

Study on the Strategy of Cultivating the Soft Power of Urban Culture

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ABSTRACT: *The report of the 19th National Congress of the Communist Party of China clarified the strategic goal of building a strong socialist culture and improving the country's cultural soft power. From a city perspective, cultural soft power includes, but is not limited to, ideological leadership, traditional cultural attraction, international communication, cultural creativity, and value appeal. Only when a city has strong cultural soft power can it continuously enhance its position in the world urban system, and can share more global resource elements, business opportunities, investment, intangible capital, consumers, tourists and international cooperation and competition. Attention. This paper proposes strategies from five aspects: ideological leadership, traditional cultural attraction, international communication, cultural creativity, and value appeal.*

KEYWORDS: *Cultivate and improve, Urban culture soft power, Strategy*

1. Introduction

The report of the 19th National Congress of the Communist Party of China proposed to "strengthen cultural self-confidence and promote the prosperity of socialist culture" and clarify the strategic goal of building a socialist cultural power and improving the country's cultural soft power. General Secretary Xi Jinping pointed out that improving the country's cultural soft power is related to China's positioning in the world cultural structure, its international status and international influence, and its "two hundred years" struggle goal and the Chinese nation's great rejuvenation Chinese dream. Based on the cultural soft power of the city, this paper focuses on the strategy of strengthening the city's cultural soft power based on the strategy of strengthening the city's culture. It aims to improve the city by planning the overall ideas, strategic priorities and major measures to enhance the soft power of urban culture. Cultural soft power provides a strategic analysis.

2. The connotation of urban cultural soft power

Cultural soft power is the core part of national and regional soft power. It

generally refers to the cultural cohesion, creativity and influence formed by a country or region based on its own cultural and ideological attractiveness. At the national level, cultural soft power mainly includes cultural values, national spirit, ideological theory, national quality, ethics, customs, historical heritage, literature and art, educational strength, cultural industry, media communication and other aspects, its core and soul. It is a value. From a city perspective, cultural soft power includes, but is not limited to, ideological leadership, traditional cultural attraction, international communication, cultural creativity, and value appeal.

From the trend of world urban development, the competition between cities is moving towards resource competition-capital competition-technical competition-cultural competition. The focus of future urban competition will shift more to the cultural field, whoever occupies the commanding heights of cultural development. Who can easily control the development of the right to speak and have a sustainable competitive advantage, can better grasp the initiative in the fierce urban competition. New York, London, Paris and even the world's leading cities such as Hong Kong and Singapore in China can stand out in the fierce urban competition and become a model for urban development in the era of globalization, not only because these cities have firmly grasped economic globalization. The first opportunity is also because these cities attach great importance to the leading role of culture in development, focusing on nurturing and possessing strong cultural soft power. The importance of culture in urban competition has reached a consensus on a global scale: a city can only enhance its position in the world urban system if it has strong cultural soft power, and can share it globally in international cooperation and competition.

Table 1. Urban cultural soft power components

Primary indicator	Secondary indicators	Three-level indicator
Thought lead	Thought platform	Academic journal
	Academic resources	Number of universities
	Academic Achievements	Transformation of results
Cultural creativity	Culture Industry	Cultural company index,
	Cultural career	Cinema box office, Theater box office
International communication	Media strength	Advertising, media multinational companies
	Cultural trade	Cultural trade index
	City diplomacy	International Exhibition Index
	City awareness	Mainstream search engine traffic
Traditional cultural attraction	Heritage	Number of World
	Tourist attraction	4A, 5A number of scenic spots
	International tourists	Number of international visitors
Cultural innovation	Talent strength	University index,
	Innovative creativity	Urban innovation index, cultural creative industry added value
Value appeal	City spirit	Integrity index
	Social civilization	Core value popularization rate

3. Cultivate strategies to improve the soft power of urban culture

The general idea of improving the soft power of Guangzhou culture is to fully implement the decision-making and deployment of the 19th National Congress of the Communist Party of China on "firming cultural self-confidence and promoting the prosperity and prosperity of socialist culture" under the guidance of Xi Jinping's Thought of Socialism with Chinese Characteristics in the New Age. The city's goal is to establish a culture-led strategy, focus on improving ideological leadership, enhancing cultural appeal, enhancing international communication, inspiring cultural creativity, enhancing cultural competitiveness, enhancing value appeal, and promoting Guangzhou to become a unique and culturally distinctive international.

3.1. Thought leadership: Strengthen the theory of armed forces to condense the city spirit.

Deepen the interpretation and interpretation of Xi Jinping's Thought of Socialism with Chinese Characteristics in the New Age, insist on using Xi Jinping's Thought of Socialism with Chinese Characteristics in the New Age to arm the whole party, educate the people, promote the popularization of Marxism in China, and build socialism with strong cohesiveness and leadership. The ideology has united all citizens in their ideals, beliefs, values, and moral values. Implementing Marxist theoretical research and construction projects, deepening the overall systematic and systematic research of the party's innovation theory, realizing the benign interaction between theoretical innovation and practical innovation, continuously enriching the ideological connotation of Xi Jinping's Thought of Socialism with Chinese Characteristics in the New Age, and transforming the party's innovative theory learning for the reform of development momentum and practice. Promote the reform and innovation of the field of philosophy and social sciences in Guangzhou, explore the multi-disciplinary division of labor and cooperation mechanism between universities, party schools, research institutes and social science organizations, and form a "big social sciences" work pattern with complementary advantages and joint efforts. Strengthen the construction of academic community and innovation platform, improve the organization level of social science collaborative innovation research, and optimize the layout of philosophy and social science disciplines. Focus on major strategies, major plans, major issues, develop development visions for 2035 and 2050, and launch a number of high-quality research results.

Table 2. Comparison of thought leadership in major cities around the world

City	New York	London	Paris	Tokyo	Singapore	Hong Kong	Shanghai	Beijing	Guangzhou	Shenzhen
Academic journal	0.89	1	0.61	0.89	0.36	0.36	0.31	0.39	0.27	0.24
China National High-end Think Tank	—	—	—	—	—	—	2	20	2	1

3.2. Cultural Attraction: Adhere to the dual-creation policy and exchange cultural charm.

Strengthen the utilization of historical and cultural resources, explore and integrate characteristic cultural relics and historical and cultural heritage, and build a cultural heritage resource sharing platform. Strengthen the integration, development and utilization of historical and cultural resources and red cultural resources with regional characteristics. Implement key cultural relics rescue and protection projects, and improve the cultural relics registration and safety management system. With historical and cultural resources and historical figures as materials and prototypes, a number of cultural and artistic propaganda products were launched. Combine the protection and utilization of historical and cultural blocks with the prosperity and development of the economy and society, and build a protection and incentive mechanism for historical and cultural blocks. Intensify the excavation of historical and cultural districts and form a number of scenic spots or works with high appreciation value. Implement the non-legacy protection and revitalization plan, promote the promotion of intangible cultural heritage, and expand the space for the dissemination of intangible cultural heritage. Implement inheritance protection measures and inheritor protection plans, set up traditional craft workstations, explore innovative training systems for non-legacy skills, and support traditional cultural celebrities and art masters to gather in specific historical districts. We will improve the management system for the protection of intangible cultural heritage, comprehensively complete the general survey of intangible cultural heritage, and establish a sound database of intangible cultural heritage and a database of cultural relics.

Table 3. Comparison of cultural attractions in major cities around the world

Index City	Cultural resource attraction			Integrity index	Integrity index
	Number of World Heritage Sites	Number of World Heritage Sites 4A	Number of World Heritage Sites 4A		
New York	1	—	1275	—	31
London	5	—	1988	—	10
Paris	4	—	1803	—	16
Tokyo	2	—	1170	—	11
Singapore	1	—	1520	—	34
Hong Kong	0	—	1346	—	48
Shanghai	0	49	614	89.42	71
Beijing	7	77	357	89.97	85
Guangzhou	0	22	308	84.68	81
Shenzhen	0	8	164	81.86	—

3.3. International Communication: Cultivate and enhance urban cultural brands.

With the media integration strategy as the development goal, the traditional media and emerging media will be deeply integrated in terms of content, channels, platforms, operations and management. Strengthen and improve positive publicity, enhance the appeal and appeal of publicity, and create a strong positive thinking paradox. Adapt to the new media development and market-oriented operation rules, and create a new type of mainstream media with diverse forms, advanced means and competitiveness. Grasping the opportunity of the integration of new technologies such as big data, cloud computing, artificial intelligence, and blockchain with traditional media, and forming a communication matrix with comprehensive coverage, new technical means, multiple media carriers, and a wide audience. Establish multilingual external communication positions and use multimedia communication forms and means to produce cultural products that adapt to international communication. Adhere to the user's thinking, and strengthen and expand the phenomenon-level fist products that reflect the characteristics and status of Guangzhou. Explore the establishment of studios in the fields of culture, tourism, food, education, animation, etc., so that famous journalists, editors, commentators, and anchors can produce more media content on the new media platform. Do a good job in the dissemination of international city image, strengthen the construction of overseas cultural positions, and expand channels for foreign cultural exchanges. Strengthen the city's international brand image design, and actively promote the city's international communication roadshow.

Table 4. Comparison of cultural communication power in major cities around the world

Index City	Media development			Spread influence			
	Number of advertising companies (number)	Media development index	New Media Development Index	Google traffic (million)	New York Times Exposure	Washington Post exposure	Time Magazine exposure
New York	175	9	9	2320	—	—	—
London	119	9	9	1970	—	—	—
Paris	100	8	7	1830	—	—	—
Tokyo	98	8	9	691	—	—	—
Singapore	82	7	7	896	—	—	—
Hong Kong	89	8	7	901	—	—	—
Shanghai	82	6	8	1090	4607	3982	9020
Beijing	88	7	8	1450	11665	13734	70900
Guangzhou	34	6	7	517	691	401	356
Shenzhen	—	—	—	552	753	703	620

3.4. Cultural creativity: to build a platform for the development of cultural industry agglomeration.

Adhere to the people-centered creative orientation and promote the creation and production of literary and artistic products. Focusing on five key areas of literature, film and television, music, drama, and fine arts, we will arrange creative projects and creative planning, and launch a number of excellent works. Explore the establishment of an art creation industry platform and foster an art industry cluster. Improve the modern public cultural service system, balance the allocation of public cultural resources, improve the network of grassroots public cultural facilities, and build a standardized and equalized modern public cultural service system. Deepen the reform of the cultural system and accelerate the establishment of an institutional mechanism that puts social benefits first, social benefits and economic benefits. Optimize the cultural industry to develop a business environment and support the development of private cultural enterprises. Cultivate new forms of cultural industry and develop emerging formats such as digital content, cross-border cultural e-commerce and cultural services trade. Promote the integration of "business travel". The implementation of the "Internet + Culture" project will strengthen key technology research and development, industrial integration and exploration, and business model innovation, and continue to promote new forms and new models of the cultural industry.

Table 5. Comparison of cultural innovations in major cities around the world

Index City	Talent base		Innovative creativity	
	University index	Cultural employment population	Urban innovation index	Value added of cultural and creative industries (100 million yuan)
new York	0.77	12	5.5	—
London	0.72	14	5.4	—
Paris	0.84	17	4.7	—
Tokyo	1	15	4.9	—
Singapore	0.14	—	6	—
Hong Kong	0.04	—	5.6	—
Shanghai	0.13	1.5	3.8	3395
Beijing	0.19	0.05	3.8	3570.5
Guangzhou	0.1	0.02	3.8	2487.78
Shenzhen	0	0.07	3.8	1949.70

3.5. Value appeal: Improve the degree of urban civilization and the quality of civilized civilization.

Vigorously implement the Soul of the Spirit, carry out the education of ideals

and beliefs, implement the core values “1+X” project, and promote the integration of core values into ideological and moral education and social practice education. Promote the integration of socialist core values into the rule of law. With the construction of spiritual civilization as the starting point, we will promote the social governance pattern of building, building, and managing, and building a “compassionate society” in the new era to create a community of community life. We will highlight the standardization of the creation of grassroots civilization, optimize the market environment, social environment, living environment, and humanistic environment, and complement the shortcomings that affect the quality of life of the people. In-depth promotion of civic moral construction, selection of a large number of moral models, good people around, the most beautiful people, continue to carry out in-depth study and publicity of advanced typical activities, in the whole society to form a strong atmosphere of advocating good, seeing the best, and the world. Vigorously promote social morality, professional ethics, family virtues, and personal morality, and strive to build brands such as community volunteer services and cultural volunteer services. We will implement the fundamental tasks of Lide Shuren, strengthen teaching and educating people, manage and educate people, educate people in the environment, and cultivate new people in the era who are responsible for national rejuvenation.

Table 6. Comparison of social civilization in major cities around the world

Index City	Citizen quality		Social development and service quality		Rule of law and government environment	
	Life expectancy per capita (years)	Per capita years of education (years)	Political and social security	Habitat environment attraction	Rule of law government index	Fiscal transparency
New York	86.9	12.9	38	279	—	—
London	90	13.0	36	267	—	—
Paris	81.59	13.1	—	—	—	—
Tokyo	86.39	11.5	55	232	—	—
Singapore	83.1	10.5	48	266	—	—
Hong Kong	83.74	10.00	47	230	—	—
Shanghai	82.29	10.58	27	182	786	81.04
Beijing	81.81	11.5	22	147	761	84.63
Guangzhou	81.34	10.55	28	203	800	82.84
Shenzhen	79.68	10.93	24	186	796	76.42

4. Conclusion

The soft power of urban culture is a concept corresponding to hard power such as economic and social development, and is an important part of measuring the comprehensive strength of a city. As a holistic concept, it is difficult to assess the cultural soft power of a city. This paper decomposes the concept of cultural soft

power, and proposes a theoretical framework and specific countermeasures to improve the soft power of urban culture with specific quantitative indicators. It can provide reference for this research.

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