

Research on the City Image Communication of Zhuhai Under the Background of Big Data Era

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Keywords: Big Data, Urban Image, Zhuhai

Abstract: The trend of globalization makes the dissemination of city image more and more important. A good city image can effectively promote the city's construction and development, improve the competitiveness in the market economy, and enrich the city's cultural spirit. We can accurately analyze the best entry point of city image construction, as well as the way and influence of the media, through the advantages of technology, under the background of big data. The era of big data also provides reference and decision for us in the city image dissemination, making it more scientific. The communication of Zhuhai city image should optimize and upgrade the main body, the audience, the media, the strategy and the communication content with the help of big data.

1. Introduction

As modern society science and technology, mobile Internet, media, such as information technology, sensor structured, semi-structured, and unstructured data, the advent of massively parallel processing (MPP) databases, data mining and distributed database, cloud computing platform, such as the Internet and scalable storage system for large data arises at the historic moment of special technology is also widely used. According to IDC's digital universe research report, the amount of data created and replicated worldwide in 2011 was 1.8zb. The report also predicts that the global data volume will reach 35ZB by 2020. Obviously, the era of big data has quietly arrived for countries, societies, enterprises and individuals, and has played an important role in its development. Big data brings not only advanced information technology, but also rational analysis and accurate Suggestions on social issues [1]. Therefore, the spread of Zhuhai city image is also inseparable from the participation of big data.

With the rapid development of globalization, urban development has become one of the important indicators of competition among countries. City image is an important embodiment of city development, which covers many aspects such as politics, economy, culture and ecology. It is also an important basis for subjective evaluation and objective facts of urban economic strength, innovation vitality, cultural heritage and development prospect. As the focal point of the current urban image communication, big data has formed a key point that takes big data as the core and precisely hits the communication mode [2]. It is an important basis for the upgrading and transformation of city image and the optimization of communication mode to provide new ideas of city image communication and reasonable and accurate data reference. Under the background of big data era, the communication mode of city image should make new changes and optimization, make full use of the data and information brought by big data, and reasonably integrate into the construction and communication of city image.

2. The Positioning of Zhuhai City Image from the Perspective of Big Data

The positioning of city image is the basis of city image communication. The positioning of a city image often needs to be obtained through the scientific analysis and systematic evaluation of big data. Based on the spatial structure of the city and the perception of urban spatial characteristics, the

design and judgment should be carried out, and the uniqueness and advantages of the city should be given full play to locate the city image and guide the urban audience to spread.

For Zhuhai, before the age of big data, Zhuhai, like shenzhen, was positioned as a fishing village based on the uniqueness of the city's resources -- its proximity to the sea. Form rigid and single concepts. In addition to relying on the city's natural resources and regional culture, the positioning of the city's image is difficult to be aided by the factors of urban positioning. Although this method is not unscientific, it often leads to insufficient communication, deep-rooted city image, and no difference between cities in the same geographical location [3-4]. Nowadays, big data makes the positioning of city image take a new direction. Through big data, we can accurately analyze more city hidden information. By combining the decision-making and operation of government departments, information exchange on the Internet, the intentions and preferences of the audience, and traditional natural and humanistic resources, an accurate and sustainable urban image is obtained and communicated. In the outline of the reform and development plan for the pearl river delta region, Zhuhai has defined its development direction. To deepen the cooperation between Hong Kong, Zhuhai and Macao, focus on the service industry undertaking and the connection between urban functions, give priority to the development of Xiangzhou district in the east, build a coastal garden city surrounded by mountains and seas and facing land islands as a new target, and integrate and optimize the city into a new pattern of "One main axis, Two major plates, Three districts, One city and Several groups". To build a developed economy, open to the outside world of the coastal landscape city.

3. Big Data and New Media Communication of Zhuhai Image

Zhuhai, as one of the earliest special economic zones to open to the outside world in China, has a superior geographical location and economic policy support, and has now become an important node in the development of the Guangdong-Hongkong-Macao greater bay area. Because of its proximity to Hong Kong and Macao, Zhuhai enjoys a great advantage in foreign development and publicity. Therefore, the image of Zhuhai is not only valued by domestic media, but also can open the door for foreign media to explore the urban development of China. In the context of big data, people's preferences and interests in the network, browsing clicks and hot topics are recorded one by one, and accurate data is obtained through calculation.

With the continuous development of network technology, the role of traditional media in the dissemination of information has been obviously insufficient. Therefore, new media technology arises at the historic moment, and burst out of infinite vitality. New media technology has the characteristics of personalized advantage, audience diversity, presenting in various forms, and real-time information dissemination. It has the advantages of interactivity, holography, immediacy, virtualization, spontaneity, and so on, and also enriches the content and method of urban image dissemination [5]. Compared with the traditional government-dominated mass media communication methods, such as TV news broadcasting, newspaper publicity, column projects, etc., the new media such as WeChat, Weibo and other social software has the advantages of real-time, fast transmission speed and low transmission cost. At the same time, in the era of big data, big data includes a large amount of data and information, and records the hot discussion of the public's preferences. More personalized push is carried out for different audiences, which makes it easier for the audience to accept the spread of information and expand the spread of information. Therefore, the new media under the background of big data is more practical and scientific. Therefore, the new media is not perfect. Due to the diversity, spontaneity and rapidity of new media dissemination, the contents of the dissemination are prone to errors and easy to be used. Therefore, in order to create a good new media communication environment, we should also improve the network communication system, increase the handling of false news and network information supervision, popularization and education of the people who receive information through the network of false news awareness and discrimination.

3.1 Adhere to the Communication Concept of "Opening to the Outside World" and Improve the Depth of City Image

Zhuhai enjoys an advantageous geographical location adjacent to Macao. In 2008, the state council promulgated the outline of the reform and development plan for the pearl river delta region (2008-2020) and designated Zhuhai as the core city on the west bank of the pearl river estuary. Later, the construction of the Hong Kong-Zhuhai-Macao bridge, the establishment of the greater bay area, the development of Hengqin new area, the opening of Zhuhai air show, the construction of Gaolan port and the opening of Guangzhou-Zhuhai inter-city bullet train all added new mission and significance to Zhuhai. From the opening of special economic zones to the construction of the Guangdong-Hong Kong-Macao greater bay area, Zhuhai's image has been labeled as innovative, inclusive and communicative. Especially after the opening of the Hong Kong-Zhuhai-Macao bridge, Zhuhai has become an important city connecting the mainland with Hong Kong and Macao, and an important hub connecting the Guangdong-Hong Kong-Macao greater bay area. The important model of economic development of coastal cities has also attracted the attention and reports from the media in Hong Kong, Macao, Taiwan and abroad. Undoubtedly, opportunity and development are two key words in the cognition of Zhuhai city image. For the communication of city image, it can also be carried out in the key points of Zhuhai. For example, the Zhuhai air show, which is closely followed by foreign media, can increase the communication degree of Zhuhai city image in foreign media by inviting important foreign political and economic leaders to participate. At the same time, under the background of big data, it is more necessary to make use of the data background to collect the information data of the Guangdong-Hong Kong-Macao greater bay area for resource utilization, and realize the sharing of data information resources in the greater bay area, so as to continue the communication concept of opening up and the city image, and enrich the image depth of the city's innovation, high-tech and development. Through the use of big data to help the political and economic development to achieve the purpose of urban image dissemination. Taking advantage of the superiority and uniqueness of the geographical conditions, Zhuhai city's economic construction, the mutually beneficial cooperation with Hong Kong and Macao, and the communication and exchange with overseas countries, to establish the new identity and new tasks to give the city image new depth and connotation.

3.2 Strengthen the Communication Strategy of Social City Image and Enhance the Self-confidence of Urban Culture of Residents

The most basic way to spread the image of a city is from its residents. Living in this city, the publicity is more convincing than that of the mainstream media. The communication between people is not limited to the cognition brought by the communication content. The behaviors and behaviors reflected in the communication with the city residents, the recognition and confidence of the city culture will more directly determine the cognition of other people on the image of the city. Interpersonal communication often has a great impact on the image of a city, which is a way of interpersonal communication. Interpersonal communication is more acceptable than abstract written reports and various advertisements. In the context of big data, interpersonal communication can play its role to the maximum. The new communication mode makes the communication between people more convenient, and is no longer limited to the familiar people around, but also through network communication, the city image can be spread to other places, or even foreign countries, expanding the influence of interpersonal communication. Of course, the so-called interpersonal communication is just to release the mainstream urban image information of the hot discussion group captured by big data information through the diversion of new media, and then use the hot discussion group for interpersonal secondary communication. As a result, word-of-mouth communication between people is prone to information errors. In order to reduce the occurrence of this situation, people who transmit from person to person, namely residents of the city, should strengthen their cultural identity to the city. In other words, make use of residents' "feelings" for the city, and popularize more information about the city's politics, economy and culture to residents, form an important relay station in interpersonal communication, and try our best to filter and correct

wrong information. For example, Zhuhai city propaganda video is released to enhance Zhuhai residents' sense of identity to the city culture. Out of the feelings for the city, I spontaneously carried out communication and heated discussion on social and new media through interpersonal communication, so as to realize the use of interpersonal communication strategy to spread the city image of Zhuhai in the context of big data. Residents of cultural identity and cultural confidence and common speech quality is vital to Zhuhai city image of interpersonal communication, if all kinds of media is too abstract, then face the relationship with the city residents of the cognition to the image of the city will be more intuitive and connotation.

3.3 Realize Data Sharing and Interworking Through City Image Communication

Whether it is the city's political and economic development, or the local cultural construction, for the dissemination of city image, it is the first to carry out internal rectification and optimization, in order to improve the city's comprehensive level, and then to achieve a good city image and spread. In the context of big data, the propagation of city image requires not only "going out", but also "coming in". "Going out" refers to the promotion of a city's comprehensive strength and external publicity to spread the city's image. "Coming in" refers to the city's ability to attract migrants. "Going out" and "coming in" are also a good balance phenomenon under the background of big data. The data taken out and the data brought back are calculated and analyzed to accelerate the process of data sharing, promote resource integration, improve governance ability, and promote industrial innovation and development.

Zhuhai is the only city in China that has been selected as "the top 40 tourist attractions in China" with its overall urban landscape. In the 2013 China urban sustainable development index report, Zhuhai ranked the first in China, with the titles of "new garden city", "happy city" and "romantic city". The protection of ecology and the development of tourism are particularly important for the spread of city image. In recent years, Zhuhai has further enhanced its image through exhibitions and scenic spots such as the Zhuhai air show, the Hong Kong-Zhuhai-Macao bridge and the Zhuhai fishing girls. To establish a city brand belonging to Zhuhai, Zhuhai has demonstrated its profound cultural heritage, beautiful ecological environment, unique development opportunities and bright future blueprint through big data media, and demonstrated Zhuhai's image of building a new Zhuhai, new economy and new life with new responsibilities and new goals in the era of big data.

4. Uniqueness and Innovation of Urban Image Communication Content

Under the background of big data, the traditional urban image communication content will form a "routine" form due to the lack of reference of actual data and comparison of communication results. With the continuous development of the globalization of urban construction, the content of urban image communication among cities tends to be the same, lacking of characteristics, the needs of urban residents cannot be met, and the space for urban development is limited. Therefore, the current urban image communication content should be explored and innovated. Combining with the big data analysis and calculation in the era, we can accurately find a way of urban image communication content with characteristics, innovation and development prospect.

But in the era of big data, information collection has become more convenient. The combination of traditional culture and innovation will bring forth new vitality. As for Zhuhai's city image innovation and communication, the following Suggestions are put forward:

First, Zhuhai has a superior geographical location, many beautiful harbors and islands for the development of tourism laid a foundation. The construction of tourism industry should continue to maintain Zhuhai's original good ecological environment and extract Zhuhai's unique seaside culture and cultural elements. The development of tourism also realizes the "Coming in" policy in the urban image communication strategy, which introduces tourists from other places through tourism and accelerates the sharing of data and information. Through the integration of data, the system of Zhuhai city image communication content is constantly improved to build a more unique city culture.

Second, establish Zhuhai city image logo, make it specific and increase the publicity benefits.

Zhuhai's city logo was officially released on August 28, 2019, which makes the promotion of Zhuhai's city image more iconic. The building of city brand image also makes clear the key points of city image communication. At the same time, Zhuhai's new publicity video was also released at the logo press conference, which abandoned the traditional form of publicity video and introduced innovative elements. In the film, a person's perspective, in the form of telling a story for everyone to bring different Zhuhai city image publicity. Relying on the technology of the era of big data, the propaganda film presents more information about Zhuhai to the audience through the shooting of Hitchcock zoom lens and flexible editing technique, showing the tension of the city panorama and the sense of the future full of imagination. This way of publicity undoubtedly brings a new way and development path for the spread of Zhuhai's city image.

Third, we will comprehensively deepen and reform information resources by making use of big data information to optimize the public service resources provided by Zhuhai government to residents. To build a good government image, the use of large data set up a service for urban residents and promote the image of the city information platform, in the spread of city image, government image has an important decisive role, the image of a service-oriented government for the construction of city development and the spread of the city's image has positive significance.

5. Conclusion

With the advent of the era of big data, promoting the development and application of big data has become a key proposition. In the communication of city image, the integration and analysis and calculation based on big data is also crucial, which also reminds us that in the city construction and city image communication. We should pay special attention to the technological advantages brought by big data. It is necessary to make use of the technology of big data, the pattern of innovation characteristics, the development of new technology, and the cultivation of new talents in the city image communication, so as to expand the advantages brought by the city image communication and gain the advantage in the city competition.

Acknowledgements

Project of Guangdong provincial innovation university project of 2018 "Research on the construction of Zhuhai city image driven by big data" (Project No.: 2018WQNCX255).

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