

# Value of Disseminating Good Family Style Culture in Improving the City Image

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**Abstract:** Good family style culture is the precipitation and embodiment of the excellent traditional culture of the Chinese nation. With the development of multimedia, its dissemination value to enhance the city image is gradually reflected. This work firstly summarized the culture of good family style in China, then analyzed the necessity of improving the city image, and finally summarized the value of disseminating good family style culture in improving the city image, which can help inherit the excellent cultural traditions of the city, build urban values, raise the popularity of the city and establish urban morality. This work is of great significance to clarifying the value of disseminating good family style culture in improving the city image.

## 1. Introduction

With the emphasis of the city image, the public has exposed a lot of contents about the city image dissemination, and constantly updates its own cognition. As a family or family culture, traditional family style is an important part of Chinese traditional culture. In the contemporary era, inheriting and carrying forward a good family style culture is not only of great significance for the promotion of Chinese traditional culture and the construction of a new moral order in the new era, but also plays an extremely important value for the promotion of city image [1-2]. The traditional culture embodied in a good family style culture and the graphic logos created with the development of science and technology have exerted an impact on the city image. The specific dissemination aspects of a good family style culture and the way in which it plays a role in improving the city image still require to be studied.

## 2. Overview of the Family Style Culture

Family style is the family custom, which is the relatively stable style and temperament formed in long-term production and life practice of a single family. Family members' ideological cultivation, moral sentiment, principle of doing things, behavioral methods and value orientation are external manifestations of family style, while family style is the manifestation of socialist core values at the family level with characteristics of long-term, sustained, relatively stable and inheritance. In December 2016, when meeting with the representatives of the first national civilized family, General Secretary Xi Jinping pointed out that "Family is not only the residence of people's bodies, but also the destination of people's hearts [3]. If the family style is good, the family will be prosperous and harmonious; if the family style is bad, it will inevitably do harm to later generations and the society, which is so-called 'the family of doing goodness will have happiness; the family of misdoing will have suffer'". As a cell of society, the construction of family style plays a fundamental role in the cultivation of socialist core values. The style, ethos and outlook formed by each family affect the spiritual temperament of family members and are more related to the cultivation and practice of socialist core values.

## 3. Necessity of Improving the City Image

### 3.1 Improving the city image is conducive to prospering the city economy

Investment is one of the "troikas" that drive economic growth. Establishing a good city image allows the city to be noticed by investors as early as possible, and allows investors to increase their

interest in the city and increase their investment. Nowadays, city competition is characterized by soft power competition, which is specifically cultural strength, technological innovation strength and ecological environment strength, while the dissemination ability of city image is regarded as a part of cultural strength. Disseminating the city image can make the resources of production factors such as technology, capital and talents move closer to the city, which contributes to the healthy development of the city economy [4]. In 2016, the direct contribution of tourism to the national GDP was 4.69 trillion yuan, and tourism is an important support for China's economic growth in recent years, which is in line with the "green" economic development concept. Visitors' choice of destination depends largely on the city image, and the public will choose a city that has better image as an alternative city for travel. The dissemination of tourism resources has always been an important aspect of the dissemination of city image, which has a positive effect on the development of local tourism.

### **3.2 Improving the city image is conducive to enhancing city cohesion**

City cohesion refers to a kind of centripetal force of the citizens on the city. In general, city cohesion is also an integral part of the city's comprehensive strength. The size of city cohesion involves economic, ecological, spiritual civilization, living standards and other personal experiences that are closely related to people's lives. Good dissemination work of city image can enhance the sense of identity and belonging of city residents to the city, thus improving the city cohesion. Undoubtedly, citizens will be proud of their city when accepting the dissemination of city image and finding that the city where they live is remarkable, and hearing praise from outsiders, thus confirming the understanding of "I am one of the members of the city". Disseminating the city image is conducive to improving the cohesion of the city, has an inspiring effect on a city, and makes the residents of the city actively participate in the work of maintaining the city image [5-6].

## **4. The Value of Disseminating Good Family Style Culture in Improving the City Image**

### **4.1 Dissemination of good family style culture is conducive to inheriting the city's excellent cultural traditions**

A good family style can not only benefit a family, but also be the common wealth of the whole society. Premier Zhou Enlai comes from Huai'an. His noble and moral character of maintaining uncorrupted and spotless deserves the admiration of future generations. In the education activities of family instructions, Hongze County explores the local educational resources, insists on learning and publicizing Zhou Enlai's family instructions, and arranges cadres to go into the Zhou Enlai memorial hall collectively to watch the "Zhou Enlai family style and family rules" feature film and to visit feature exhibition of "the forever role model - learning from Zhou Enlai to become 'three stricts and three honests' good cadres", which requires all party members and cadres to abide by the family instructions, to be diligent and honest, and to consciously inherit the "Enlai Spirit." At the same time, the educational column of "family style and family instructions construction" should be built in the newspapers, television, government websites and other media, and the excellent stories about family style and family instructions of Zhou Enlai and other older revolutionaries should be collected [7]. The family style dissemination of outstanding revolutionaries in various cities and historical examples of different eras can help the city to establish the city image that is noble and reflects the city cultural tradition.

### **4.2 Dissemination of good family style culture is conducive to building correct and positive city values**

According to the law of cognitive formation, cognitive formation is the process of information presentation, attention, understanding and acceptance. The inheritance and dissemination of a good family style culture is conducive to the cognitive formation of socialist core values, thus internalizing the core values of socialism and making individuals become members of the correct and positive city values. Family is the most well-informed place for the individual's needs and

characteristics, so family style can establish an efficient information transmission channel with the individual. Family connects the reality and uses the life-oriented and popular language to accurately interpret the socialist core values, which can make the individual's attention longer, thus making understanding possible [8]. Family is able to directly face social contradictions and personal ideological confusion, and carefully selects and organizes the latest and most convincing arguments, thereby enhancing the ability of family members to understand the socialist core values. The blood relationship in the family makes younger generations have more trust and dependence on the father or grandparent, thus making them easier to accept the values of their elder generations. Therefore, the socialist core values are more easily accepted by the family members through the family heritage. Therefore, the dissemination of good family style helps family members to understand and recognize the socialist core values, thus contributing to the establishment of their own city image as a member of the city.

#### **4.3 Dissemination of good family style culture is conducive to improving city popularity**

Since ancient times, China has paid attention to family construction, family instructions and family style. For thousands of years, it has formed a unique family cultures style culture. Nowadays, China's urbanization rate has increased from 56.1% in 2015 to 57.35% in 2016, and the rapid advancement of urbanization has caused more and more cities to think about how to disseminate the image. City brand can be constructed by the dissemination of city image, although the process is difficult, the rewards brought by the brand to the city are rich. A good family style culture is a key point in the image dissemination of many cities [9]. For example, the concept of "self-cultivation, family-harmony, country-management and world-governance" and "benevolence", "righteousness", "ritual", "intelligence" and "belief" advocated by Confucianism are the content of many excellent family styles, while the Qufu city has improved its popularity through the excellent family style culture with Confucianism. The excellent image of the family style also visually disseminates the image of the city, and at the same time enhances the affinity of the city.

#### **4.4 Dissemination of good family style culture is conducive to establishing city morality**

The traditional family style carries many specific requirements and basic norms of moral level, which highlights the distinctive characteristics of attaching importance to moral education. For example, "filial piety" is the core content of traditional family ethics requirements and the foundation of family style culture. "Rite" is the main content of family ethics, and plays an important role in regulating the conduct and behavior of family members. "Diligence" is the life style and virtue that the traditional family actively advocates. It can be seen that the traditional family style pays great attention to the norms and constraints of morality and ethics on the conduct of family members. The traditional family style reflects the family's moral status and civilization level, and it is the epitome of social morality, which can affect the moral status and atmosphere of the whole society, so it is an important factor influencing the formation of traditional social moral order. The moral conduct formed by family members can play a role in demonstrating and driving other members of society in social interaction [10-11]. The formation of moral standards in individual family style is the foundation of the establishment of city morality, therefore, the dissemination of good family style culture helps to establish city morality. Promoting the inheritance and carrying forward the good family style in the society can enhance the positive energy of the society and promote the improvement of the social ethos.

### **5. Summary**

The city image is the overall impression and evaluation of the external performance determined by intrinsic characteristics and spiritual temperament of a certain city under certain conditions. Improving the city image has various functions such as improving city competitiveness, promoting economic development, attracting city development talents, strengthening the self-discipline of the citizens and providing a basis for sustainable city development. The moral values and values in a good family style culture are still worth learning and inheriting nowadays. Everyone is a member of

the city, and the inheritance and dissemination of a good family style culture for every single individual is also playing an important role in improving the city image. Therefore, it is necessary to clarify the functions of disseminating the good family style culture to improve the city image in the aspects of shaping city traditional culture, establishing city values, improving city popularity and establishing city morality.

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