

*Media Representation of the Regional Image of Shaanxi Province in China's One Belt One Road Context*

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**Abstract**

The media image of a region is a main source of information and reference for the public to recognize and evaluate a region. When the media report on a region, it gradually forms the media image of the region through continuous accumulation. The media report on Shaanxi is the process of building the image of Shaanxi. This article takes the media representation of Shaanxi's image as the breakthrough point, and sorts out all the news concerning the Shaanxi Province from the central mainstream media "people's Daily". Through the analysis of the number of reports, layout, news genre, reporting tendency and reporting theme, we can clear up the authoritative mainstream media in Shaanxi Province. Western reporting framework, analysis of the authoritative mainstream media of Shaanxi image of the media reproduction characteristics.

Keywords: One Belt One Road Initiatives; regional image; media representation.

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## **Introduction**

The media reproduction of regional image belongs to the cross category of regional image and media image research. As a subsystem of national image, the concept of regional image of a place originates from the theory of regional marketing put forward by Western scholars. The concept of regional marketing originated in the United States in the 1930s. In the 1960s, the "new public management" movement of "reshaping the government" emerged in the western developed countries, and then the government image and regional image were put forward as the objectives of the new public management movement. In the 1990s, with the advent of economic globalization, the regional battalion came into being. The concept of marketing began to prevail. After Philip Kotler put forward the concept of national marketing in 1999, the research on regional marketing by European and American scholars began to develop rapidly from the theoretical level to the practical level. From the perspective of regional marketing, western scholars define regional image mainly from the perspective of cognitive psychology. They think that regional image is the miniature of people's Association and information about the region, and the media plays an important role in forming regional cognition and association, that is, the construction of regional image. As early as the 1920s, Lipman put forward the concept of "mimetic environment" in his masterpiece Public Opinion, believing that the media is the basis for the public to understand the reality.

### **I. Ideal and Reality of Regional Image Communication**

Since the founding of the People's Republic of China, from the distribution of key national construction projects in the West during the period of the First Five-Year Plan to the "three-line construction" in the West in the 1960s and 1970s when a large number of military enterprises and national defense industries settled in the west, from the influx of Eastern traders into the West after the reform and opening-up to the western development strategy launched at the beginning of the new century, the western region represented by Shaanxi Province has witnessed The region has experienced several important historical opportunities for Western development. In September 2013, Chinese President Xi Jinping put forward the "one belt initiative" as a major strategy for the new era of opening up to the outside world. The proposal of "one belt and one road initiative" is not only a historical opportunity to enhance the opening up of the western region, but also a new opportunity for the rise of Shaanxi.

Since the initiative was put forward, Shaanxi has become an important engine for the development of the western region. In recent years, the Shaanxi government has also actively carried out regional image communication: in 2017, it proposed that "highlighting new image" is an important part of Shaanxi's "five new" strategy, and also a significant symbol of Shaanxi's striving to catch up with and surpass; in the same year, the Shaanxi government issued the "Shaanxi New Image Overall Construction and Communication Action Plan" to focus on shaanxi's new shape. Elephant. However, according to the report on the regional image of Chinese provinces which has been publicly consulted at present, the regional image of Shaanxi has not been fully improved up to now: in May 2014, the Academy of Social Sciences issued the "Image Crisis Response Research Report 2013-2014", Shaanxi ranked third in the "Most Crisis" of the image crisis map of Chinese provinces; in March 2015, zero. Shaanxi ranks 17th in the "provinces/municipalities directly under the Central

Government/autonomous regions most favored by the Chinese" and 23rd in the "provinces/municipalities directly under the Central Government/autonomous regions most contributed to the hearts of the Chinese" (34 participating provinces). The reason for the difference between the entity image and the cognitive image is that the regional image does not depend entirely on the subjective will and the strength of the government. The regional image is not constructed by a single subject, but a complex. Among them, the media is an extremely important intermediary factor between regional image shaping and public awareness, and regional media image is the main information source and reference basis for public understanding and evaluation of a region. When the media report on a region, it gradually forms the media impression of the region through continuous accumulation. Media coverage of Shaanxi is the process of building Shaanxi's image, which is related to whether Shaanxi's image can be objectively and fairly understood and recognized by other social groups. Regional media image is the only way to study regional image dissemination.

## **2. Media Reproduction of Shaanxi Image by People's Daily**

People's Daily is the largest newspaper in China. In 1992, it was ranked one of the top ten newspapers in the world by UNESCO. Since the Eighteenth National Congress, the CPC Central Committee has made important instructions on the publicity and reporting of People's Daily for many times, requiring the People's Daily to play the role of "the mainstay of the middle stream" and "the needle of fixing the sea god". The influence of its authoritative mainstream media determines the representativeness of People's Daily in presenting regional images and shaping regional images. This paper takes the presentation of the image of Shaanxi in the people's daily as the object of study, and retrieves the news report of "Shaanxi" as the key word in the people's daily from the full text database of China's major newspapers since September 2013 (June 2018 to June 2018) as the time limit. 230 results were retrieved, and the total number of people was removed manually. 223 articles were retained. On this basis, this paper analyses the media reproduction of Shaanxi's image in People's Daily from horizontal and vertical dimensions.

### **(1) Horizontal comparison**

a. There are obvious differences in the number of reports of People's Daily to the East and west.

Since the initiative was put forward, the relevant reports of the people's daily on 34 provinces, municipalities, autonomous regions and municipalities directly under the central government have averaged 323 articles, with a median of 276 articles, and 223 reports on Shaanxi related reports. The number of reports on Shaanxi is obviously low and the degree of concern is not high. After the reform and opening-up, the economic development difference between the East and the West has become more and more obvious. At the same time, there is another difference between the East and the west, that is, the imbalance in the number of media reports on the East and the west. According to the regional division of the east, the West and the West (excluding Hong Kong, Macao and Taiwan) of the National Bureau of Statistics, this paper statistics the People's Daily to the eastern provinces. There are 5255 reports in municipalities, autonomous regions and municipalities directly under the Central Government, while only 3163 reports in the western region. There are obvious differences in the number

of media reports between the East and the west, showing a more obvious news imbalance.

b. People's Daily's attention to Shaanxi has been growing slowly.

Statistical comparison between 2013 and 2017 (2018 is not yet able to report the full volume of reports), the number of people's daily news reports in Shaanxi Province, 37 in 2013, 2013 to 2016 in 46, and 56 in 2017, it can be seen that the report of Shaanxi province did not come along with the initiative of the whole area, and there was a violent increase. Situation.

## (2) Longitudinal comparison

During this period, the layout, genre, tendency and theme of Shaanxi-related reports in People's Daily showed the following characteristics:

a. Newspaper Layout: Multiple Distribution, No Low Proportion of Front Page and News Page.

The layout of newspaper news belongs to a kind of non-verbal means, which expresses the media's attitude and value judgment to news. The statistics show that the 223 newspapers published in the "people's Daily" have been distributed in 38 pages, reflecting the diversity and comprehensiveness of the mainstream media coverage of Shaanxi. Among them, 33 were on the front page, accounting for 15% of the total news related to Shaanxi during this period; 62 were on the top page, accounting for 28%. The layout position can best reflect the mass media's judgment on the news value contained in the news. The appearance of Shaanxi related news in People's Daily also represents the judgment of the important degree of Shaanxi related news by the authoritative mainstream media to some extent. As the front page position of the People's Daily, the largest newspaper in China, news is more oriented and regarded as the vane of the central opinions. In terms of quantity, Shanxi-related news accounts for a small proportion of the front page and the main news pages of the People's Daily.

b. News genre-objective reporting is the main type while commentary is the least.

Reporting news is direct and objective, which is conducive to building the breadth of regional image, while commentary news is conducive to building the depth of regional image. Since the initiative was put forward, the people's Daily reported 200 articles, accounting for 89%, 20 commentaries, 9%, and 3 other news genres, accounting for 2%. The majority of Shaanxi news coverage reflects from the side that as the mainstream media, People's Daily presents the status quo that Shaanxi's image media has more scope and less depth.

c. Reporting Tendency: More Positive and Neutral Reporting

[Fig. 1] Statistics of Shaanxi-related news topics in People's Daily

Topic of report	2013 (Sep-Dec)	2014	2015	2016	2017	2018 (Jan-Jun)	Total
<b>Social livelihood</b>	2	6	7	10	15	8	48
<b>Political news</b>		2	5	4	9	3	23
<b>Economic news</b>		4	1	4	3	3	15
<b>Administrative reform</b>	2	8	8	2	4	2	26
<b>Character report</b>	1	1	2	1	1	3	9
<b>Tourism Culture</b>		2	1	3	3		9
<b>Water conservancy transportation</b>				1	4		5
<b>Education, Tech</b>		2		2	1		5
<b>Law, Public Security</b>			1	1	1	1	4
<b>Entertainment, Sports</b>				1	1		2
<b>Ecological environment</b>		3	6	2	5	1	17
<b>Regional Development</b>	5	10	5	7	2		29
<b>Urban infrastructure construction</b>		1		1	2	2	6
<b>Others</b>	2	7	7	5	3	1	25
							223

(September 1, 2013-June 6, 2018)

Most of the 223 Shaanxi-related news articles collected and analyzed in this paper belong to positive and neutral reports, while 11 negative ones mainly focus on people's livelihood, abnormal management of grass-roots governments, and environmental pollution caused by enterprises' production. For example, reports such as July 28, 2015, How can the "public transfer" of guaranteed housing turn into "self-rotation" and November 18, 2015, the "town government defaults, what is missing" reveal the negligence and anomie of Shaanxi grass-roots government departments, reflecting the rational supervision and criticism of local governments by the mainstream media in China.

d. Reporting Theme: Limited Presentation with Various Themes and Wider Coverage  
Reporting themes refer to the areas covered by news. This study divides the reporting themes into 14 categories (see Figure 1). From the distribution of 223 reports on Shaanxi, social livelihood, regional development and local government administrative reform are still the focus of the mainstream media in Shaanxi.

a. The topic of "poverty alleviation and poverty alleviation" accounts for half of the theme of "people's livelihood" and the number of economic news is small.

Among 223 Shaanxi-related news reports in People's Daily, 24 were on poverty alleviation, accounting for 50% of the people's livelihood reports. The focus of such reports is to show the achievements of poverty alleviation in Shaanxi and to show the positive role of Shaanxi grassroots government in poverty alleviation and alleviation. In fact, according to the list of 592 key counties for poverty alleviation and development published by the Office of the Leading Group for Poverty Alleviation and Development of the State Council in March 2012, there are 50 poverty-stricken counties in Shaanxi, which belong to the provinces with a large number of poverty-stricken counties at the national level. On the other hand, there were only 15 thematic reports on Shaanxi's economic development in People's Daily during the same period, accounting for less than 7%. Shaanxi's economic development level has been in the middle reaches of the country for many years and belongs to the underdeveloped areas. The weak tertiary industry and the weak secondary industry make Shaanxi still in the period of exploration and transformation of economic development. This situation is reflected in the mainstream media reports. The result is that Shaanxi lacks news reports. Economic activities of value lead to less economic news.

b. actively integrate into the development pattern of the belt and the development of the province.

There are 29 news reports on Shaanxi regional development, accounting for 23% of the 223 Shaanxi-related reports in People's Daily. The relevant contents are more concentrated in the special issues of the Nineteenth National Congress and regional economic special issues. These news shows Shaanxi's good development trend in the construction of all roads along the way, showing the determination of Shaanxi to build a new highland for inland reform and opening up and accelerating development, and portraying a willingness to integrate into the "one belt and one way" pattern of Shaanxi.

In the report of the people's daily on Shaanxi's regional development, 19 articles cover specific cities and counties in the province. Statistics show that the city with the highest frequency is Xi'an, a total of 13 articles, accounting for 68%, of which, Xixian New Area has been reported 8 times. From this point of view, Xi'an, as the most frequently mentioned city in Shaanxi's regional development report, is far superior to other cities in Shaanxi, showing a pattern image of the dominance of Xi'an in Shaanxi Province and the serious unbalanced development in Shaanxi Province.

c. To outline the strength, determination and vitality of Shaanxi's administrative reform.

From the 223 reports selected in this paper, 26 related to the theme of Shaanxi's administrative reform, accounting for 12%. It outlines the strength, determination and vitality of Shaanxi's regional administrative reform, from the determination of the selection and management of grass-roots cadres to the innovation of grass-roots management to the introduction of measures of Shaanxi's television political affairs. People's Daily's report on the theme of Shaanxi's administrative reform reflects the attention and affirmation of the mainstream media to Shaanxi's administrative reform, and conveys the firm determination of shaping Shaanxi's government to actively implement the administrative reform and build a good government ecology.

d. Holding large-scale international events to effectively obtain the attention and reports of the mainstream media in Shaanxi.

Holding major events and international conferences is a direct reflection of the importance, economic level and political influence of a city. In the 223 reports of the people's daily in Shaanxi Province, 5 articles on international events were published on the front page (twenty group of farmers in June 4, 2016). The conference of Ministers of industry was held in Xi'an, the opening of the 27th World Association of Buddhists in Shaanxi on October 17, 2014, and an important news edition (the opening of the Silk Road International Exposition in Xi'an on June 4, 2017). As the most prominent position in newspapers, the front page is generally considered to be the place where the most important information is placed. Large-scale international events held in Shaanxi Province can effectively attract the active attention of the mainstream media on the one hand, and on the other hand, it is also a symbol of the comprehensive strength level and cultural influence of the region, which helps to shape the region. International image.

## Conclusion

Regional media image plays an important role in the process of regional image construction. On the whole, since the introduction of the "one belt initiative" in the western historical development opportunity, the mainstream media in Shaanxi, represented by the people's daily, has shown a slow growth rhythm to the news reports in the mainland. Although the overall number of reports has not increased significantly, the proportion of the front page and the important news page is limited from the limited number of reports. Mainstream media attach great importance to Shaanxi; Shaanxi-related reports cover a wide range of topics, covering a wide range of areas in Shaanxi, but relatively concentrated in the number distribution, cultural, educational, sports, science and technology and other reporting topics are not much involved; objective reports are the main type, and in-depth commentary news is less, reflecting the mainstream media's coverage of Shaanxi. Hard image is mostly created, but the soft image related content such as regional humanities in Shaanxi is less. Of course, this is closely related to the media orientation and media characteristics of People's Daily. On the whole, the image of Shaanxi in the authoritative mainstream media has not yet undergone subversive changes since its initiative. However, there have also been some positive changes: outlines an effort to help the poor out of poverty, explore economic restructuring, deepen administrative reform and improve administrative ecology, and have the ability to hold large scale many times. The image of regional comprehensive strength in international activities. It is not hard to see that the authoritative mainstream media not only shows the development trend of Shaanxi's initiative along the belt, but also portrays an image of Shaanxi that wants to take the initiative to integrate into the development pattern of the whole region.

In addition, from the fact that the number of poverty alleviation and poverty alleviation topics in the mainstream media coverage of Shaanxi Province is relatively large and the economic development topics in Shaanxi Province are relatively small, economic development is still the first priority of Shaanxi's development. After all, regional economic strength is one of the important indicators attracting media attention, and the level of regional comprehensive strength is still an important basis for regional image communication.



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