

Research on Intelligent Communication Strategies for Local Urban Images in the Context of Platform-Based Media Transformation

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Abstract: The convergence of media and artificial intelligence advancements are reshaping how local urban images are communicated internationally. If mainstream local media remain focused solely on building overseas accounts and publishing content, they will struggle to adapt to intelligent communication trends. The transformation of platform-based media requires them to evolve from content producers into resource integrators and organizers of urban narratives, leveraging smart technologies to optimize content production, narrative translation, platform distribution, and interactive engagement, thereby enhancing the international visibility, comprehensibility, and recognition of city images.

Key words: Platform-based media; Local city image; Intelligent communication; International communication; Mainstream local media

Introduction

The deep integration of media and advancements in artificial intelligence are transforming the logic of international communication regarding local city images. In the past, mainstream local media primarily relied on news reports, promotional videos, and overseas social platforms for dissemination. While these approaches enhanced city visibility, they often remained limited to channel expansion and image presentation, failing to create lasting impact. A local city image represents a comprehensive reflection of its historical culture, spatial layout, industrial development, lifestyle, and core values. To enable overseas audiences to understand and embrace this image, local mainstream media must shift from a “media platform” mindset to a “platform-based media” mindset, restructuring communication pathways through content creation, user engagement, data feedback, and ecosystem collaboration.

1. The intrinsic relationship between the transformation of platform-based media and intelligent urban image communication

Traditional “media platforms” primarily serve content publishing and channel expansion functions, operating under a dissemination model where media outlets produce content, platforms distribute it, and audiences consume it. While this approach proved efficient in the era of mass communication, in the context of mobile internet and social media, one-way content delivery can no longer effectively engage international audiences or foster meaningful interaction.

Platform-based media place greater emphasis on openness, aggregation, connectivity, and feedback—functioning not merely as content distribution platforms but also as hubs for user organization, data analysis, service integration, and resource collaboration. The key lies not in possessing a dissemination platform, but in establishing a comprehensive

ecosystem encompassing content creation, user interaction, data feedback, and collaborative development.

The dissemination of local city images is closely linked to the transformation of platform-based media. A city's image is not merely displayed but constructed through continuous communication, interpretation, and interaction. In the past, local media primarily relied on promotional videos, special reports, and cultural short videos to present city images—approaches that helped establish basic perceptions but fell short for sustained engagement. The shift toward platform-based media requires mainstream local outlets to establish comprehensive communication frameworks centered around city branding: leveraging data analytics to understand international audience interests, utilizing smart technologies and professional editorial expertise to optimize content production, and employing multi-platform distribution, interactive strategies, and performance evaluation for sustained outreach. Artificial intelligence plays a pivotal supporting role by enabling features such as trend identification, audience profiling, content generation, multilingual translation, platform adaptation, and impact assessment, thereby transitioning city image promotion from experience-driven approaches to ones driven jointly by data and creativity.

2. The Practical Challenges in International Communication of Local Urban Images

The primary challenge in internationally communicating local city images lies in content homogeneity. Many cities focus on showcasing natural landscapes, historical sites, distinctive cuisines, and folk festivals—content that is intuitive and easy to disseminate—but their presentation approaches tend to be uniform, leading to a stereotyping of local characteristics. Overseas audiences often perceive these cities as merely “beautiful cities” or “lively events,” lacking understanding of their historical context and cultural essence. Secondly, there is insufficient cross-cultural translation. City image communication requires more than simple translation; it involves transforming regional symbols such as mountainous terrain, port heritage, immigrant culture, local dialects, and daily life into narratives comprehensible to international audiences. Without an appropriate interpretive framework, cultural information may be lost; conversely, excessive adaptation to platform-specific expressions can undermine the distinctiveness of local culture.

Furthermore, the sustainability of platform operations remains inadequate. Although some major local media outlets have established presence on overseas social platforms, they still face challenges such as scattered accounts, inconsistent updates, limited interaction, and inconsistent branding. If platform development remains confined to merely “creating accounts and publishing content” without proper topic management or data-driven feedback mechanisms, dissemination effectiveness cannot be sustained. Additionally, the application of intelligent technologies is insufficient; while many media organizations utilize tools like smart editing, machine translation, and automatic subtitles, these technologies have not been fully integrated into content planning, user analysis, or performance evaluation.

3. Feasibility Analysis of Intelligent Urban Image Promotion in Local Cities

Intelligent urban image dissemination is not a purely theoretical concept detached from reality, but a practical choice grounded in the convergence of media practices, local cultural resources, advancements in smart technologies, and evolving international communication needs. The transformation of platform-based media has provided mainstream local outlets with the foundation for content integration, technological application, and platform operation, creating the conditions for urban image communication to become more intelligent, platform-driven, and ecosystem-oriented.

From a content resource perspective, local cities possess abundant resources encompassing historical culture, spatial landscapes, industrial development, and lifestyle characteristics. Elements such as mountainous cityscapes, riverine cultural heritage, port-related memories, intangible cultural traditions, urban renewal initiatives, and daily urban life not only reflect regional distinctiveness but also resonate with international audiences' interests in urban development, public life, and cultural diversity. Intelligent dissemination technologies can transform these fragmented resources into a customizable, combinable, and reproducible content repository. Technologically, innovations like text generation, AI translation, image synthesis, video editing, and data analytics have become integral to news production and new

media operations, reducing costs for multilingual and multimodal content creation while supporting topic planning, visual design, platform adaptation, and audience feedback analysis. Overseas social platforms, short-video platforms, and video communities have emerged as key channels for urban image promotion; smart technologies enable media organizations to identify platform trends and audience preferences for targeted distribution. Platform-based media outlets can further integrate diverse resources to foster collaborative content creation and coordinated dissemination efforts.

4. Practical Approaches to Intelligent Communication of Local Urban Images

The intelligent dissemination of local city images should begin with content production mechanisms. Local mainstream media need to establish a structured urban cultural resource repository, systematically organizing elements such as city history, spatial landscapes, industrial development, public life, personal stories, international exchanges, intangible cultural heritage projects, and governance cases. Building this repository is not merely about archiving materials; rather, it provides a foundational content base that can be readily accessed, combined, and adapted for intelligent content creation.

In content production, it is essential to foster the synergistic development of professional production, user participation, and intelligent generation. Professional production ensures content authenticity, value orientation, and narrative quality; user participation provides a real-life perspective and drives social sharing; intelligent generation enhances production efficiency and diversifies expression formats. These three approaches are not mutually exclusive but each serves distinct functions. Local mainstream media can develop multi-layered content centered on a specific city theme: professional journalists conduct in-depth reporting, local residents and international participants contribute everyday materials, while intelligent tools generate short video scripts, multilingual titles, interactive posters, and platform-specific copy.

In narrative translation, the focus should shift from “symbolic representation” to “meaning interpretation.” The image of a local city cannot rely solely on landmarks and landscapes; it must also elucidate the history, daily life, and values underlying these symbols. For instance, the spatial characteristics of a mountain city represent not only topographical features but can also be framed as narratives about human-nature coexistence; port culture embodies not merely historical memory but also urban virtues such as openness, fluidity, and inclusivity; everyday life reflects not just the warmth of daily routines but also the resilience of ordinary individuals and social vitality. While intelligent technologies can facilitate multilingual expression and cross-cultural adaptation, media practitioners ultimately remain responsible for evaluating, selecting, and interpreting local cultures.

In terms of platform distribution, a segmented dissemination strategy should be established. The user demographics, content preferences, and distribution mechanisms vary across different overseas platforms. Short-video platforms prioritize pacing, visual presentation, and emotional engagement; text-based social platforms emphasize viewpoint expression and topic interaction; while video platforms are better suited for documentaries, interviews, and serialized content. Local mainstream media should not simply replicate the same content across all platforms but rather adapt it according to each platform’s specific context.

Regarding interactive feedback, a regular data evaluation mechanism should be established. Urban image promotion should not focus solely on view counts, likes, and shares; it must also consider comment content, audience demographics, user engagement duration, secondary dissemination channels, and emotional tendencies. Only by integrating data insights into the entire content production cycle can local urban image promotion evolve from one-off campaigns to sustained, ongoing operations.

5. Risk Governance and Value Boundaries

Intelligent dissemination does not imply that technology can replace professional judgment. When employing artificial intelligence for local urban image promotion, a balance must be struck between efficiency and quality, content generation and editorial oversight, as well as technological innovation and cultural accuracy. While generative AI

can rapidly produce text, images, and video scripts, international communication of urban images requires factual verification, value articulation, and cultural interpretation—aspects that cannot rely solely on algorithms. Local mainstream media should establish human review mechanisms to verify factual accuracy, refine language, ensure cultural appropriateness, and maintain value alignment in AI-generated content, thereby preventing misinformation, stereotypes, and cultural misinterpretations. Additionally, vigilance is warranted against aesthetic homogenization resulting from automated dissemination. The essence of urban image communication lies in distinctiveness; local media should ground their efforts in indigenous culture and authentic lived experiences, leveraging technology to highlight the unique character of each city.

6. Conclusion

In the context of media transformation driven by platform ecosystems, international communication of local city images is evolving from channel expansion to ecosystem development, from content dissemination to relationship building, and from one-way presentation to intelligent interaction. Mainstream local media should not rely solely on overseas account management or traditional promotional content; instead, they need to establish new communication mechanisms that integrate platformization, intelligence, and globalization. Intelligent communication enhances content production efficiency, expands visual expression possibilities, optimizes cross-cultural adaptation and platform distribution, and drives continuous improvement through data-driven feedback. Its value lies not in replacing traditional media entities, but in enabling local media to better understand audiences, curate content, and connect globally. Ultimately, the competitiveness of local city image communication will depend on its ability to integrate urban resources, professional content, user engagement, and smart technologies into a sustainable communication ecosystem.

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