Malaysian Journal of Social Sciences and Humanities (MJSSH) (e-ISSN : 2504-8562)
2023, Volume 8, Issue 6, e002371
DOI: https://doi.org/10.47405/mjssh.v8i6.2371

Exploring City Image Communication Strategy of Hefei's New Government Media

Li Mang[1*], Shazleen Mohamed[2], Ahlam Abdul Aziz[3]

[1]Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia;
School of Literature and Media, Suzhou University, 234000 Anhui Province, China.
Email: 2021130461@student.uitm.edu.my
[2]Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia.
Email: shazleen@uitm.edu.my
[3]Universiti Teknologi MARA, 40450 Shah Alam, Selangor, Malaysia.
Email: ahlam@uitm.edu.my

CORRESPONDING AUTHOR (*):
Li Mang
(2021130461@student.uitm.edu.my)

KEYWORDS:
City Image
New Government Media
Douyin Account "Hefei Traffic Police"
Strategy Analysis

CITATION:
Li Mang, Shazleen Mohamed, & Ahlam Abdul Aziz. (2023). Exploring City Image Communication Strategy of Hefei's New Government Media. *Malaysian Journal of Social Sciences and Humanities (MJSSH), 8*(6), e002371. https://doi.org/10.47405/mjssh.v8i6.2371

ABSTRACT

City image is a comprehensive evaluation and understanding of a city's internal comprehensive strength, surface development vitality and future development prospects by the communication public. With the development of new media technology and changes in the communication environment, the government's new media has entered the era of short videos, which have become an important medium for spreading the city image. This article studies the city image communication strategy of the government's Douyin account "Hefei Traffic Police" through questionnaire surveys and other research methods. Based on the survey results, the article summarises the city image communication strategy of the government Douyin account "Hefei Traffic Police" from three aspects: form, content, and audience. It analyses the acceptability of its communication effect. Based on the problems, it proposes that the government Douyin account "Hefei Traffic Police" must pay attention to the deep work of content, meet the needs of the audience, innovate communication methods, and promote positive ideas.

Contribution/Originality: The paper's primary contribution is finding that it discovers the means and problems of city image communication of the governmental Douyin number "Hefei Traffic Police", promotes the improvement of city image communication strategies in the new governmental media, and helps to build the city's image.

1. Introduction

With the rapid development of new media technology, China's new government affairs media have developed a trend of diversification, gradually expanding from "Weibo, WeChat and APP" to audio platforms, short video platforms, etc. This broadens the channels of government information dissemination and becomes a new way to get close to the masses and serve the masses. At the same time, it can promote urban culture and

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

better disseminate urban image. City image indicates a city's "soft power" (Nye, 2004). How to spread the city's characteristics and show the city's charm is particularly important for the current city development. As the government is essential in disseminating the city's image (Mo, 2013), the new media of government affairs has played a very good role in promoting the city's popularity and increasing the user's stickiness. More and more official organizations are registering Douyin accounts further to shorten the distance between officials and the public and use the "short video + text" method to transmit information from different angles, meet the needs of the masses, serve the masses, and build a city image.

The city image is the impression and feeling that a city gives to people, and it is the comprehensive expression of the city from the inside to the outside. This is the concept put forward by American scholar Lynch (1964). The city image can be understood as the whole formed by the overall evaluation and comprehensive cognition of the city by a large number of the public. Each city has its general public impression composed of many personal impressions. The image of a city reflects the physical and spiritual, natural and social features of a city formed in the process of its comprehensive economic, cultural and ecological development (Li Huailiang et al., 2009). It includes the overall spiritual outlook and image characteristics of the real city and the public impression of the city presented by the media.

The dissemination of urban image is the sublimation and refinement of the city's overall spiritual outlook and image characteristics, and the urban cultural image is transmitted through effective media and channels. Sun (2018) believes that in the process of urban development, cities tend to focus on various communication methods, such as transactions, exchanges, and exchanges, carrying the power of communication. The emergence of mass media deals with the problem of communication among strangers in the city. In the era of digital platforms, the popularity of short videos and social platforms has accelerated the speed of urban image dissemination.

The shaping of the city image is the foundation of the city image dissemination effect. Krotz (2007) believes that mediation is interrelated with globalization, individualization, and commercialization and can be seen together as a "metap process " that affects the long-term survival environment of human beings such as society, culture, politics and democracy. The dissemination of urban image is the process of mediating the city and its image. In this process of mediating, the dissemination pattern of the urban image has experienced the dissemination picture of government-led, civil participation, and public subjectivity enhancement.

The dissemination of city image is an important means to enhance the city's soft power. Cities are the spaces where people work and live and the production places of modern material civilization and cultural wealth. Spengler believed that all great cultures were born out of cities. Nation, government, politics and religion all depend on the basic form of human existence - the city (Park & Burgess, 2019). One of the very important aspects of inter-city competition is the competition of urban soft power. As a synthesis of the city's internal historical heritage and external characteristics, the city image is an important embodiment of the city's soft power and an important aspect of the city's branding and sustainable development. Therefore, various urban entities in China increasingly value the dissemination of city image.

According to the relevant documents of the China Government Network from the General Office of the State Council (2018), we define new government media as

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

government accounts or applications opened on Weibo, WeChat, and other third-party platforms by administrative organs at all levels, public institutions undertaking administrative functions and their internal institutions, and self-developed mobile clients, etc. As an account registered by government agencies and relevant departments on the new media platform and verified by real name, the new media of government affairs aims to provide public services and promote the benign interaction between the government and the people (Chen, 2017). In China, with the rise of Weibo, WeChat, and mobile apps, new government media represented by "Weibo, WeChat and APP" have become the standard configuration of government information disclosure, and they have also become a new platform for the government to disseminate city images (Yang & Dai, 2013; Cai et al., 2013; Shi & Geng, 2012). Government agencies began to consciously release city information and disseminate city image through new media platforms. Also, they began to strengthen interaction with new media users to promote their sharing behaviour of city image dissemination content and drive the city image to improve (Liu & Hu, 2015). Therefore, the role of new government media in disseminating urban image is more important. Taking advantage of the advantages of new government media can guide the development of public opinion, break the traditional communication pattern, innovate communication methods, and effectively expand information tension.

In China, most scholars focus on first-tier cities such as Shanghai and Guangzhou in studies combining new government media with city image dissemination. Scholars mainly study how their new government affairs media, such as Weibo and WeChat, carry out urban image dissemination and development strategies (Deng & Fan, 2021; Han et al., 2021; Zhao, 2021; Wang, 2014). The research on the city image of Hefei includes both the research combined with a media presentation (Zhu, 2018) and the research from the perspective of the urban landscape (Jin, 2020; Ji & Zhu, 2018) and the combination of culture and city to look at the dissemination of urban image (Xia & Wang, 2021; Wang & Wu, 2018). However, there is still a lack of research on disseminating Hefei's urban image from the perspective of new government media, especially Douyin. The content and text analysis methods are used in the papers on disseminating Hefei's urban image with the new government media or Douyin as the starting point (Zhang, 2022; Liu, 2015). Therefore, in the context of Hefei's accelerating development as the capital city of Anhui Province, this paper mainly uses the questionnaire survey method to conduct research in combination with the Douyin account of the new government affairs media. Through a survey of the public in Hefei, especially the users of the "Hefei Traffic Police" Douyin account, the article analyzes the current situation of Hefei's urban image dissemination. It summarizes the relationship between the new media of government affairs, the building of the city's image, and the improvement of urban soft power from a new perspective. And explain the existing deficiencies and development directions.

From a theoretical point of view, city image is an important embodiment of urban soft power, a soft power that can stimulate people's spiritual and emotional activities. The city image has been extended from the single administrative plan level in the past to an intricate urban cultural system. Based on the theoretical basis of journalism and communication, this paper pays attention to less-studied cities. It adopts the questionnaire survey method, which enriches the theoretical connotation of urban image communication research. From a practical point of view, the research of this paper takes the government Douyin account "Hefei Traffic Police" as an example, analyzes the works released by it, and combines it with the investigation, trying to provide a reference for the practice of urban image construction and dissemination.

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

2. Literature Review

City image is the "business card" of a city, and the dissemination of city image is a big question in the era of promoting social civilization. In the new era of continuous development of Internet technology, new government media, as one of the branches, is also making continuous progress. We need to observe the role of new government media in disseminating urban image from the perspective of new media's communication strategies and effects.

2.1. Establish a new image of the city government

In the new era of rapid development of emerging media, the new media of government affairs is an important communication platform to achieve a close contact between the government and the people. The government's image is an important aspect of the city's image. The public's understanding and evaluation of a city will be reflected in the understanding and evaluation of the government. The new media of government affairs truly achieves open government affairs, effective and convenient information dissemination, making the government and the people closer, allowing the government's authoritative information to spread rapidly, forming a benign interaction between the government and the people, and establishing a new image of the city government in the hearts of the people. It can be said that the new media of government affairs is an important aspect of city image construction, which can promote a good city image.

2.2. Enhance the identity of the city's image

In disseminating city image, the emergence of new government media is making up for the shortcomings of traditional media, and its outstanding advantage lies in efficient internal communication. Many of the starting points are to consider the usefulness of residents, to meet the information needs of the local people, and to strengthen the emotional connection between the city and the local people. Then the local people resonate with the city image of the new government media, and the public will make their contributions to the publicity of the city image by forwarding, liking and commenting.

2.3. Expand the influence of the city's image

A good city image can enhance the charm of the city and promote the better development of the city. The development of new media in government affairs has gradually grown, and its role in the dissemination of city image cannot be ignored. New government media can meet local urban residents' needs and promote dissemination in areas outside the city. Give full play to the advantages of new media for government affairs, improve the city's visibility, expand the influence of the city's image, and use various communication methods to display the city's image in an all-round, three-dimensional, and prominent feature.

3. Research Method

3.1. Overview of the government Douyin account "Hefei Traffic Police"

The government Douyin account "Hefei Traffic Police" is the official Douyin account of the Traffic Police Detachment of the Hefei Public Security Bureau. This account mainly publishes information on Hefei's urban traffic conditions and related policies. The users are mostly post-80s, post-90s, and post-00s. They are not only the dissemination objects

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

of the city image but also the main body of dissemination of the city image. This account mainly aims to create a city image with civilized traffic and orderly governance by managing urban traffic, transmitting traffic information, and popularizing safety knowledge. Therefore, it is very representative in terms of the number of views, likes, and the life of the public in Hefei.

3.2. Research Design and Questionnaire Survey

When studying the dissemination of the city image of Hefei in combination with the "Hefei Traffic Police" Douyin account, this paper mainly uses the questionnaire survey method to make a questionnaire for Douyin users and develops the network for the Hefei public, especially the Hefei audience who pay attention to the "Hefei Traffic Police" Douyin account. The survey was conducted to obtain their awareness of the city image of Hefei and to grasp the basic characteristics, existing problems and suggestions of users on the "Hefei Traffic Police" Douyin account to spread the city image. At the same time, the thesis adopts the literature research method, deeply reads a large number of pieces of literature and relevant theoretical knowledge about communication, sorts out and learns some important concepts and theories involved, and provides a theoretical basis for the research. The relevant research materials on the dissemination of urban image and the new media of government affairs are analyzed. The paper also conducts an overall analysis of the dissemination content of the "Hefei Traffic Police" Douyin account, studies the content and forms released by "Hefei Traffic Police", studies its dissemination characteristics and effects, and explores the account's urban image dissemination and development strategies.

The questionnaire survey was mainly distributed online on the online platform, and a total of 101 valid questionnaires were returned. The survey respondents included Douyin users and users who followed "Hefei Traffic Police", with 48 males and 53 females, most of whom were between the ages of 18 and 40. The content of the questionnaire includes the understanding and opinion of "Hefei Traffic Police", the impression of Hefei city, and the content, questions and opinions of "Hefei Traffic Police" in the dissemination of city image. The following contents of the paper will be analyzed in detail based on the survey results.

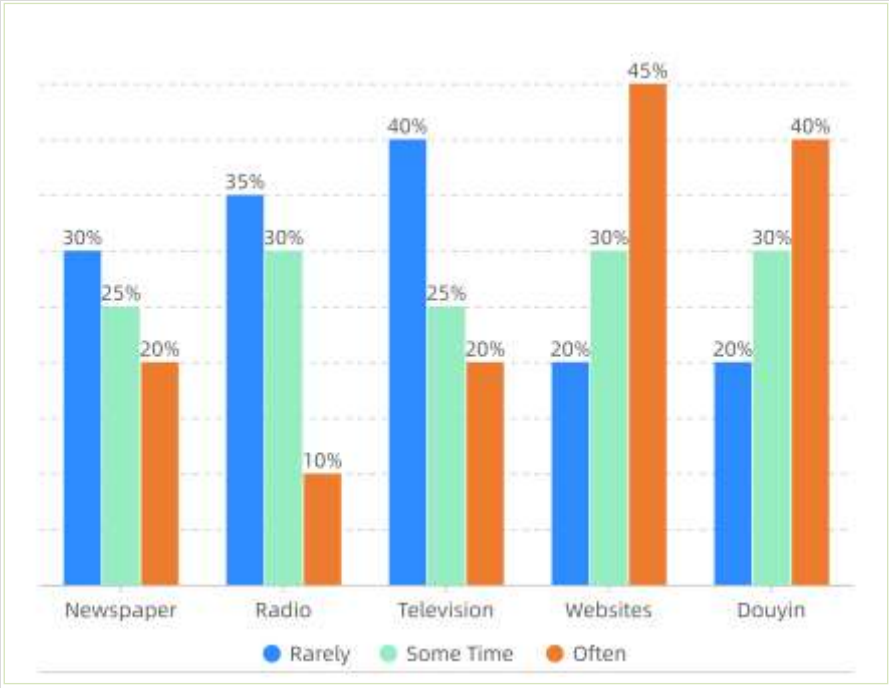
4. Results

4.1. Overview of Hefei City Image Communication

The dissemination of Hefei's urban image involves many aspects. As far as the whole country is concerned, Hefei does not have advantages in urban development, cultural traditions, economic strength, and civilization (Ding & Jiao, 2016). According to the survey, only half of the people are very familiar with Hefei, and their impression of Hefei does not have an accurate characteristic positioning. The dissemination of Hefei's urban image is not enough. In terms of communication channels, as shown in Figure 1, more and more users acquire the city of Hefei from new media platforms, among which Douyin has become an important channel for acquiring the image of the city. However, it is not mature enough to promote the city image of Hefei through the Douyin platform at present. To obtain a better effect of city image dissemination, it is necessary to plan and select strategies suitable for disseminating Hefei city image based on the city's current situation.

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

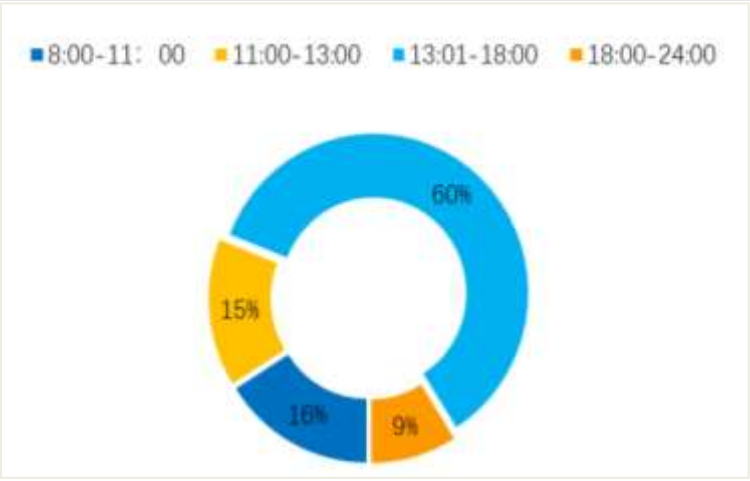
Figure 1: Distribution of respondents' cognitive channels for Hefei



4.2. Operation of "Hefei Traffic Police"

The "Hefei Traffic Police" is the official Douyin account of the Traffic Police Detachment of the Hefei Public Security Bureau. This account mainly publishes information on Hefei's urban traffic conditions and related policies. The users are mostly post-80s, post-90s, and post-00s. They are not only the dissemination objects of the city image but also the main body of dissemination of the city image. This account mainly aims to create a city image with civilized traffic and orderly governance by managing urban traffic, transmitting traffic information, and popularizing safety knowledge. Therefore, it is very representative in terms of the number of views, likes, and the life of the public in Hefei. The "Hefei Traffic Police" publishes an average of 1-2 short videos per day, mainly in the noon and afternoon periods and also broadcasts live broadcasts from time to time. The operation time is relatively scientific and regular as shown in Figure 2.

Figure 2: The content release time of the "Hefei Traffic Police"



© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

4.3. Current Status of Communication

4.3.1. Diverse content spread

The content released by the government Douyin account "Hefei Traffic Police" is mainly urban traffic-related information, timely release of relevant policies, traffic conditions, safety reminders, and daily dynamic news. With the citizens of Hefei as the main user group, the theme of the release is relatively stable, to meet the information needs of the masses and to spread the image of the city shaped by traffic. We extracted the content released by the "Hefei Traffic Police" Douyin account during the Spring Festival in 2022 and found that the number of likes on the Douyin account was mostly around 1w+, and the number of comments was generally around 500, while the operator's interaction with comments was very little. As can be seen from Table 1, when the content is disseminated, the account will add hot topics, such as Hefei check-in tours, different pedestrian streets, etc., to the text title to expand the city's image dissemination power.

Table 1: Analysis of the content of the "Hefei Traffic Police"

Copywriting	Likes	Comments	Replies
How did you spend 2021? Today, the Laojiao has something to say to you #farewell2021#Political Media Original Authors Union	12000 +	154	0
The warmest "light bulb" in 2022! I hope that you who see the video will have good luck in pairs, and good things will come again and again @Luzhou Laojiao	12000 +	546	4
Hefei traffic police: against the wind and snow on the road #the most beautiful traffic police	7444	208	0
Urgent reminder! It is closed for construction. Please detour.	5867	387	0
Surprised, eating cherries can also be investigated for drunk driving? The Laojiao will bring you an immersive experience of "being drunk and driving" #pedestrian street different young # Hefei punch card tour @ Hefei Cultural Tourism Release @ Luyang Cultural Tourism	56000 +	1524	3
There are so many fireworks here, Hefei traffic police "do not close" during the Spring Festival #pedestrian street differentyoung# safe reunion year	3696	90	1

Table 2 shows that the columns set by the Douyin account of "Hefei Traffic Police" include "the Laojiao on the Road 2.0" and "the Laojiao on the Site". It created a self-proclaimed " the Laojiao " on-camera anchor, filmed and recorded the law enforcement process, realized warning education through "protagonist substitution", brought the problems and solutions of Hefei city roads to the camera, and showed the audience the effective governance of Hefei city, Make the communication content more real and "grounded", close the relationship between the police and the people, publicize traffic safety in a way that everyone likes, consolidate and strengthen the effect of positive publicity, and shape the image of a civilized city.

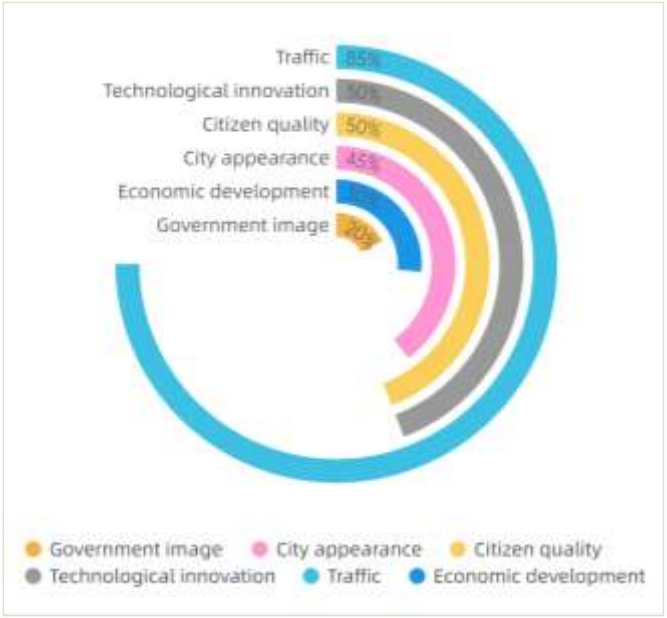
© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

Table 2: Overview of the columns of the "Hefei Traffic Police"

Title	Topic	Views	Update Episodes
The Laojiao on the Road 2.0	On the road, directly hit the various situations in life	320 million	91
The Laojiao on the scene	What stories can you encounter in various special actions such as drunk driving investigations	220 million	36
The Laojiao called you	In response to netizens' feedback and online hotspots, the Laojiao restores the story	22.831 million	8
The positive energy of Hefei traffic police	The positive energy of Hefei traffic police	96.126 million	74
The Laojiao aerial photography	The strongest technology, a new perspective	31.048 million	11

During holidays and working days, urban traffic information will be released on time in the morning, noon and evening to publicize traffic safety in a way that everyone likes, consolidate and strengthen the effect of positive publicity, and shape the image of a civilized city. Figure 3 shows the user's acceptance of the content of the "Hefei Traffic Police" government Douyin account. The "Hefei Traffic Police" government Douyin account has rich and diverse content, including six aspects such as government image, city appearance and so on. Judging from the survey of users' acceptance of these contents, the contents related to urban "traffic conditions" are the most concerned by users, which is in line with their positioning. The traffic situation of a city is also an important representative of its city image. The "Hefei Traffic Police" government affairs Douyin account shows an important aspect of Hefei's city image through the dissemination of diverse content.

Figure 3: Acceptance of "Hefei Traffic Police" Douyin's city image dissemination

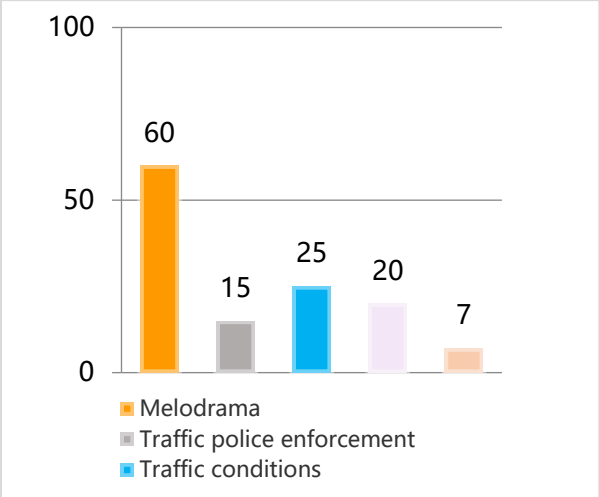


© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

4.3.2. Set up a series of skits, a Fun spread

The government Douyin account "Hefei Traffic Police" said in Hefei dialect: "Feel surprised? Feel unexpected?" as the "characteristic mantra" of "Hefei Traffic Police", showing the city's language and cultural charm. At the same time, the "Hefei Traffic Police" made a self-made joke, and the video copy closely followed current affairs and set up a series of themed short dramas to follow the scene closely. According to the survey, Figure 4 shows that after viewing the government Douyin account "Hefei Traffic Police", users think that situational dramas are more attractive to them and leave the deepest impression. At the same time, it is not as serious as the content released by traditional media, and the works it publishes are often interesting, such as quoting " Bing Dwen Dwen" to popularize the knowledge of the audience and inserting popular funny short videos into the works to strengthen the closeness of the city's image dissemination.

Figure 4: The attractiveness of the government Douyin account "Hefei Traffic Police" to users



4.3.3. Record and show the relationship between the city's government and citizens

The government Douyin account "Hefei Traffic Police" records the law enforcement process through the first perspective of the traffic police, showing users the effective governance of the city of Hefei. The use of short video accounts for law enforcement is an innovation in social governance. It changes the way law enforcement officers work and reflects the appeals and demands of the general public. As a communication platform for the relationship between the government and the people, it promotes a more harmonious relationship between the two. "Luzhou Laojiao" is a Hefei traffic policeman. He is also the anchor of the government Douyin account "Hefei Traffic Police". On the one hand, he represents the official image of the Hefei traffic police. On the other hand, he brought the urban traffic problem of Hefei to the camera in a down-to-earth way, which is not only real, but also helps users' understanding of law enforcement, closes the relationship between the police and the people, and enhances the city's image.

4.3.4. The form of the"Hefei Traffic Police"

Douyin can add topic options before the work is released. It can be a popular topic or an original topic. It can guide users to participate in a topic together, improve the dissemination effect of the content, and promote the dissemination of information. For

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

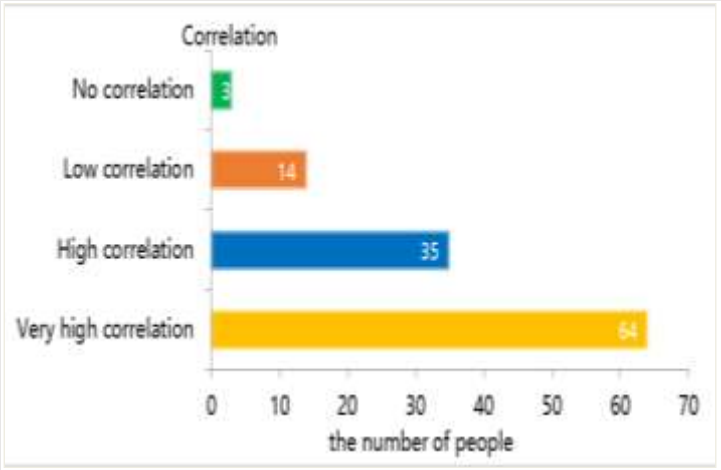
instance, from January to March 15, 2021, users participated in the topic of #pedestrian street different young#, displayed the rejuvenated Huaihe Road Pedestrian Street, and publicized the new look of Hefei Huaihe Road Pedestrian Street. The "Hefei Traffic Police" participated and initiated the Douyin topic, which increased audience participation and promoted the dissemination of Hefei's urban image.

The "Hefei Traffic Police" disseminates information timely and flexibly through Douyin live broadcast and spreads the image of Hefei city in a novel way. Live broadcasts such as "Reporting to the people, creating a safe Lujiang River", meeting with the Laojiao in Shuanglu, and "On-site visit to the beautiful countryside" show the audience the new look and new image of Hefei city at "zero distance". Joint interactive live broadcasts such as "Looking at Anhui, Guangdong, Chongqing and Jinan traffic police working together for night investigation" expand the influence of communication and directly hit the scene. There are no filters, no beauty, and no scripts, and the most authentic live broadcasts deliver information to the audience. "Immersive experience of the first day of Spring Festival travel rush " live broadcast to respond to user questions, serve the masses, and meet the actual needs of the masses. The irregular and high-frequency live broadcasts have met the information needs of the masses, won praise from netizens, and also allowed the masses to understand the city image of Hefei better and improve the public's awareness of the city's image.

Judging from the effect of city image dissemination, "Hefei Traffic Police" can better expand the influence of Hefei City and enhance its attractiveness. As of December 2021, the proportion of Chinese netizens aged 20-29, 30-39 and 40-49 was 17.3%, 19.9% and 18.4%, respectively (China Internet Network Information Center [CNNIC], 2022), higher than other age groups. They tend to be more accepting of new things on the Internet and are the main force in disseminating and accepting the city's image. By adding topics and @other Douyin accounts, the "Hefei Traffic Police" attracts target netizens and conducts effective interactions, which promotes the popularization of city-related policies and improves the efficiency of city image dissemination.

Through the survey, as shown in Figure 5, most users believe that the "Hefei Traffic Police" is closely related to the shaping of the image of Hefei City.

Figure 5: User's perception of the correlation between "Hefei Traffic Police" and Hefei's city image



Through this account, they have deepened their impression of Hefei City. By publishing the traffic conditions and related policies of Hefei City, the account facilitates the life of

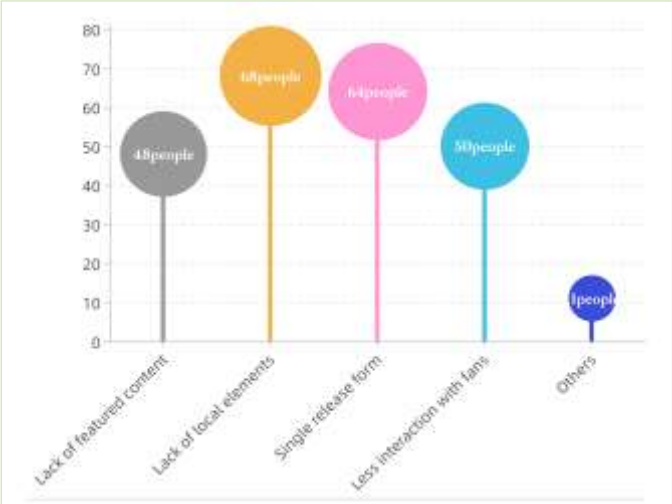
© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

residents and obtains city information promptly. Local users have enhanced their sense of belonging to the city of Hefei. Tourists can learn information about Hefei in advance, which gives them a good impression and sense of identity and promotes the spread of a good city image of Hefei.

4.4. Deficiencies

Although the governmental ShakeYin "Hefei Traffic Police" can deepen users' impressions of Hefei City and expand its influence, we cannot ignore the problems. As shown in Figure 6, one of the most significant problems identified by most users is the lack of local elements in the dissemination process of "Hefei Traffic Police".

Figure 6: Users' views on the problems of the "Hefei Traffic Police"



4.4.1. A single form of publication

With the prevalence of social media today, people's demand for information has shifted from a single form of publication to the pursuit of animation, video, or a combination of multiple entertainment elements. In disseminating the city's image, the government's Douyin number "Hefei Traffic Police" mainly publishes content in simple text and video, while the video is relatively lacking in attention-grabbing clips and in a single way. It does not attract the attention of the public, does not increase the attention of the audience, does not effectively increase the number of views, and does not expand the influence of disseminating the city's image.

4.4.2. Insufficient local elements

Each city has its uniqueness. In the communication process, new government media should better present more characteristic local elements to promote the dissemination of the city's image. Most respondents think that the local elements of the "Hefei Traffic Police" are not enough. In disseminating information, the account mainly disseminates road conditions, lacking regional characteristics and not showing elements of the local city. In terms of content, although closely related to the image of Hefei, there are few local elements in the work.

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

4.4.3. Poor interaction with fans

The "Hefei Traffic Police" has added a new communication channel to promote Hefei's city image but suffers from a lack of available services. The platform does not reply to fans' comments or provide an excellent interactive atmosphere with users. It does not fully use the new media's advantages and is slow to give feedback to fans' private messages, failing to meet users' needs promptly.

4.4.4. Lack of communication features

A Douyin number must have its communication characteristics to gain more traffic and be famous. The "Hefei Traffic Police" is similar to other traffic police accounts in terms of content and does not have a unique personality, lacking innovation. Although the content of many of its works is different, they are generally similar, mainly focusing on road conditions, night checks by traffic police, and widespread safety knowledge. No new content has been explored to develop individual characteristics.

5. Conclusion

Although the "Hefei Traffic Police" can deepen the user's impression of the city of Hefei and expand its influence on the city of Hefei, it also has shortcomings. As shown in Figure 6, most of the users believe that the more prominent problem is that the local elements of "Hefei Traffic Police" are insufficiently reflected in the process of dissemination. In addition, the lack of publicity features, single release form, and little interaction with fans are all problems that cannot be ignored. The new media of government affairs provides a new channel for the dissemination of the city's image. However, it is also necessary to continuously improve the communication strategy according to the existing problems to better promote the communication of the city's image.

First, excavate the city's characteristics and enrich the communication content. The "Hefei Traffic Police" can add local elements of Hefei by shooting Hefei traffic promotional videos, creating a communication feature belonging to the city of Hefei, and improving the communication effect. At the same time, in the dissemination of the relevant content of the city image, it is necessary to give full play to its subjective initiative, adhere to the use of various forms, seize the hot spots, and enhance the readability of the content of the city image dissemination (Li Hongxiu & Sun, 2021).

Secondly, improve the release form and enhance the ability of city image communication. The "Hefei Traffic Police" can add entertainment expressions by combining various elements when creating works, not only simple pictures or videos plus text but also animation special effects to attract traffic. At the same time, account operators can plan and disseminate content for festivals and use the influence of festivals to enhance the effect of city image dissemination.

Thirdly, strengthen cooperation and interaction to enhance the city's image in multiple ways. The "Hefei Traffic Police" can enhance cooperation with local government new media and other traffic police accounts to promote accounts, exchange experiences, and learn from each other. To further explore the communication potential of traffic, police like Douyin can improve their communication power and achieve better results. At the same time, we should constantly integrate innovative awareness, add feedback channels, guide fans to leave messages and respond to fans' questions promptly, enhance

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

communication with netizens, and improve the dissemination of work. Only in this way can fans feel the care and patience of the "Hefei Traffic Police" and enhance their favourable impression of the city image of Hefei.

There are still shortcomings in this research regarding the number of questionnaires, and the theoretical analysis involved in this paper is not thorough enough. There is still room for further in-depth study on the strategic research of new government media in urban image dissemination. In the future, researchers will continue to improve relevant studies and enhance the depth of analysis.

Ethics Approval and Consent to Participate

The researchers used the research ethics provided by the Research Ethics Committee of Universiti Teknologi MARA (RECUiTM). All procedures performed in this study involving human participants were conducted in accordance with the ethical standards of the institutional research committee.

Acknowledgement

The authors would like to express their sincere gratitude and appreciation to all those who have helped in the data collection throughout the research process. Also, thanks to the team members for their efforts in reading and summarising the previous research articles.

Funding

This study received no funding.

Conflict of Interest

The authors reported no conflicts of interest for this work and declare that there is no potential conflict of interest with respect to the research, authorship, or publication of this article.

References

Cai, R., Pan, H., & Li, N. (2013). The communication of Nanjing city image from the perspective of microblogs: An empirical study based on "Nanjing Publishing" microblog. *Science and Technology Economic Market,* 11, 67-71.

Chen, Q. (2017). International advances in the study of new media in government: issues and directions. *Journal of Intelligence,* 03, 42-47.

China Internet Network Information Center (CNNIC). (2022). The 49th Statistical Report on China's Internet Development. *CNNIC*. https://www.cnnic.com.cn/IDR/ReportDownloads/202204/P020221209343728852318.pdf.

Deng, Y., & Fan, Y. (2021). The construction and dissemination of the city image by the short video of government affairs—Taking "Shanghai Publishing" and other government affairs Douyin accounts as an example. *China Editor, 11*, 62-66. doi:CNKI:SUN:BJZG.0.2021-11-012.

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

Ding, L., & Jiao, D. (2016). Research on the Modern Communication System of Urban Image Construction——Taking Hefei City as an Example. *Jianghuai Forum, 03*, 143152. doi:10.16064/j.cnki.cn34-1003/g0.2016.03.024.

General Office of the State Council. (2018). *Opinions of the General Office of the State Council on Promoting the Healthy and Orderly Development of New Media for Government Affairs*. General Office of the State Council. Retrieved Date May 20, 2022, from https://www.gov.cn/zhengce/content/2018-12/27/content_5352666.htm.

Han, Y., Liu, Z., & Pei, X. (2021). The Construction of Urban "Myth" under Public Participation: Taking the Image Construction of Changsha in the UGC Short Video of Xiaohongshu as an Example. *New Media Research,* 19, 10-19. doi: 10.16604/j.cnki.issn2096-0360.2021.19.003.

Ji, K., & Zhu, Y. (2018). "Sharing" and "Innovation": A Study on the Mediated Construction of Urban Image and Cultural Space by Physical Bookstores—Taking Hefei Sanxiaokou 24-hour Bookstore as an Example. *Audiovisual,* 11, 170-171. doi:10.19395/j.cnki.1674-246x.2018.11.094.

Jin, Y. (2020). The construction and innovation of regional cultural landscape: Taking Hefei subway language landscape as an example. *Journal of Shenyang University (Social Science Edition),* 02, 252-256. doi:10.16103/j. cnki.21-1582/c.2020.02.025.

Krotz, F. (2007). The meta-process of `mediatization' as a conceptual frame. *Global Media and Communication*, *3*(3), 256–260. https://doi.org/10.1177/1742766507003003010 3.

Li Hongxiu, & Sun, Q. (2021). New media communication strategies for Chongqing's urban image. *News Forum,* 01, 31-34. doi: 10.19425/j.cnki.cn15-1019/g2.2021.01.008

Li Huailiang, Ren, J., & Liu, Z. (2009). *Urban Media Image and Marketing Strategy*. The Communication University of China Press.

Liu, B. (2015). *Research on the Construction of Government Image on Government Microblogs*. [Master's Thesis], Anhui University. https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD201502&filename=1015382470.nh .

Liu, X., & Hu, Y. (2015). Research on the new path of Chengdu city image communication in the new media era. *Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition),* 05, 159-162.

Lynch, K. (1964). *The image of the city.* MIT Press.

Mo, Z. (2013). *Research on City Image Communication Force of CHINA*. [Doctoral dissertation] Wuhan University. https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CDFDLAST2018&filename=1013210493.nh.

Nye Jr, J. S. (2004). *Soft power: The means to success in world politics*. Public affairs.

Park, R. E., & Burgess, E. W. (2019). *The City*. University of Chicago Press.

Shi, L., & Geng, B. (2012). Opportunities and challenges of government image communication in the microblogging era. *Journalism Knowledge*, 4, 40-42.

Sun, W. (2018). The Research Approach and Theoretical Innovation of Urban Communication. *Modern Communication,* 12, 29-40.

Wang, D., & Wu, D. (2018). Hefei City Image Design and Communication from the Perspective of Regional Culture. *Art Research,* 3, 94-95. doi: 10.13944/j.cnki.ysyj.2018.0319.

Wang, Y. (2014). Government microblogs and the shaping of city image. *News and Writing,* 4, 88-90.

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).

Xia, B., & Wang, J. (2021). Research on the countermeasures of city image building in the new era based on cultural confidence: Taking Hefei City as an example. *Harbin University Report*, 1, 111-114. doi:CNKI:SUN:HEBS.0.2021-01-026.

Yang, H., & Dai, H. (2013). The use of social media in city image communication. *News Knowledge,* 6, 19-21.

Zhang, M. (2022). Research on the strategy of short video dissemination of Hefei's image in the 5G era. *Journal of Chaohu University,* 1, 8-15. doi:CNKI:SUN:CHXY.0.2022-01-002.

Zhao, Y. (2021). The characteristics of the media presentation of Xi'an's urban image: Taking the public account of "Xi'an Release" as an example. *Science and Technology Communication,* 17, 147-154. doi: 10.16607/j.cnki.1674- 6708.2021.17.045.

Zhu, W. (2018). The carrying and construction of the city image by the mass media—taking the "Hefei bus station collapse incident" as an example. *Journal of News Research*, 3, 31. doi: CNKI: SUN:XWDK.0.2018-03-020.

© 2023 by the authors. Published by Secholian Publication. This article is licensed under a Creative Commons Attribution 4.0 International License (CC BY).