

Strategic Advices on the Communication of Suzhou's Urban Image

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Abstract

A great concern but difficulty of urban authorities in China including those in Suzhou is how to achieve effective communication of the city's image. To address the question, the urban communication authorities of one city would primarily need to construct a rational and explicit image of the city and develop consolidated communication strategies. Besides, they should understand the needs of media organizations (especially the non-local and social media outlets) and audiences that are not subject to direct influences of its urban communication departments.

Key Words

Communication effect Communication strategy Construction of urban image

Urban communication Suzhou