The Important Value of Social Media in the Construction of Korean National Image

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Abstract: Since the 1990s, with the continuous advancement of economic globalization, enterprises and other countries have participated in global competition, including not only the competition of hard power such as military and economy, but also the competition of soft power such as social media and national image. This paper analyzes the communication skills of social media and the dissemination of international information in the social media era, discusses the popular construction, formation and shaping of South Korea's national image from the perspective of culture, and analyzes the video and audio. The results show that compared with information news, audio-visual news pays more attention to the social livelihood and cultural topics in South Korea.

Keywords: Social Media, Korea, National Image, Topic

1. Introduction

Recently, social media has become a part of people's daily life. People often share images, texts and videos on social media such as twitter, snapchat, Facebook and instagram. Therefore, an automated method is needed to monitor and analyze shared social media content.

With the continuous development of science and technology, many experts have studied social media. For example, anselmsson J, buraktunca investigated whether and how media choices between two competitive channels affect consumers' perception of new brands. Evaluate the same ads published in national newspapers or Facebook [1]. Wang W, Ying s, Lyu J's purpose is to use a large number of online text data of social media to deconstruct all dimensions of the image of China's tourism boutique hotels, and strengthen the value creation of user generated content through social media [2]. Amorim m, bortoloti F D, ciarelli p m use coco data set and mask RCNN convolutional neural network to convert images and texts in social media into a single data format and identify them through machine learning algorithm, so as to introduce a new method to fuse heterogeneous data (image + text) [3]. Although the research results of social media are quite rich, there are still deficiencies in the research of social media in the construction of Korean national image.

In order to study the national image construction of Korean social media, this paper studies the social media and national image, and finds the similarity of the theme. The results show that social media is conducive to the establishment of national image.

2. Method

2.1 Social Media

(1) International information dissemination in the era of social media

The emergence of the Internet has brought great changes to the media. First, the Internet itself is a "hybrid" global media. In addition, it has accelerated the trend of media globalization and media integration. With the development of network technology and satellite communication technology, new media has gradually formed. Since the birth of new media, it has attracted extensive attention from all parties. Many people believe that the unique advantages of new media are more suitable for the needs of future development, and new media may replace the traditional media represented by newspapers. Transnational media groups were formed in the era of traditional media and have become powerful organizations controlling the development of public opinion in global news production and international controversial events [4]. Large multinational media groups have the world's major news resources and news channels, and have an amazing number of audiences all over the world. In the past,

the discussion on international communication mode was mainly from the perspective of comparison, that is, the comparison of media systems in different countries or the differences of various indicators of information communication, without considering the relationship between communicators. In other words, the final activity and impact of "account" on social media are not only related to its own attributes (such as media nature, country, etc.), but also affected by its network. This network just reflects the resources and strength of international exchange participants. The central node in the social network structure can more easily transfer information to a wider audience, and can also act as an "intermediary" in multi-level information exchange [5].

(2) Social media communication skills

Social media is slowly replacing the information exchange platform of traditional media. It has the characteristics of timely information release, multi angle and interaction. It has become the main source for people to obtain resources [6]. With the advent of the social era, citizen participation in the Internet has become a new platform for Internet politics. It enhances the strength and best use of the government in the communication process, minimizes the impact on the emergency disposal of public emergencies, and controls the factors of social instability. Therefore, in the dissemination of social media information, the public's sense of trust is closely related to the relationship between the two sides [7]. Many government departments and officials have established corresponding social accounts, feedback, bills, policies and activities. Therefore, the government should actively improve public trust, reasonably grasp the correct use of mass media, strengthen the close relationship between them, and further expand the impact of government communication on the people [8]. The agenda setting function of traditional media has been recognized and accepted by scholars at home and abroad, and plays a great role in political and social life. Traditional media has a subtle influence on the setting of public agenda. However, with the continuous progress of Internet technology and the rapid development of new media, network communication has become the carrier of information communication. Compared with traditional media, new media has stronger communication and interaction. The audience is both disseminator and receiver, but under the constraints of the legal bottom line, everyone can freely choose information and express views. Many scholars believe that in the new media, the agenda setting function of the media will be weakened or die out.

2.2 National Image

(1) Popular construction of national image

National image is the sum of understanding of a specific country. Although the exchanges between major developed countries and countries actively contain rich symbols, culture and words, in order to form a national image, rich and diverse information and complex communication process will have an impact. For South Korea, the image of a specific brand is related to the image of the country, and the proportion is high. The representative brand of South Korea is Samsung, and its brand status is very unique. In addition, Hyundai and LG are also included. In addition, the brand image of South Korea is extremely limited [9]. The national image is systematic and diverse, which is a horizontal conclusion drawn from the constituent elements of the national image. National image is a comprehensive reflection of a country's politics, economy and culture, with strong integrity. However, the object's cognition of it will be affected by the object's own perspective, experience, knowledge structure and values, and everyone's understanding of it must be different. The national image is formed through the construction of government, enterprises and all citizens. The material elements of the national image are jointly created by the people of the whole country. The spiritual elements of the national image are directly reflected in the people [10]. In a specific environment, people's personal behavior and behavior will potentially participate in the construction of the overall national image. Therefore, the whole people should be the main undertaker of national image construction. The government is the organ of power of a country. National development is the result of the operation of government policies and guidelines. State activities are also regulated and restricted by it. The government should occupy a leading position in the construction of national image. When all citizens and governments are shaping the national image, enterprises can supplement and improve the construction of the national image through their material entities - products and services [11].

(2) The influence of the formation of national image on South Korea

The formation of national image is a very complex process, which is affected by various factors. In the Internet age, diversified information sources (such as social media, websites, etc.) have a great impact on the terrain image of tourism destination, and there is no real original image. For example,

Korea's positioning of its own image is fashion Korea and dynamic Korea [12]. And has been following this positioning and trying to shape the national image. Therefore, in the process of shaping the national image, we must first establish a set of clear national image positioning. With the improvement of the national image, the Korean economy has also received positive benefits. It has had a positive impact on improving the national image of Korean products and increasing the consumption of Korean products. Tourism, food industry, hotel industry and clothing industry have a great impact, and their impact effects are also very obvious, so it is impossible to estimate their economic effects. In addition, this is to trust Korean companies and products, and economic activities such as buying Korean products and inter enterprise trade will also have a positive impact.

(3) Korean national image from the perspective of culture

With the deepening of Korea's modernization process, Koreans have gradually found a balance in the collision between Chinese and Western cultures. Under the influence of western culture, the traditional Confucian culture also retains the space for development and inheritance, and the two cultures are cleverly integrated together. And spread this integrated culture through Korean variety shows. In the Korean variety show, the audience not only saw international Korean stars, open social life and more and more western fashion, but also saw Korean traditional diet, folk customs and etiquette from China, and felt that Korean culture was deeply influenced by Confucian culture. The diversity of Koreans is such a contradiction. It is not only full of European and American popular culture, but also full of traditional Confucian culture. Through this form, they naturally and skillfully spread Korean culture and shaped Korean image.

2.3 Topic Similarity

Topic similarity refers to the similarity between the topic content of one country and that of other countries. By comparing the tags of microblogs sent by users, as shown in equation (1):

$$\frac{\sum_w \min(P_{i(w)}^{t-1}, P_{j(w)}^t)}{\sum_w \max(P_{i(w)}^t, P_{j(w)}^t)} \tag{1}$$

Where w represents different information labels and I and j represent countries. We add the subject similarity of I to a value, that is, the average subject similarity between country I and other countries.

The boundary value calculation formula of high-frequency words and low-frequency words is shown in equation (2-3):

$$T = \frac{-1+\sqrt{1+4D}}{2} \tag{2}$$

$$T = \frac{-1+\sqrt{1+8 \times I_1}}{2} \tag{3}$$

Where, t is the division value of high and low word frequencies, that is, the lowest word frequency of high-frequency words, and D is the total number of words in the text and the number of words with word frequency of 1. I_1 is the number of words with word frequency of 1.

3. Experience

3.1 Object Extraction

VK's "Korea" theme collected more than 200000 questions and attracted more than 2 million people. By browsing these questions and answers, we can see that the range of questions is very wide and there are many kinds. The questions closely follow the current affairs of South Korea and fully show South Korea. In addition to Koreans, there are people from many other countries. The answers are serious, objective and rational, and some are humorous. Opinion leaders on the topic of "Korea" are very active and frequent in the network, provide high-quality, objective and rational answers, and actively interact with other users. VK has set up a "most viewed" author list in each topic section, which is sorted according to the number of real-time replies and updated views, and counts the top 20 users who

replied the most views in the past 15 days. These 20 users are very active in the "Korea" topic community, contributing more than 50000 answers, reading and praise are very high, and play the role of opinion leader in this topic community.

3.2 Experimental Analysis

First of all, in the context of new media, the urgent task is to build a media platform for government information dissemination. Facing the increasingly complex network environment and security situation, in addition to the long-term authority and publicity of traditional media, government websites and microblog chat will also be linked. Secondly, in marketing, understanding the concept of integrated marketing is essentially a win-win marketing model, while meeting customer needs. In the era of mobile Internet, it becomes extremely important from the perspective of the audience. Enterprises, media and governments should recognize that the audience is the central link of communication, and the content and mode of information communication should be designed around the audience. Finally, in order to improve the government's communication ability and face the critical moment of major reform decisions, social emergencies and hot issues, we must perfectly integrate traditional media and new media to promote government communication.

4. Discussion

4.1 Video Analysis

Video is a form of communication that traditional media do not have. It is intuitive, vivid, infectious and persuasive. It transmits information and expresses ideas through the combination of image and sound. It is an important form of mass culture communication. The focus of video and audio reports on South Korea can be judged from news topics and video sources. There are two main sources on VK: one is news from other video websites, and the other is self-made video. From January 2021 to August 2021, a total of 3124 effective audio-visual videos were collected, focusing on four themes: country, economy, society and culture, as shown in Table 1.

Table 1: Distribution of video topics

Topics	Proportion (%)
National	21.4%
economic	11.5%
social	17.5%
cultural	24.6%

It can be seen from the above that in the video and audio, the proportion of national issues is 21.4%, the proportion of economic issues is 11.5%, the proportion of social issues is 17.5%, and the proportion of cultural issues is 24.6%. The specific presentation results are shown in Figure 1.
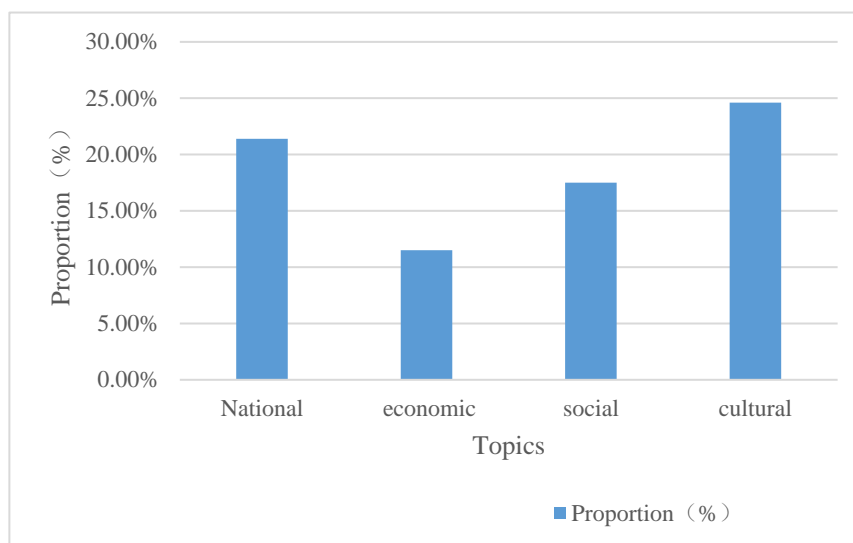

Figure 1: Distribution of video topics

There are both similarities and differences between video and audio in VK network and information news in topic distribution. In video, audio and video, the proportion of cultural themes in all themes is higher than that of other themes. However, in information news, economic and social news is second only to national themes. In video news, in addition to social news, cultural topics account for 24.6% and economic topics account for only 11.5%, which shows that Korean information news pays more attention to social, livelihood and cultural topics than video and audio.

4.2 Micro Analysis of the Communication Effect of Korean National Image Films

The communication effect of Korean video films depends on the accuracy of the audience's image symbols and cultural significance. "Do you know the rain in video movies?" this question examines the recognition of characters in video movies. As the main perspective and spokesman of the video film, as the most promotional image symbol, its influence and popularity are directly related to the national image of South Korea. Select celebrities as representatives to appear in the national image publicity film of a country to check the appropriateness of the celebrity selection strategy.

Table 2: Questionnaire data statistics

answer	data
yes	78%
no	22%

It can be seen from the above that 49% of the audience know the rain in the image film and 51% don't. The specific presentation results are shown in Figure 2.
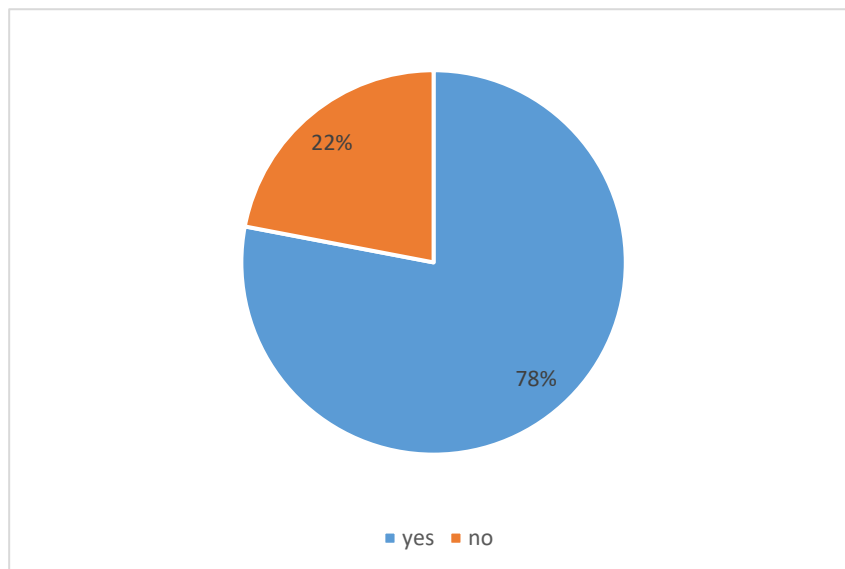

Figure 2: Questionnaire data statistics

Through the above data analysis, nearly 70% of the audience understand the character symbols in the video film. It can be explained that rain is a kind of character image symbol with publicity significance, with high recognition. As a famous local star in South Korea, rain is deeply loved and respected by audiences at home and abroad with its enterprising efforts and positive image. The appearance of its image symbols can immediately attract the attention of the audience. Because of its good celebrity reputation and image, the audience has good feelings and affinity. Then he established his "recognized" positive image of South Korea and expanded the publicity influence of the video film. It can be seen that the celebrity effect has achieved certain results in the communication effect of video films.

5. Conclusion

With the acceleration of globalization, if a country wants to achieve greater development, it must participate in the development of globalization. In the process of participating in globalization, the national image is one of the important factors that determine whether a country can obtain international competitive advantage. A good national image has advantages in international exchanges and

competition. On the contrary, it will feel depressed. Therefore, shaping a good national image has become an important topic that must be studied in a country's development, and it is also the goal that every country should pursue. Through the micro analysis of the communication effect of Korean national image films, the results show that the awareness of the character image symbol rain with publicity significance is high, and the communication effect of celebrity effect in image films has also achieved certain results.

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