

The Empirical Analysis of the Evaluation System and Promotion Ways for City Soft Power

—An Example of Jiaxing City, Zhejiang Province

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Abstract. The city soft power evaluation system includes 8 elements which are the cultural appeal, education development, government ability, urban cohesion, social harmony force, image transmission force, regional influence and comfortable environment force. This paper analyzes the way to promote the city soft power according to the city soft power evaluation system in instance of Jiaxing City. First, this paper analyses the measures to promote Jiaxing City's soft power from five aspects which are Jiaxing City's farmers' spiritual culture construction, education development, enterprise's research and design, national historical and cultural city construction and industry technology innovation strategic alliances. And also find the main problems and deficiencies of the Jiaxing City soft power construction. It can be advanced as the floating population management problem and integrating Shanghai big economic circle's advantage is not obvious. The object of the paper is to propose the patterns of promoting ways of the city soft power.

The Literature Review of the Concept and the Evaluation System of the City Soft Power

The concept of the soft power is firstly proposed by the American Harvard professor Joseph Nye. And it has been aroused society's wide concern after that. And culture soft power is written into the report of the party's 17th national congress, which demonstrates the Chinese government's pay much attention to the soft power construction.

About the Precise interpretation of the soft power, many scholars define it from different aspects. Firstly, the proposer Joseph Nye defines as the ability of attending your goals by attracting them not compelling them.

But I assume the most integrated definition is that proposed by the Shanghai University's associate professor Tao Jianjie in the paper of the construction and appliance of the city soft power evaluation system. He considers that city soft power is reflected the city's join forces produced in the city's competition, including the cultural appeal, education development, government ability, urban cohesion, social harmony force, image transmission force, regional influence and comfortable environment force. On the foundation of this definition, Tao Jianjie advises that the city evaluation system should include these 8 elements. We should apply the evaluation system to the city soft power construction. I think it is good for the development of the Chinese city construction practice to build the city evaluation system. And it can provide the guild in theory and direction for the Chinese city construction.

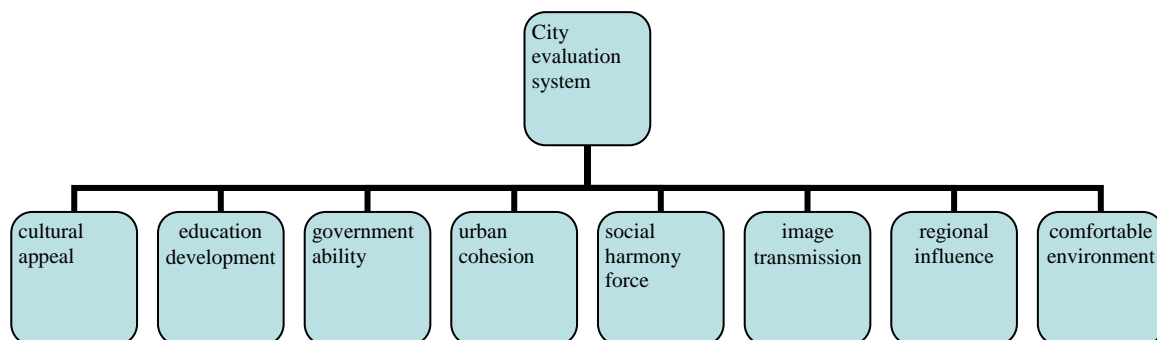


Figure. 1 City Evaluation System

This paper will analyze the way to promote the city soft power in instance of the city of Jiaxing from the city evaluation system.

The Measures to Promote Jiaxing City's Soft Power and Effects Evaluation

Attach Great Importance to the Farmers' Spiritual Culture Construction and Promote the Culture Appeal. A city's culture is the root of the city, the important carrier and the key point of the city soft power construction. Positioning for a city's development is closely related to the culture of the city. Good cultural appeal is a top priority for the city soft power construction. Jiaxing is famous for its "land of fish and rice". Fertile land and rich products provide good material to Jiaxing City, and this advantage is closely connected with jiaxing farmer's toil. In the new era, the farmers' spiritual culture construction also became the top priority of Jiaxing City.

Each region also puts into practice effectively. Xiuzhou District of Jiaxing City can be the representation. Xiuzhou District conducted the "5231" project and got a good response. The project enhanced the farmers' spiritual culture construction by the "five education" platform, the construction of "two positions", "three big brands" activities and "a long corridor" and so on.

Go Hand in Hand with the Urban and Rural Areas, Strengthen the Education Development Force. Education is the most valuable wealth of a country, which is also true for city. A city of outstanding education construction not only can promote the city's sustainable development internally, but also will be able to attract talents, which has multiple benefits.

Nanhu District of Jiaxing City has long been established the work mentality whose name was "Go hand in hand with the urban and rural areas, strengthen the education development force" as the work mentality, and has carried on the construction of education from two aspects of school development and teachers' development.

From the perspective of school construction, we actively carried out the communication between urban and rural schools, school pairing and mutual assistance between urban and rural areas, urban field leadership credentials the exercise to the countryside and so on. In terms of teacher development, we set up the south lake area teacher workstation, organized high-end training activities conducted for the backbone teachers, encouraged the backbone teachers to carry out the demonstration in both education and research activities and provided lecture tour quality training services to improve the construction of the rural school education.

Pay Attention to Research and Design and Improve the Enterprise's Soft Power. In recent years, China has been attached great importance to the construction of "harmonious society". Social harmony includes political, economic and social construction.

Jiaxing made great efforts in terms of social harmony force, enterprise transformation is positive example of Jiaxing. China now has become a manufacturing power, but a simple processing can only be at the bottom of their interests. The enterprises in Jiaxing made great efforts in innovation, using industrial design to improve manufacturing soft power. The positive transformation of the enterprises not only promotes the economic development, but also has advantages for the social construction of environmental protection and resource saving, which can be called kill two birds with one stone of it.

For example, Zhejiang Elegant Prosper Garment paid great attention to the research and development design. It actively carried out cooperation and communication with the international first-class design company, developed independent brands and gained outstanding sales. And Jiashan Dongling Technology Co., Ltd., successfully developed servo motor which has occupied in domestic hosiery machine market. Industrial design services which were based on industrial clusters have become one of the main supports of the rapid development of industrial design. And the rapid development of the industrial design promoted the smooth transition of the enterprise and the enterprise's soft power. It further promoted the Jiaxing economic strength, while the focus on research and development design in return promoted the resource saving and environment protection, promoting the social harmony both in economic construction and social construction.

The Construction of National Historical and Cultural City and Enlarge Image Transmission Force. City image transmission mainly includes "medium of city image" and "city image by word of mouth" two important aspects. Building "medium" city image relies mainly on the mass media, and the "city image by word of mouth" is heavily dependent on interpersonal communication. Good city image for city soft power construction has to do nothing bad.

Jiaying City is a national famous historical and cultural city, which can't be departed with its importance to the city image construction. On the one hand, Jiaying has made great effort in the declaration of material cultural heritage, doing quite good in the repair and maintenance in historical and cultural heritage. On the other hand, it implemented activities like spreading of folk culture, for example, every year carried out Jiaying dragon-boat festival folk culture festival regularly, which fully demonstrated the Jiaying dragon-boat festival custom.

To Promote Industry Technology Innovation Strategic Alliances and to Increase Regional Influence. The regional influence mainly demonstrates a city's competitiveness and the city's appeal and voice in the city's cooperation.

Jiaying City carried out cooperation and exchanges with the surrounding cities and promoted its city appeal positively. Jiaying introduced industrial technology innovation strategy alliance, taking the advantages of the cluster under the protection of the law and guidance of the government, setting up industry technology innovation strategic alliance which were government leading, enterprise leading, colleges and universities or research institutes leading and made up of the local cluster industries of Jiaying leading enterprises, colleges and universities, research institutes, intermediary organizations, financial institutions, risk investment and various aspects government leading, enterprise leading, colleges and universities or research institutes leading.

Jiaying City made technology innovation cooperation in fur, pv, warp knitting, textile and so on with the adjacent cities like Shanghai, Hangzhou and other cities. The alliance further improved the innovation system of Jiaying, making all aspects of resources flow to Jiaying enterprises, strengthen the exchanges and cooperation with surrounding areas and promoted regional influence successfully.

The Main Problems and Deficiencies of the Jiaying City Soft Power Construction

In spite of Jiaying City soft power construction has made great achievements, but there are still some problems and deficiencies.

The Floating Population Management Service Needs to be Improved. Jiaying City is a broader market of the floating population. Floating population made a positive contribution to the soft power construction of Jiaying City, but also caused some problems. The large increase of the floating population has threatened the traditional urban management mode and brought challenges to social stability, urban planning and environmental capacity. And what's worse, it caused pressures to employment, health care, education, transportation, and other specific aspects. There is no doubt that floating population management and services existing obvious shortage, which needs to improve urgently.

On one thing, we should play the positive functions of government service from the government level through the global. It should Overview of global from the government level and do a good job of government services. And we must adhere to people-oriented, advocating respect for the floating

population in the whole society. On another thing, it should be attempted to innovate the population registration system, which therefore can realize the medical security of the floating population and create institutional norms and convenience to the education of the floating population's children.

Advantages are not Obvious in Integrating Shanghai Big Economic Circle. Jiaxing City comprehensive competitiveness is not strong and the advantages of blending in Shanghai big economic are not obvious. We can see from the following data: Jiaxing land area in Shanghai big economic circle was No.14 of the 15 cities, GDP and local fiscal revenue was No. 10, ranked ninth in total retail sales of consumer goods and foreign trade export volume ranked seventh, foreign investment contract amount ranked ninth. The above data shows Jiaxing City doesn't have obvious competitive advantages in Shanghai big economic circle. Jiaxing, therefore, must be strengthen the soft power construction and plays the role of the soft power construction.

Firstly, Jiaxing City are ought to comply with the principle of cooperation, competition, complementation, mutual benefit and interaction. It should find its advantages and make up its shortcomings in the competitions and co-operations with Shanghai and other advantageous cities to achieve the win-win situation. Secondly, Jiaxing City must be attempted to obtaining the central, provincial government's care and support in order to come into being the formation of unite as one and the situation of "moral support from many". Finally, Jiaxing City should speed up the development pace of the open economy.

The Conclusion of the Experiences and Paradigm of the Jiaxing City Soft Power Construction

To Build a Three-dimensional Image of the City. City soft power evaluation system includes the cultural appeal, education development, government ability, urban cohesion, social harmony force, image transmission force, regional influence and comfortable environment force 8 subsystems. So we can shape the image of the city from multiple aspects in the construction of city soft power to create a three-dimensional image of the city. For example, Jiaxing City has built a three-dimensional image. On one thing, it makes the city brand of national famous historical and cultural city from the aspects of image transmission force. On another thing, it build garden city from the aspects of the environment comfortable force.

Attach Great Importance to the Construction of City Innovation Ability. The ascension of city soft power is closely connected with the innovation ability, which is the soul of a city's progress, which can be applied to the city soft power construction.

In recent years Jiaxing City focused on research and development design, improved enterprise's soft power and promoted the economic and social construction. What's more, it promoted industry technology innovation strategic alliance and the regional influence. These measures of improving innovation ability have great impacts on the construction of city soft power and provide the prerequisite and safeguard of the technology for the construction of soft power. Practice has proved that city innovation ability construction is very important to city soft power construction, which can be a paradigm and spread to every city in the construction of soft power.

Enhance City Happiness. City happiness can obviously improve the cities's cohesion and enhance the identification and sense of belonging to the city of the city residents. Jiaxing City has carried out the farmers' spiritual culture construction, urban and rural development education together hand in hand, promote enterprise's r&d ability, constructed national famous historical and cultural city, improved the regional influence. All these soft power construction measures have made a big difference to the city soft power construction and enhanced the city happiness. And in the construction progress Jiaxing City found its deficiencies and took measures to improve services of the floating population and made efforts to blending into the Shanghai economic circle. These measures in return promoted city soft power from each aspect thus enhanced the city of happiness.

Jiaxing City ranked ninth in the happy city lists which were published from Tsinghua University, which proved that the soft power construction can really improve the well-being of the city and the happy city construction can in return promote the city soft power. The two complement each other, promote each other and are beneficial to the city construction. Therefore it should strengthen the construction of city happiness. It can be applied as a paradigm and a ready-made experience to

various city constructions. It should improve the city soft power and strengthen city happiness. Therefore, we can realize the China dream through the city soft power construction.

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