



Research on the Communication Path and Strategy of Xiong'an New Area City Image

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Abstract. As a historic project personally planned, deployed and promoted by -Xiong'an, this hot land of innovation and entrepreneurship is full of opportunities and challenges, showing the advantages of the socialist system with Chinese characteristics, reflecting the governance ability of the party and the state, and making the world feel the speed of China; Xiong'an, New Area is not only a city and a geographical concept, but also a dream, a dream that belongs to every Chinese. This paper mainly makes suggestions for the dissemination of Xiong'an, New Area's city image from the aspects of talents, non-governmental exchanges, red culture and intangible cultural heritage.

Keywords: Xiongan New Area; talents; non-governmental exchanges; red culture; intangible cultural heritage.

1 Introduction

As a historic project personally planned, deployed and promoted by -Xiong'an, this hot land of innovation and entrepreneurship is full of opportunities and challenges, showing the advantages of the socialist system with Chinese characteristics, reflecting the governance ability of the party and the state, and making the world feel the speed of China; Xiongan New Area is not only a city and a geographical concept, but also a dream, a dream that belongs to every Chinese. In this green, ecological and livable city where water and city are integrated, there is Xiong'an Station in Beijing-Xiong'an intercity railway, which is the "green lotus dripping dew", the urban computing center known as the "Eye of Xiong'an", and the Baiyangdian reed painting, which is recognized as an intangible cultural heritage of Hebei Province.... "Millennium Context, Great Beauty in Xiong'an" is another major strategic measure made by the CPC Central Committee after shenzhen special economic zone and shanghai pudong new area. It is the final purpose of this article to let Xiong'an "go out" generously and invite guests in enthusiastically. The following are suggestions on the path and strategy of Xiongan New Area's city image communication.

2 Accurately Condense the Characteristics of Xiong'an and Reasonably Set the Theme of Xiong'an

Xiong'an New Area bears the four responsibilities of centrally relieving Beijing's non-capital functions, exploring new models of high-quality development in densely populated areas, adjusting and improving the urban layout and spatial structure of Beijing-Tianjin-Hebei, and innovation-driven cultivation of new engines for development[1]. It is characterized by beautiful ecological environment, concentrated high-end high-tech industries, convenient and efficient transportation network, complete public service facilities, an open new platform for foreign cooperation, which can promote structural and institutional reforms and activate the market. Therefore, the theme of Xiong'an is green, efficient, convenient, high-end, innovative, change-seeking, open and inclusive. Under this theme, we can make "those who are near are happy, and those who are far away come".

3 Delivering "Xiong'an Voice" Through Talent Training

3.1 Strive for Chinese Government Scholarships to Settle in Xiong'an New Area

Xiong'an New Area is located at the front edge of the alluvial plain at the eastern foot of Taihang Mountain, with pleasant scenery and beautiful environment, plus nine high-level university campuses. If part of the enrollment of Chinese government scholarships can be directed to Xiong'an New Area, it will undoubtedly enhance Xiong'an New Area's international popularity among young students from all over the world. It is conducive to the overseas younger generation to understand Xiong'an New Area's urban construction, urban characteristics, urban landscape, urban atmosphere, cultural heritage and cultural content. Moreover, in the future, it can build various bridges of communication and exchange between China and its home country. For example, Ethiopian President Mulatu went to Peking University as a public student in 1976 and studied in China for twelve years. After being elected president in 2013, his greatest wish was to send his son to China to study[2]; Kazakh President Tokayev has worked and studied in China for eight years. He told the media that he "misses Chinese food, Chinese culture and Chinese people"[3].

3.2 Increase Communication with Foreign Universities--Increase the Platform for Foreign Universities to Come to Xiongan New Area's Universities to Communicate

All-round, three-dimensional and multi-angle academic exchanges with foreign universities, especially with world-famous universities, are another effective means to enhance Xiongan New Area's international popularity. Teachers and students from foreign universities are representatives of outstanding talents from all over the world. By

holding various academic forums to invite, exchange studies abroad, invite foreign students to visit Xiong'an and study tours, our students can "go out" to publicize Xiong'an, and foreign teachers and students can "come in" to experience and experience Xiong'an. While building a bridge of academic exchange, they can publicize Xiong'an to the outside world and provide Xiong'an with its international popularity.

3.3 Increase Talent Introduction and Sing a New Chapter in Domestic and Overseas Recruitment

Talents are the central force of urban construction and development, and a large number of people of insight are needed in the construction and development of Xiongan New Area. On April 20, 2024, Xiongan New Area launched a large-scale spring college graduate job fair "Beijing and Xiong Join Hands to Gather Talents in Xiong'an" to actively promote talent work exchanges and cooperation between Beijing and Xiong'an[4]. Similarly, Xiongan New Area can show its talent policy and environmental advantages to the world by holding overseas job fairs, and attract more domestic and international talents to pay attention to Xiong'an and participate in its construction. For example, job fairs are held in major cities in Europe, America, Asia, Oceania and other countries. In the city where the job fair is held and at the site of the job fair, Xiong'an's urban construction, ecological environment and talent policy will be broadcast in a loop, so that the world can pay attention to Xiong'an and people can know about it. In this way, through the interaction with job seekers at home and abroad, we can show the cultural characteristics and tourism resources of Xiong'an, tell the story of Xiong'an well, spread the good voice of Xiong'an, attract the attention of Xiong'an at home and abroad, and enhance the interest and goodwill of Xiong'an at home and abroad.

4 Enhancing Non-Governmental Exchanges-Inviting Overseas Non-Governmental Organizations and Non-Governmental Organizations to Visit Xiong'an New Area

Non-governmental exchanges are not only the foundation of friendly exchanges between countries, but also an important means to enhance mutual understanding, promote mutual trust and promote mutual cooperation. Invite overseas non-governmental organizations and non-governmental organizations to visit Xiong'an and be guests in Xiong'an, so that they can experience the ancient city ruins of Xiong'an and feel the splendid civilization of China for 5,000 years. At the same time, let it be placed among modern Chinese aesthetic buildings and feel the "green mountains and green hills" and "thousand-year beautiful forests" of Xiong'an; Participate in various activities in Xiong'an, such as the non-legacy garden party of "appreciating the non-legacy and tasting the taste of the year", the agricultural carnival in the new district, etc., so that they can truly appreciate the customs, enthusiasm and service of Xiong'an, narrow the distance between the world and Xiong'an, and spread the real, three-dimensional and comprehensive image of Xiong'an to the world; Enhance the world's sense of identity with

Xiong'an; Let the world understand China and Xiong'an; Let the world truly see "Chinese wisdom, Chinese solutions and Chinese strength"; Achieve Xiong'an's "people-to-people connection" with the world.

5 From art to Culture-Let Friends at Home and Abroad Fall in Love with This City

Xiong'an is a cultural city full of artistic flavor, which is rich in many national treasure works of art, such as Baiyangdian reed painting known as "an inch of reed and an inch of gold", Xiongzhou black pottery known as "the art of earth and fire, the crystallization of strength and beauty", and Jingchuan bamboo carving known as "bamboo ivory" [5]; Xiong'an has intangible cultural heritage such as Eagle Claw Fanziquan, Xiongxian Ancient Music, Quantou Village Concert, Xihe Drum, Guzhuangtou Village Five Tigers Club, Yin and Yang Eight Panzhang, Anxin Reed Painting, Xiongzhou Black Pottery, Jinghuang Bamboo Carving, and Nanzhang Poke Feet [6]; Xiong'an New Area has three large museums: Xiong'an Impression Exhibition Hall [7], Deyun Museum and Xiong'an Branch of National Museum of China. These museums not only display Xiong'an's history, culture and modern development achievements, but also provide a high communication platform for artists and cultural lovers. Therefore, Xiong'an can regularly hold international trade fairs, intangible cultural heritage expositions and large-scale fashion art events with different themes, so that the world can appreciate Xiong'an, show Xiong'an to the world, let the whole world pay attention to Xiong'an, and let friends at home and abroad completely fall in love with Xiong'an through the bridge of art.

6 Carry Forward the Heroic Spirit of Baiyangdian Lake and Give Full Play to the Advantages of Red Cultural Resources

Xiong'an, this hot land, has countless revolutionary martyrs who have written a gorgeous chapter here with their lives! Xiongxian Mijiawu Martyrs Cemetery, Xiongxian Zhanggang Township Kaier Village Martyrs Temple, North Backstage Martyrs Cemetery, Baiyangdian Yanling Team Memorial Hall, Anzhou Town Martyrs Tower... [8] Each red revolutionary site contains several historical stories worth remembering and inheriting. Therefore, Xiong'an can take Baiyangdian heroes and heroic deeds as the prototype, and invite red culture researchers and artists at home and abroad to create poems, novels, dramas, movies, TV dramas and other literary and artistic works, film and television works, so that domestic and foreign countries can better understand and inherit red culture through audio and image dissemination; We can vigorously develop new red tourism projects, and implement Xij Jinping's important instruction spirit of "making good use of red resources, carrying forward red traditions and inheriting red genes"; We can continue to dig deep into its red cultural elements, build patriotic education bases and red cultural attractions, regularly hold a series of red cul-

tural education activities, convey the heroic spirit, spread red culture, enhance the cultural connotation of the city, attract the attention of the outside world, enhance the sense of identity with Xiong'an at home and abroad, and increase Xiong'an's influence at home and abroad.

7 Insert "Digital" Wings into the Image Dissemination of Xiong'an City

7.1 Let the Public Participate in the Communication of Xiong'an City

In the "screen reading era", it is essential for digital technology to participate in the image dissemination of Xiong'an city. The greatest charm of digital media is that the public can directly participate in the construction and dissemination of the city image through "interaction". Xiongan New Area can refer to the Shanghai model and set up the "IP XIONAN Xiong'an City Image Resource Sharing Platform" to encourage the public to record the daily life of Xiong'an City by "taking pictures at hand" and "taking pictures at hand", so that everyone can show the photographed content to the outside world through the digital platform to reflect the diversified image of Xiong'an City. In order to allow more public to better participate in the dissemination of Xiong'an city image, Xiong'an government can set up related themes, collect works, and set up a special publicity and support fund to support and reward, so that "everyone participates" can become the main theme of Xiong'an city image dissemination.

7.2 Integrate Art and Intelligence to Create an International Metropolis Image

Xiong'an can refer to the Paris model and set up intelligent digital rest stops in main streets such as Haiyue Street, Keji East Road, Keyuan Street and Chuangfu Street. The design of rest stops can solicit themes and design drafts from famous designers all over the world; An intelligent touch screen can be set up in the station to provide city guide and service information for tourists and local residents; Through digital archives, propaganda films and film and television works reflecting Xiongan New Area are input into the touch screen, so that the public can watch Xiong'an anytime and anywhere, understand the development process and urban dynamics of Xiong'an, and spread the image of Xiong'an as a fashionable, efficient and convenient international metropolis to the outside world.

8 Conclusion

As a dazzling star rising rapidly, Xiong'an is developing rapidly with "China's speed" and "China's power". Xiong'an New Area is conveying its beautiful image to home and abroad with its Chinese aesthetic architectural style, high-tech industrial park, intangible cultural heritage, red culture and other vivid elements. The development of

Xiong'an represents China's strength, and the spread of Xiong'an New Area's city image has conveyed "Chinese voice" and "Chinese story" to the world. As a model of future urban development, under the leadership of the Party, Xiong'an will create a brighter image and spread China's greatness to the world.

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