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# Artistic Short Video and Media City: A Study on Urban Image Construction Art from the Perspective of Social Value Co-creation

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**Abstract:**
*Web-celebrity city showed its unique charm on the new media platform through artistic short videos, and successfully constructed a distinct city image. This way of construction is significantly different from the era of mass media, with more emphasis on social interaction and value co-creation with netizens. From a macro point of view, the web-celebrity city accurately captures the communication characteristics of new media, highlights the characteristics of the city, and realizes the wide spread of the image. At the micro level, short videos delicately show urban life and culture, arousing resonance. This construction mechanism based on social value co-creation makes the web celebrity city get great attention in a short period of time, and provides a new idea for the city image dissemination.*

**Keywords:**
*Value co-creation; Mediated city; Art short video; Symbolization expression;Urban image*

## 1 Introduction

With the rapid development of digital technology and social media, the construction and dissemination of urban image are undergoing unprecedented changes. In particular, after the end of 2023, we observed a unique cultural phenomenon - the emergence of online celebrity cities, such as the special forces tourist resort, Zibo barbecue city, Harbin Ice and Snow World, Tianshui Spicy Hot Pot, etc. They built a distinctive city image with the help of the wide spread of new media platforms. This phenomenon is a new exploration of urban image construction art in the era of social media. Their success is not accidental, but has profound macro and micro mechanisms. On a macro level, these cities closely integrate with the trend of the times, fully utilize the characteristics of new media platforms, and innovate the dissemination methods of urban image; At the micro level, they systematically construct a unique urban image by exploring local characteristics, creating urban IPs, and stimulating citizen participation.

However, this new way of constructing urban image has also brought a series of problems. For example, can the image construction of internet celebrity cities be sustainable? How do they balance the relationship between commercial interests and cultural heritage?These issues not only affect the future development of

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internet celebrity cities, but also have important implications for our understanding of the art of constructing urban images in the new media era.

Therefore, this study aims to deeply explore the macro and micro mechanisms of constructing urban images in internet celebrity cities, analyze the particularity and influence behind their phenomena, and provide new perspectives and reflections for us to understand the art of urban image construction in the new media era.

## 2 Literature Review

### *2.1 Review of the phenomenon of artistic short videos*

Artistization refers to the process of expressing something, thought, emotion, or process in a more creative and aesthetic way. With the advent of the era of all media, most scholars are currently studying language, culture, education, communication, news, and other aspects. There is still little research on the combination of artistic and short video literature in China, and most of the research perspectives are focused on audiovisual communication, culture, cuisine, and other aspects.

In Li Xue's "*Narrative Logic and Image Value: The Content Production Tension of Mainstreaming Short Videos - A Discussion on the Innovation Strategy of Mainstream Media Short Video Art*", the article analyzes how short videos achieve mainstream through unique narrative logic and image value from the perspective of audio-visual communication. Wei Qiuhua's "*Research on the Construction and Communication of Li Ziqi's*" Pastoral " Style Short Videos from the Perspective of Media Landscape" explores the construction of Li Ziqi's "pastoral" style in short videos from the cultural field and its dissemination phenomenon under media landscape, emphasizing its role in the reproduction and inheritance of traditional Chinese culture and rural lifestyle. Wang Yufeng and Liu Yifan analyzed how food short videos on self media platforms attract audiences through artistic expression in the field of food in their article "*Artistic Expression of Food Short Videos on Self media Platforms*".

### *2.2 Review of the Phenomenon of Media Urbanization*

The theory of media was proposed by German sociologist Ernst Mannheim in the 1930s, proposing the concept of "media of human relations". In recent years, many online popular cities have used the Internet platform to promote urban culture to a wider audience through the mass media communication function, enhancing the communication power and influence of urban culture. This kind of dissemination not only helps to enhance the city's visibility and reputation, but also attracts more tourists and investors, promoting the economic and social development of the city.

At present, most of the research perspectives in academia on the phenomenon of media driven cities are focused on urban communication, media driven society, and media driven reconstruction. In Wu Yumin's "*From 'Media based Urban Survival' to 'Communicable Cities' - Reflections on Urban Communication Research and Public Issues"*, the concept of "communicable cities" is proposed. From the perspective of urban communication, it emphasizes that cities should be an open, inclusive, and communicable space to promote people's communication and understanding. Duan Peng's *"Perception and Management of Urban Brand Im-*

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*age in a Media based Society - Based on the Two Dimensional Perspective of Group Perception and Urban Management"* integrates the theory of urban communication and the analytical framework of media cities from the perspective of media based society, exploring how media affects the public's perception of urban brand forms, as well as how urban managers can effectively promote urban brand forms through media. Bai Long and Luo Zhenglin, *"Body, Space, and City: Media Reconstruction of Smart Cities in the 5G Era"* , from the perspective of media reconstruction, this article provides an in-depth analysis of how smart cities in the 5G era can achieve deep transformation of cities through media technology.

### *2.3 Review of the Phenomenon of Value Co-creation Theory*

The value co-creation theory was first proposed by C.k. Prahalad and Gary Hamel in an article titled "Core Competencies of Enterprises" published in the Harvard Business Review in 2004. They believe that future business competition will rely on a new method of value creation, which is the co-creation of value by consumers and businesses. This theory emphasizes the important role of consumers in the value creation process of enterprises, transforming consumers from passive value receivers to co-creators of value.

Foreign scholar James Weber Young believes in *"The Generation of Creativity"* that creativity is generated through the integration and recombination of information, and this process of integration and recombination is essentially value co-creation . Joseph Tallow argues in *"Media Today: Understanding, Interpreting, and Influencing Audiences"* that media provides platforms and tools to enable audiences to participate in the process of information generation and dissemination, thereby achieving value co-creation .

In their article *"The Development Path of Mainstream Media from" Content Co-creation "to" Value Co-creation",* Wang Ying and Wang Yue analyzed in detail how mainstream media has transformed from a co production and user experience model to a service ecosystem model, and how production thinking has evolved from a content co-creation thinking led by mainstream media to a value co-creation thinking driven by multiple entities. Huang Dongjie, Wang Huiyuan, Xie Longlian, Wang Quanwei, and Sun Haiyan analyzed the current research status of the application of value co-creation theory and the brand building of science and technology journals in their *"Exploration on the Brand Construction Path of Science and Technology Journals in the New Media Era Based on the Value Co-creation Theory",* and proposed a path for brand building of science and technology journals in the new media era based on value co-creation theory.

### *2.4 Questions Raised*

Overall, there are few studies in China that combine artistic short videos, media cities, and value co-creation theory. Therefore, this article will start from the theories of artistry, media, and value co-creation , attempting to answer the following question: How do internet celebrity cities construct their own urban image? What are the macro and micro mechanisms of action?

## 3 Research Methods

The research on urban image construction art from the perspective of social value co-creation is a multidimensional topic, aiming to explore how to shape and disseminate the image of the city through short videos, an emerging media form, and the role played by social value co-creation in this process. In terms of research

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methods, text analysis, especially symbol analysis and narrative analysis, provides an effective tool for the article to deeply understand this phenomenon.

Text analysis, as a qualitative research method, can deeply explore the diverse symbols such as language, images, and sounds in short videos, as well as how these symbols are combined to form meaningful narratives. In artistic short videos, these symbols are not only carriers of information, but also carriers of emotions and meanings. Through a detailed analysis of these symbols, it can be revealed how short video creators shape the image of cities by selecting, combining, and presenting symbols, as well as the cultural, historical, and social values behind these images.

In terms of symbol analysis, the focus will be on visual and auditory symbols in short videos. Visual symbols include images, colors, composition, etc. They shape the image of a city through visual impact. Auditory symbols include music, human voices, natural sounds, etc., which enhance the audience's perception of the city through auditory experiences. By interpreting and analyzing these symbols, we can understand how creators express their cognition and emotions towards the city through the selection and application of symbols.

Meanwhile, narrative analysis is also an indispensable part of this study. As a narrative medium, the internal narrative structure and logic of short videos are crucial for the construction of urban images. This article will reveal how short videos use narrative techniques to construct and disseminate the image of cities by analyzing their narrative themes, plot arrangements, character shaping, and other aspects. On this basis, attention will also be paid to the social value co-creation phenomenon in short videos, that is, how audiences can participate in the construction of urban image through comments, sharing, interaction, and other means, so as to jointly create a richer and more three-dimensional urban image with creators.

In terms of sample selection, a series of representative artistic short videos will be selected as the research object, taking the Douyin as an example. These short videos should cover different cities, themes and styles to ensure the comprehensiveness and depth of the research. The research process will include data collection, text encoding, symbol extraction and classification, narrative structure analysis, and other links to systematically reveal the inherent connection and interaction between artistic short videos and media cities.

In summary, the text analysis method combining symbolic analysis and narrative analysis can deeply explore how artistic short videos shape and spread the image of cities, as well as the role of social value co-creation in this process. This will help to better understand the mechanisms and laws of urban image construction, and provide useful inspiration and reference for the cultural dissemination and development of cities.

## 4 Constructing Urban Image: Symbolic expression and fun interaction

The use of symbols in artistic short videos to construct urban images is both creative and highly effective. Below, we will conduct in-depth analysis from three aspects: symbols endowing city memory points, symbols meeting user needs, and stimulating interaction, combined with case studies.

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### *4.1 City Image: Emojis and Other Symbols Meet People's Entertainment Needs*

On social media platforms, people's consumption behavior is often influenced by emotional and psychological factors. Artistic short videos satisfy people's various psychological needs through the use of symbols, thereby promoting the dissemination and acceptance of urban image.

Symbols can meet people's selective psychological needs. When people are exposed to information, they often make choices based on their interests, experiences, and values. The symbols in artistic short videos, such as the "facial expression bag" related to Uncle Spicy Hot Pot in Tianshui, Gansu, just meet the audience's pursuit of novelty and interesting things, thus arousing their interest and attention.

Symbols can also meet people's emotional needs. These symbols often carry the emotional and cultural connotations of the city, and can evoke emotional resonance among the audience. For example, the scenes in "Southern Little Potatoes Brave into Harbin's Ice and Snow World" not only showcase the beautiful scenery of Harbin, but also convey brave, optimistic, and positive emotions through the exploration experience of "Southern Little Potatoes", allowing the audience to appreciate the warmth and charm of the city while enjoying the video.

### *4.2 Urban Memory: Video Symbols Endow People with Memory Points for Cities*

Symbols play a crucial role in shaping urban image. They often have a distinct visual impact and can attract the audience's attention in a short period of time, leaving a deep impression. These symbols usually include iconic buildings, distinctive cultures, customs, and customs of the city, which together constitute the unique style of the city.

Taking "Southern Little Potato Braves Harbin Ice and Snow World" as an example, the symbol "Southern Little Potato" in the video is both interesting and representative. It cleverly combines the scenes of southerners and the Harbin Ice and Snow World, and through a series of adventure and play scenes, allows the audience to feel the unique charm of Harbin in a short period of time. This combination of urban characteristics and symbols effectively endows the city with memory points, leaving a deep impression on the audience in Harbin.

From a semiotic perspective, these symbols all have the functions of signifier and signified. The signifier refers to the surface form of symbols, such as "Southern Potato" and "Emoji"; The referent refers to the meaning and connotation represented by the symbol, such as the experience of southern tourists in the ice and snow world, and the warm hospitality of the uncle. This combination of signifier and signified makes symbols more vivid, vivid, and easier for people to accept and understand. By interpreting these symbols, the audience can feel the unique charm and cultural connotations of the city. Meanwhile, the user's psychology also plays an important role in this process. Their psychological needs such as selectivity, conformity, curiosity, and emotional resonance have been met, thereby promoting the dissemination of urban image.

### *4.3 Urban Communication: Fun Symbols Assist People's Interactive Communication*

The city symbols in artistic short videos can not only attract the audience's attention, but also stimulate their interaction and sharing. These symbols often have topicality and discussion, which can trigger audience

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thinking and discussion, thereby promoting further dissemination of urban image. Taking Uncle Spicy Hot Pot in Tianshui, Gansu Province as an example, Uncle's "facial expression bag" is not only interesting, but also reflects the active atmosphere of modern society. This symbol has sparked widespread discussion and sharing on social media, with many viewers leaving messages expressing their love for Uncle and their longing for Tianshui. This kind of interaction and sharing not only expands the scope of urban image dissemination, but also enhances the audience's sense of identification and belonging to the city.

Therefore, artistic short videos cleverly use symbols to construct urban images in their unique ways, showcasing creative ideas and achieving significant results. These symbols are like unique imprints of the city, deeply imprinted in the hearts of the audience, becoming memory points of the city. They not only showcase the historical and cultural heritage of the city, but also showcase its modern charm and vitality. During the process of appreciating these short videos, the audience is not only attracted by the beauty of the city, but also emotionally satisfied and resonated. This emotional resonance stimulates the audience's desire for interaction and sharing, and they share and comment on social media platforms, further expanding the scope of urban image dissemination. Artistic short videos, with their creativity and effectiveness, inject new vitality into the dissemination and promotion of urban image, making the beautiful image of the city more deeply rooted in people's hearts.

# 5 Shaping Urban Brands: Artistic Narrative and Subject Object Construction

The discourse and narrative of artistic short videos play an important role in building urban images, meeting people's cognitive needs for the city, and influencing people's tourism consumption behavior. The following is a theoretical analysis of the narrative structure and subject object construction of artistic short videos, combined with specific cases for explanation.

## *5.1 Narrative Structure of Artistic Short Videos*

The narrative structure of artistic short videos is flexible and diverse, commonly including linear narrative, non-linear narrative, thematic narrative, and interactive narrative. These narrative structures provide creators with rich means of expression, making short videos more vivid and interesting in presenting urban images. Taking linear narrative as an example, it connects events and stories in chronological order, which can intuitively display the development process and changes of a city. In the short video "Sincerity for Sincerity, College Students Give Back to Zibo", the blogger narrates their learning and life experiences in Zibo, as well as their gratitude to the city, in chronological order from the perspective of college students. This narrative style allows the audience to gain a deeper understanding of the warmth and friendliness of the city of Zibo, thereby forming a positive perception of the city.

## *5.2 Artistic Construction of Subject and Object*

In artistic short videos, the construction of the subject and object is a crucial aspect of storytelling. The subject usually refers to the narrator or participant in the video, while the object is the city, landscape, etc. being described or displayed. By cleverly constructing the subject and object, short videos can evoke emotional res-

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onance among the audience and meet their cognitive needs for the city.

In the short video "Ice and snow tourism is booming, why is it Harbin's turn for this" sky breaking wealth "?" CCTV News, as the main body, uses infectious language to depict the prosperity of ice and snow tourism in Harbin. As the object, Harbin presents a unique charm of ice and snow in the video, attracting a large number of tourists to come and experience. This subject object construction has successfully constructed the urban image of Harbin as an ice and snow tourism destination, sparking the audience's longing and interest in Harbin.

### *5.3 Exhibition and Performance: Artistic Short Videos Meet People's Needs for Urban Awareness*

Artistic short videos meet people's cognitive needs for cities through vivid visuals, authentic emotions, and infectious language. Viewers can learn about the city's history, culture, customs, tourist attractions, and other aspects through these short videos, forming a comprehensive understanding of the city.

In the short video "Tianshui in Gansu is on fire, it's the national tourists coming to repay their kindness", the host Sang Sang, as the main body, introduces the natural scenery, historical culture, and tourism resources of Tianshui through vivid language and narrative points. During the process of watching the video, the audience can not only feel the unique charm and cultural heritage of Tianshui, but also develop an interest in exploring the city. The artistic presentation of the city's image effectively transforms the user's attention into the influence of the city.

### *5.4 Driving Tourism Consumption: Artistic Short Videos Effectively Transform Influence into Productivity*

Artistic short videos, through carefully constructed city images and vivid narrative methods, can influence the audience's attitude towards a certain city and tourism consumption behavior. When the audience develops positive cognition and emotional resonance towards a city, they are more likely to develop a willingness and behavior to travel to that city. Taking "Sincerity for Sincerity, College Students Give Back to Zibo" as an example, this short video showcases the warm and friendly image of Zibo from the perspective of college students. This image has aroused the audience's liking and longing for Zibo, which may lead them to choose to travel to Zibo or engage in other consumption behaviors. Similarly, short videos such as "Ice and snow tourism is booming, why is it Harbin's turn to break through the sky?" and "Tianshui in Gansu is booming, and it's the national tourists coming to repay their kindness" have also constructed the unique image of cities in their respective ways, affecting the audience's understanding and attitude towards these cities.

After in-depth research, artistic short videos have successfully met the diverse cognitive needs of modern people towards cities with their unique narrative structure and subject object construction. These short videos showcase the charm and characteristics of the city to the audience through clever perspectives and editing techniques, not only allowing people to have a deeper understanding of the city's history, culture, customs and traditions, but also resonating with the audience emotionally. After watching these short videos, viewers often develop a strong interest in a certain city, leading to a positive attitude towards tourism and consumption behavior. Therefore, artistic short videos have played a crucial role in promoting urban tourism development

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and image promotion. They not only enhance the city's visibility and reputation, but also inject new vitality into the city's tourism industry, promoting the sustainable development of the city's economy.

# 6 Communication of Urban Brands: Value Co-creation in Social Media

The technology platform plays an important role in promoting symbol interaction and assisting in the construction of urban image. Through its unique platform characteristics, precise application of algorithm technology, user experience of integration of production and marketing, and the concept of value co-creation, technology platforms such as Douyin successfully integrate urban culture, commodity trading and interpersonal communication, bringing users a new interactive experience.

## *6.1 Platform Features and Symbolic Interaction*

As a technical platform, Douyin has a high degree of openness and interactivity. Its short video format allows users to easily create and share their life experiences, thereby promoting the occurrence of symbolic interaction. Through video content, users can showcase their lifestyle, values, and emotional experiences, and then communicate and interact with others. At the same time,Douyin's likes, comments and sharing functions further strengthen this interaction, making symbol interaction more frequent and in-depth.

In B Tai's video "A City in Zibo, Shandong that I Have to Admire!", the images of different stalls and merchants using electronic scales or other traditional weighing tools have become important elements of symbolic interaction. These images not only demonstrate the importance that Zibo citizens attach to honest management, but also reflect their respect for consumer rights. Through this series of symbolic displays, the audience can feel the urban culture and spiritual landscape of Zibo, and then communicate and discuss with other audiences, forming rich symbolic interactions.

## *6.2 Algorithm Technology and Urban Image Construction*

The algorithm technology of the Douyin platform can push relevant content according to users' interests and behavior habits, which makes the construction of city image more accurate and efficient. Through the application of algorithm technology, Douyin can push short videos related to the city to users interested in the city, thus expanding the influence of the city image. At the same time, algorithm technology can continuously adjust the push strategy based on user feedback, making the display of urban image more in line with user expectations and needs.

In the video of "Gansu Spicy Hot Pot" shared by Yibei Liang Baikai, the use of color has become a key element to attract the audience. The attractive color of Spicy Hot Pot is pushed to the user groups who like food and tourism through the algorithm technology of Douyin, so that more people can understand and feel the delicacy and charm of Spicy Hot Pot in Gansu. This precise push not only enhances the dissemination effect of videos, but also adds new colors to the urban image construction of Gansu region.

## *6.3 Integration of Production and Marketing of Users and Value Co-creation*

On Douyin platform, users are both content producers and consumers. The characteristic of integrating

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production and sales enables users to participate more deeply in the construction of urban image. By creating and sharing short videos related to the city, users can not only showcase their life and emotional experiences, but also contribute to the construction of the city's image. At the same time, other users can also have a deeper understanding and understanding of the city's image during the viewing and interaction process, thereby forming a virtuous cycle of value co-creation .

The video "Human Fireworks, Northeast Morning Market" shared by Pei Pei vividly showcases the unique charm of Northeast Morning Market. Through the video content, the audience can feel the lively atmosphere of the morning market and the characteristics of high-quality and affordable products. This authentic display method enables the audience to have a deeper understanding and recognition of the urban image of the Northeast region. At the same time, the audience has also contributed to the construction of the city's image through likes, comments, and sharing, achieving the effect of value co-creation .

So it can be seen that technology platforms, with their unique advantages, play an indispensable role in the process of urban image construction. Its powerful platform features provide a broad stage for symbol interaction, enabling effective transmission and interaction of various urban symbols. The precise application of algorithm technology enables the platform to have a deep understanding of user needs, accurately push relevant content, and thereby enhance users' understanding and perception of the city's image. At the same time, the technology platform also enables users to deeply participate in the shaping and dissemination of urban image through the integration of production and sales, achieving close interaction between users and the city. The application of the concept of value co-creation has made technology platforms an important carrier for the dissemination of urban culture, promoting the prosperity and development of urban culture. Looking ahead to the future, technology platforms will continue to play their advantageous role, injecting more vitality and innovation into the dissemination and development of urban image.

## 7 Calm Thinking on the Construction of Internet Celebrity City Image

Under the wave of the new media era, the rise of internet celebrity cities undoubtedly brings profound changes to the traditional way of constructing urban images. In the past, mainstream media dominated the shaping of urban image, but now with the popularization and vigorous development of social media, the construction of urban image is gradually shifting towards more diverse and interactive platforms. These internet celebrity cities have successfully created a unique urban image through their unique cultural symbols, captivating travel experiences, and vibrant social interactions. Whether it is the upsurge of special forces tourism, the aroma of Zibo barbecue, or the fantasy world of Harbin ice and snow and the legend of Tianshui Spicy Hot Pot, these cities show their charming charm on the new media platform, and also attract a large number of tourists to experience the charm of the city. This transformation not only makes the city's image more vibrant and diverse, but also injects new vitality into the development of the city.

The theory of value co-creation has revealed to us the core mechanism by which internet celebrity cities construct their urban image. These cities are no longer simply information receivers and image shapers, but actively take the initiative to create the value of urban image together with netizens, tourists, and various media platforms. Through precise positioning, clever planning, and extensive interaction, internet celebrity cities

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have successfully attracted a lot of attention and discussion, thus forming a unique urban image on social media.

From a micro perspective, internet celebrity cities are adept at utilizing various new media platforms, such as short videos, live streaming, etc., to showcase the unique charm and cultural heritage of the city. These platforms have the characteristics of fast dissemination speed and strong interactivity, enabling the city image to be widely spread and deeply rooted in people's hearts in a short period of time. At the same time, internet celebrity cities also pay attention to interaction with netizens, enhancing their liking and identification with the city through planning online activities and responding to their concerns.

From a macro perspective, the success of constructing the image of internet celebrity cities is not accidental. It reflects the development positioning, cultural inheritance, and improvement of innovation ability of the city itself. These cities often have unique cultural resources and industrial advantages, which can showcase their unique charm on new media platforms. In addition, the support and guidance of government departments have also played a crucial role in promoting the systematic construction and sustainable development of urban image through the formulation of relevant policies, investment of funds and resources, and other means.

However, we should also recognize that there are also some problems and challenges in the process of constructing the image of internet celebrity cities. For example, excessive reliance on social media may lead to the transience and superficiality of a city's image; Meanwhile, some cities may overlook the deep excavation and inheritance of urban culture in the pursuit of internet celebrity effect. Therefore, in constructing urban image in the future, we need to pay more attention to the connotation and depth of culture, and avoid blindly pursuing short-term effects and superficial phenomena.

Overall, the rise of internet celebrity cities in the era of new media provides us with new perspectives and practical experience. In the future construction of urban image, we should fully utilize the advantages and characteristics of new media platforms, combine the cultural resources and industrial advantages of the city itself, and jointly create a city image with unique charm and cultural connotations. At the same time, we also need to constantly reflect and adjust our construction strategies to ensure the sustainable development of urban image and the deep cultural inheritance.

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