

Research on the Innovative Path and Strategy of Wuxi City Image Online Communication Based on the SIPS Model

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ABSTRACT

Based on system theory and combining government policy documents and objective survey data, this article summarizes the overall pattern of Wuxi city image online communication. While Wuxi has certain advantages in online communication of city image, it also faces challenges such as lack of content creativity and differentiation, insufficient audience segmentation and precise communication, and inadequate cross-departmental collaboration and resource integration. Leveraging the SIPS model, this article explores the differentiated, distinctive, and systematic innovative paths and practical strategies for Wuxi city image online communication in the era of new online media from four aspects: resonance, confirmation, participation, sharing, and diffusion. Specifically, these strategies include deeply exploring cultural connotations to build emotional resonance, integrating communication resources to enhance information authority, innovating interactive forms to increase audience participation, broadening communication channels to achieve resource sharing, and strengthening brand effects to achieve long-term communication.

KEYWORDS

Wuxi; city image; online communication; SIPS model

1 Research Background

With the rapid development of science and technology, globalization, informatization, and networking have greatly shortened the geographical distance between cities, leading to the gradual disappearance of their inherent unique characteristics. In the context of economic globalization and regional integration, employing urban brand image strategies to enhance the core competitiveness of cities has become an inevitable choice for urban development today^[1]. As globalization and informatization deepen, the dissemination of city images has become a crucial factor for regional economic growth, cultural exchange, resource agglomeration, and competitiveness enhancement^[2]. As a significant city in the Yangtze River Delta urban agglomeration, the shaping and dissemination of Wuxi's city image are of great importance for promoting local economic and social development. Analyzing the pattern of Wuxi's city image online communication through the lens of system theory and based on the SIPS model can provide theoretical support and practical reference for enhancing the city's comprehensive influence^[3].

2 Overall Pattern of Wuxi City Image Online Communication

2.1 Diversified Communication Subjects

The subjects of Wuxi city image online communication exhibit diversified characteristics. Governments, media, enterprises, social organizations, and individuals actively participate in shaping and disseminating the city image. The government releases authoritative information through official channels, the media disseminates city stories through news reports and special planning, enterprises showcase city characteristics through commercial promotion, and social organizations and individuals share personal experiences and feelings through self-media platforms. This diversified array of communication subjects collectively forms the ecosystem of Wuxi city image online communication.

2.2 Three-dimensional Communication Channels

The channels for Wuxi city image online communication are increasingly three-dimensional. Apart from traditional government and media websites, emerging media platforms such as commercial websites, online forums, and online self-media also play significant roles. These platforms, through different communication methods and channels, form a widely covered and highly interactive communication network.

2.3 Precision Communication Strategies

Wuxi emphasizes the use of precision strategies in city image online communication. By leveraging data analysis, user

personas, and other means, it understands the needs and interests of target audiences and formulates targeted communication plans. For example, for young people, creative content is released and interactive activities are organized through social media platforms and short video platforms; for tourists, Wuxi's tourism resources and services are promoted through tourism-related commercial websites and self-media platforms^[4]. This precision communication strategy effectively enhances the communication effect and user stickiness.

2.4 International Communication Perspective

Wuxi actively expands its international perspective in city image online communication. By participating in international exchange activities, hosting international conferences and exhibitions, it showcases Wuxi's city charm and development achievements. At the same time, it strengthens cooperation and exchanges with overseas media and self-media to promote the dissemination and recognition of Wuxi's city image on the international stage^[5]. This international communication perspective not only enhances Wuxi's international fame but also injects new impetus into Wuxi's opening-up and economic development.

3 Advantages and Deficiencies of Wuxi City Image Online Communication

3.1 Advantages of Wuxi City Image Online Communication

3.1.1 Rich Natural and Cultural Resources

Wuxi boasts abundant natural and cultural resources, such as the scenery of Taihu Lake, the culture of the ancient canal, and the water towns of the south of the lower reaches of the Yangtze River, which provide rich materials for city image online communication. Through careful planning and production, these resources can be displayed on online platforms in various forms such as graphics, texts, and videos, attracting a large amount of attention and praise.

3.1.2 Government Policy Support and Funding

The Wuxi Municipal Government attaches great importance to city image communication work and has issued a series of policies and measures to support the implementation of related projects. For example, the "2023 Annual Implementation Plan for Wuxi Visual Image Construction" clarifies the key tasks in the three areas of city image shaping, visual display, and dissemination and promotion. Wuxi has established a joint conference mechanism for external publicity work to strengthen the coordination of various external publicity resources across the city. It has signed strategic cooperation agreements with mainstream media such as China Daily and CMG to jointly enhance Wuxi's fame and influence globally. The government also provides strong support for city image online communication by hosting large-scale cultural events, upgrading urban infrastructure, and strengthening cooperation with international media.

3.1.3 Diversified Communication Channels

Wuxi has fully leveraged various online media platforms, including official websites, government microblogs, WeChat public accounts, and short video platforms, to form a diversified and three-dimensional communication network. These platforms showcase the city's charm and cultural depth in an all-round manner by publishing high-quality news, videos, graphics, and text content.

3.2 Deficiencies in the Online Communication of Wuxi's City Image

3.2.1 Lack of Content Creativity and Differentiation

A notable issue in the online communication of Wuxi's city image is the scarcity of content creativity and insufficient differentiation. Despite Wuxi's rich natural and cultural resources, much of the communication content remains superficial, lacking deep exploration and innovative expression. This leads to audience fatigue and difficulty in forming a profound impression. Furthermore, compared with the communication content of other cities, Wuxi's unique features are not sufficiently highlighted, further weakening its competitiveness.

3.2.2 Inadequate Audience Segmentation and Precision Communication

In the online communication process of Wuxi's city image, there are obvious deficiencies in audience segmentation and precision communication. Currently, most communication activities still adopt a scattershot approach, lacking deep analysis and precise targeting of the target audience. This results in communication content failing to effectively reach

potential audiences, reducing communication effectiveness. At the same time, it also fails to develop differentiated communication strategies based on the needs and preferences of different audience groups to satisfy their personalized demands.

3.2.3 Insufficient Cross-departmental Collaboration and Resource Integration

The online communication of Wuxi's city image involves multiple government departments and agencies, but there is still insufficient cross-departmental collaboration and resource integration. Effective communication and collaboration mechanisms are lacking between departments, leading to issues such as information transmission barriers and uneven resource allocation. This not only affects the improvement of communication efficiency but also limits the maximization of communication effectiveness. At the same time, due to insufficient resource integration, some communication projects face difficulties in funding and manpower, making it hard to proceed smoothly.

4 Innovative Paths and Strategies for the Online Communication of Wuxi's City Image

In the context of the new media era, the online communication of Wuxi's city image faces unprecedented opportunities and challenges. To more effectively enhance Wuxi's domestic and international reputation and popularity, the following sections, based on the SIPS model, explore in detail the differentiated, distinctive, and systematic innovative paths and practical strategies for the online communication of Wuxi's city image in the era of new online media, from the four stages of resonance, confirmation, participation, sharing, and diffusion.

4.1 Resonance Stage: Deeply Excavate Cultural Connotation and Build Emotional Resonance

As a representative of the Jiangnan water towns, Wuxi's rich historical culture and natural scenery are important foundations for building its city image. Wuxi should deeply excavate and refine representative cultural symbols such as Taihu Lake, the Ancient Canal, Turtle Head Islet, and Huishan Ancient Town, widely disseminating them through high-quality images, videos, articles, and other forms. At the same time, combining traditional festivals and folk activities, Wuxi should carry out cultural events with local characteristics to enhance the audience's sense of identity and belonging to Wuxi's culture. Wuxi possesses abundant historical stories and human legends, which are important materials for building emotional resonance.

4.2 Confirmation Stage: Integrating Communication Resources to Enhance Information Authority

To avoid issues such as fragmented and inaccurate information, Wuxi should establish a unified information release platform to centrally publish various types of information about the city. This platform can integrate resources from multiple channels such as government official websites, government Weibo accounts, and WeChat public accounts, ensuring the authority and accuracy of the information. At the same time, strengthen the interaction and linkage between platforms to form a joint force and enhance the effect of communication. Wuxi should strengthen cooperation with domestic mainstream media such as CCTV and Xinhua News Agency. Through joint reporting, special planning, and other methods, it can enhance Wuxi's exposure and influence in domestic and foreign media. At the same time, leveraging the communication advantages of traditional media to guide online public opinion^[6] and create a positive and proactive communication atmosphere.

4.3 Participation Stage: Innovating Interactive Forms to Enhance Audience Participation

Wuxi should fully utilize the advantages of online and offline interactions to carry out diversified interactive activities and attract extensive participation from the audience. Online activities can include online voting, topic discussions, short video challenges, etc.; offline activities can combine local characteristics and cultural heritage to hold tourism and cultural festivals, food festivals, sports events, etc. Through the combination of online and offline methods, a three-dimensional communication pattern can be formed to enhance audience participation and experience. With the continuous development of digital technology and intelligent platforms, the online communication of Wuxi's city image can further utilize these advanced technologies to enhance audience participation and experience.

4.4 Sharing Stage: Broadening Communication Channels to Achieve Resource Sharing

Wuxi should build a diversified communication matrix including social media, short video platforms, news websites, tourism APPs, etc., to achieve comprehensive coverage of communication channels. Through differentiated

communication strategies on different platforms, it can meet the information needs of different audience groups and enhance the effect of communication. Wuxi should actively participate in international tourism exchanges and cooperation, showcase Wuxi's unique charm to the world by hosting international tourism festivals and participating in international tourism exhibitions.

4.5 Diffusion Stage: Strengthening Brand Effect to Achieve Long-term Communication

Wuxi should deeply explore its own unique resources and create brand IPs with distinct regional characteristics and cultural connotations. These brand IPs can be character images, anime characters, cultural and creative products, etc., which can be transformed into representatives and symbols of Wuxi's city image through creative design and marketing strategies. Wuxi should establish a long-term communication mechanism to ensure the continuity and stability of city image communication. This includes formulating long-term communication plans, establishing professional communication teams, and strengthening the evaluation of communication effects.

5 Research Conclusions and Limitations

5.1 Research Conclusions

Wuxi's city image online communication has achieved certain accomplishments in the four stages of resonance, confirmation, participation, sharing, and diffusion, but it still faces many challenges and opportunities. In the future, Wuxi should continue to deeply excavate cultural connotations, integrate communication resources, innovate interactive forms, and build a communication matrix, promoting the online communication of its city image to a higher level through differentiated, distinctive, and systematic innovative paths and practical strategies. At the same time, the government should increase policy support and capital investment to provide solid guarantees and support for the online communication of the city image.

5.2 Research Limitations

This article mainly focuses on the communication strategies on the Douyin platform and lacks deep analysis and comparison of cross-platform communication strategies on other social media platforms such as Weibo and WeChat. Future research can further explore the communication characteristics and advantages of different platforms and propose more comprehensive cross-platform communication strategies. Additionally, when evaluating communication effectiveness, this paper mainly pays attention to superficial indicators. This article primarily focuses on the communication strategies on the Douyin platform and lacks a thorough analysis and comparison of cross-platform communication strategies for other social media platforms, such as Weibo and WeChat. Future research could further explore the communication characteristics and advantages of different platforms and propose more comprehensive cross-platform communication strategies. Additionally, when evaluating the communication effects, this paper mainly focuses on superficial indicators such as user attention and the number of likes, lacking a deep investigation into user behavior and psychology.

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