

# A Study of Hangzhou Municipal Tourism Image: A Corpus-Based Comparative Analysis of Chinese and Western News Reporting

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## Abstract

This paper collects domestic and foreign news related to Hangzhou tourism and constructs a comparative corpus. Based on quantitative analysis of corpus and Fairclough's three-dimensional model, keywords and their contexts are retrieved for discourse analysis. It is found that under the 2022 Asian Games, the image of Hangzhou tourism has been constructed as Green and Smart, Historical and Modern. Inspired by this research, some discourse strategic suggestions are put forward that include choosing linguistic strategies mindfully to improve wording and the tone of publicity language, tightening the relationship between "smart" and "tourism", adding modern elements, and further strengthening the promotion of culture and innovative ways of publicity. These strategies may realize the expectation that the "Chinese voice can be heard, words can be understood and recognized".

**Keywords:** Fairclough's three-dimensional mode, corpus quantitative analysis, Hangzhou tourism image, discourse analysis

## 1. Introduction

Hangzhou, famous for its West Lake at home and abroad, has proved its high development since the hosting of G20 in 2016. However, based on the previous surveys, as a famous tourism city in China, the Hangzhou's tourism image has not been highly accepted in international publicity. And there is a phenomenon of "having unclear advantages, hard to be spread" and insufficient recognition of overseas audiences.

Therefore, during the time, after the G20 summit and before the 2022 Hangzhou Asian Games, it is necessary to conduct an in-depth research on the publicity image of Hangzhou as a tourism city. Also it is helpful for Hangzhou to promote tourist economy, to gain higher international statue and spread unique traditional culture.

This paper defines the current goal of constructing Hangzhou international tourism image under the background of Asian Games. Also by using quantitative statistical analysis method, this paper evaluates similarities and differences of that image reflected respectively by domestic and foreign media's reporting strategies. Inspired by the results of this research, several reporting discourse strategies have been put forward to aim to reflect the shortages in construction of Hangzhou's munipicle image. Besides, the construction of Hangzhou's new tourism image will be conducive to build momentum for the city's steady internationalization and further drive the development of urban economy and other aspects.

## 2. Literature Review

### 2.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) was first put forward by Flower et al. (1979). As a new branch of modern linguistics, it aims to reveal the inner connection between discourse, power and ideology (Wodak, Meyer 2001). Another purpose of CDA is to enhance people's language awareness and improve people's ability to appreciate and criticize the use of language, so that it can better cope with the increasingly involvement of language in social life (Xin 2002).

It is found that in the 1980s, CDA paid special attention to the relation between discourse and ideology. In general, as soon as scholars who did research based on this analysis method, they would selectively analyze the ideology that implied in "transitivity" such as actor and causer, 'modality' such as modal verbs, 'transformation' such as passive voice and 'classification' such as adjectives, according to the specific characteristics of the text (Fowler et al. 1979; Fairclough 1992; Xin 1996).

In addition to the above aspects, CDA could also focus on the control and power in discourse. CDA scholars used to specify that "language is not only a tool of communication, but also a tool of control" (Kress & Hodge 1979:6).

Therefore, when analyze CDA, special attention should also be paid to the role of revealing power, so as to expose and ultimately eliminate this inequality.

Fairclough (1995) put forward his view that any discourse can be regarded as a three-dimensional concept at the same time, including Text, Discourse Practice, and Social Cultural Practice. This nature of discourse entitles a three-dimensional feature of discourse analysis, which includes Description, Interpretation and Explanation (Fairclough, 1995). What's more, it is recognized that Fairclough's three-dimensional analysis method is the most systematic and perfect in the whole CDA field (Zhu & Huang 2016).

### 2.2 Previous Studies on Tourism Image

Tourism image, also known as tourism destination image, was first put forward in 1971. In general, tourism image can be understood as an overall, abstract and general public's understanding and evaluation towards the tourist destination (Shi and Li 2006). However, the construction of tourism image has been analyzed from different aspects at home and abroad.

Guo (2003) claimed that foreign scholars mainly focus on examining the factors that influence tourism image perception, image perception types, image perception behavior patterns, image perception marketing and so on. For example, Bruwer, J. (2017) adopted free-text macro approach and invited 510 respondents including wine experts and outsiders, based on their different perceptions of winescape after their very first visit and times of visits to do the research on what influence people's decision whether to engage in a wine vacation. Or using quantitative analysis to get hypothesis testing towards influencing factors put forward ahead like Saroha et al. (2016) is another angle. Meanwhile, most of the domestic previous studies put their focus on image planning (e.g. Chuankang Chen and Xinjun Wang, 1996), which are all mainly focused on the empirical research according to the local cultural context, or the planning research on the image of regional tourism destination.

While after Year 2000, more scholars began to put their focus on the tourism perception type of regional destination image. For example Xi Li, Sheng Ye and Dong Wang (2011), by tacking questionnaire as their non-structured measuring approach, and introducing the content analysis method to extract tourists' perceptive image, examine the influencing factors of tourism destination image.

Searching for 'Hangzhou Tourism image' as the key words in CNKI website, it is shown that most of publications are relatively new and they focused more on the tourism perception of the tourist destination image.

Given all of that, whether abroad or domestic, most of the scholars conduct image research based on quantitative or qualitative approach. Text-free analysis represents the qualitative approach, but scholars at home extracted texts mainly from domestic websites, especially from journals of Tourism. The questionnaire is the main form of quantitative approach that both abroad and domestic researchers would use to collect data. There are mainly two types in terms of research objective, one is tourism perception image research, the other is empirical research or image planning. The former once was more prevalent in foreign academic circles; while at present, more and more domestic scholars are willing to use the former one or mix it with empirical research, which means they analyze and draw conclusions by relying more on tourists' comments and evaluations.

### 2.3 Previous CDA on the Image of Public Opinion

By searching "CDA" as the keyword in CNKI and EBSCO, it was found that the majority of previous scholars have applied CDA to the analysis of the image of public opinion based on various texts, such as governmental documents and speeches. Except those, on the study of image construction, scholars used to do more research on the image of public opinion rather than the construction of national or urban image, even much less on the tourism image, almost 1 article out of 7 pages. Therefore, this study focused on the image of public opinion which the previous CDA studies significantly concerned.

The image of public opinion also can be called public image, which is an important intangible asset of the thing-in-itself. Previous studies like *Uyghur and China in The American Media Discourse: A Critical Discourse Analysis of CNN News Articles* (2019), with Fairclough's three-dimensional model to make a thorough analysis of the text, so as to draw the conclusion and enlightenment of the discourse strategy. Domestic scholars like Guisheng Zhu and Jianbin Huang (2016) also adopted Fairclough's three-dimensional model to analyze the linguistic strategy *American Washington Post* used to construct the public image of China's "one belt, one road" strategy. Besides, this method can also be applied to exam the language skills of image construction in video text like documentary (Zhu and Huang, 2017).

Generally speaking, most of the previous CDA studies on the image of public opinion adopted Fairclough's three-dimensional model as their main approach, the processing of which could be regarded as qualitative analysis so as to gain the proper image that the author of texts constructed and to analyze relative social and cultural factors behind.

#### 2.4 Previous CDA With Corpus-Based Linguistics

Corpus Linguistics (CL) is an assistant tool to the study of discourse which involves the process of analyzing large volume of authentic textual data via computer software. The reason for making a synergy of Critical Discourse Analysis and Corpus Linguistics in the present study is that CL can greatly contribute to CDA research by allowing the analysts to work with larger databases and minimizing the researcher bias as well as the subsequent criticisms to CDA for its subjectivity. Besides, such combination can be a part of well-ordered, systematic and transparent approach to critical analysis of discourse (Samaie, Malmir 2017).

Searching in CNKI, there are only two related articles which have been published relatively new. The latest has been published in 2020, which shows that the usage of these two combinations is a new trend at present.

It can be found that scholars are used to emphasis on analyzing the discursive strategy in images of his-plastic and the social or cultural factors affect behind by making a synergy of CL and CDA. Some scholars are used to adopt corpus-based linguistics to analyze keywords in series of general election periods (Matthew Evans and Lesley Jeffries, 2015). Others like Tang Liping and Ma Yueqiu's previous essay (2013) , they make CDA based on CL and functional grammar analytic framework as assistant to extract what discourse strategy the U.S. reporters use to villainize China, which is called the 'image of his-plastic'.

### 3. Methods

Totally 76 pieces of news from 2015 to 2022 (but most are from 2020-2021) have been collected, including 35 pieces of foreign news reports and 40 pieces of domestic news reports most consistent with Hangzhou's tourism image. Among these, the sources of foreign news include *The Times*, *The Guardian*, *Daily News*, *The Wall Street Journal*, *CNN*, *Independent*. On the other hand, domestic news are selected from *China Daily*, *People's Daily*, *Zhejiang News*, *Xinhua Net*.

This study adopted corpus-based analysis method, with the tool Wordsmith 6.0. Corpus analysis can make objective quantitative statistics on subjective discourse and provide reliable evidence for the evaluation of the current situation of discourse power.

In order to further analyze the language characteristics of news from domestic and foreign media websites in building the image of Hangzhou as a tourism city based on Fairclough's three-dimensional model, these discourses are respectively imported into Wordsmith 6.0 to gain each word-lists. Domestic and foreign news' word-lists are set as a reference group for each other to derive their own news keywords. Concord function is used to search the selected keywords to get concordance lines, so as to observe what and how the image of Hangzhou has been shaped by these relevant keywords

### 4. Results and Analysis

#### 4.1 Analysis of Keywords and Concordance in Domestic News

The list of keywords are extracted from domestic news discourses' word-list by setting foreign news discourses' word-list as the reference group to generate Table 4.1. "HISTORICAL" as the keyword is often accompanied with "cultural" conveys the message that Hangzhou is rich in culture and history, however is the characteristic that all people have already known deeply. Therefore, analysis of it will not be carried out in this part.

Table 4.1. Keywords of the 40 pieces of news

Keyword	ASIAN	GAMES	CANAL	WILL	HISTORICAL
Keyness	68.59	61.02	58.98	25.29	25.18
Frequency	102	120	74	94	18

##### 4.1.1 Analysis of "Games"

"Asian" and "Games" respectively ranks the first and the second in Table 4.1. Searching in the concord function, the keyword "Asian" is frequently accompanied with "Games". Thus, instead of analyzing both of them, "Games" is the only one to be analyzed, since "Games" carries more connotations than "Asian". Also, under current circumstances, the keyword "Asian" is always associated with the 2022 Asian Games, and the latter easily brings the host city, Hangzhou, to mind. The city status, the popularity surge of the Asian Games and the introduction of detailed design are the most frequently searched topics. For example:

...the Asian Games in 2022, which generates more international publicity... (*People's Daily*, 2015)

...the 2022 Asian Games, the city is poised to take its place on the world stage... (*People's Daily*, 2016)

The description of Hangzhou's international city statue related to the hosting of Asian Games reveals the message that Hangzhou is going to be an international metropolis. Plus, being a large international city will be an eye-catching attraction for foreigners.

The mania of Asian Games is sweeping over Hangzhou. In another word, this is the optimal time to create and publicize the image of Hangzhou and to show its capability to undertake large-scale activities. For example:

We musicians need to combine the graceful posture of Hangzhou with the elegance of sportsmanship to create a unique image of the city. Asian Games musical works need to resonate... Chen wrote the lyrics for a song named Listening to the Rain by the West Lake... (*Zhejiang News*, 2020)

... shows the construction site of the Grand Canal Asian Games Park... (*People's Daily*, 2021)

...among the 58 facilities, 12 venues are newly-built, 46 are renovated venues... hope that holding the Games will improve the city's infrastructure. (*China Daily*, 2020)

...log-in into the Smart Asian Games One Stop Pass...you could also participate in the games to decode the routes...ignite the flame...redeem the rewards...have the opportunity to become an Asian Games torchbearer. (Zhejiang Provincial Department of Cultural and Tourism)

In sentence above, one catchy way of promotion is put forward, that is using propaganda songs with lyrics implying the city's distinguished landscapes.

Lyrics describing the amelioration of the infrastructure like Grand Canal Asian Games Park, newly-built or renovated venues and so on, indicate that Hangzhou will be transformed to a certain extent. This will surely catch tourists' attention whether they have been there or not, another trip to Hangzhou will bring them a brand-new experience. The application of intelligent technology is another high issue, which can construct Hangzhou as an intelligent city.

It can be seen that the exposure of the Asian Games in the news does play a very effective role in shaping the image of Hangzhou, which is why the number of reports on the Asian Games accounts for the majority of domestic news in recent years.

#### 4.1.2 Analysis of "Canal"

"Canal" ranks third in Table 4.1. In news about Hangzhou, the lexis accompanied with "canal" most frequently is "grand", together is "Grand Canal". Grand Canal is a great water conservancy project created by the working people in ancient China, including three different sections. What is mentioned in 40 pieces of news is the section of the Beijing Hangzhou Grand Canal.

Basically, sentences with "canal" are divided into three parts. First is about the canal itself. For example:

...the ever-flowing canal represents numerous development opportunities, as long as cities along the canal...they will certainly revive the canal and give it a new charm. (*People's Daily*, 2021)

The 8th China Grand Canal Temple Fair kicked off in Hangzhou... (*ehangzhou*, 2021)

Lego player...displaying miniatures of folk dwellings along both banks of the Grand Canal... (*China Daily*, 2021)

With great conservation efforts Hangzhou put into the canal, in return, it injects an ever-lasting new vitality into the city. Such close connection between Hangzhou and the canal deliver an information that Hangzhou is a developing, innovative and environmental-friendly city.

The messages that the third sentence conveys are abundant. First, stories and folklore happened around the Grand Canal can be a big attraction. Then creative presentation modes such as Lego sets can be another way to publicize the grand canal to achieve the effect of imperceptibly exporting the culture of the city.

Apart from "Grand Canal", another frequently used phrase is "Gongshu Canal Sports Park" which was newly built for 19<sup>th</sup> Asian Games. For example:

The gymnasium inside Gongshu Canal Sports Park was also bustling with people on the night... (Zhejiang Provincial Department of Cultural and Tourism)

The name of this stadium encapsulates the combination of sportsmanship and the culture of the Grand Canal. Words like "bustling with people" fits well with the stadium's conception of "National Health" and further showcases the dynamics of the city.

The third part is landmarks which placed side by side with it. For example:

...city landmarks such as the City Balcony at Qianjiang New City, the Pedestrian Street of Hubin Road, the

East Canal Square of Gongchen Bridge, **Liangzhu** Ancient City Ruins Park and Hangzhou International Airport, etc. (Zhejiang Provincial Department of Cultural and Tourism)

...the Archaeological Ruins Park of **Liangzhu** Culture and the Grand Canal to learn about Hangzhou's historical and cultural development... (*China Daily*, 2020)

It can be found that Liangzhu Culture is what often linked with the canal. Coincidentally, the shape of the Canal Park Stadium is inspired by Liangzhu jade cong. In the sentences above, six venues do appear. From this aspect, Hangzhou's image as an excellent tourism city can be firmly established. But this also means, in addition to the Grand Canal and West Lake, there are still many other tourism spots that can arouse foreigners' interests and be the emblems of Hangzhou.

#### 4.1.3 Analysis of "Will"

"Will" is another high frequency word, which can either be an auxiliary verb or modal verb, and has connotations of "willing", "promise", "intention" and "decision".

In domestic news, the usage of this word expresses Hangzhou's capability to undertake large-scale activities and the image of being a well-developed and hospitable city. For example:

By the end of this year, all the competition venues will be under construction, according to the organizing committee. (*China Daily*, 2020)

The city is encouraging talented residents to attend global skills competitions, and will award up to 500000 yuan to prize winners. (*China Daily*, 2018)

...the park stadium will be equipped with a logistics transport level unmanned aerial vehicle for the immediate transport of items... (*China Daily*, 2020)

Sentence structures like "will be under construction", "will dot the city" demonstrate a strong confidence of Hangzhou. Hangzhou is absolutely competent of hosting the Asian Games well. "will award up to 500000 yuan" constructs an image as a well-developed city with a strong economic capacity. Meanwhile, "will be equipped...for the immediate" expresses a welcoming passion and the willingness to provide intimate services for visitors.

From above sentence, "will" does work in the process of constructing Hangzhou as an international metropolis. On the other hand, news from *China Daily* 2016, the restaurant's office director Delin Zhang said they predicted the revenue increase would continue during the National Day holiday. At this moment "will" as a predicative word reflects that Hangzhou is a tourism city having high popularity with reputation.

"Will" also implies a new expectation. For example:

The information about his new route to Hangzhou...was viewed more than five times the average. We estimate that the route will be popular for at least half a year... (*China Daily*, 2016)

...knowing that only a sip of longjing will truly pick me up in the mornings... (*China Daily*, 2021)

...topping the list will be West Lake with its beauty...Somewhere on the list, too, will be the scenic Xixi National Wetland Park with its sprawling ponds, lakes and swamps...a little further down the list...the mighty Qiantang River. (*China Daily*, 2021)

From the sentences above, "will" can be a sign for foreigners indicating that there are sufficient number of travel spots in Hangzhou to group different routes every time to gain different experience. "Will" is used in the comments of foreign tourists, conveying the message that specialties like Longjing tea with cultural charm and exotic characteristics, which can greatly impress foreign visitors.

#### 4.2 Analysis of Keywords and Concordance in Foreign News

With the help of Wordsmith 6.0 software, a list of keywords is extracted from the word-list of foreign news discourse, setting its domestic counterpart as the reference group (see Table 4.2).

Table 4.2. Keywords of the 35 pieces of news

Keyword	?	QIPAO	WE
Keyness	63.30	26.13	25.58
Frequency	46	19	53

##### 4.2.1 Analysis of "?"

Interrogative sentences seldom appear in the chosen articles very often, especially in news report. However, from Table 4.2, it is evident that the question mark "?" is the unique feature of foreign news when compared with the keywords of

domestic news. Removing the garbled code, the actual number of question sentences is 14, more than six times the number of which in domestic news.

It can be inferred that there are totally two usages of question mark. The first function is subtitling, enhance the logical organization of the article. For example:

How does it work?...to host the health code systems on their popular smart-phone app...How widely is it used?...What are the problem?...some residents have complained on social media that they were given the red code for the wrong reason... (CNN, 2020)

Looking for a quick city escape? About 40 kilometers away from Hangzhou's city center... (CNN, 2017)

From the above sentences, it is explicit that the interrogative sentences help achieve greater cohesion of the article. In the above three short interrogative sentences, the first sentence gives a brief introduction about QR code and the existing problems. The same as the second sentence, question at the beginning of the paragraph to start the tourism topic.

The second function of the interrogative sentence is to serve as a topic sentence that runs through the whole articles. For example:

Fancy bathing in lettuce, limes, chilies, apples and bananas?...Interesting idea- but is it a massive waste of fruit and vegetables? Or something you fancy trying out for yourself?

The articles echo from the beginning to end. And the two consecutive questions the writer put forward have deepened readers' impression on new things such as 'fruit thermal'. Through inquiring, authors not only keep the readers engaged, but also bridge the distance between them. At the same time, it also moderately expresses the writer's interest and doubts about this fruit thermal.

From sentences above, the image of Hangzhou constructed as a city that is innovative but not smart and technological enough, while having peaceful tourism spots faraway from the city center.

#### 4.2.2 Analysis of "We"

If the order of Table 4.2 arranged according to frequency, the keyword "WE" could be the top one. As we all know, "we" is a personal pronoun, whose meaning varies accordingly to the context, and the emotions it conveys are also different. Since Hangzhou is a tourism city, "we" is most likely referring to tourists. For example:

In Hangzhou, we went to the West Lake, a UNESCO Heritage Site...and told us a sad legend involving two lover. At the Longjing Tea plantation...were interesting to sea. (The Star, 2018)

After a satisfying dinner, we went to the Song Dynasty City theme park...We were happy to return home, but in our hearts we were sad to leave our bus, our group and China. (The Star, 2018)

...Soon 20 or so monks are lined up inside, and we take our places too. The interior is brightly lit...And that Buddhist statue? It looks brand new, with sheen that makes it seem cast from plastic.

"We" refers to foreign tourists, who visited West Lake, Longjing Tea plantation, Song Dynasty City theme park and Linyin temple. These places are not only special to foreigners, but also unique to Hangzhou. From sentences above, we can see that the attitudes of foreign travelers towards these spots is positive. Ergo, it can be inferred that the scenic spots, with its historical and local characteristics, are completely strange to foreign tourists while at the same time attract them the most.

Such positive attitude also is reflected on the report of 2020 Asian Games. For example:

Chairman of the Olympic Council of Asia Coordination Committee Raja Randhir Singh lauded Hangzhou 2022's preparations... "There is no doubt in my mind that we will have a great Asian Games -- one of the finest we have had," he said. (The Star, 2020)

In this sentence, "we" refers to all Asian people. The Committee's great confidence towards this event can be easily seen from the paraphrase of what Raja Randhir Singh commented on Hangzhou 2022 Asian Games. Also the image of a powerful city is constructed.

The international attention towards China or Hangzhou also lies in the field of technology. For example:

...went on a study tour to Shanghai and Hangzhou to experience winter and witness how China is embracing the Fourth Industrial Revolution... "Many have expressed an interest to create and implement cutting-edge technologies on their graduation, and we look forward to seeing what they will do in the future," he said. (The Star, 2019)

The word "we" in this sentence stands for the students from INTI International University who had a study tour to Shanghai and Hangzhou. Firstly, inferring from this sentence, few Malaysian regard Shanghai and Hangzhou as the

representative of China's technological cities. Secondly, they were inspired a lot by this study tour. Thus, in general, the image of Hangzhou in their eyes is a city with a high level of technology, and riding the wave of the fourth industrial revolution, it is constantly innovating.

However, the attitude expressed in these sentence is not limited to positivity. For example:

“...and we all need to guarantee security for foreigners.” The stakes are high for China to pull off a trouble-free summit...Some residents, such as chefs from the western Xingjiang region, were also sent home over the period... (*Reuters*,2016)

...gush the English lyrics. “Where we all come to realize our dream and color our lives.” Lives have certainly been colored by the G20 **but not always for the better**.... (*The guardian*, 2016)

The sentence narrated in “we” shows a positive attitude of the Hangzhou government, the public servants or a common wish. But there are also negative descriptions by foreign media, which indicates that the image of Hangzhou is also depreciated in a certain degree. Such comments come into existence because of the difference in social ideology.

Studying above, it can be seen that such sentences contain “we” are often the quotation of others' words. And it does work in the process of constructing the city image, which can enhance the credibility or give reverse impact so as to strengthen images the writer intended to construct.

#### 4.2.2 Analysis of “Qipao”

“Qipao” as a keyword is the proper noun that comes from the news about the introduction of the Qipao Festival. And “Qipao” also called “cheongsam”, is the specialty and cultural symbol.

there are two main focuses in the news related to Qipao, respectively are cartoon characters and Qipao-based performances. For example:

The Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism launched a new, specially designed animated character sporting a qipao on the recently celebrated 2019 Hangzhou Global Qipao Festival. (PRNews,2019)

It can be shown that attention foreign news reporters like to pay on cartoon characters conveys message that innovative derivative products can be an appealing point in publicity.

Meanwhile, the section about the qipao-based performance was also introduced at great length. For example:

...where the highlight was the exotic qipao dance which told the story of the city’s glorious and rich past and how it became the modern and unique metropolis that it is today. (PRNews, 2019)

... “Dance for beauty”, can be found on TikTok’s video platform, where videos featuring several silk paintings, dancers performing in a qipao... (PRNews,2019)

Three messages are conveyed in the above sentences. First, a distinctive culture-based activities is a good way of publicity to leave speciality a lively impression on foreigners. Second, from adjective like “exotic”, “glorious”, it can be learned that foreigners harbor a positive mood towards specialities with rich stories. Third, Hangzhou’s image as “metropolis” mentioned above confirms from one side that during the image construction speciality does play an important role. However, the word “metropolis” was used only five times in all foreign news, which means this image is very shallow and not accepted broadly.

## 5. Discussion

Among the 40 pieces domestic news reports centered Hangzhou tourism, there are 28 positive articles and 12 objective statements by actual count. The contents of 28 positive reports can be divided into mainly three categories: major events, spots and culture. From 2015 to 2021, most of the reports on major events are mainly about the G20 and the 2022 Asian Games. News written to promote tourism spots used to be inclined to West Lake scenic area, but these years the Grand Canal has gained popularity after it successfully joined the World Heritage list. Data in Table 5.1 can show, from 2015 to the end of 2021, during this period, though the quantity of news reports in *China Daily* is still not that large, its growth rate of 14.5% greatly exceeds the growth rate of that on the “West Lake” which is only 6.4%.

From 40 pieces of domestic news and chapter data analysis, Hangzhou is orderly preparing for the Asian Games. Thus, it is not too much to say that “Green and Smart” is not only the core theme of 2022 Asian Games but also the ideal image as a tourism city. In other words, the current image of Hangzhou that official media wants to construct is the metropolis with a integrated sense of historicalization and modernization.

Table 5.1. Data collected from *China Daily*

Year	2008-2014	2015-2021	Growth Rate (%)
West Lake	623	583	6.4
Grand Canal	172	197	14.5

While among 35 pieces foreign news, the numbers of positive and negative news are respectively 19 and 6. Most of the negative news is all about the negative impact of COVID-19 inflicted on the hosting of Asian Games. Others are the problems of health QR code using and event of animal injury. On the whole, the image of both Hangzhou and Hangzhou tourism is positive. In the eye of foreign press, Hangzhou is undoubtedly a historical and cultural city that is fully qualified to be rated as a famous tourism city. Domestic reports frequently quoted Marco Polo's word to define Hangzhou "The City of Heaven, the most beautiful and magnificent in the world", so do the news writers overseas.

As far as scenic spots, see from Table 5.2 there are some differences between them. For the foreigner media, the West Lake and the theme city park of the Song dynasty are what often on the list. Besides, according to the "QiPAO" as keywords in Table 4.2 and a larger number of concordance with "Liangzhu" compared to domestic media. So far, the author infers that foreigners have more interest in Hangzhou's culture and history than our expectation.

Table 5.2. Number of concordance

concordance	Southern Song dynasty City theme park	Grand Canal	Xixi wetland	West Lake	Liang zhu
domestic	9	39	9	27	5
abroad	11	9	1	47	14

On the other hand, just like what *The Times* hails Hangzhou as 'the world's smartest city' known for its e-commerce, Jake Ma and Alibaba... Most of them associate with smart but little with tourism. In 35 pieces of foreign news, only 9 sentences include the word "smart", among which 5 relate to Asian Games, 1 relates to health QR code, and only 3 relate to tourism or city life. What the foreign media concentrated on Hangzhou's tourism image still centered the theme of "nature, culture and history". Obviously, there are some inconsistencies between the two media.

These years, e-commerce is a hot topic both domestic and abroad. For example, the searching results of "Jack Ma" and "Alibaba" in *CNN* are respectively 454 and 1369. While the number of that relates to "Hangzhou" is only 298. In addition, the prefix of words like 'Alibaba' in most of the reports is always related with China but not Hangzhou. So it's hard for foreign public to associate intelligent or smart with Hangzhou.

## 6. Conclusion

The time, after the G20 summit and before the 2022 Hangzhou Asian Games, is a great opportunity for developing international tourism. Gaining from the above research, in order to further open the door to the world and deeply establishing the positive image of Hangzhou as an international city, following discourse strategies are put forward:

First, mindfully choose linguistic strategies. In the process of publicity, interactivity is an important feature to attract international attention, like the use of "?". Also, good use of quotation of others' words is needed to enhance the credibility or give reverse impact so as to strengthen the image truly want to construct. Besides, the use of "will" sentence can help to shift excessive attention from what is already famous around the world to other local features.

Second, tighten the relationship between "smart" and "tourism". Smart is the feature of 19<sup>th</sup> Asian Games, but it is not unique to the Asian Games. From the business industry to tourism, smart is the core competence for marketing Hangzhou in the globe.

Third, add modern elements. In order to better convey the image as a metropolis, more attention should also be paid to CBD. For example, Hubin pedestrian and night fair.

Fourth, further strengthen the promotion of nature and culture. On account of the upcoming Asian Games, new spots like rebuilt venues and the bank of the Grand Canal have emerged. Meanwhile, due to foreigners' great interest in Hangzhou's culture and historical features, the expanding publicity of scenic spots like suburb counties, the description of their history, culture and specialties are in need.

Fifth, biodiversity is another hot topic, in response to the call for species protection, establish a responsible international urban image with great natural environment, the promotion of wetland park, like Xixi wetland should also be strengthened.

Last but not least, innovative ways of publicity. Inspired by the creation of theme of Asian Games *Rain by the West Lake*,



interactive culture-based performance, art forms like Lego and derivative products like cartoon character, innovative ways can achieve better marketing effect.

This study aims that the suggestions above can help improve the publicity effect of Hangzhou municipal image, so as to convey the metropolitan image which is modern and historical, smart and green.

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