Research on International Communication Strategies of Quanzhou City Brand Image from the Perspective of the Haisi Culture

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Abstract

The communication of city brand image plays a significant role in enhancing the charm and competitiveness of cities. Quanzhou's city brand image is based on its profound historical and cultural heritage, unique maritime trade exchanges and diversified social structure. However, the international recognition of Quanzhou's city brand image remains unilateral and ambiguous. It has problems such as the lack of innovation in promotion and publicity methods and the fact that Quanzhou city brand positioning is not unique enough.As a crucial component of Intercultural Communication, the Haisi culture serves as a vital "window" for the world to comprehend the essence of Quanzhou and holds significant practical implications and historical significance in fostering exchanges and mutual learning among civilizations, as well as in building a community with a shared future for mankind. This paper conducts empirical analysis and research exploration on the communication feedback of eight representative Quanzhou themed videos on the YouTube platform.Research has found that overseas audiences have a good tendency to focus on and evaluate the historical and cultural of Quanzhou city, but there is less discussion about the brand image of "Quanzhou China"city, and the brand image of "Quanzhou China" has a lower awareness overseas.The paper proposes that we should use the concept of Local Globalization and Empathetic Communication to build "Intercultural Identity", form an "Interculturality" public sphere, and eliminate "Cultural Discounts", while making use of overseas streaming media platforms and digital Internet platform channels and technologies to spread widely, and from the perspective of the Haisi culture. It is beneficial to improve the International Communication efficiency of Quanzhou's city image, and enhance the international status .

Keywords

The Haisi Culture ;   Quanzhou City Brand Image；International Communication ；Audio-visual Media

1. Aims

Pasqual Maragall, an eminent economist, once said that in the not-too-distant future, the primary influencer of the majority would no longer be the country, but rather the cities and the forms of urban life (Zhiyong Mo , 2013) . As an essential representative of cities and national image, the city brand has emerged as a crucial link to facilitate communication and interaction among people, cities, and nations.

Recognized by the United Nations as the "Starting Point of the Ancient Maritime Silk Road", Quanzhou combines tradition with modernity, history with innovation, presenting a unique city brand image. In 2023, Quanzhou released a city LOGO that embodied the design concept of "Haisi"(means Maritime Silk Road) , which fully reflected Quanzhou's extensive history and culture, as well as its diverse, inclusive, and open characteristics, through design elements such as the "Haisi and the Twin Pagodas of ZAYTON". "Quanzhou:The World Maritime Trade Center of China in the Song and Yuan Dynasties" has been included in the World Heritage List and has been designated as a heritage site named after the city, with 36 national intangible cultural heritage projects and 6 world-class intangible cultural heritage projects. The number of overseas Chinese in Quanzhou is 9.5 million, ranking among the top 25 key overseas Chinese townships in the country. In recent years, Quanzhou has commenced the integration of "Quanzhou Smart Manufacturing" with "Overseas Chinese Business Power" in commerce, aiming to propel Quanzhou's national trend products onto the global stage. Concurrently, it has augmented the international communication of audio-visual media, showcasing Quanzhou's city brand culture to the global community and contributing to the formation of the international image of "Quanzhou China."

However, the international recognition of Quanzhou's city brand image remains unilateral and ambiguous. Some scholars have highlighted that Quanzhou city's positioning lacks distinctiveness, the essence of the Haisi culture has not been adequately showcased, and the city's external appeal and communicative power are insufficient (Yali Hou , 2016). Some scholars argue that Quanzhou lacks efficient city brand promotion channels, necessitating the enhancement of publicity efforts and the optimization of promotional strategies (YuYang , 2015) .The majority of scholars concur that the current publicity and promotion methods employed by Quanzhou cities are insufficiently innovative, which, to some extent, impedes the city's brand from achieving significant international influence.This study examines the International Communication efficiency of the Haisi culture in Quanzhou, as conveyed through audio-visual media. Furthermore, it delves into the strategic approach to augment the recognition of Quanzhou's city brand image and its global impact.

2. Theoretical framework

2.1 From City Image to City Brand

The concept of city brand can be traced back to the 1960s when the study of "urban image" was prevalent in the West. Kevin Lynch first proposed this concept in "City Image", clearly stating that city image was people's impression and perception of the city, and was a

public image composed of multiple images stacked together (Kevin Lynch, 2011).A city brand is not simply a city image, it is a deeper, selective, prominent or representative image that highlights certain characteristics.

American scholar Mumford once said: Cities are not just clusters of buildings... but also the culmination of culture. City brand combines the basic characteristics of both "city" and "brand". Differentiated brand elements such as unique and abundant resources of the city, historical and cultural sedimentation , and industrial development advantages of cities endow them with sustainable and trustworthy brand value. Defining a city brand as a unique symbol that embodies the material resources and cultural connotations of the city, and sets it apart from other cities, is a concentrated reflection of the overall elements that make up the city in the minds of the audience.

2.2 Building the Brand Image of Quanzhou City from the Perspective of the Haisi Culture

2.2.1 The Concept Definition and Historical Evolution of the Haisi Culture

The Haisi culture, also known as the culture of Maritime Silk Road , is a diverse culture and civilization that exchanged and learned from others through the Maritime Silk Road in ancient times. As an essential international trade route, the Maritime Silk Road originated in the Shang and Zhou Dynasties, developed in the Spring and Autumn period and the Warring States period, formed in the Qin and Han Dynasties, flourished in the Tang and Song dynasties, and ultimately transformed in the Ming and Qing dynasties. The Maritime Silk Road is the oldest known maritime route. It is not only a trade route connecting China with multiple countries in Southeast Asia, South Asia, the Middle East, Africa and even Europe, but also a cultural route that closely connects Eastern philosophy, art and technology with Western religion, architecture and literature.

As a conceptual form, the Haisi culture transcends regionalism and has characteristics of internationalization. It represents a significant accomplishment for the people of countries and regions along the Sea Route to jointly promote human development under the concept of "Joint construction, common prosperity and sharing." This culture is marked by openness, inclusiveness, and diversity (Yunqing Lu , 2024), and embodies the spirit of a mutually beneficial community with a shared future for mankind. The Haisi culture is intimately associated with the culture of world heritage, the hometown culture of overseas Chinese, and the culture of southern Fujian, collectively forming a significant aspect of cultural and economic exchanges between China and other countries.

2.2.2 The Important Position of Quanzhou City Brand in the Haisi Culture

Guarding an important boundary of the southeastern coast of China, Quanzhou boasts an outstanding geographical position, making it not only a crucial intersection for economy and trade, but also a vital bridge for cultural exchange between the East and the West. It serves as a primary force in inheriting and promoting the Haisi culture.

"City" is a talking environment (Bella Dicks, 2012), a term that has historically served as a sign and symbol (David Harvey, 2016). As the "disseminator" of the Haisi culture,

Quanzhou boasts a rich historical heritage and cultural resources. Moreover, it is renowned for its openness and tolerance towards foreign cultures and religions, attracting numerous foreign merchants and missionaries to settle down and thrive here for generations. Boasting abundant interpersonal network resources, high cultural identity, significant industrial technology and other advantages, Quanzhou plays a pivotal role in the construction of the Maritime Silk Road and the spread of the Haisi culture.

2.2.3 The Brand Support and Influence of the Haisi Culture on the Personality of Quanzhou City

Featherstone once said："The spatial configuration and the layout of buildings in the city are the expression of concrete cultural symbols themselves "(Mike Featherstone, 2000) . In Quanzhou, ancient architectural communities and historical relics of various religions also have distinct characteristics of maritime trade and the integration of Eastern and Western civilizations.

Culture endorses the city with symbolic meaning. As a unique cultural symbol of Quanzhou city, the Haisi culture has a profound influence on the personality and brand image of the city. The Haisi culture emphasizes the spirit of openness and inclusiveness, laying a solid foundation for international exchange and cooperation in Quanzhou city, and also creating a unique and diverse cultural landscape in Quanzhou; The commercial tradition of the Haisi culture imparts a distinctive commercial hue to the urban brand of Quanzhou; The innovative spirit of the Haisi culture inspires Quanzhou to continuously explore new paths for urban development in the context of the new era. Just because of the bolster and impact of the Haisi culture, Quanzhou is renowned not only in China and the world, but also demonstrates its distinctive urban characteristics in various fields, including economy, culture, and society.

2.3 The Local Globalization International Communication Concept of City Brand Image

As an essential theoretical and conceptual breakthrough, local globalization represents a new phase in the evolution of globalization , and constitutes a "decentralization" process of economic and cultural globalization. Its core is that countries retain their local cultural characteristics while actively engaging in dialogue with other cultures, which helps emphasize the importance of cultural diversity, encourages the combination of national traditions and innovations, and promotes the exchange and integration of global cultures. Localized narrative and global communication play multiple roles in shaping city brand image.

The first step is to establish an "Intercultural Identity", which involves respecting cultural diversity while exploring and emphasizing the commonalities that can inspire resonance between different cultures. The second step is the creation of an "Interculturality" public sphere, ensuring equal opportunities for the voices of diverse cultures and displaying an open and inclusive attitude in all communication. The third step involves utilizing the theory of Empathetic Communication to convey the city's image, enabling a deeper

understanding of the city's cultural connotations, and fostering a sense of community built on emotional connections.

2.3.1 Building "Intercultural Identity"

The establishment of Intercultural Identity is a complex and delicate process, which requires us not only to recognize the uniqueness of various cultures, but also to find and emphasize those common elements that can promote the resonance between different groups based on this foundation. This commonality may stem from shared emotional experiences, universal values, or shared interests and goals in the face of global challenges. The overseas communication of Quanzhou city brand image under the perspective of the Haisi culture is founded mainly through the display of Quanzhou's unique cultural and natural heritage, intangible cultural heritage, traditional handicraft and other cultural elements, and exploring historical elements of Intercultral Communication to construct Intercultural Identity.

2.3.2   Forming an "Interculturality" Public Sphere

Interculturality embodies the communicability between cultures, involving the dialogue, communication, integration and symbiosis of different cultures on the basis of recognizing each other's subject status. It encompasses both cultural similarities, overlaps, and commonalities, as well as cultural differences, contradictions, and tensions.

The International Communication of Quanzhou city brand image shows two characteristics in the construction of "Interculturality" under the perspective of the Haisi culture. One is the two-way interaction of communication content. When people from different cultural backgrounds use similar representation systems or symbiotic expressions, they are more likely to develop empathy (Lan Li and Shuting Wang, 2024). For instance, overseas audiences associate Quanzhou cuisine in Quanzhou themed videos with their own local cuisine. The other is to preserve the differences between different cultures and to establish an intermediate field that can equally showcase one's own cultural characteristics. For example, the local architectural styles presented in the Quanzhou themed videos include the cornices of the Song Dynasty, the round arch of the Arab style, and even the Gothic minaret of the Middle Ages in Europe, which help overseas audiences to compare and understand the Chinese architectural style.

2.3.3 Realize Empathetic Communication

Empathetic Communication shows how individuals actively participate in the process of receiving, feeling, expressing and sharing information in a group emotional environment. Starting from individual empathy in psychology, it further extends to the level of interaction between individuals and groups and groups. Through empathetic communication, emotions and information can flow and exchange within the broader social scope, thus affecting the

formation and development of collective emotions. Exploring the Haisi culture, telling the Quanzhou story well, integrating more common emotional types into the video content, and creating close emotional experience can help overseas audiences eliminate cultural differences and resonate. Through Empathetic Communication, "Quanzhou China" can effectively establish emotional connections with overseas audiences and further enhance its international influence.

Based on the above theoretical guidance and literature review, this article proposes the following assumptions :

Assumption 1: The Intercultural Identity of Quanzhou city brand image by overseas audiences is an important factor in enhancing the effectiveness of International Communication of the city brand

Assumption 2: The International Communication influence of Quanzhou city brand image is positively correlated with the construction of "Interculturality" public sphere

Assumption 3: The International Communication efficiency of Quanzhou city brand image is greatly affected by "Cultural Discount"

3. Main research approach

This paper mainly adopts the method of combining data analysis (number of comments and word frequency, etc.) and text analysis (mainly comment text), and selects eight representative videos about Quanzhou on YouTube in terms of types, communication data and comments feedback as research samples. The number of views and comments of the eight selected videos belong to the top YouTube videos about Quanzhou, and the types are divided into Quanzhou documentaries, Chinese and foreign short video bloggers travel to Quanzhou for filming, etc., which also triggered a lot of discussion in the comment section. (Refer to Table 1 for specific details)

Table 1. Representative Quanzhou themed videos on the YouTube platform (sorted by views)

Number	Name	Type	Views	Likes	Comments
1	To the whole universe of foreigners, recommend Quanzhou this treasure city!	Short video	400414	12894	849
2	[Fujian	Quanzhou] Minnan Overseas Chinese Hometown, City of Gods, a city that fascinates me	Short video	268963	2798	243
3	Oldest HINDU Temple CHINA Kaiyuan temple Quanzhou || Niranjan China	Short video	180588	6003	1217
4	The only world heritage city in China is surrounded by female hairpin flowers and a walking garden TRAVELS IN CHINA	Documentary	78225	355	134
5	Foodwise: Quanzhou	Short video	28749	81	62
6	Ugly and cute, I also took a Charybdis girl with me to step on the street, Quanzhou, Fujian!	Short video	63388	2844	225
7	Home in the Distance 03/2022 The Great Rivers and Mountains World Heritage Site in Quanzhou	Documentary	56340	437	12
8	KUIL BUDDHA TERBEASR FI FUJIAN	QUANZHOU KAIYUAN TEMPLE	Short video	27955	968	128

(Note: The data in Table 1 are as of April 18, 2024)

This research method mainly analyzes overseas audiences' awareness, discussion and attention to Quanzhou city brand and the Haisi culture. Specifically, the real-time comments of eight video samples were captured by "Gooseeker" software, with a total of 2870. After eliminating a series of invalid samples such as nonverbal samples, the final number of effective comments was 2347. During sample processing, after translating multilingual comments from overseas into English, the frequency of words was calculated using the " Gooseeker" software, and effective keywords mainly based on nouns were extracted.

Meaningless words such as prepositions and pronouns were removed, and a comprehensive keyword cloud map was created using "Microword Cloud" to analyze the main concerns of overseas audiences.Text analysis was carried out through the comment cluster, and the comments with high correlation and recognition for building "Intercultural Identity" and forming the "Interculturality" public sphere were evaluated and selected. The comments were presented in the form of tables to analyze the audience's identification points in the video text narration. This study examines the effect and influence of audio-visual media in spreading Quanzhou city brand image overseas.

4. Key arguments/findings

4.1 Overseas audience's attention and evaluation of Quanzhou city brand image are generally good

According to the cloud map of eight keywords related to Quanzhou themed videos (Refer to Figure 1 for specific details), the overall presentation shows the characteristics of Quanzhou's urban brand image spreading overseas. The overseas audience on the YouTube platform shows a good tendency towards the focus and evaluation of Quanzhou city brands image.The top five keywords with the largest proportion in the "Keyword Cloud Map" are "China", "Quanzhou", "culture", "great" and "good-looking", which reflect overseas audiences' attention and evaluation of Quanzhou as a whole to a certain extent. Words with high frequency, such as "food", "Buddhism", "headwear", "Southern Fujian" and "temple", reflect overseas audiences' attention to Quanzhou's local characteristics and culture.

The Quanzhou themed videos focus on the excavation and communication of Quanzhou's history and culture, which to some extent reflects the characteristics of localized narrative and global communication. However, in general, there is less discussion about the city brand image of "Quanzhou China", indicating that the brand image of "Quanzhou China" has not left a mark in the overseas market and the hearts of the audience.

Figure 1. Eight Quanzhou themed video "keyword cloud map"

4.2 Overseas audiences have formed Intercultural Identity in the recognition of Quanzhou city brand image

The recognition of Quanzhou city brand image by overseas audiences reflects Intercultural Identity. After learning about Quanzhou's customs and practices through relevant videos, overseas audiences have improved their recognition of Quanzhou and even China, and began to pay attention to Chinese traditional history, culture, customs and other contents.

The audience's comments on audio-visual media are mainly in Chinese, English, and Indonesian, and the subtitle translation of most videos is limited to English, which will have certain limitations in Intercultral Communication. Moreover, the lack of accurate multilingual subtitling or dubbing services will cause "Cultural Discount". For instance, in video comments, there are comments such as "It would be great if there was a Thai translation" and "The scenery is beautiful, but I don't quite understand".

Comments on Quanzhou themed video content mainly focus on creators' self-made short videos or travel vlogs. If more influential opinion leaders (KOL) can be attracted to participate in the popularize, or the audience can be encouraged to create and share their own content (UGC), then the International Communication scope of Quanzhou themed videos will be expanded, and the influence will be significantly enhanced.

Table 2. A cluster table of content comments related to "intercultural identity" in the video

Number	Comment language	Comment content	Likes	Related
1	English	@user-du8qr4ve3u：You did a great job, perfectly explaining the historical and cultural connection between China and India, making us very fortunate for future generations to see all of this.	78	Culture
2	English	@jimmyindarjochannel4414：Salute to Chinese citizens, maintain cleanliness and tidiness in every corner of cities and rural areas, we also pay tribute to the former Indonesians who have become Chinese citizens to uphold Indonesian culture, especially the language of food and dance	7	
3	English	@SamLau：Thank you for your China Tour series China is an amazing place!	8	
4	English	@singhualee8967：This episode of Quanzhou, Fujian, allowed me to experience a lot of local customs, The customs, cultural habits, and changes in the world are worth looking at again.	9	
5	English	@HERObyPROXY：Thank you for giving us such a wonderful understanding of China! That's amazing! thank you	19	
6	English	@ellashy6539：It seems that every city looks clean, well planned, and culturally rich. I just hope that everything goes smoothly in China in the coming years	25	
7	English	@oneilchung：Wow, wow, wow! This is one of your most interesting videos. I really appreciate you avoiding common tourist traps and delving into the local culture. You not only introduced the local cuisine with astonishing clarity and honest details, but also showcased the real daily lives of ordinary working people in China. Great direction! Keep going~	69	

(Note: The data in Table 2 are as of July 31, 2024)

4.3 The overseas audience's evaluation and discussion of Quanzhou themed videos reflect certain "Interculturality".

Through analyzing comment cluster texts, it is found that the overseas audience's evaluation and discussion of Quanzhou themed videos reflect a certain "Interculturality", which is generally manifested in food, ancient ruins and other aspects. For example, when the ancient ruins of Quanzhou appeared in the video, most of the comments were "Thank you to the Chinese government for protecting this ancient Hindu culture" and "There is even a mosque here". This reflects that Quanzhou, as a historic town of opening up and exchanges with the outside world, has absorbed a large number of foreign cultural elements, and combined with local culture to create a unique regional cultural symbol.

If Quanzhou themed videos are presented through attractive narrative forms, or find historical and cultural empathy points that touch the hearts of overseas audiences, such as reproducing historical events, character biographies or weaving fictional stories, to show the important position of Quanzhou in the Maritime Silk Road and rich diverse cultures, it is more conducive to shape the international image of "Quanzhou China" city brand.

Table 3. The video involves a cluster of content comments that show "interculturality"

Number	Comment language	Comment content	Likes	Related
1	English	@USER01：Oh my goodness! Malaysia also has similar foods, such as pancakes with peanuts and deep-fried dough sticks and peanut soup. Thank you for making this video.	18	Food
2	English	@USER02: The peanut pancakes in Malaysia, like what you eat, are likely originated in Quanzhou. The four fruit beverage is the same as here, and the name is also the same.	17	
3	English	@USER03: Nian Gao is a type of mochi. There are many types around the world. Most Japanese rice cakes contain sweet things such as Red bean soup. In Southeast Asia, our favorite foods are ground peanuts and sugar, but now they make many different types of fillings	4	
4	English	@USER04: The impression of China in Western media is very singular. We have forgotten that many of the cultures, culinary arts, and technologies we see today come from China. The Chinese people still retain these.	212	
5	English	@USER05：One thing that surprised me about China was that China is more like Europe than France. It is now being unified with Mandarin language. But cuisine is as diverse as Greek, Spanish, French, German, Swedish, Hungarian, Italian all distinct and different. As are the people that live there. And the language differences.	435	
6	Chinese	@USER06：You have covered the off beat places in China which I cannot find in most videos. Some beliefs of China and India are very similar, like a house facing an alley is considered very inauspicious and the manner of greeting with a bow or folded hands. The use of incense sticks is also very much prevalent in India also.	78	Religious Sites
7	Chinese	@USER07：Quanzhou is a world cultural heritage site and one of the first batch of national millennium cultural ancient cities. It is rich in humanities and arts, with a prosperous cultural style. It is known as the coastal Zou Lu region and the elegant name of Quannan Buddhist country. It has many historical relics, many temple allusions, various cultures from different countries, many memorial halls, many thousand year old streets, many overseas Chinese, many delicious snacks, seafood dishes, many agricultural and fishery specialties, and many amusement parks.	17	
8	English	@USER08: Thank you to China for protecting our Buddhist teachings. Before I live, I will never forget your kindness towards Hinduism and other Buddhist teachings	300	
9	English	@USER09：Thank you to the Chinese government for protecting this ancient Hindu culture	82	
10	English	@USER010：Great! This is China that I have never seen before. I also agree with what you said about this place being so leisurely and peaceful.History can be traced back over 1000 years and still stands firm today. I can't believe there's a mosque here too! There are too many surprises!	72	

(Note: The data in Table 3 are as of July 31, 2024)

5. Conclusions

Based on the above research assumptions and empirical analysis, we draw the following conclusions: Intercultural Identity of overseas audiences is an important factor in enhancing the International Communication efficiency of Quanzhou city brand. The higher the Intercultural Identity of overseas audiences with video content, the better the International Communication efficiency of the video, and the higher the recognition of Quanzhou city brand image; There is a positive correlation between the International Communication influence of Quanzhou city brand image and the construction of "Interculturality" public sphere.When overseas audiences combine the characteristics of Quanzhou with their own cultural background through videos , achieving empathetic communication, and the brand image of Quanzhou city will be more easily accepted and respected by people all over the world. The International Communication efficiency of Quanzhou city brand image is greatly affected by "Cultural Discount". In order to enable international audiences with different language backgrounds to contact and understand the video content of "Quanzhou China", accurate multilingual subtitles or dubbing services should be provided. This study also found that the connection between the Haisi culture and Quanzhou has not been amplified and effectively paid attention to in the vision of overseas audiences.

6. Practical implications

Based on the above research findings and discussion, this paper finally puts forward the following suggestions on the International Communication of Quanzhou city brand image for the reference of relevant practitioners and researchers.

6.1 Improve the city brand positioning, with technology to enable the expansion and extension of the IP of the Haisi culture

By studying exchanges and mutual learning among civilizations, we aim to create the urban brand of "Song and Yuan Dynasty China · Haisi Quanzhou", and expand and extend the IP of the Haisi culture by shaping a diversified city image. It is possible for us to design products with different national elements or highlight the product's storytelling in a targeted manner while integrating the Haisi LOGO. For example, incorporating temple elements mentioned in the reviews into the product can strengthen the connection with other countries.
Empowering the Haisi cultural IP with technology to present in a more diverse way can accelerate its creative transformation.For example, the development practice of "Haisi+Metaverse" brings immersive audio-visual experiences, extends the diverse perspective of presenting real scenes, enhances interactivity and personalized experiences. Utilizing emerging technologies, Quanzhou's cultural resources can be displayed to the world through new media platforms such as the Internet. Online exhibitions, virtual tourism, cultural exchange activities, etc. can make people around the world feel the cultural charm of Quanzhou more intuitively.It is also possible to design an action role-playing game based on the Haisi culture, to expand the popularity of "Quanzhou China" City IP among overseas

youth groups, combine with unique artistic styles and Quanzhou city characteristics, and achieve an organic combination of localization and globalization. In "Black Myth: Wukong", 27 famous scenic spots and historical sites in Shanxi are integrated to drive the local cultural and tourism brand effect.By utilizing the Quanzhou heritage exhibition site, cultural IP will continue to heat up, breaking through interest circles, regional limitations, and content barriers, and creating a "carnival effect" that resonates with the public both online and offline.

6.2 Transmedia Communication to create a "city symbol" matrix with "Quanzhou China" as the core

Quanzhou can strengthen the internal connections between different symbols through Transmedia Communication , forming an organic whole, and based on this, create the city symbol of "Quanzhou China".

As an important platform for promoting the Haisi culture and international information exchange, the establishment of the Quanzhou Maritime Silk Road International Communication Center, the only International Communication media with the characteristics of the Maritime Silk Road, has created a new situation in Quanzhou's International Communication. It has formed six matrices, including Mainstream Media Matrix of the Central, Provincial, and Municipal levels, the Overseas Social Platform Matrix, and the Overseas Quanzhou Native Place Community Matrix. It has built an efficient and interconnected bridge for strengthening Quanzhou's communication and cooperation with the world, and provided a win-win platform.

Based on the all media international communication matrix, the transmedia communication of "Quanzhou China" should rely on content support, endow symbols with cross-border narrative ability, and create richer audio and video works related to Quanzhou. Realizing cross-platform sharing and multilingual communication of content, innovating original discourse expression and narrative methods can reduce "cultural discounts", achieve localized generation and international communication of "Quanzhou China" theme content, and make Quanzhou can be heard and felt in the world public opinion field.

6.3 Use overseas Chinese resources to promote Intercultural Communication and light up the international city business card

As a famous hometown of overseas Chinese, Quanzhou should fully utilize the resources and interpersonal networks of overseas Chinese to extend its global communication effect. Currently, Quanzhou Radio and Television Station relies on CMG(China Media Group), Philippines Chinatown TV and other platforms to expand external communication, leveraging resources such as overseas Chinese, business, and international friends to expand its "Circle of friends" and achieve certain results. For example, a ten minute radio news special was broadcasted on the CMG program "Panorama China", telling the story of Quanzhou to the world in 65 languages; The Pashto language "Nanyin: A Living Fossil in the History of Chinese Music" and the Facebook graphic "The Past and Present of the City of Thorn Tree" were reprinted by 14 media outlets including the Indian Asian News Agency and the Pascal Daily.

The communication of the Haisi culture should be combined with the living background of overseas audiences, show openness and inclusiveness, nationality and globality , and reflect the universal significance of China's "Belt and Road Initiative" and its values to the people of the world. By delving into the stories of Quanzhou, Fujian people, and "overseas Chinese", we aim to evoke empathy and reflection among overseas audiences towards the "Quanzhou China" brand, achieving mutual understanding of meaning and resonance of values. In the promotion and communication of the brand image of "Quanzhou China" , more emphasis can be placed on "Interculturality". Common cultural reference points should be sought, topics that are close to the psychological demands and expectations of audiences in different regions should be selected. Artistic presentation methods should be integrated to build an emotional community,   and multilingual translation system should be introduced to facilitate cross-cultural communication.

With the continuous deepening of the concept of exchanges and mutual learning among civilizations, Quanzhou is showcasing to the world the image of a modern Haisi cultural city that is culturally inclusive, economically prosperous, and free and open, attracting the attention of people around the world.

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