Research on Regional Image Construction under the Framework of Visual Narrative Analysis—A Case Study of the Propaganda Video for Quanzhou's Application for World Heritage

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Abstract: The main purpose of this study is to understand how a region presents the image of the region in front of the public, and how to make people form a more complete image of the region in their mind and remember it. This paper mainly through watching the propaganda video on a loop and going to the real place that the propaganda video mentioned, so as to more deeply understand the profound meaning of the production of propaganda video. Through this type of continuous research from simple to deep, it can help each area which with characteristics but little-known give full play to the role of propaganda video to publicize the characteristics of the area, so as to bring more interesting and meaningful things in the world to more people.

Keywords: Regional Image; Visual Narrative; Propaganda Vide

1. Introduction

With the high development of new media and information technology；and the development and use of 4G and 5G networks, the transmission speed of information completely exceeds our imagination. In order to better convey the information we want to convey to the outside world, relying on a single way of information transmission is far from enough and it even make readers biased against the regional image of the region. Thus, the visual narrative mode which integrating pictures, sounds and text has gradually attracted people's attention and gradually developed into the main way of information transmission. Visual narration can well convey more comprehensive information to readers, and make readers imagine through the combination of picture, sound and soundtrack, and even make readers feel it deeply as if there are something in common happened in themselves.

On July 25, 2021, China's World Heritage nomination project "Quanzhou: China Maritime Trade Center in song and Yuan Dynasties" successfully passed the review of the UNESCO committee meeting and was successfully included in the world heritage list. As soon as the news of Quanzhou's successful World Heritage Application came out, it received a warm response from everyone and aroused the people's patriotic feelings, especially the Quanzhou people felt an unprecedented sense of belonging — the We-Chat moment, micro-blog and other social software are all be filled with the news of Quanzhou's successful World Heritage application. Half of this success is attributed to the propaganda video of Quanzhou's World Heritage application. The propaganda video uses the method of Visual Narration, which integrates sound, pictures and words, depicts the vivid image of Quanzhou, and brings the image of Quanzhou, a city carrying historical memory, out of Quanzhou, out of Fujian and to people all over the world.

2. Overview of the Three Systems of Visual Narrative Theory and Its Characteristics

Halliday believes that language has three meta functions:conceptual function, interpersonal function and textual function. He also believes that language is a social symbol, and other symbol systems other than language also participate in the construction of meaning. From the three meta functions of concept, interpersonal and discourse, the most basic function of language is to convey information. The function of concept is to use language to describe the concept of things, so that people can understand and express our own thoughts and consciousness; Interpersonal function is to use language to achieve the purpose of communicating with people; The function of text enables the composition and coherence of articles, forms a series of randomly arranged information into practical information, and transmits the information to others and for others to know and use. In addition to the ability of language to convey information, there are other symbol systems that can also undertake the task of transmitting information,

such as pictures and sounds. A good or bad image of a region will largely affect the level of economic development of the region. "Place marketing theory believes that the place image can influence the target market consumers' investment, factory, migration, tourism, employment and purchasing attitude and behavior of products in the region, and promote the development of the region through strategic management of the place image." Regional development. The regional image is an internal image that allows people to form a first impression of a region, and thus to naturally combine this type of rough impression with the region. The geographical environment of a region affects the strength of consumers to run factories in the region; the natural environment can affect the attitude of consumers to migrate to the region and to visit the region. These two points largely influence the degree to which the region attracts talent, and thus the employment situation in the region. The city of Quanzhou is perceived by consumers as a coastal city, a once-in-a-lifetime city, a city full of historical charm, a city with cultural heritage, and a world maritime trade center in China during the Song and Yuan dynasties.

3. Analysis of the Regional Image Construction of the Propaganda Video for Quanzhou's Application for World Heritage

3.1 The Role of Urban Promotional Videos in Urban Image Shaping

The communication of regional image needs to rely on various media, and the most primitive way of communication is through interpersonal communication, by word of mouth between people. This way of communication ensured the transmission of news in ancient times, and at that time, it was an indispensable way. But this method of transmission was very limited because of its huge subjectivity and other interfering factors that often led to inaccurate transmission of information, delays or distortion of facts by people who had an interest. Where there have shortcomings and there will be improved, and with it comes the emergence of mass media: newspapers, television, radio, Internet, and the new iteration of mobile devices, more and more communication methods came out, not only to overcome the limitations of interpersonal communication, but also the diversity of communication methods to further ensure the accuracy of information as well as the timeliness. Mass media communication methods have a strong

objectivity, by passing first-hand information, so that all network users can form their own opinions. The film is a combination of text, sound, and graphics, showing people the characteristics of the subject of the film in different ways. The propaganda film has a wide range of dissemination, people who can not read the text can get information through pictures and sound, the propaganda film can make the audience to watch the propaganda film through the combination of picture and sound to be able to empathize with. As if they were in there and have a deep and real feeling of the subject of propaganda, the advantages of the propaganda film is very outstanding.

City films use film production techniques to show the audience the elements of the city, its spirit and culture in a variety of ways. For example, the angle of the eyes of the characters, the use of color, the number of elements of the same type and the relationship between the events in the film. In order to convey the image of the city directly and powerfully, the production of a propaganda video must focus on the message that the picture can convey and on the aesthetics of the picture, which should attract the audience. The production of a propaganda video has high requirements in all aspects, especially the use of images and layout. and the images of the film should not only be as strong as the advertising, but also full of information, while attracting the audience, to transmit information to the audience, and make the audience impressed.

Propaganda videos play an incredible role in city promotion. In the overall structure of city branding, city image promo, as the most intuitive way to communicate the city brand, Propaganda videos plays an important role in shaping the city brand and spreading the city culture. "The so-called city image film is a media means to condense the unique humanistic basic elements of the city, accurately distinguish the differentiated positioning of the city, and form an accurate appeal to the concept of the city." Through the display of the city's geography, political climate, economic situation, characteristic culture, history and humanities, customs and folklore, and people's livelihood, the city image film allows the audience to feel the external characteristics of the city, and also to further understand and feel the spirit of the city, so as to carry out a certain degree of publicity and achieve certain publicity purposes.

3.2 Analysis of Interpersonal Meaning system

The interpersonal meaning system includes four dimensions: focus system, emotion system, atmosphere system and visual aberration. To study the use of interpersonal meaning system in propaganda videos is, as the name suggests, to

analyze how the images, sounds and words in propaganda videos evoke empathy in the audience, and how to make the audience empathize with them and produce emotional resonance. The purpose of a propaganda video is to promote the image of the city, so that people outside can have a deeper understanding of the image of the city, a good propaganda video can not only be a simple introduction to the scene, but must have a part of the content that can make the audience bright or feel immersive. Next, this paper will analyze the application of interpersonal meaning system in Quanzhou World Heritage Propaganda Video.

3.3 Analysis on Conceptual Meaning system

The conceptual meaning system includes three aspects: character representation, event relationship and background relationship. The conceptual meaning is to analyze the message conveyed by the film and the publicity effect achieved from the background of the event, the characters involved and the event itself. The character representation is presented in two ways, one is the complete representation, which shows the character's facial features to clarify the character's identity, and the other is the metaphorical representation, where the character who has been introduced through the complete representation can be further identified by depicting the character's partial body features when he or she continues to appear later. Painter et al. believe that event relationship is the relationship between different events in visual discourse, which can be divided into expansion and projection. In multi-modal narrative discourse, the event unfolding relationship involves the chronological order of the narrative, i.e., whether two events occur simultaneously or sequentially. "The event projection relation, divided into real event projection and imaginary event projection." In general, real event projection is more common, i.e., the adjacent frame is the same as what the characters in the previous frame see. In visual narrative discourse, the contextual relationship is the change and continuation of the situation when the event occurs.

3.4 Analysis on Textual Meaning

"Regarding the meaning of grouping, Painter and others believe that in visual narrative discourse, the layout framework better explains and illustrates the relationship between the graphic and text." The graphic layout relationships mainly include fusion and complementarity. The fused graphic layout relationship also includes both projection and extension, and the images of this video that use the fused layout relationship are almost all of the extended type. The extended relationship represents the same image in which language is part of the image, and the graphics and text cooperate with each other to show the viewer what is to be expressed. Complementary type is that the graphics and text are all take a certain proportion in the whole picture, mainly from the importance of graphics and text, position relationship and symmetry to analyze. The layout of the page is different, the focus of the graphics is also different, the visual effect and the meaning of the construction will be very different.

4. Enlightenment to the Construction of Regional Images

4.1 On Formal Level

When making a regional image video, the producer should pay attention to the content of the film: social landscape, history and culture, architectural features, economic conditions, political climate, etc. The purpose of the propaganda video is to present the series of cultural heritage produced from the 10th to the 14th centuries to the people of the world, and to apply for its inclusion in the World Heritage List, so the video should focuses on objective display and objective perspective. If the content is inclined to the social landscape, the video should show more subjective perspective, the camera placed in a crowded place, closer to the reality of filming, so that the viewer can into the crowd, to personally experience, so as to win more emotional resonance, and to build a more realistic and good regional social landscape. There are various ways to promote the regional image, in this era of 5G high speed communication, taking efficient and realistic communication methods greatly enhance the effect of the city image, such as propaganda videos, documentaries and other ways. For the photographers and producers of propaganda videos and documentaries, choosing the right places and the right pictures, and the reasonable and clever layout of the picture will lay a certain foundation for the results of the production of propaganda videos and publicity effect.

4.2 On Content Level

For a region, the image of the region is the region itself, the region must enhance its own brand image, build its own regional characteristics, and create a harmonious and good social atmospherein order to convey a real and attractive image. The region should also pay attention to its own heritage of

traditional culture, as well as in the inheritance of traditional culture at the same time to pay attention to the convergence with modern culture, to retain the good traditional culture also to carry out cultural innovation. To build a better regional image, first of all, the display of humanities and social style is very important. A harmonious and warm social style requires mutual influence between people, so we should start from education, cultivate high-quality talents and create a harmonious and quality social atmosphere. The construction of regional image needs to meet the national requirements for each region, as well as to integrate the overall characteristics of the country, and on this basis to play their own regional characteristics, so as to integrate with each other and shine.

5. Conclusion

A city image film is not just about promoting the city's landscape, architecture or other superficial phenomena, but also about promoting the city's inner spirit, culture and atmosphere. In order to achieve the desired goal of publicity through a combination of images, text and sound, it is necessary to capture images with skill and purpose, to adjust the location of shots, to highlight or weaken, to integrate images and text, etc. The film is based on the framework of visual narrative theory, which is reflected and followed to a certain extent in three major theoretical frameworks: interpersonal meaning system, conceptual meaning system and group meaning system. This paper analyzes the performance of the film under the three theoretical frameworks and concludes that the film has contact images but few, has mediated images but few, and unmediated images accounting for 70% to 80% of the images. Since the purpose of the film is to introduce the cultural heritage project to the international community and to convey the image of the ancient city of Quanzhou to the world, also to achieve the goal of successfully applying for cultural heritage, so that the production of the film focuses more on the objective presentation of facts in terms of interpersonal meaning, interspersed with some contact and mediated images to mobilize the viewer's emotions. The color use in the film is natural, with alternating warm and cold tones and more balanced colors, making the viewer's emotions

more stable. The quantitative use of quantity is high, and the importance of the element is emphasized by showing the same type of element several times to deepen the viewer's impression of the element. In the conceptual meaning, the film used more metaphorical representations, through the close-up to the small parts of the characters' bodies, let the viewer in the same situation as the characters in the picture, and plays the role of emotional interaction with the viewer. In the use of the meaning, the layout is mostly a fusion layout, the graphics are interwoven with each other and cooperate with each other to explain the specific information of the picture to the viewer. This type of propaganda film should not only pursue the facts but not lose what mobilizes the viewer's emotion. The film is close to perfect in this aspect, explaining to the viewer what is presented in the picture comprehensively and also interfering with the viewer's emotion reasonably. Overall, the Quanzhou heritage film is a very good regional image film, and this paper also confirms to a certain extent the applicability of visual narrative theory in the production of city image films, and provides a reference for the production of image films.

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