

Digital Image Shaping of Micro-celebrity City: Brand Building and Communication of Chongqing City Image on the Platform of TikTok

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Abstract. This paper aims to discuss how the social media platform represented by TikTok influences and shapes the micro-celebrity city in the digital era. This paper takes Chongqing as the research object. Through in-depth analysis and interviews, it was found that Chongqing is very popular on TikTok because of its unique three-dimensional traffic, magical architecture, and food culture. These elements form a unique visual symbol of Chongqing through creative digital image expression and social interaction, attracting many tourists and deepening people's impression and comprehension of the city. This study reveals the crucial role of digital images in shaping the image of contemporary cities and provides new perspectives and strategic suggestions for urban brand management and social media marketing. Through an in-depth discussion of content creation, communication mechanisms, and user interaction on platforms such as TikTok, this study provides valuable insights and references for city image communication and city brand building.

Keywords: Digital Image; Brand Building; Micro-celebrity City; TikTok; Chongqing.

1. Introduction

With the popularity of the Internet and mobile devices, social media plays an increasingly important role in today's society. By the end of 2022, mobile Internet access traffic reached 261.8 billion GB, with an increase of 18.1% year-on-year [1]. By June 2023, the number of netizens in China had reached 1.079 billion, and the Internet popularity rate was 76.4%, which indicated that the Internet user base in China continued to grow [2]. With its rich and varied content, convenient interactive mode, and highly personalized recommendation algorithm, the video platform TikTok has risen rapidly and become one of the first choice platforms for users to obtain information, entertainment, and even social interaction. The short video platform represented by TikTok not only provides users with massive information and entertainment content but also greatly enriches individuals' social experience and becomes an indispensable part of modern digital life. Among them, the Chongqing municipal government has effectively promoted the city's image and the development of tourism through new media marketing strategies, such as short video platforms. Chongqing is known as the "City of TikTok". The number of related videos played reached 11.36 billion times, further enhancing the visibility and attractiveness of the city [3]. During the Spring Festival in 2023, Chongqing A-level scenic spots received about 4.175 million tourists, with an increase of 37.9% year-on-year, and received about 30.219 million tourists in the first quarter [4]. The geographical features, cultural heritage, and food resources of Chongqing have jointly shaped its status as a micro-celebrity city, which reflects the successful combination of city brand building and tourism promotion.

Since the popularization of photography technology, it has become a key means to shape and spread the image of a city. Research shows that images have a significant impact on urban brands, cultural shaping, and dissemination. The architectural diversity, the richness of social life, and the diversity of cultural exchanges in the city provide the material for image creation, while the image shows the appearance, changes, and spirit of the city through its objectivity and convenience and strengthens the connection between people and the city. In addition, some cities have gained extensive attention on social media because of their unique culture, landscape, or events and have become "micro-celebrity cities", thus attracting tourists and investment and generating positive benefits for local economic and social development. Based on the aforementioned ideas, in the field of photography,



images, as an important visual language, can display the characteristics of cities intuitively and vividly. Composition, light, color, and other elements can affect users' perception and comprehension of the city. Focusing on the field of journalism and communication, the agenda-setting function of the media enables it to guide the public in paying attention to specific urban issues and images by choosing the content and methods of reporting. The intersection of the two disciplines provides a unique perspective for investigating the construction and dissemination of the city image on the TikTok platform. Therefore, it is of great practical significance to analyze the role of the TikTok platform in shaping and spreading the city image of micro-celebrity.

2. Literature Review

At present, with the rise of social media, the phenomenon of micro-celebrity city is becoming more obvious. TikTok, as an important media platform, has played a decisive role in spreading and shaping the city's image. This paper will make a literature review from three dimensions: the relationship between media and micro-celebrity city, the theory and practice of city image construction, and the influence of TikTok on city image construction, aiming to establish the research focus of this paper.

2.1. Research on Media and Micro-celebrity City

The integration of photography, journalism, and communication provides a theoretical basis for the digital shaping of a micro-celebrity city. Photography emphasizes the visual communication effect, and journalism pays attention to the authenticity and objectivity of information, while communication analyzes the channels and effects of information transmission. The combination of these disciplines is conducive to comprehensively understanding and analyzing the process of media shaping in a micro-celebrity city. The theories of these disciplines are integrated into practice to jointly help the digital shaping of the city image. Taking Chongqing as an example, the interdisciplinary research perspective enabled Chongqing to successfully shape its unique city image on TikTok, which attracted a lot of attention and achieved the perfect combination of theory and practice.

At present, the previous research on the medialization of micro-celebrity cities mainly focuses on two major sections:

The first section is about the digital image and brand construction of the micro-celebrity city. The digital image plays a crucial role in shaping the city brand of a micro-celebrity city. Through social media platforms such as TikTok, users can create and share content to show the unique landscape and cultural characteristics of the city. These digital images are not only the visual display of the city but also the transmission of urban culture and the expression of emotions. TikTok and other short video applications have played a vital role in the promotion of urban tourism, such as "Breaking Bowl Wine" in Xi'an and "Building-crossing Light Rail" in Chongqing, all of which quickly became popular through TikTok and became the punch-in point of explosive tourist cities. These digital images not only show the visual charm of the city but also convey the culture and emotion of the city [5].

The second section focuses on the spread of social media and the diffusion of online micro-celebrity city image. The communication mechanism of TikTok helps to rapidly promote Chongqing's city image. In Chongqing's media communication, the communication mode of user-generated content enhances the authenticity and interactivity of information and improves communication efficiency and influence. The communication of TikTok has the characteristics of high-intensity emotional absorption, postmodern deconstruction, and cross-disciplinary intersectional communication, which are the essential reasons for its popularity at home and abroad [6].

To sum up, through the TikTok platform, Chongqing has successfully built its brand image as a city of micro-celebrity. The elements such as Hongyadong, Yangtze River cableway, and hot pot culture displayed in the short videos not only attracted domestic and foreign tourists but also promoted the development of local tourism. At the same time, through the effective use of social media, the effect of city image communication can be further enhanced.

2.2. Research on the Construction of City Image

2.2.1. Definition and Connotation of City Image

City image is the public's overall impression of the city, covering the natural environment, history and culture, economic development, social features, and urban governance. City image is a multi-dimensional dynamic construction process that is related to economic, technological, and cultural factors. The study of digital media and urban communication injects new charm into urban image. City image involves public perception, impression and evaluation, entity and digital media, and individuals' participation jointly shape a multi-dimensional city image.

City image is the unity of the internal spirits and external performances, which means that city image is not only the tangible features of the city, such as architecture and landscape, but also includes intangible elements, such as citizens' behavior and cultural traditions. The unity of these internal spirits and external performances constitutes the unique brand and identity of the city. Kang Wei pointed out that the urban cultural image is a stereoscopic, multi-dimensional, and complex comprehensive system, including urban visual image, urban behavior image, and urban spiritual image. He emphasized the importance of urban architecture, landscape art, and environmental image and pointed out that these elements not only reflected the external characteristics of the city but also embodied the historical culture and spiritual outlook of the city [7].

2.2.2. Case Analysis of City Image Construction

The construction of a city image is a complex and pluralistic process involving many factors and means. In practice, many cities adopt different strategies to shape and spread their city image according to their own characteristics and development needs, such as festival activities, city landmark construction, and cultural promotion. The Shanghai World Expo in 2010 played an important role in shaping and upgrading the image of Shanghai. It not only shows the image of Shanghai as a modern and international metropolis but also expands the visibility and reputation of Shanghai through reports, thus enhancing the city's image of Shanghai in an all-round way [8].

All these studies show that the shaping and spreading of a city's image needs to comprehensively consider the physical characteristics, cultural characteristics, economic development, and other factors of the city. Therefore, the city may effectively display its unique charm through specific media and activities and enhance its international influence and attractiveness.

2.3. Research on the Shaping of the City Image of TikTok

The short video platform TikTok has the characteristics of algorithm recommendation, user-generated content, viral transmission, and visual priority, which have a significant influence on shaping the city's image.

Through visual narration, digital images can display the characteristics of cities intuitively and vividly, thus playing a key role in shaping the image of cities. In TikTok, digital images enhance the attraction and communication of the city image through creative expression and social interaction. In the field of photography, the production of digital images involves photography skills, post-processing, and visual narrative. Journalism and communication are concerned with how these digital images can form a collective memory and common cognition about the city through social media sharing and discussion.

Taking Chongqing as an example, the image-construction of the city in TikTok is reflected in three aspects:

1. By displaying city landmarks and characteristic landscapes, such as Hongyadong, Yangtze River Cableway, and so on, unique urban visual symbols are formed. As a famous scenic spot in Chongqing, the unique architectural style of Hongyadong combines the characteristics of traditional Sichuan and Chongqing folk houses with modern elements, which has become a witness to the history and changes

of Chongqing's urban development. Hongyadong not only shows the development and progress of Chongqing but also shows the charm and uniqueness of ancient architecture in China.

2. Through the display of food, lifestyle, and other content, short videos frequently convey the living atmosphere and cultural characteristics of the city. The TV documentary *A Bite of China* highlights the powerful humanistic force behind food and the recognition of community values, which shows that food culture can vividly show a nation's lifestyle and spiritual temperament. Food culture is an important symbol of the city. Through innovation, industrialization, and standardization, the city's food industry can be developed, thus promoting the fundamental change of the city's brand.

3. Through users' interaction and creative content, short videos form a diversified interpretation and dissemination of the city image. On the one hand, in the new media era, the shaping and dissemination of city image is facing new challenges and opportunities. Comprehensive city image propaganda films, major event celebration propaganda films, and other propaganda films are designed to adapt to different media environments and audience needs [9]. On the other hand, in the era of media integration, the publicity of city image involves not only official discourse but also the organic integration of folk discourse, which leads to the phenomenon of joint publicity and even national publicity [10].

2.4. Summary

In the era of digital media, social media platforms, such as TikTok, are crucial to the construction and dissemination of city image. Interdisciplinary research, which combines photography, journalism, and communication, contributes to a deeper understanding of city image building. The algorithm recommendation of TikTok, user-generated content, and visual priority promote the digital shaping of city image. Based on user-generated content, short videos enhance the authenticity and interactivity of information and improve communication efficiency. TikTok has become a key platform for shaping the city's image. By displaying diversified content such as landmarks, landscapes, and lifestyles, the brand image of the city will be strengthened, and the development of tourism will be promoted.

Generally speaking, social media platforms such as TikTok are playing an increasingly important role in the construction and dissemination of city image. For city managers and researchers, how to make better use of these platforms to shape and spread the unique image of the city is a topic worthy of in-depth discussion.

Based on the above discussion, this paper puts forward the following three questions: first, how can targeted city image communication strategies be formulated in combination with the city's cultural characteristics and development needs? Second, how to improve the quality and effect of city image communication through the production and sharing of creative content? Third, how can the algorithm recommendation and user interaction mechanism of the TikTok platform be used to realize the accuracy and effectiveness of city image communication?

3. Research Design

This study aims to discuss the content of Chongqing city image on the TikTok platform in-depth through content analysis, in-depth interviews, and other methods.

3.1. Content Analysis

When studying the phenomenon of virtual network popularity in micro-celebrity cities, this paper finds that several short video social media platforms have played an important role in promoting it. In order to explore this phenomenon deeply, this paper chooses TikTok, a representative short video platform, as the source of research samples. As one of the largest short video platforms in the world, TikTok has a huge user base and extensive influence. On TikTok, topics related to Chongqing's tourism frequently appear, attracting the attention and participation of a large number of netizens and

becoming an important force in promoting Chongqing to become a micro-celebrity city. In order to ensure the comprehensiveness and completeness of the research, this paper chooses TikTok topic # Chongqing Travel Guide as the research object, and the time range is from December 25th, 2023, to February 26th, 2024. During this period, the short videos related to Chongqing Travel Guide are rich and varied, which can fully reflect netizens' interests and concerns about Chongqing Travel Guide. In the process of determining the research samples, this paper finally determined 50 research samples according to the praise and comments on the topic of # Chongqing Travel Guide Raiders. This will ensure that the selected samples are representative and can reflect the views and attitudes of most netizens on Chongqing Travel Guide.

In order to deeply analyze these samples, this paper refers to the previous research framework and the content characteristics of plays and divides the research content into six categories for detailed analysis:

1. Video theme and focus: natural landscape, history, and culture, city features, food, etc.
2. Shooting techniques and skills: photography skills, photo quality, color application, etc.
3. Video emotional tendency: how positive, neutral, and negative emotions affect the audience's impression of Chongqing.
4. Narrative techniques: how the storyline, role setting, and background music affect the audience's perception and emotional resonance.
5. Information sources: official publicity, the introduction of tourist attractions, sharing by ordinary citizens, etc., and analyzing their influence on the construction of city image.
6. Interaction and participation: studying the user interaction under the video, such as likes, comments, and reposts, and how these interactions reflect the audience's cognition and attitude towards Chongqing.

To sum up, according to the TikTok platform hot topic display rules, this paper randomly samples 50 topics at the latest time, which can basically cover the period from December 25th, 2023, to February 26th, 2024. Among them, #Chongqing, #Chongqing Cuisine, #Chongqing Travel Guide. According to the sampling results, the specific TikTok types of the three topics can be divided into three categories: emotional tendency, audience resonance, and urban cognition.

3.2. Interview

In this paper, the interviewees are preliminarily screened in advance, and the interviewees are consumers, creators, and followers of short video media, as well as tourists of micro-celebrity check-in places, so as to ensure that the research covers all key groups. From February 2024 to March 2024, respondents were randomly selected in G City, and the time for each interviewer was controlled between 30 minutes and 45 minutes. According to the saturation principle of in-depth interviews, 10 interviewees were selected for detailed analysis [11].

4. Conclusion and Implication

4.1. The Interweaving of Video Content and Netizens' Emotions

In this study, 50 selected TikTok video samples were analyzed to explore the interweaving relationships between video content and netizens' emotions. The theme of the video mainly focuses on Chongqing's natural landscape, history and culture, urban features, and food culture. It is found that the natural landscape video accounts for the highest proportion, reaching 42%, which fully reflects the strong attraction of Chongqing's unique beauty of mountains and rivers to netizens and also reflects people's emotional resonance with the natural landscape. These contents show the charm of Chongqing as a micro-celebrity city in all directions.

Table 1. Basic Information of Respondents

Number	Category	Interviewee	Gender	Age	Occupation	TikTok viewing frequency	Frequency of visiting micro-celebrity check-in places
F1	Visitor	Ms. Guo	Female	25	Staff of state-owned enterprises and institutions	Every day	Once or twice a month
M2	Visitor	Mr. Li	Male	21	Freelance	Every day	2-3 times a month
M3	Visitor	Mr. Zhang	Male	19	Student	Every day	5-6 times in half a year
M4	Visitor	Mr. Wang	Male	32	Camera operator	Every day	3-4 times a month
M5	Visitor	Mr. Qu	Male	29	Camera operator	Every day	2-3 times a month
M6	Visitor	Mr. Fei	Male	30	Staff of state-owned enterprises and institutions	5-6 times a week	2-3 times every six months
F7	Resident	Ms. Yang	Female	22	Student	Every day	Once a month
F8	Resident	Ms. He	Female	46	Teacher	4-6 times a week	Once every six months
F9	Resident	Ms. Zhao	Female	22	Student	Every day	Once or twice a month
M10	resident	Mr. Cao	Female	21	Student	Every day	2-3 times a month

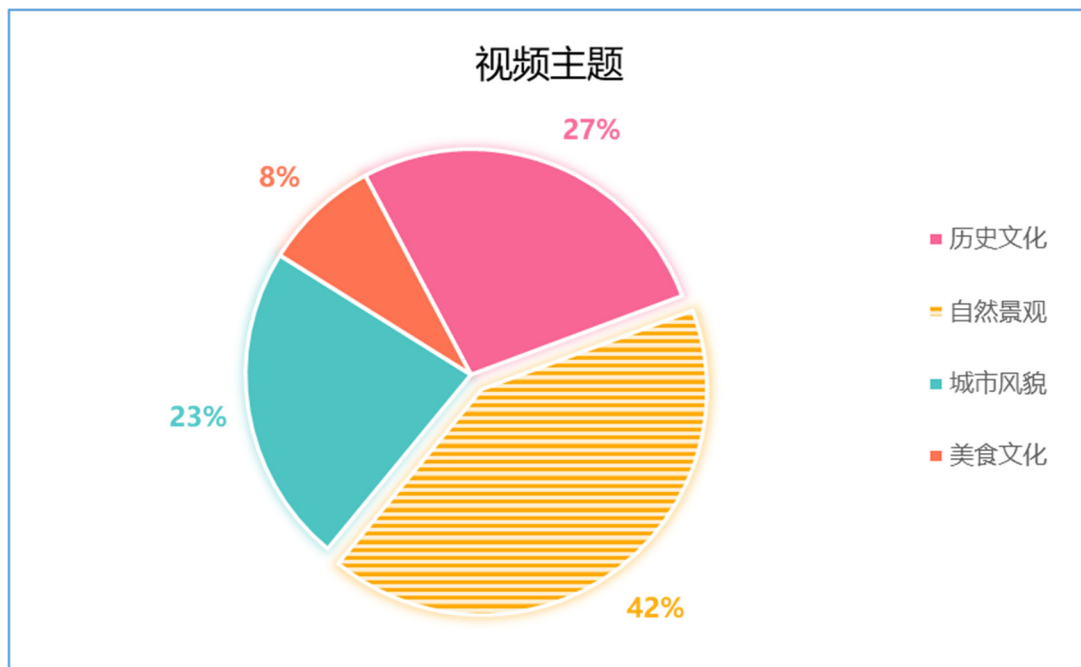


Figure 1. Video Theme Category

In terms of shooting techniques, most videos adopt high-definition image quality, with rich and harmonious color application and diverse shooting techniques, which makes the overall quality of video images high. This high-quality visual effect helps to enhance the viewing experience of netizens and further strengthens the intertwined relationship between video content and netizens' emotions. For example, high-definition image quality can show the natural landscape of Chongqing more truly and vividly, making netizens seem to be there, which has a strong visual impact and emotional

resonance. Rich and harmonious use of colors can create a unique atmosphere and arouse the emotional resonance of netizens. The diversity of photography skills can better capture the history, culture, and urban features of Chongqing so that netizens can understand and feel these contents more deeply, thus generating emotional identity.

To sum up, the interweaving relationship between video content and netizens' emotions has been fully demonstrated on the TikTok platform. Through high-quality visual effects and various shooting techniques, the video content can better arouse the emotional resonance and recognition of netizens, further enhancing the influence and communication of the video, which also provides a useful reference for the promotion and promotion of other cities or scenic spots.

In terms of video emotional tendency, the video with positive emotional tendency accounts for 72%, the video with neutral emotional tendency accounts for 22%, and the video with negative emotional tendency only accounts for 6%. These high-quality video images not only enhance the audience's viewing experience but also further strengthen their understanding of Chongqing's beautiful image, indicating that most TikTok users have a positive attitude towards Chongqing's tourism, and Chongqing's city image has been widely recognized in the short video platform.

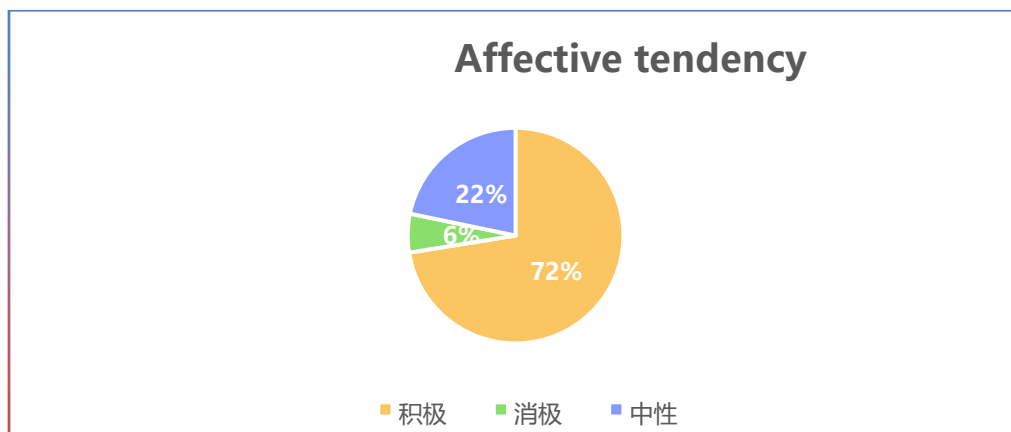


Figure 2. Video Emotional Tendency

The short video effectively attracts users' attention and promotes interaction through its narrative techniques, including a rich storyline, distinctive role setting, and appropriate background music. These videos show the natural scenery, food, and culture of Chongqing and stimulate the audience's emotional resonance and yearning for the city. The amount of interaction on social media (such as likes, comments, and reposts) is high, showing the influence of video content. The short video platform has changed people's traditional cognition of Chongqing, transforming its image from a single "mountain city" to a "magic 8D city" and enhancing the sense of city identity of tourists and local residents. The diversified content of the platform vividly shows the characteristics of the city and enhances the popularity and attraction of Chongqing. In addition, although the official propaganda video is well-made, the daily clips shared by ordinary citizens are more likely to resonate because of their authenticity and close-to-life characteristics, which increases the interactivity and communication of the video. For example, TikTok has promoted traditional scenic spots such as Hongyadong and Ciqikou have been, and their popularity has increased significantly. The number of tourists has increased significantly, making them popular scenic spots.

The image communication effect of Chongqing City on the TikTok platform is remarkable, which not only enhances the audience's viewing experience but also deepens their understanding of Chongqing's beautiful image. Through effective narrative techniques and interactive participation, the short video platform has become a new position for shaping and spreading the city's image.

4.2. Creative Content Dissemination and Influence Analysis

4.2.1. Influencing Factors of TikTok City Image Building

From the results of in-depth interviews, we can find that Chongqing's image on TikTok is diverse and full of vitality, which is consistent with the actual situation. Most interviewees pointed out that the delicious food, natural scenery, and unique urban culture of Chongqing were well displayed on TikTok. Meanwhile, the novelty of the video theme, the creativity of shooting techniques, and the authenticity of emotional tendencies have played an important role in Chongqing's image communication. In the interview, the interviewees generally believed that the image of Chongqing on the platform of TikTok was diverse and full of vitality. For example, Ms. Guo, who came back from a trip to Chongqing under the influence of short videos, mentioned that she learned about the Hongyadong and Qiansimen Bridge in Chongqing through TikTok. The unique night scenes of these landmarks impressed her deeply and prompted her to experience them in person (F1). Mr. Wang, who is engaged in the photography industry, said that the creative shooting techniques on TikTok, such as aerial photography and time-lapse photography, gave him a deeper understanding of Chongqing's natural scenery and urban skyline (M4). Mr. Li, who is keen on exploring urban culture, mentioned that he once saw a video showing street art in Chongqing on TikTok, which aroused his interest in going to Chongqing to find out for himself (M2). These viewpoints reflect that the novelty, creativity, and authenticity of video content on TikTok are the key factors that shape Chongqing's city image.

4.2.2. Sources of Obtaining City Image

Most interviewees said that they learned about Chongqing through the TikTok platform. They think that the most attractive place in Chongqing lies in its unique mountain city style, food culture, and hospitable people. At the same time, they also think that the content on TikTok has a positive impact on their cognition of Chongqing, which makes them yearn for the city more. TikTok Platform has played an important role in understanding Chongqing. Mr. Cao, who went to Chongqing through promotional videos, mentioned that he did not know about Chongqing at first, but the contents of TikTok about Chongqing hot pot and night view of the mountain city inspired his curiosity, which finally prompted him to plan a trip to Chongqing (M10). Miss Zhao, who is keen to try local cuisines, said that the video about Chongqing cuisine in TikTok made her interested in the food culture of Chongqing (F9). Mr. Fei, a scholar who likes to explore urban history, said that the historical and cultural videos about Chongqing in TikTok gave him a deeper understanding of the city's background, and these videos made him feel the historical background of Chongqing and made him admire the city more (M6). Miss Yang, a young man who likes to pursue fashion trends, mentioned that she once saw a video on TikTok showing the trend of Jie Fang Bei Pedestrian Street and Guanyin Bridge in Chongqing, which inspired her to go to Chongqing to experience modern life in person (F7).

To sum up, through in-depth interviews, this paper found that the TikTok platform has become an important channel for the outside world to understand Chongqing's city image. Respondents generally believe that the content in TikTok not only shows the visual image of Chongqing but also conveys the city's culture, history, and lifestyle, thus affecting their cognition of Chongqing. These views reflect that TikTok Platform has played an active role in shaping Chongqing's city image.

All these show that TikTok not only spreads the visual image of Chongqing but also conveys the city's culture and lifestyle, thus affecting the outside world's cognition of Chongqing.

4.2.3. Views on Chongqing Image Communication on the TikTok Platform

Respondents generally believe that the content about Chongqing on the platform of TikTok is of high quality and has played a positive role in enhancing the image of Chongqing. They believe that these contents not only show the beautiful scenery and rich culture of Chongqing but also stimulate people's interest and curiosity about the city. Simultaneously, they also pointed out the advantages and disadvantages of the TikTok platform in city image communication, such as fast communication speed and wide coverage, but the authenticity of information is sometimes difficult to guarantee. When evaluating the image communication of Chongqing on the TikTok platform, respondents

generally gave positive feedback. Ms. He believed that the content in TikTok not only showed the beautiful scenery of Chongqing but also indicated the enthusiasm of the Chongqing people and the vitality of the city, which is very helpful in enhancing the image of Chongqing (F8). Mr. Zhang pointed out that the rapid spread of TikTok can make more people know about Chongqing quickly, but he also mentioned that sometimes the video content is too exaggerated or distorted, which may provide people with an unreal impression (M3). This feedback pointed out the advantages and possible problems of TikTok in city image communication.

From the above, we can see that TikTok Platform plays a significant role in shaping and spreading Chongqing's city image. The generation and sharing of creative content not only enhances the visual expression of city image but also promotes the transmission of culture and emotion. However, at the same time, we need to pay attention to the authenticity and moderation of the content in order to maintain the positive effect of city image communication. In the future, the city image communication strategy, combined with the characteristics of the TikTok platform and user feedback can promote the city image more effectively and attract more attention and visits.

4.3. Urban Cognition and Attitude Behind Interactive Data

The interview results show that many interviewees said that they had a strong interest in Chongqing after watching these short videos. Respondent F10 said: "Through the short video, I saw the beautiful scenery and unique culture of Chongqing, which made me look forward to this city very much." Interviewee M8 mentioned: "I especially like the videos shared by ordinary citizens, which made me feel the enthusiasm and friendliness of Chongqing people." Most interviewees said that they learned about Chongqing through the TikTok platform. It is believed that the most attractive place in Chongqing lies in its unique mountain city style, food culture, and hospitable people. Respondent F1 said: "I like Chongqing's culture and diet very much and enjoy the life in this city." The content in TikTok has a positive impact on their cognition of Chongqing, which makes them yearn for the city more. TikTok not only spread the visual image of Chongqing but also conveyed the city's culture and lifestyle, thus affecting the outside world's cognition of Chongqing.

In terms of interaction and participation, this paper finds that videos with high likes and comments often have a high emotional tendency and narrative appeal. In the digital era, the likes and comments of video content have become the standard to measure its quality and audience participation. Popular videos often touch people's hearts emotionally and arouse the audience's resonance and desire to share by telling touching stories or showing emotional conflicts. Meanwhile, these videos also have compact plots and vivid characterization, attracting audiences to participate in comments and discussions. Therefore, when creating and promoting content, touching emotional resonance and narrative attraction is the key to achieving effective interaction and participation.

To sum up, the short video content on the platform of TikTok not only promotes Chongqing to become a micro-celebrity city but also deepens the audience's cognition and love for Chongqing through rich narrative techniques and positive emotional tendencies. In the future, with the creation and dissemination of more high-quality content, the micro-online celebrity status of Chongqing will be more stable.

5. Conclusion and Prospects

With the continuous progress of digital technology and the widespread popularity of social media, short videos have become a key way to shape and spread the image of a city. Through in-depth interviews and content analysis, this study found that the short video about Chongqing on the platform TikTok, with its vivid narrative and emotional expression, not only made the audience appreciate the charm of Chongqing but also prompted them to have a strong emotional resonance with bloggers. This resonance enhances the audience's cognition and love for Chongqing and promotes their active interaction and sharing on social media, thus greatly enhancing Chongqing's popularity and influence. These findings not only highlight the importance of emotional tendency and narrative techniques in

short video communication but also provide valuable inspiration for future city image construction and social media marketing.

Looking forward to the future, with the creation and dissemination of more high-quality short video content and the continuous innovation of digital technology, the integration of short video platforms and city image communication will be closer, and the status of micro-celebrity in cities such as Chongqing is expected to be further consolidated and enhanced. Specifically, we can consider the following two aspects: first, content innovation and diversified presentation. As a representative of new media, short videos are gradually becoming an important channel for city image communication. In the future, the content will be more diversified and professional, from history and culture to natural scenery and from modern architecture to street life. At the same time, the participation of a professional production team has further improved the production level and quality of short videos and provided more possibilities for the spread of the city's image. The second is interactive participation and emotional resonance. Future short videos will also pay more attention to the interaction and participation of the audience. Through emotional narration and personalized expression, short videos can arouse the audience's resonance and recognition of the city, thus enhancing the effect of city image communication and the audience's sense of belonging and emotional connection to the city.

To summarize, the integration of short video platforms and city image communication is reflected not only in content innovation and diversified display but also in interactive participation and emotional resonance. This integration not only promotes the spread of the city's image but also enhances the audience's cognition and recognition of the city. In the future, this paper can further explore how to use the short video platform to better shape and spread the city's image through innovation and interaction.

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