

# Deep embedding and Communication: the Development and Application of Urban Image Elements in Minority Areas

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## Abstract

The development of cities in ethnic areas has distinct cultural features and regional styles, putting the localization city image element deeply embedded into the city construction process could promote the building and dissemination of urban image in ethnic areas. This paper focuses on the field of urban communication in ethnic areas such as Hainan state Qinghai Province, integrating three aspects, the elements of its urban image construction from ecological civilization, cultural characteristics and industrial economy. It order to committed to building image and dissemination of the sample in ethnic minority areas, and analyzing the propagation path of city image of Hainan state from cultural communication, media integration and interpersonal communication and so on.

## Keywords

Development communication, city image, communication element, ethnic minority areas.

## 1. Introduction

The study of urban image is the meaning of the development of urbanization in the view of the development of communication. However, there is still a great research potential and space in the communication field of the urban image in the national area. The enhancement of the degree of attention to the urban communication in the minority areas has an important role in promoting the development of the urbanization. The paper studies the construction and propagation path of the image of the national city, especially Hainan state, by the excavating and using of the image elements of the city as an example, and has a certain theoretical and practical significance. Hainan state is a Tibetan autonomous prefecture in Qinghai Province. in recent years, it has realized the rapid development of economy and society by relying on national culture, tourism and ecological industry. From the perspective of urban communication, grasping the new situation of communication, giving full play to the advantages of Hainan state characteristics, disseminating the city brand image which is "Beautiful and Charming Qinghai, Holy and Pure Hainan".

## 2. The Element of City Image for Hainan State of Qinghai Province

### 2.1. The Ecological Hainan State: Beautiful Sceneries of Mountains and Lakes, Touching Natural

Ecological environment is the natural element in Hainan state city image. General Secretary Xi Jinping has pointed out that the greatest value and responsibility of Qinghai Province lie in ecology, and the greatest potential was also in ecology. Ecological priority-Green development is the distinctive urban positioning and urban development characteristics of Hainan state. Blue sky and white clouds, verdurous grassland, galloping horse, the towering snow-capped

mountains and so on. This beautiful scenery has become an Internet hotspot in recent years. The natural scenery in Hainan State is charming and gentle while its humanistic scenery is mysterious and unique. There are many lakes and rivers, vast grassland, continuous mountains and a great many temples, which are famous for their natural ecology as well as Tibetan Buddhist culture and attract many visitors from home and abroad. The city image of Hainan State is based on beautiful natural scenery." lucid waters and lush mountains are invaluable assets", natural beautiful scene with mountains and lakes, the vast grassland are indispensable element in Hainan state city image, which is the most important natural element.

## **2.2. The Humanity Cultural Hainan State: Amorous Feelings of National Minority, Tibetan Pastoral Implication**

Characteristics of national culture is cultural elements of the city image of Hainan state, we can fully integrate the ethnic cultural elements. There are many nationalities living in Hainan state, such as Tibetan, Han, Turkish, Mongolian and other ethnic groups. During the long-term practice of production and construction, the culture with ethnic style comes into being. The unique ethnic customs are embodied in the architectural style, clothing, food structure, life etiquette and other aspects. The culture of agriculture and animal husbandry in Tibetan region has a bright national charm. Folk etiquette, Tibetan language and calligraphy, Tibetan songs, clothes and crafts are indispensable cultural elements to build the urban image of Hainan state. Giving full play to the advantages of national culture and excavating Tibetan cultural resources, Which promote the spread of city image with cultural exchange and performance interaction. Playing the culture card by this way, that highlight Tibetan pastoral implication and mould the humanistic image of Hainan state.

## **2.3. The Rich Hainan State: Industrial Prosperity and Society Stability**

Clean energy industry is the industrial element of Hainan state city image. Hainan state has vast territory, rich in land resources, in which animal husbandry land accounts for a large proportion, ecological animal husbandry is developed; the area around Hainan state is rich in mineral resources, non-ferrous metal resources reserves occupy an important position; the upper reaches of the Yellow River flows through the state border, is one of the hydropower energy output bases, Longyangxia Hydropower Station and many other large hydropower stations to export clean energy for the whole country. Hainan state makes full use of its resource advantages, relies on land resources, mineral resources and hydropower resources to develop clean energy industry, promotes the rapid development of economy and society, and constantly improves the living standards of the people. Shaping the image of a rich and harmonious city should play well the brand of agriculture and animal husbandry industry, the brand of clean energy industry, and spread the achievements of industrial development with the help of media platform. For example, the promotion of industrial development and the exhibition and sale of characteristic products at the Qinghai structural Adjustment and Investment and Trade Fair in China can not only attract investment widely, but also reflect the harmonious and rich city image of Hainan state with outstanding industrial characteristics, national unity and progress, and people of all ethnic groups living and working in peace and contentment.

### **3. The Urban Image Propagation Strategy of the Hainan State Based on the National Element Excavating**

#### **3.1. Integrate Unique Ethnic Cultural Resource in Order to Push Forward the Cultural Transmission**

##### **3.1.1. Promoting Cultural Dissemination Through the Integration of Unique National Cultural Resources**

Implant the cultural elements with ethnic features into urban construction. Build urban cultural symbols and visual symbols. Make cultural products with ethnic and regional characteristics and promote the dissemination of culture and information. And make it deeply embedded into urban construction and launch cultural products with characteristics. For example, hold cultural activities such as love songs of minorities competition in order to carry forward the culture of Tibetan and make its cultural brand as the hometown of love songs. Holding dancing competition, horse races of national unity and culture and art festival of Tibetan nationality clothes and ornaments to carry forward cultural information and build a bright urban image of harmony living and national cultural style in Hainan state. The government gives priority to cultural tourism, fulling integration of important tourism resources in Hainan state such as Qinghai Lake, Longyang Lake, national geopark in Guide and so on. What's more, the government can build characteristic cultural tourism towns and cultural tourism corridors, for example, Daotanghe town, Longyangxia town. It's order to push forward the cultural transmission.

##### **3.1.2. Make the Great Competitions Play A Unique Role in the Urban Images Dissemination**

Great competitions, especially cross-regional sports competitions have become the main paths of urban images dissemination. Through the event to see the level of urban development, cultural connotation, spiritual style and appearance. Improving the influence of the city at home and abroad. In recent years, there are more and more big competitions held in the Hainan State, including tradition events like "Tour-Round- Qinghai Lake" international road cycling race, emerging matches like baseball matches among six provinces and cities in western regions, salmon plateau cross-country running and so on. Media at home and abroad make use of the latest dissemination skills to form the images of fitness for everyone and healthy Hainan state by different modes of dissemination and promote the urban images dissemination and push forward the urbanization development by sports matches.

#### **3.2. Media Fusion, Building Media Communication Matrix**

##### **3.2.1. Building A Good Position for Traditional Media Propaganda**

The traditional media, such as the party newspaper and the party magazine, grasping the guidance of mainstream public opinion, transmitting information with authority and objectivity, having high social credibility and influence, and having a high degree of social recognition. Integration of Hainan state newspaper, Hainan state TV station and county-level official media resources, in its official Weibo, WeChat public platform, portal, television columns for the shaping and disseminating of urban image, setting up "Township Civilization of Hainan state", "The Most Beautiful Meeting on The Banks of Qinghai Lake" and other urban images display plates for continuous promotion. Give full play to the advantages of traditional media in-depth reporting, through news reviews, general draft publicity, film and television art presentation and other forms, in the official build a solid foundation in the propaganda position.

##### **3.2.2. Make Good Use of Network Direct Broadcast Technology**

The application of modern network direct broadcast technology realizes the real-time dissemination of news information and enhances the interactive experience between the

communicator and the audience. Xinhua News Agency "live cloud" national service platform, for the national media to provide a "live news" sharing platform, to help prefecture-level party newspaper media to carry out live broadcast network business. At present, Hainan state newspaper has established a "live cloud" business docking with Xinhua News Agency, and has realized the direct broadcast application of live broadcast in the 18th Tour of Qinghai Lake, and has realized the live broadcast in many events and cultural activities. The network direct broadcast technology meets the diversified and real-time information needs of the contemporary audience, and has strong vitality and influence, so it is necessary to use the network direct broadcast technology to meet the diversified and real-time information needs of the contemporary audience. Cultivate technical personnel, strengthen docking cooperation, expand and strengthen the live broadcast of the network.

### **3.2.3. Giving Full Play to the Role of Short Video Media**

Douyin and other short video media have many advantages, such as various operation modes, multiple communication contents, self-media communication and so on. The scale of users is large, the interaction is convenient, and the communication effect is remarkable. Both the sender and the recipient can reprint, share, comment and express their emotions in the video. The unique national cultural customs and beautiful natural scenery of Hainan state are released on the short video platform. Through the unique music rendering and visual transmission of the short video, many people are attracted to Hainan state to experience the beautiful scenery, food, beauty and humanities of Hainan state. It should be noted that the short video media has some disadvantages, such as perceptual, spontaneous and so on. Therefore the relevant departments should strengthen the supervision of information to prevent the dissemination of false and malicious dissemination.

## **3.3. Regional Communication to Broaden Interpersonal Communication Channels**

### **3.3.1. Promoting the Dissemination of Urban Image with Industrial Development**

Rely on regional pillar industries for regional exchanges and industrial cooperation, the formation of interpersonal communication. Hainan state is rich in natural resources and has a vast territory. It excavates hydroelectricity, wind energy, solar energy and other resources in the region to develop clean energy industry, photovoltaic industry, ecological agriculture and animal husbandry and other characteristic industries, attract social investment and promote rapid economic development. The acceleration of urbanization has brought about profound changes in the appearance of the city, forming the urban image of the rich and civilized new Hainan state, foreign investment, product export, regional economic cooperation and exchange, which has promoted the image of the new city of Hainan state and broadened the channels of dissemination of the image of the city.

### **3.3.2. Interpersonal Communication in the Policy of Docking**

In the background of precision poverty eradication, the support policy of the counterpart is implemented in the state of the sea and the south. According to the central deployment, by Jiangsu province counterpart support Qinghai province, a round of round-wheel-aid cadres have formed a city impression on the Hainan state in more than a decade of successive help. In addition, the implementation of the western plan of the university student's volunteer service also enables the youth volunteers to engage in regular volunteer service activities. The "a man" itself becomes the media of the image of the city and forms the interpersonal communication when the help group service ends to return to the country or to the flow of employment. these groups will be able to convey what is seen, heard, sensed, spoken, spoken, The propaganda of the products and the transmission of the image of the city in the south of the sea. It is necessary

to present the culture and culture of the city to the citizens of the society, to show the change and the development and to shape the harmonious urban image of the civilization.

The geographical location of cities in ethnic minority areas has its unique advantages, rich natural resources, distinct cultural characteristics, with the favorable elements of urban image construction, fully integrating the unique and outstanding urban image elements, making it deeply embedded in the process of urban construction and urbanization development, using new media forms to broaden the communication channels of urban image, which has a positive impact on improving the popularity and reputation of cities in ethnic minority areas.

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