

Research on the Interpretation of Shenyang Heroic City and the Method of City Image Shaping

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Abstract: The city image, as a business card for showcasing and promoting to the public, is a concentrated manifestation of a city's special charm. The article takes the perspective of a heroic city as the starting point to define and qualitatively interpret the concept of a heroic city in Shenyang. From both horizontal and vertical perspectives, it summarizes the characteristics of the city's image and character generated in the context of Shenyang's region, culture, history, and other factors. Finally, feasible methods for shaping the image of Shenyang's heroic city in the new media era are proposed from two aspects: refining the cultural symbols of Shenyang's heroic city and constructing a comprehensive image system of Shenyang's heroic city. This aims to shape a more comprehensive image of Shenyang's heroic city and promote its comprehensive and all-round revitalization.

1. Introduction

The thesis is generated in the context of Shenyang's current efforts to shape a city of heroes in the new era. It interprets the characteristics of Shenyang's heroic city from the perspective of artistic design and proposes feasible methods for building the city's brand image. Some articles provide in-depth explanations of the history and culture of Shenyang's Anti-Japanese War from different perspectives, and strong support for promoting Shenyang's construction of a historical and cultural city and shaping a city of heroes. For example, the paper "The Gradual Formation and Continuous Enrichment of the Red Gene Genealogy of Shenyang Heroic City" written by Gao Yang. I also have a pioneering research article titled "Unlocking the Cultural Genes of Shenyang Heroic City with the Six Places "Password" published in Shenyang Daily, which defines and qualitatively interprets the concept of Shenyang Heroic City. The research on heroic cities should not only stay at the abstract conceptual level, but also shape a more comprehensive image of Shenyang's heroic city.

2. The Concept Explanation of Shenyang Heroic City

2.1 The Definition of Heroic Cities

The description of heroes in the dictionary: heroes are people who are not afraid of difficulties, sacrifice themselves for others, and bravely fight for the interests of the people. Heroes are an intangible spiritual force. Revolutionary soldiers bravely sacrifice their lives to bomb blockhouses in order to win the war. This is a hero. Mr. Lu Xun angrily shouted in words, "To sacrifice for my fatherland I would shed my blood"[1], and with his sharp and wise pen tip, he portrayed bleak history on the hearts of people, and was also a hero.

Heroes are the greatest commendations that can be given in terms of spiritual values, and hero cities are the highest level of praise given to a certain aspect of the city. From the perspective of the conceptual framework of a hero city, culture, history, events, people, and development are all key factors that define a hero city[2]. It can be said that a heroic city is a technique that defines a city's cultural landscape from a perceptual perspective and reaches a certain level. A heroic city is Chinese, a title given by the respected and lovely Chinese people, and the greatest urban image.

2.2 Cultural Connotation of Shenyang Heroic City

Shenyang is one of the heroic cities in China, and as the capital city of Liaoning Province, it has an important position and contribution in Chinese history. The cities of heroic cities in China, such as Nanchang and Wuhan, have different attributes and connotations, as well as their respective cultures and heroic city structures. Guided by the connotation of Chinese red culture and the value of the times, Shenyang has established itself as the starting point of the Anti-Japanese War, the turning point of the Liberation War, the material site of the New China National Anthem, the start-off city of the Korean War to Resist US Aggression and Aid Korea, the industrial foundation of the Republic of China, and the birthplace of the Lei Feng Spirit. This city has the cultural heritage of a heroic city, gradually forming a red cultural gene and heroic sentiment deeply rooted in the people's blood. This cultural connotation is a deeper and more enduring force, and it is also an internal driving force for the development of Shenyang city.

Red is the background color of the heroic city of Shenyang. Shenyang is a city with many heroes and models. Throughout nearly a hundred years of history, countless heroic sons and daughters have emerged here, casting brilliant chapters with their flesh and sweat, writing great spiritual lineages such as the spirit of resistance against Japan, the spirit of resisting the United States and aiding Korea, the spirit of model workers, and the spirit of serving the people, casting the spiritual core of Shenyang as a heroic city.

3. Cultural Features of Shenyang Heroic City

The unique personality traits of each city are gradually formed over time, condensing the unique regional, historical, cultural and other characteristics of the city. Influenced by the natural and cultural landscape, historical events, heroic deeds, and industrial processes related to Shenyang, Shenyang has gradually formed its character traits as a heroic city image. The cultural connotations and spiritual values contained in a city have influenced the urban development of Shenyang, and have also shaped its diverse and inclusive cultural characteristics[3].

3.1 The geographical location and the intersection of economy and trade have formed Shenyang's magnificent, and hospitable urban character

Shenyang City is located in the southern part of Northeast China and is a city with abundant ecological resources. Located in the central part of the Liaohe Plain, as a north-south hub, it is rich in mineral resources such as coal, oil, natural gas, and iron ore. The natural geographical characteristics of mountains and rivers provide Shenyang with rich ecological foundation conditions, forming its magnificent and vast urban character. In China, Shenyang serves as a political, economic, cultural, and commercial trade center in the Northeast region; Internationally, Shenyang has become an international exchange node extending from the Belt and Road to Northeast Asia and Southeast Asia, forming an inclusive and hospitable urban character.

3.2 The city's character of daring to be the first and brave to fight has been formed in major historical events

Historical events are the best witnesses of a city's development. Vertically sorting through the historical context of Shenyang's urban development, many major historical events from ancient to modern times are closely related to Shenyang. In Shenyang, on the night of September 18th in 1931, the first shot of China's 14 year Anti Japanese War was fired; in 1956, with the end of the trial of the last batch of war criminals in Japan, the victory of the Anti Japanese War was brought to a perfect end. In Shenyang, the first strategic decisive battle of the Liberation War was launched, and the victory of the Liaoshen Campaign boosted the morale of the military and civilians, laying a solid foundation for subsequent decisive battles and national liberation. During the War of Resistance Against US Aggression and Aid to Korea, the people of Shenyang actively supported and joined the forefront in various forms, bravely fighting for the country and the nation. These major historical events are key nodes in the development of Shenyang's heroic city, deepening the public's sense of

identification with the image of Shenyang's heroic city. Countless heroes' bodies are placed on the land of Shenyang, and their bloodline is also surging in Shenyang's genes and urban context. This spiritual force also drives the revitalization and development of Shenyang in the new era to constantly achieve new breakthroughs.

3.3 The development and achievements of industrial culture have formed Shenyang's enterprising and diligent urban character

During the construction process of the People's Republic of China, Shenyang, as a heavy industrial base, made tremendous contributions to the establishment of the People's Republic of China and socialist construction, so a comprehensive industrial system with mechanical industry as the main body and a complete range of categories has been formed, and thus the industrial and cultural characteristics of the city have been formed. The regional cultural characteristics of Shenyang not only share the commonalities of the Chinese nation, but also have their own cultural characteristics, retaining countless material and spiritual cultural heritage. The red culture and heroic character of Shenyang demonstrate the sentiment and responsibility of being the "industrial eldest son of the Republic" in the new era [4]. In 1953, China's industrialization took the first step of the national plan, and at that time, as one of the regions with the best industrialization foundation in the country, Shenyang shouldered the heavy burden without hesitation. With the reform and opening up, Northeast China has dispatched the best cadres and equipment, and the infrastructure engineering team has fired the first shot in national construction. Shenyang's value and position in the early stages of China's industrial development are irreplaceable. It not only supported the backbone of the nation with a strong iron backbone, but also formed its optimistic, righteous, strong and brave personality.

Urban culture is the historical imprint of a city from its origin to its development. The regional culture, historical figures and events, and industrial development process of Shenyang are like a rich spiritual mine, laying the foundation for the urban development of Shenyang and endowing this heroic city with specific character and strength. The title of Heroic City is a recognition and praise of the heroic and resilient spirit demonstrated by the city and people of Shenyang in the history of the Anti-Japanese War. It represents Shenyang's courage, dedication, and loyalty to the motherland.

4. The Method of Shaping the Heroic City Image of Shenyang

4.1 Extracting Cultural Symbols

The urban image is not the deconstruction and integration of cultural elements, but rather the accurate transmission and interpretation of culture. Its core lies in the "cultural core" [5]. The cultural symbols of Shenyang Hero City carry the connotation of Shenyang Hero Culture and showcase a unique urban personality. Cultural symbols are a special medium for inheriting cultural information and a formal carrier for urban visual transformation.

4.1.1 Method for Extracting Cultural Symbols of Heroic Cities

From the perspectives of composition, narrative, meaning, and application, based on semiotic theory, this paper proposes a method for extracting the cultural symbols of Shenyang's heroic city.

Firstly, from the perspective of composition, that is, the composition and expression of hero culture. Analyze the heroic deeds and personalities of Shenyang heroes, and clarify the characteristics and composition of hero culture. Excavate, refine, and classify the existing hero culture, ultimately achieving a symbolic representation of the cultural composition of hero cities. Secondly, at the narrative level, it is reflected in the environment and process of the emergence of hero culture. Heroic culture is closely related to heroic stories, and follows the principle of narrative to divide heroic stories and select representative narrative plots for symbolic narration of scenes, characters, and events, making it easy for viewers to have a clear and intuitive understanding of the narrative process. Thirdly, at the level of meaning, it is reflected in the explicit and implicit meanings of hero culture. Explicit meaning refers to the extraction of external characteristics of hero culture, while implicit meaning refers to non-intuitive connotations such as the deep spiritual value of hero culture. The aggregation

of explicit and implicit levels is a symbolic representation of the cultural meaning of heroic cities. Finally, there is the application level, which is the background and form of the application of hero culture. Summarize the application background, objects, media, and themes of hero symbols, and combine specific design elements in the process of urban image shaping to achieve symbolization of hero city culture at the application level. The extraction of cultural symbols for Shenyang's heroic city is the fusion of the overall urban image of Shenyang, which embodies the characteristics and spirit of Shenyang's heroic culture and is the core competitiveness of Shenyang's image shaping.

4.1.2 Principles for Extracting Cultural Symbols of Heroic Cities

In the process of refining the cultural symbols of hero cities, the following principles need to be noted [6]. Firstly, the principle of combining form and function. While pursuing the beauty of presentation, it is also necessary to meet the basic functional requirements of cultural symbol recognition, symbolism, accuracy, and so on. Secondly, the principle of unity between the whole and the individual. Thirdly, the principle of universal participation and rich interaction. The extraction of cultural symbols should adopt the suggestions of the public, enhance their participation, and enhance their sense of belonging and identification with urban culture. Fourthly, the principles of usage norms and application environments. Following the methods and principles of extracting cultural symbols can help Shenyang form a unique cultural imprint and break free from homogenization.

4.2 Construction of Shenyang Heroic City Image System

Establishing a hero city image system can help solve the existing problems of fragmented content in Shenyang's urban image, thus shaping a sound urban image. Following the concept of corporate image construction, a hero city image system is constructed from three main levels: concept recognition, visual recognition, and behavior recognition.

4.2.1 Urban Concept Identification System

Concept recognition is the main part of image construction, and the urban concept recognition system mainly includes urban culture and urban spirit. The Shenyang Hero City Concept Identification System can define "hero" as the core word and divide it into two categories: hero culture and hero spirit.

Firstly, we will sort out the historical context vertically, analyze the heroic deeds of Shenyang in different historical periods, and clarify the attributes of heroes to form a heroic culture. Secondly, on the basis of hero culture, the deep spiritual connotations of hero deeds are excavated, and a classification system is formed based on time, background, events, significance, etc., forming the Shenyang Hero Genealogy. On this basis, combined with new media technology, data is uploaded to the cloud to establish an online database and solve the problem of content fragmentation. The establishment of the urban concept recognition system is the first step in constructing the image system of Shenyang's heroic city. A detailed information database has laid a solid theoretical foundation for the urban behavior recognition system and the urban visual recognition system.

4.2.2 Urban behavior recognition system

Behavior recognition is a dynamic import process in the process of image construction. We can start from the three core entities of government, enterprises, and citizens to build a behavior recognition system for Shenyang's heroic city.

The first is the behavior of government entities. As a solid support for urban development, the Shenyang government can provide policy support based on actual situations to promote comprehensive urban development. We can also actively organize activities and competitions related to Shenyang's urban image and culture, encourage the public to actively participate, and enhance the visibility of the city's image. In addition, based on the digital background, the government can use technological means to upgrade infrastructure construction and optimize the level of urban public services.

The second is the behavior of enterprise entities. As the main force of urban development, enterprises need to independently research and innovate, and develop products that meet market

demand. It is also necessary to promote cooperation with universities, research institutes, or enterprises in different fields to form an industrial chain cooperation model.

The third is the behavior of citizens as the main body. The image of citizens is a microcosm of the macro image of a city, and one should set an example and improve their overall quality level. Maintain a warm and kind attitude in the process of interacting with others, actively promote and help shape the city's image.

The establishment of an urban behavior recognition system helps to propose feasible behavior norms from different subject objects, promote the construction of an overall behavior recognition system, and help shape the image of Shenyang city.

4.2.3 Urban visual recognition system

Visual recognition is the most contagious and infectious part of the image construction process. The urban visual recognition system includes visual content such as city logos, slogans, images, promotional videos, etc [7]. The establishment of a visual recognition system for Shenyang Hero City can be approached from three perspectives: source basis, attribute positioning, and field application.

Firstly, starting from the unique hero characteristics of Shenyang, summarize the unique regional attributes of Shenyang through regional characteristics and historical culture. Secondly, the attributes of visual recognition should be in line with the future development of the city, and the overall vision should have unity and guidance, which is conducive to leaving a deep impression on the public. Finally, in the application stage of visual recognition systems, advanced technologies should be combined to enrich visual presentation forms. The establishment of a urban visual recognition system helps Shenyang to visually present the city's culture, concepts, and spirit, thereby effectively shaping the city's image and expanding its visibility.

5. Conclusions

The shaping of urban image is a unique carrier to showcase the individuality of a city, which helps to enhance the overall influence of the city and promote its development. If urban culture is the internal heritage of a city, the urban image is the unique external manifestation of the city. The relationship between urban culture and urban image construction is both superficial and continuous. The cultural spirit of Shenyang is the cultural background for the development of the city, and it also provides us with a more specific and accurate understanding of the definition and qualitative research of Shenyang's heroic city. It is our contemporary responsibility and mission to explore the cultural connotations of the Shenyang region, awaken red memories, and trace the bloodline of heroes. Using culture to unlock the cultural genes of Shenyang's heroic city is to extract its unique heroic city thinking structure, which helps to cultivate the identity of Shenyang's heroic city.

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