A Study on the Construction of City Image under the Concept of "People's City"

-- Taking the Image of Shanghai in Film and Television Dramas as an Example

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Abstract: This paper takes the concept of "People's City" as the background to explore the importance of urban image in the construction process, and takes the image of Shanghai in recent films and TV dramas as an example for research. By analyzing the way Shanghai's image is portrayed in film and television dramas, the presentation of urban landscapes, and the display of people's lives, the impact and role of the people's urban concept on the construction of urban image are revealed. With the changes and development of the times, the urban image and public image of Shanghai in film and television works are constantly changing The image of Shanghai in film and television dramas presents the bustling, diverse, and modern characteristics of the city, while also showcasing the living scenes and emotional experiences of the people. This image construction helps to enhance the city's visibility, attractiveness, and image value, and is of great significance for the development and promotion of the city.

Keywords: People's cities, City image, Film and television dramas, Shanghai

1. Introduction

Cities are the crystallization of human civilization and the source of civilization evolution and development. People's City theory transcends the abstract urban rights of human beings, and takes the concrete interests of the people as the logical starting point [1]. After the reform and opening up, the city of Shanghai has rapidly developed in modernization construction, and the new opportunities and challenges it faces have highlighted the issues of urban awareness and identity [2]. In recent years, in Shanghai's film and television dramas, the portrayal of the city's image has gradually become diverse and specific, incorporating urban landscapes and wonders into the performance content, showcasing the economic strength and development prospects of Shanghai to the audience [3]. Meanwhile, in recent years, film and television dramas have not forgotten to trace the history of Shanghai, showcasing its rich historical heritage and reflecting the confidence of the city's culture.

Meanwhile, in recent years, Shanghai's film and television dramas have emphasized the leading role of the "people". In the film, we see that the people of Shanghai are the most important force in Shanghai's urban construction, the pillar of Shanghai's development, the founder of Shanghai's new

era culture, the memory of Shanghai's history, and the inheritor of Shanghai style culture [4]. The yearning for a better life and the unremitting struggle for it by the people of Shanghai are the themes of the new era in Shanghai. The people of Shanghai have created a new era of Shanghai style culture, highlighting its temperament. The concept of people's cities is interrelated with the creation of film and television dramas [5]. As an important cultural medium, film and television dramas can transmit the concept of people's cities through creation and dissemination, guide audiences to think about social issues, establish correct values, and promote social progress and urban development.

1.1. Research Background

1.1.1. Summary of Research on the Concept of People's Cities

Cities are the crystallization of human civilization and the source of civilization evolution and development [6]. Over the past 40 years of reform and opening up, China has entered a period of rapid development of urbanization and urban modernization, but it has also deepened the issue of uneven development between regions, urban and rural areas, and industries to varying degrees. The institutional advantages of China have laid a theoretical foundation for achieving the development of urban humanism [7, 8].

Building a people's city, becoming a city development concept with Chinese characteristics in the new era, is an urban expression of the people-centered social development concept, containing inherent value texture [9].

1.1.2. Current Status of Research on the Concept of People's City in Shanghai Images

After the reform and opening up, Shanghai has rapidly developed in modernization construction, facing new opportunities and challenges that highlight the issues of urban awareness and identity [10]. The creator has created a variety of film and television works around the contemporary people of Shanghai, such as "Big City Building", which tells the story of a couple of brothers and sisters pursuing their dreams in the city landmark "Shanghai center"; Tell the story of "985" graduate Fang Sijin's hard work in the real estate industry, and so on. These works mostly focus on the residents living in Shanghai, telling their struggle stories. Currently, there is relatively little research and discussion on the concept of "people's cities" in these film and television works [11].

1.2. Research Purpose and Significance

This article aims to study the construction of Shanghai's image, the inheritance of Shanghai culture, and the emphasis on the theme of the people under the concept of "People's City"; Understand the current situation and advantages of Shanghai's image creation under the influence of the concept of people's city, and attempt to explore the possible future creative directions and new era themes of Shanghai's image [12, 13].

2. The Connotation and Characteristics of the People's City Concept

The concept of a people's city refers to the urban development concept that centers around the people, pays attention to their interests and well-being, and pursues their happiness and development. It emphasizes that urban construction should take the needs and interests of the people as the starting point and destination, pay attention to people's participation and sharing, and pursue sustainable development of the city and social fairness and justice [14].

The core of the concept of a people's city is to put the people at the center and prioritize their interests and needs. The development goals and policy formulation of cities should take the interests

and well-being of the people as the starting point and destination, and pay attention to the quality of life and happiness of the people.

The concept of people's cities emphasizes the sustainable development of cities, that is, the coordinated development of economy, society, and environment. It emphasizes that urban development should consider the rational utilization of resources, environmental protection, and balance of ecosystems, pursuing economic prosperity, social progress, and coordinated development of the ecological environment [15].

The concept of people's city advocates the integration of urban and rural development, emphasizing the coordinated development of urban and rural areas. It focuses on the rights and interests of migrant workers, farmers, and urban residents, promotes interaction and mutual benefit between urban and rural areas, and achieves common development between urban and rural areas.

The connotation and characteristics of the concept of people's cities reflect important values such as people-oriented, social equity, sustainable development, and urban-rural integration, aiming to create a more humane, fair, just, and sustainable urban environment, and improve people's quality of life and happiness [16].

3. Specific Analysis of Urban Image Construction in Film and Television Dramas

3.1. The Role of "New Mainstream" Film and Television Dramas in the Communication of Urban Image

In the main theme movies, there are many themes that return to history, while contemporary urban themes are relatively lacking. The Great City Building provides a very good coordinate. Firstly, in terms of emotional narrative, it's the Big City Building, and it's also the Big City Love. The film takes into account various emotional writing, including the friendship between teachers and students, the care of the party and the masses, and the attention and assistance to vulnerable groups [17]. Starting from the closest relationship, it establishes an intertwined and gradually rising love; in the later peacekeeping section, the film elevates love in the city to international love, showcasing Shanghai's inclusiveness and internationalism, and elevating emotional expression to a higher level. Secondly, the presentation of modern elements, for example, the presentation of modern narratives such as all armor combat and esports competitions makes them rich in content and highly attractive. Thirdly, as a mainstream film, if one overly emphasizes class differences and overlooks human emotions, it is a very traditional ideological expression. And "The Big City Building" provides a model for urban culture and image dissemination through innovation [18].

The Big City Building "is an attempt to combine the main theme film with a youth inspirational film, expanding the expressive techniques of the main theme and diffusing the vitality of the" youth film ". In the film, the young siblings represent the direction of the film, fulfilling their personal values while also maintaining the collective love. Young people have different thoughts, hobbies, and concepts, but they also come together in different ways. Their love for the collective and pursuit of self-worth go hand in hand.

3.2. The Image Presentation of the Character "She" in Shanghai Film and Television Dramas

With the continuous development of the Chinese economy, the material and spiritual needs of citizens have increased to a certain extent. Only when material needs are fully met will people pursue spiritual satisfaction. Watching TV dramas is a way for people to relax and entertain. Among many types, urban themed TV dramas are more popular, not only because they are close to the lives of contemporary citizens, but also because the three-dimensional characters in the dramas can resonate with the audience [19]. In recent years, the emergence of "Her Theme" TV dramas has also shown

the improvement of women's education level and social status in China, and their thoughts have also been awakened to a certain extent. The female image in the new era is greatly different from the traditional female image in the past [20]. Although TV dramas are works of art, their portrayal of female images is also in line with the trend of the times. The popularity of female group TV dramas has also led the public to see that the portrayal of characters in the dramas has broken away from the traditional image of a "virtuous wife and mother" and moved towards a self centered path [21].

The self-awareness of a woman is not determined by her sexual characteristics, but by the socio-economic environment, which in turn reflects the level of technological development that humanity has achieved. [Beauvoir," Second Sex, "Shanghai Translation Publishing House.] The female characters portrayed in TV dramas all have strong self-awareness, from Liu Huifang in" Desire "to Jiang Nansun in" Golden Age, "as the character image changes, It can also be seen the level of social development in our country. From this perspective, such narrative characters have certain historical significance.

In "The Golden Age", the friendship between the two female protagonists breaks the popular "struggle" routine in traditional narratives, and Jiang Nansun and Zhu Suosuo always trust and help each other. With the continuous development of China's society and economy, the audience's aesthetic taste is also improving, especially in terms of female theme awareness. In recent years, female group TV dramas such as "Ode to Joy", "Thirty Years Old", and "Time of the Golden Age" have become increasingly popular. For female audiences, the independent and struggling women in TV dramas are also a mirror of their struggles in the city, and female audiences may also view the female characters in the dramas as their ideal selves. Taking Shanghai as the background of the story can showcase the roles and challenges of women in modern urban life, presenting an image of modern women's independence, confidence, and career development. In recent years, the rise of the female consumer market has attracted widespread attention. TV dramas set in Shanghai can fully utilize Shanghai's rich resources in fashion, shopping, entertainment, and other fields, showcasing the fashion trends, lifestyles, and consumer culture that female audiences are concerned about, and attracting their attention. Shanghai, as a city with a long history and diverse cultures, has rich historical stories and cultural resources. Female themed TV dramas can draw on the historical background and cultural elements of Shanghai to tell the stories of women in different historical periods, showcase the transformation and growth of women's roles in traditional culture and social changes, and showcase the exchange and integration of women from different countries and cultural backgrounds in Shanghai, showcasing the charm of multiculturalism and women's life experiences in cross-cultural environments.

4.   Conclusion

As one of the most internationalized and modern cities in China, Shanghai's urban imagery and cultural imagination have been widely displayed in film and television works. In recent years, film and television works have placed greater emphasis on showcasing Shanghai's modern life and fast-paced urban atmosphere. The spatial presentation and cultural imagination of Shanghai's urban images in film and television works allow viewers to more intuitively experience the charm and uniqueness of Shanghai as an international metropolis. These film and television works not only promote the popularity and image of Shanghai, but also provide a window for the audience to understand and understand Shanghai, playing a positive role in promoting the development of Shanghai's tourism industry and economic prosperity.

The urban image of Shanghai not only showcases the image and characteristics of Shanghai, but also reflects the practice and pursuit of the people's urban concept. By showcasing the modernization of the city, the improvement of infrastructure, and the improvement of public services, the improvement of the living standards of the people of Shanghai and the improvement of the urban

environment are showcased to the audience. This is consistent with the pursuit of improving people's quality of life in the concept of people's cities. The modernization construction, improvement of infrastructure, and improvement of public services in Shanghai city in the work showcases to the audience the improvement of Shanghai people's living standards and urban environment; the multiculturalism, social inclusion, and fairness and justice of cities. It embodies the values of pursuing social fairness and inclusiveness in the concept of people's cities. This is consistent with the pursuit of improving people's quality of life in the concept of people's cities. The urban image of Shanghai is closely related to the concept of the people's city. By showcasing Shanghai's urban image and characteristics, it reflects the values of caring about the interests of the people, pursuing the unity of urban development and people's quality of life in the concept of the people's city. This relationship not only reflects the development direction of Shanghai city, but also provides reference and inspiration for image creation and even urban development in other cities.

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