

Language Analysis on Anshan City Image Building and Communication Strategies

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Abstract

This research used language analysis to analyze the language used in Anshan's news reports. From five aspects of landscape image, economic image, cultural image, citizen image and government image, this paper compared and studied the differences between local media and non-local media in the image building and construction of Anshan, with a view to improving the reporting quality of local media, finding communication highlights and improving communication strategies.

Keywords

City Image, Language Analysis, Communication Strategy.

1. Introduction

News report is an important means of city image building. Even today, with the development of new media, news report is still the basic and important way to spread urban information. A good news report can create a bright and dynamic city image, carry forward the city spirit, improve the quality of the citizens, and enhance the identity and cohesion of the citizens; externally, it can form a recognizable city image, improve the visibility and reputation of the city, and enhance the attraction of the city for talents, funds, technology and other advantageous resources [1-3]. Therefore, many cities attach great importance to writing good city stories and shaping city image.

2. Research methods

This study uses linguistic analysis to study the news reports of Anshan in local and non local media. Among them, local media include qianhua.com and Anshan cloud app. Qianhua is the gateway of Anshan. Anshan cloud is an all-media mobile phone application software that integrates the media power of qianhua.com, Qianshan evening news and Anshan daily. It reports Anshan fastest and most comprehensive. Non local media include sina.com and xinhuanet.com. They are the most influential websites in China, with a wide range of communication and large-scale users. Especially, Xinhuanet has great influence both at home and abroad. Non local media also include microblogs and wechat. They are the most influential mainstream media in China and an important channel for people to obtain Anshan information and pay attention to Anshan public opinion. The main microblogs directly related to Anshan include Anshan publishing and Guo Mingyi's microblogs; the wechat directly related to Anshan includes weianshan, Qianshan evening news and Anshan daily.

From January 1, 2015 to now, this topic searches the news reports with "Anshan" in the news client topics, and "super topics" containing "Anshan" in microblogs and wechat. After screening and coding, 1987 reports are obtained, and these reports are classified and analyzed according to Anshan City index system.

3. Language analysis

The collected data are classified into five aspects: landscape image, economic image, cultural image, citizen image and government image, and the data are analyzed quantitatively by SPSS software.

3.1 Landscape Image

There are 521 reports on landscape image. Among them, 212 articles were on scenic spot construction, 189 on environmental pollution, 93 on traffic control, 21 on buildings and 6 on infrastructure. The key words of local media and non local media on landscape image were recorded. It was found that local media reports focused on "Qianshan", "Gangdu", "environment", "Dredging" and "history", while the reports of non local media focused on "pollution control", "scenery" and "transformation". Compared with the reports with the theme of Qianshan, the local media carried out a series of reports on Qianshan, introducing the beautiful scenery, peculiar rocks and plants of Qianshan. The reports of Qianshan by non local media are generally introduced, and the scenery of Qianshan is well-known, but there is no more report on its characteristics.

After analyzing the reports, it is found that the coverage of local media is short of breadth, focusing on Qianshan, but lack of reports on "hot spring", "magnesium mine", "jade" and other landmarks with Anshan characteristics. In addition, the reporting style of local media is relatively simple. The reports on Anshan scenic spot are on the matter, lacking of multi angle contrast, such as the reports on the reaction and feelings of tourists, such as the historical development and beautiful legends of Qianshan Mountain, which have historical and cultural significance.

3.2 Economic image

The reports on Anshan economy mainly include four aspects, a total of 498 articles, including 246 articles on network economy, 109 articles on Anshan steel development, 62 articles on private enterprises, 55 articles on small and micro enterprises and 16 articles on maker space. It is found that local media reports on Anshan mainly focus on "Angang", "integration of four industries", "employment" and "Nanguo pear", while the reports of non local media focus on "Angang", "poverty alleviation" and "agriculture". By comparing the news reports with the theme of Angang, it is found that the local media are constantly concerned about the development, measures and achievements of Angang, and they are proud and frequently report; while the reports of non local media on Angang are calm and do not think that Angang is a high-quality enterprise.

After analyzing the reports, it is found that the local media reports on Anshan are not comprehensive enough. Besides Angang, many leading enterprises in Anshan industry have not received attention, such as Julong, Senyuan, Fuan, Huaye, Magna, Asia optoelectronics, Rongxin, Anzhong, Samsung ecological agriculture, etc. When non local media grasp the economic characteristics of Anshan, they regard Anshan as a backward and poverty-stricken area. Now they are on the way to get rid of backwardness. Local reports and non local reports are misplaced in economic image.

3.3 Cultural image

There are 381 reports on Anshan's cultural image, including 245 articles on leisure and entertainment, 109 articles on cultural activities and 62 articles on daily life. It is found that local media focus on the keywords of "food", "photo taking", "shopping", "peripheral Tour" and "night market", while non local media focus on a few keywords such as "northeast characteristics" and "fur".

After analyzing the reports, it is found that most of the local media's reports on Anshan are popular citizens' culture and life scenes, but lack of reports on Manchu culture, storytelling, folk art, opera troupe performances, which reflect the city's accumulation, spiritual outlook and cultural and artistic taste. The report of non local media weakens the city image of Anshan and submerges Anshan in the overall image of Northeast China.

3.4 Citizen image

There are 326 reports related to the image of Anshan citizens, including 246 anecdotes of celebrities and 109 images of common people. The key words of local media and non local media on citizen image were recorded. It was found that local media paid more attention to the words of "Guo Mingyi", "sincerity", "fitness" and "helping others". However, the local media's reports on the image of citizens pay more attention to the words "ice and snow", "hot Kang" and "forthright".

After analyzing the reports, it is found that the local media's reports on Anshan attach importance to the daily life of the citizens, reflecting the happy, peaceful and mutual aid life scene and atmosphere of Anshan citizens. However, the non local media focus not on the living conditions of Anshan people, but on the living environment and lifestyle with Anshan characteristics. From the perspective of this difference, local media can take the scenes of Anshan people's winter life such as "ice and snow" and "hot Kang" as the focus and highlight of reports, and integrate the character, quality and love of life of Anshan people into it, so as to create a more vivid and specific image of Anshan citizens.

3.5 Government image

There are 271 reports related to the image of Anshan government, including 103 articles on serving the society, 94 articles on system formulation and 74 articles on public relations. The key words of local media and non local media on the government image were recorded. It was found that the ontology media paid more attention to "8890", "boost", "create" and "be close to the people", while non local media paid more attention to "contract signing" and "work report".

After analyzing the reports, it is found that the local media's reports on Anshan government pay more attention to the government's providing conditions for the people to help them solve their living difficulties and build a better life. It is a responsible and service-oriented government. Non local media pay less attention to Anshan government, and the only reports are general introduction, and the government image has not been paid attention to. The local media has created a good image of the government that is close to the people, but it lacks vivid examples and has no specific introduction to the government's assistance process.

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