Heroic City: Wuhan City Image Reshaping and Dissemination
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Abstract
Wuhan has always been a heroic city, and the people of Wuhan are heroic people. This paper carried out discussions from three aspects: the historical gene of the "Heroic City", the realization strategy of reshaping Wuhan city image, and the comprehensive rejuvenation to lead the dissemination of Wuhan city image, vividly portraying the new image of the "Heroic City" of Wuhan.

Keywords
Heroic City; Wuhan City Image; Reshaping and Dissemination.

1. The historical gene of the "Heroic City"

Historically, Wuhan has been a strategic military and commercial hub in southern China. The city characteristics portrayed in different historical periods: "Wuhan, Different Every Day": the ruins of Panlongcheng, birthplace of Chu culture, "Oriental Chicago", "Birthplace of the Revolution of 1911", Thoroughfare to nine provinces, a metropolis, and China's economic and geographic center, intertwined with diverse and complex cultures and historical contexts, contain Wuhan's city image of "new, progressive, and change" and the city spirit of "daring to be the first, pursuing excellence". In the process of the evolution and development of Wuhan's city image, there is never a lack of "heroes" or "hero events", it is these "heroic" imprint that gives birth to the historical genes of the "Heroic City".

1.1. Wuchang Uprising created the republic

"The integrity of China's territory and sovereignty was destroyed and the political independence began to be lost"[1], with the defeat of the Opium War, the Qing government signed a series of unequal treaties of bereavement and humiliation of the country, the establishment of the semi-colonial and semi-feudal society has accelerated the languishment and decline of the Qing Dynasty.

"After the failure of the Huanghuagang Uprising, the revolutionary party, dominated by the Literary Society and the Co-progress Association, decided to turn its attention to the Yangtze River basin in preparation for a new armed uprising in the Hubei and Hunan Area centered on Wuhan"[2], "The direct historical reason for the success of Wuchang Uprising was the result of the joint struggle of the three social forces, the Revolutionary Party, the New Army and the Chamber of Commerce, under the specific historical conditions at that time"[3].

Wuchang Uprising not only means the beginning of the Revolution of 1911, but also the revolutionary spirit of initiative: It established the Hubei military government, which became the prototype of the republican regime; produced the first draft constitution in Chinese history with modern significance, the "E Zhou Provisional Constitution", which influenced the process of China's modernization. The pioneering spirit of Wuchang Uprising, the dedication to the revolution of the revolutionaries, and the unity of masses from the three towns(Wuchang, Hankou, Hanyang), all fully demonstrated the image and quality of the Heroic City of Wuhan.
1.2. Fight bravely, defend the country to the death

The fact of the Wuhan Battle is actually the "Wuhan Defense War". In 1938, the Xinhua Daily was founded in Wuhan, "On the 13th, an editorial entitled 'How to Defend the Greater Wuhan' was published in a prominent position in the first page, and the slogan 'Defending Greater Wuhan' was put forward for the first time"[4]. Meanwhile, the Xinhua Daily published a series of editorials aimed at mobilizing the people of Wuhan, arming themselves and directly plunging into the Wuhan Battle, to defend Wuhan and defend China.

Although the Wuhan Defense War ended in failure, but under the call of "Defending Greater Wuhan", Wuhan people and the army fought with blood without fear of foreign enemies, "everyone holds the determination to die with the country"[5], the anti-Japanese belief of "born as a national hero, die as a loyal martyr"[6] has fully interpreted the Wuhan's national patriotic spirit of military-civilian unity, determination to fight to the end, and taking death calmly, as well as the heroism of devoting life in the national disaster.

1.3. One heart, one mind, one city

In 1998, Wuhan was one of the main battlegrounds in the Yangtze River basin during the flood fighting and rescue work. "With fearless heroism, an arduous and desperate struggle was carried out, overcoming eight the flood crests without losing a gate and bursting one inch of embankment"[7], this is another great miracle created after the flood of 1954.

"This fight against flood and relief is a great review and a great test to the Chinese Communists"[8], "Flood-fighting is the staging of true qualities, as well as a baptism of the soul"[9], the Yangtze River trunk dike is fluttering the bright red party flags everywhere, the temporary party branches, the sentry sheds of party members pioneer post, the party members demonstration posts, and critical points, party members and cadres can be seen patrolling and checking what is at risk. "the Party's grass-roots organizations at all levels bravely shoulder the heavy burden, sign military writs, set up a life and death monument: die with the levee, no retreat the flood, no withdraw our troop!"[10]. Party members and cadres are able to "stand up at the most critical moment" and "get out at a critical juncture" in the fight against floods and relief in the front line. "To find the party branch, follow the red flag" has become the strongest and most powerful appeal on the levee. Wuhan's fight against floods and relief shows the role of the battle fortress of the Party organization, the pioneering role of the Party members, and the heroic character of the Communists.

2. Implementation strategy of Wuhan city image reshaping

2.1. Social communication strategies

"The core task of city image communication is to establish the image of city communication that embodies the unique core value of the city, so to achieve the goal of communication: the target audience generates image cognition and identity in communicating with the city's image"[11]. The image of Heroic City of Wuhan is a high praise for the Wuhan City and its people on showing their responsibility and accountability in the long history of urban development, as well as a fundamental follow to reshape the city image of Wuhan. The summary and refinement of Wuhan city image requires a high degree of combination of typical events and advanced deeds in the process of anti-epidemic to select high-execution and operable social communication strategies.

2.2. Emotional identification strategies

"The spirit is the soul on which a nation depends for a long time, and only by reaching a certain height spiritually can the nation stand still and forge ahead in the torrent of history"[12]. Wuhan city and the Wuhan people's spirit of having the courage to take responsibility and
daring to devote, has deeply demonstrated the Wuhan people’s native land emotion of sticking together, watching each other’s backs.

The spirit of "Heroic City" is the unity of the spirit of nation and the spirit of the times, the concentrated embodiment and new development of patriotism, collectivism and socialism, and an important part of the Chinese spirit. The refinement of the city spirit of "Heroic City" is able to better boost the morale of the people of Wuhan, unite the working and entrepreneurial determination and motivation of Wuhan's struggling to catch up, stimulate the vitality of city innovation, enhance the city's overall competitiveness, and create a good city image.

2.3. City marketing strategy

City marketing is to virtualize the city as an enterprise, systematically integrate all kinds of resources such as urban politics, economy and culture, trade environment, humanistic quality and other resources, form a distinctive, rich connotation of the city image as a whole, bring together more social resources by means of marketing, promote the comprehensive competitiveness of the city, meet the sustainable development of the city and the people’s material and cultural life demands.

Build a "Heroic City" giant publicity pattern. "The folk image of the city is spread through literature, film and television works, songs, interpersonal communication and other ways, and the lower of threshold of the use of network technology drives the rise of the network experience-based dissemination mode, bringing about great changes to the city image dissemination paradigm"[13]. We should grasp the key points of public opinion, implement diversified means of dissemination, form a positive evaluation, rally the "concentric circle" of fighting the epidemic online and offline, and highlight the communication power, guidance, influence and credibility of the mainstream voice.

3. Comprehensively rejuvenate and lead the dissemination of Wuhan city image

3.1. Seize the opportunity to fully rejuvenate the Greater Wuhan

Make good use of the central government’s package of support policy for Wuhan, Hubei Province, speed up the resumption of work and production in an orderly manner, fight the economic development war, and release the great potential and resilience of Wuhan's economic development. Wuhan should always focus on the goal of building a national central city, take the construction of high-quality development area and industrial strategic layout as the strategic choice for the comprehensive reshaping of Greater Wuhan.

Facing the new development pattern, the biggest challenge to Wuhan's economic development is the acceleration of industrial transformation and upgrading, the development of strategic emerging industries and advanced new technology industries, especially the digital economy, biomedicine, medical equipment, life and health industries. "Confidence in Wuhan has never wavered," Chen Dongsheng and 14 other representatives of the Yabuli China Entrepreneurs Forum came to Wuhan to help Wuhan resume the work and production and accelerate the economic recovery. In the Wuhan "cloud investment promotion" state-owned enterprises special session, there were 37 projects signed for enterprises in the fields of high-tech, new energy, and intelligent manufacturing, with a total contract amount of 180 billion yuan. On May 19, the inaugural ceremony was held for Honeywell’s emerging market headquarters and innovation center in Wuhan, "We are very glad to become the first ‘the Fortune 500’ company to land in Wuhan after the epidemic, and we are confident in the continued development of Wuhan.”
3.2. Do a good job in urban planning, enhance the influence of the city

"Without the foundation of planning, marketing with planning as the principle will appear the phenomenon of "treating the city as an operable product", leading to city image projects, city building movements, etc., which disrupts the development order of the city and is detrimental to the sustainable development of the city"[14]. The reshaping of Wuhan city image should be combined with the vision of urban planning and development, and the top level design should be fully ready, which should not only solve the short-term difficulties of the current city development, but also scientifically plan the prospects for city development in the coming period.

In May, Wuhan launched the preparation of the Post-Epidemic Recovery Plan, adopting a planning framework of "1 + 4 + 6" to focus on solving city development problems and promoting the next three years of development action plans. On the basis of preliminary research and expert demonstration, the Plan forms specific planning measures to comprehensively enhance city functions focusing around medical and health care, city governance, emergency support, ecological environment, transportation logistics and functional areas, highlight areas, etc., which provide decision-making reference for further enhancing Wuhan's city function and strategic positioning, making it conducive to the formation of city brand, enhance the value of city image, expand the city's international and domestic influence, forming the marketing core competitiveness of city image in line with Wuhan's status as a metropolis.

3.3. Enhance capacity, promote the modernization of the governance system and governance capacity

Based on Wuhan's city orientation in the new era, it is necessary to promote the modernization of urban governance system and governance capacity to build "five centers" and accelerate the construction of national economic center, national science and technology innovation center, national trade and logistics center, international exchange center and regional financial center. The short boards and weaknesses that appear in Wuhan's city development need to be deeply reflected and lessons learned in order to accelerate the modernization of the city's grass-roots governance system and governance capacity, and to reshape and enhance the city image of Wuhan.

In terms of the governance system, the emergency management system of major public health emergencies needs to be established and completed, especially the system of disease prevention and treatment. It is necessary to establish and improve the city's grass-roots community and rural governance system, realize the flattening and closed-loop management mechanism of grass-roots communities and rural areas, and promote the coordinated management of the grass-roots level. It is also necessary to establish and improve the emergency management system of the education system to ensure the safety of life and the steady development of education for teachers and students in all types of schools at all levels.

In terms of the governance capacity, Internet technology needs to be made full use of, establish and improve the new grass-roots governance model of "big data + grid + governance", strengthen the scientific and technological support of city governance capacity, realize the tripartite linkage of government departments, communities and the masses, build a working model of data analysis, social services, supervision and management, consolidate the foundation of grass-roots governance, and build a co-construction, co-governance, sharing grass-roots governance pattern.
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References


