classify regional culture, and draw on existing research results, summarize city image shaping strategy, and enhance urban cultural soft power and competitiveness.

3. Relationship between regional culture and city image shaping of Xi'an city

Regional culture is the creative source of city image creation, which can be roughly divided into material culture, spiritual culture and institutional culture. Material culture is the surface culture, and spiritual culture is the core culture. Through the analysis and design of regional culture, more accurate city image shaping can be obtained. For Xi'an city, it has its own cultural characteristics. In the process of shaping the image of the city, it is necessary to refine the cultural elements for rational design and promotion, so that the original culture, spiritual culture and so on can better provide nutrients for the construction of the city image.

The image of the city is the integration of the historical and cultural connotation of the city and the development of modern economy. It is the concentrated expression of the behavior of the residents in social life and the appearance of the spiritual culture. It is an important factor in the core competitiveness of the city. The city image has the characteristics of comprehensiveness, difference, subjectivity, identification and publicity. The city image is an important way of inheriting regional culture and a good city image can become a new urban culture [3].

The classification of urban culture in Xi'an city can be carried out from material culture, spiritual culture and institutional culture. The material culture includes cultural factors such as eating, wearing, living, and traveling. From a natural point of view, it includes the natural features of Xi'an city, such as Chang'an Eight Views. From the cultural point of view, it is necessary to consider the important position of Xi'an city as the starting point of the Silk Road, as well as the famous literati in Xi'an city, a celebrity with social influence, and attaching importance to the characteristics of Xi'an people. At the same time, Xi'an has many universities, forming the face of the University City, which can absorb more talents to join and activate the city's cultural cells. For the preservation, inheritance and development of traditional folk customs, the regional cultural characteristics of Xi'an city can be expressed through a variety of artistic means, including public art, logo design, urban color design, and so on, to ensure the unity of form and content.

4. Problems existing in the image shaping of Xi'an city

For the better development of the city, the city image must be focused on the regional cultural characteristics, so it is essential to sort out the regional culture of the city. As one of the ancient civilizations, Xi'an city has a rich cultural heritage and rich cultural capital. In the process of shaping the image of the city, we need to recognize the blending relationship between traditional culture and modern culture, combine culture with science and technology, and make the image of the city meet the aesthetics and value system of modern people. At present, there is still a certain process in the shaping of Xi'an city image. The problem needs to be recognized and rationalized.

In recent years, Xi'an city's urban economy has been greatly developed, and it has also entered the ranks of new first-tier cities. However, Xi'an city still has certain problems in the process of shaping the image of the city. Although it has been greatly improved, it is in the process of shaping the image of the city. In the absence of attention, the legalization process is slow, the system and mechanism of urban coordination are lacking, the system lacks participatory design for the people, and the city memory and urban symbols are insufficiently promoted. Insufficient development of traditional cultural products and urban planning need to take care of all aspects, pay attention to the details on the basis of rational planning, so that all specific forms of expression are overall planning services, focusing on the creation of urban cultural atmosphere and the establishment of guidance system. Improve urban hygiene, create a civilized city, and strengthen urban identity [4].

In the process of shaping the image of Xi'an city, the rationality of shaping the image of the city is inevitable. Although some achievements have been made, it is still at the stage of development. The main manifestation is that the city's leading spirit is not clear enough, and the city's

development orientation is not clear enough. At the same time, there are still problems of destructive construction and the lack of systematic city image marketing. The lack of overall planning in the shaping of Xi'an city image leads to the filling of various cultural elements, but lack of primary and secondary, which is not conducive to identification, and individual cultural phenomena survive for a short time and update quickly. It is necessary to deepen the theme culture in the image of the city. Promote design and increase the personality of the city.

5. Strategies for image shaping of Xi'an city

Although the Xi'an municipal government has gradually increased the importance attached to the shaping of the city image, there are still certain problems, which seriously affect the construction of Xi'an city image. Therefore, it is necessary to strengthen the attention to regional culture and attach importance to the image shaping strategy of the city. The image of Xi'an city should be accurately positioned and shaped, and adhere to the principles of accuracy, orientation, unity and legitimacy, according to Xi'an city's own characteristics, including historical positioning, geographical environment, industrial structure and customs. Designing and shaping, refining individualized elements to create scarcity characteristics, reflecting the city's inherently personalized city image with value and competitiveness (Figure 1).

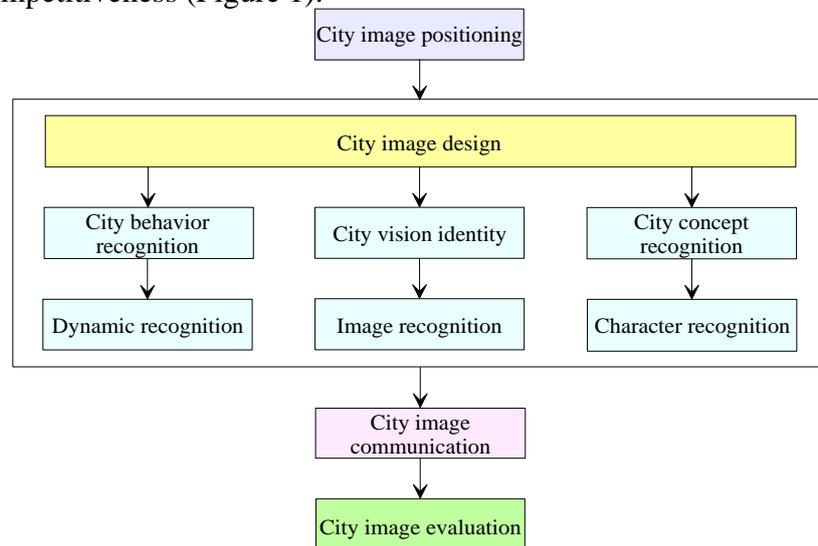


Figure 1 Approaches for image shaping of Xi'an city

The shaping of Xi'an city image requires in-depth study of regional cultural characteristics; rational shaping according to the unique natural and human characteristics of Xi'an, considering participating in various visual, auditory and behavioral needs, combining the functions and aesthetic principles to the foundation of the city. Facilities including street, transportation and public works are included in the design task, improving the living environment, paying attention to the urban form, natural environmental conditions, buildings, streets, urban greening and urban node space design, shaping the image of the city through more channels, creating Innovative, fashionable, modern and city image with local cultural symbols [5].

Urban shaping is a continuous process. It is necessary to strengthen the government's leading role, establish a sound management system and legal system, strengthen publicity and guidance, establish a system and mechanism for urban coordination, guide people to participate in design, enhance the sense of belonging and pride of the people, and attach importance to Urban memory and urban symbols, strengthen the development of traditional cultural products, and strengthen the overall planning ability in the process of urban shaping. It creates a city brand in the image of Xi'an city, define the city card, and combine the regional cultural characteristics to construct a livable city and a city of culture from the perspectives of urban planning, architectural design, landscape design, public art, and navigation system design. The city of science and technology and the city of civilization combine traditional culture with modern civilization to make the image of Xi'an city not

only an Abstract symbol but a three-dimensional city of civilization.

In the process of shaping and publicizing the image of Xi'an city, the innovative communication channel implements the all-media strategy, implements the interactive communication strategy, guides the public to actively participate in the shaping and dissemination of the city image, and emphasizes the creative planning, graphic design and short video guidance planning and creation. Opportunities and conditions guide the public to establish a sense of ownership, so that the public as a city image spokesperson becomes the protagonist of the propaganda, while collecting feedback information from participants, grasping the dynamic requirements of the public on the image of the city, and managing the constructor to analyze and evaluate the feedback information, and then adjust image shaping and propaganda methods to optimize brand marketing methods.

6. Conclusions

City image is to create a unique business card belonging to the city, to improve the city's competitiveness, optimize the urban environment, and achieve long-term development. This paper applies the study of Xi'an regional culture to the city image, and concludes the city through theoretical research and case analysis. Image shaping strategy, through the transformation of various forms of regional culture and visual expression to better convey the cultural characteristics of the city, is an important factor for the city to go international, and promotes the city to achieve longer-term development.

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