

THE VISUAL NARRATIVE STRATEGY FOR THE BRAND PROMOTION OF RED CULTURE IN NANCHONG CITY

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Abstract: In the context of contemporary cultural communication, leveraging visual narratives to maximize the promotional value of red cultural brands has emerged as a significant research focus. This paper examines how Nanchong employs video media to promote its red culture brand. Such efforts not only deepen the city's cultural significance but also enhance the dissemination effectiveness and appeal of red culture. By integrating visual elements, the promotion of Nanchong's red culture becomes more vivid, intuitive, and enduring in impact. Drawing on an analysis of the current state of cultural communication in Nanchong and addressing the challenges faced in red image communication, this article proposes strategic approaches to strengthen the branding of red cultural images through improvements in both communication content and form.

Keywords: Visual narrative; Red culture of Nanchong city; Communication strategy

1 INTRODUCTION

Against the broad backdrop of contemporary cultural communication, red culture, as a precious spiritual asset of the Chinese nation, is of great significance for its inheritance and dissemination. How to maximize the communication value of red culture brands through the vivid and intuitive medium of visual images has emerged as a prominent focus in the field of cultural research. Nanchong, a city boasting abundant red culture resources, is actively leveraging visual media to promote its red culture brand, aiming to enrich the city's cultural connotation and strengthen the communication power and appeal of red culture.

With the rapid development of new media technologies, the communication methods of red culture are undergoing profound changes. Public awareness and interest in red culture are showing diversified and younger trends; in particular, the youth group tends to access relevant information through new media platforms such as social media and the Internet. This shift provides an important basis for optimizing red culture brand communication strategies, while also posing new challenges.

However, the brand communication of Nanchong's red culture still faces multiple problems in terms of visual narrative. Firstly, narrative themes tend to have a didactic inclination, overemphasizing the direct narration of historical events and the indoctrination of revolutionary principles, while lacking storytelling and emotional appeal. As a result, visual works struggle to capture the audience's attention. Secondly, the excavation of red culture connotation remains superficial, lacking in-depth interpretation and cultural analysis of local history and culture, which makes it difficult to form a red culture brand with distinctive local characteristics. Thirdly, communication methods are relatively simplistic, overly relying on traditional approaches with strong political overtones and didactic nature, leaving audiences in a passive receptive state without opportunities for active participation and personal experience. Meanwhile, the underutilization of new media platforms has restricted the communication scope and influence of the red culture brand.

To address the above issues, this paper aims to propose strategies for improving the brand communication of red culture through visual images by analyzing the current status and dilemmas of Nanchong's red culture brand communication from the perspectives of communication content and forms. The research purpose is not only to enhance the communication effect and influence of red culture, but also to provide theoretical support and practical guidance for the sustainable development of Nanchong's red culture brand.

The significance of this research is reflected in both theoretical and practical dimensions. At the theoretical level, this paper enriches the theoretical research on red culture brand communication and offers new perspectives and methods for the visual narrative of red culture. At the practical level, the research findings will directly guide the practical work of Nanchong's red culture brand communication. By innovating communication strategies, it enhances the communication power and appeal of red culture, promotes the inheritance and development of red culture, and at the same time drives the prosperity and progress of the local economy.

To achieve the above research objectives, this paper adopts multiple research methods. First, the literature research method is used to review a large number of relevant documents, so as to understand the current research status and development trends of red culture brand communication. Second, the questionnaire survey method is employed to collect data on public awareness and interest preferences regarding red culture, providing an important basis for analyzing audience needs. In addition, the case analysis method is adopted to select specific cases of Nanchong's red culture brand communication for in-depth analysis, summarizing successful experiences and existing problems. Finally, based on the analysis of current status and problem diagnosis, targeted communication strategies are proposed, including form innovation and content deepening.

Through the research in this paper, it is expected to provide new ideas and methods for the brand communication of Nanchong's red culture, promote the inheritance and development of red culture in the new era, and let red culture shine more brightly in the new era.

2 DILEMMAS IN THE VISUAL COMMUNICATION OF NANCHONG'S RED CULTURE BRAND

In recent years, Nanchong has actively used new media platforms to build red culture service brands. By integrating visual symbols such as red-themed TV dramas, red revolutionary figures, and video reports, it has vigorously promoted local red culture brands. Although a relatively systematic awareness of constructing Nanchong's red culture symbols has been formed, the overall quality still needs to be improved. On the whole, the visual content lacks regional characteristics, the reflection of the times is insufficient, the homogenization phenomenon is relatively serious, and the communication path is conservative and traditional, lacking necessary innovation and diversity. At the same time, there is a contradiction between the serious political attribute of red culture and the youth group's preference for relaxed and pleasant cultural content, which makes red culture videos ineffective in attracting young audiences.

With the rapid development of new media technologies, the communication methods of red culture are undergoing profound changes. According to the newly released Questionnaire Report on the Cognition and Visual Narrative Preferences of Nanchong's Red Culture Brand, public awareness and interest in red culture show diversified and younger trends. Data shows that the youth group (aged 18-30) accounts for as high as 45.08%, becoming the main audience of red culture communication. They are more inclined to obtain relevant information through social media (81.97%) and the Internet (73.77%). This finding provides an important basis for optimizing red culture brand communication strategies—namely, it is necessary to pay more attention to digital, interactive and youth-oriented communication methods to better attract and retain young audiences.

2.1 Didactic Tendency in Narrative Themes: Red Culture Videos Lack Appeal

Nanchong is rich in red culture resources, which are important carriers for inheriting red genes and carrying forward the revolutionary spirit. However, in the current production of red culture videos, there is often an overemphasis on the direct narration of historical events and the indoctrination of revolutionary principles. This single, didactic narrative mode makes the video content rigid and dull. When watching these videos, audiences often feel bored and tedious, unable to generate in-depth thinking and emotional experience. This didactic narrative method not only fails to stimulate the audience's interest in watching, but also makes it difficult for the audience to resonate emotionally, thus affecting the effective communication of red culture.

Take Douyin short videos as an example. Searching for the keyword "Nanchong Red Culture" on the platform yields a large number of related videos, but their likes and views are negligible. Although these short videos have novel forms, they often fail to attract the audience's attention due to simplistic content and lack of creativity. For instance, some short videos merely replay revolutionary songs or display pictures of revolutionary sites, without presenting the connotation and charm of red culture through storylines or character images. Such content, lacking innovation and appeal, often bores the audience and even arouses resistance. In contrast to official red culture videos, some red culture videos created by folk creators are often more attractive and have higher click rates. Take the series of short videos produced by a folk creator named "Inheritor of Red Memory" as an example. This creator has dug deep into local red culture resources and produced many touching short videos of red stories based on the personal experiences of local revolutionary martyrs. Among them, the short video Red Army Kids tells the growth story of a descendant of the Red Army during the revolutionary years, showing the inheritance and development of the Red Army spirit. With sincere emotions and vivid narrative methods, this short video has attracted the attention of a large number of audiences, and its click rate has risen rapidly in a short period of time, becoming a highlight of Nanchong's red culture communication. Compared with some officially produced red culture videos, the works of some folk creators are closer to people's lives, telling red stories from the perspective of ordinary people, which are more likely to trigger the audience's emotional resonance, thereby improving the communication effect of red culture.

Maurice Halbwachs, the French sociologist, argued in his research on collective memory that "the past is not simply preserved, but reconstructed on the basis of the present"[1]. In addition to disseminating traditional culture in an authentic way, it is also necessary to cater to the aesthetic tastes of contemporary people according to the characteristics of the times. At present, the youth group has become the main consumer group, leading the consumption direction and public aesthetic concepts. As an important direction for the innovative development of red culture, the visual communication of red culture symbols—with overly didactic video content—is difficult to attract young audiences. They prefer to watch film and television works with storylines, distinctive characters and stunning visual effects.

To enhance the appeal of red culture videos, we need to change the narrative method and focus on storytelling and emotional expression. By exploring touching details in red historical events and shaping vivid and three-dimensional characters, the audience can personally feel the heroic deeds and noble spirits of revolutionary martyrs while watching the videos, and receive the edification of red culture in a relaxed and pleasant atmosphere.

2.2 Insufficient Depth in Excavating Red Culture Connotation and Lack of Regional Characteristics

From a broad perspective, the scope of red culture extensively covers physical relics such as revolutionary sites. These sites are not only material witnesses of historical events, but also important cornerstones for the inheritance and

promotion of red culture[2]. Nanchong, a land full of historical heritage, is the hometown of many red iconic figures such as Zhu De, a founding father of the People's Republic, Luo Ruiqing, a general of the People's Republic, and Zhang Lan, a democratic revolutionary, and is also an important birthplace of red culture. However, from the perspective of the current depth of excavating red culture connotation, Nanchong's presentation of red culture often stays on the surface, lacking in-depth interpretation and cultural analysis of local history and culture. When showing revolutionary history, many red culture scenic spots and film and television works often focus on grand narratives and the shaping of heroic images, while ignoring the excavation of the profound cultural connotation and social background behind historical events. This superficial way of communication makes it difficult for the audience to truly understand the spiritual essence and far-reaching significance of red culture, and also difficult to arouse the audience's emotional resonance. Nanchong's red culture brand is not only a historical heritage, but also a spiritual wealth of contemporary society. It is necessary to fully excavate Nanchong's red culture, give play to the regional characteristics of Nanchong's red culture, stimulate people's patriotic enthusiasm and national pride, and enhance the cultural confidence of local people.

Nanchong lacks the highlighting of regional characteristics in red culture communication. Although red culture has universal national significance, each region has its unique red culture resources and historical background. In the communication of red culture, Nanchong often overemphasizes national red culture elements, while ignoring the excavation and display of local red culture resources. This way of communication lacking regional characteristics not only makes it difficult to form a red culture brand with local characteristics, but also difficult to attract the attention and interest of people from other regions.

To optimize the communication efficiency of Nanchong's red culture in visual media, it is necessary to deepen the detailed excavation of red culture connotation, reveal the historical context and cultural heritage hidden beneath the surface, especially to closely combine with Nanchong's long historical context and unique cultural accumulation. As one of the important birthplaces of Bashu culture, Nanchong's red culture is rooted in this time-honored land, intertwined with regional characteristics such as Three Kingdoms culture and Jialing River culture. Therefore, while revealing the historical background and cultural heritage of red culture, it is necessary to focus on showing Nanchong's ancient city style, folk customs and heroic deeds in revolutionary history, integrate red culture with local Three Kingdoms relics, Jialing River scenery, folk traditions, etc., and construct a red culture communication paradigm with regional characteristics. Promote the sustainable inheritance and innovative development of Nanchong's red culture, and further highlight the unique charm of Nanchong as an important inheritance place of red culture.

2.3 Over-reliance on Traditional Communication Methods: Communication Channels Need to Be Expanded

Under the impact of the new media environment, the traditional red culture communication mode and efficiency in Nanchong can no longer meet the spiritual and cultural needs of the broad masses of people. Nanchong's red culture communication methods are relatively simplistic, with strong political overtones and didactic nature, resulting in audiences often being in a passive receptive state when accepting red culture, lacking opportunities for active participation and personal experience. However, in the era of rapid development of new media, emerging platforms such as Douyin, Kuaishou, Xiaohongshu, WeChat Channels and WeChat Official Accounts have gradually become important positions for Nanchong's red culture communication. These platforms not only provide a broader space and more diversified forms for the communication of red culture, but also provide audiences with more opportunities for active participation and in-depth experience of red culture. However, taking the search for the keyword "Nanchong Red Culture Videos" on Bilibili as an example, only 47 videos pop up. Moreover, most of the relevant videos are mainly about tourism and regional current news. The visual communication channels of Nanchong's red culture have not been fully utilized, and no more channels have been developed to give play to the strong communication power of new media, resulting in little communication effect of red culture in the region. At the same time, Nanchong has not built a special website for red culture communication for publicity, and major red culture education bases and revolutionary sites have not yet built special websites for online communication, so people cannot browse relevant content in a timely manner from red culture websites. Meanwhile, relevant audio-visual websites and short video platforms have not set up special accounts to disseminate special red culture.

In addition to the need to improve traditional methods, the main communication subjects of Nanchong's red culture also need to be increased. For a long time, the publicity of Nanchong's red culture has mainly relied on official media, newspapers, radio, television and other channels. While this way of publicity disseminates Nanchong's red culture, it also gives people the impression that red culture is serious, rigid and inaccessible. At present, red image communication is mainly in the form of popular science short videos and documentaries, which belong to one-way output-type communication. The audience only passively receives information and cannot deeply understand the cultural value. At present, the main communication subjects of Nanchong's red culture are still relatively single, mainly relying on the promotion of official institutions, which to a certain extent limits the diversity of communication subjects. In the context of the all-media era, every individual, organization and even platform plays a unique communication role, with different influence and communication methods. The communication of Nanchong's red culture should fully absorb and activate these diversified communication subjects, actively enrich communication channels and content forms, stimulate the participation enthusiasm of a wider audience, and thus further improve the communication effect and social influence of red culture.

In the process of visual communication of Nanchong's red culture brand, although certain results have been achieved, there are still many dilemmas. Survey results show that only 9.84% of respondents said they are "very familiar" with

Nanchong's red culture brand, while 37.7% of respondents said they "have heard of it but are not very familiar". This indicates that the current visibility and recognition of the red culture brand still need to be improved. At the same time, the homogenization of visual content, lack of regional characteristics and the singleness of communication channels are also key factors restricting the communication effect of red culture. Especially in attracting young audiences, the existing red culture videos are often too didactic, lacking in fun and interactivity, and difficult to meet the cultural consumption needs of the youth group.

In the all-media era, each communication subject has different communication channels. To achieve the extensiveness of red culture communication, it is necessary to comprehensively expand communication channels.

3 COMMUNICATION OF NANCHONG'S RED CULTURE BRAND: INNOVATION IN EXPRESSION FORMS AND DEEPENING OF CONTENT

In the evolution of culture and society, it has deeply rooted in people's hearts with its unique visual expression, becoming a key medium for information dissemination and emotional communication. In particular, red culture images effectively arouse people's memories of revolutionary history and promote the inheritance of the red spirit through their shocking visual effects and profound spiritual heritage. This way of communication not only enriches the forms of cultural expression, but also deepens people's understanding and recognition of red culture, becoming an important bridge connecting the past and the present and inheriting the spirit. Nanchong should focus on the forms and content deepening of visual communication to strive to disseminate the Nanchong red culture brand.

3.1 In Form: Constructing a Diversified Narrative Visual Path to Deepen the Communication Strategy of Nanchong's Red Culture Brand

3.1.1 Utilizing advanced digital technologies and integrating multi-channel carrier communication

Marshall McLuhan believed that "the rapidly developing media have brought about significant changes in people's ways of communication and cultural forms"[3]. The rapid development of digital technology can enhance the visual effect of the visualization of red culture brands. For example, image content can be processed through technologies such as virtual-real integration and digital keying to obtain unique artistic effects. At the same time, with the integrated development of digital media, new media forms such as micro-films, short videos and online dramas have emerged, undertaking the dual functions of information carrier and communication medium. The rapid development of digital technology can provide more artistic expression forms for red culture image symbols. The communication of Nanchong's red culture should utilize advanced digital technologies and integrate multi-channel communication approaches to actively promote red culture.

According to the characteristics and preferences of young audiences, we need to build a more diversified and interactive narrative visual path. Use big data to analyze the interests and behavioral habits of young audiences, and customize red culture content that suits their tastes. For example, a series of short videos can be produced, each focusing on a red story or historical figure, quickly attracting the audience's attention through vivid images and concise narration. At the same time, use advanced technologies such as VR and AR to create immersive red culture experience projects, allowing the audience to personally feel the charm of red culture.

The three-dimensionality, interactivity and high efficiency of visual communication make the communication of red culture symbols through images an inevitability of the times. Taking advantage of the advantages of new media communication, Nanchong can establish a network platform and database of red resource bases based on the revolutionary red historical relics and memorial sites and the digital audio-visual system of Nanchong's red culture symbols. For example, set up digital exhibitions and online platforms, establish the Nanchong Red Culture Digital Museum, use 3D scanning, high-definition imaging and other technologies to digitize physical exhibits, and realize the seamless connection between online exhibitions and offline experiences. Develop mobile apps or mini-programs that provide functions such as red story inquiry, historical data search and online navigation, making it convenient for the public to learn red culture anytime and anywhere. Use official websites, WeChat official accounts, Weibo and other channels to release red culture-related information, event previews and achievement displays. At the same time, VR technology can be used to reproduce historical events and scenes, such as walking into the former residences of Zhu De and other red sites, allowing the audience to personally experience the struggle course of revolutionary ancestors. Use AR technology to superimpose virtual information on physical exhibits, provide interactive explanations and background information, and enhance the audience's sense of participation and immersion. Publish red culture-themed short videos on short video platforms such as Douyin and Kuaishou, showing the charm of Nanchong's red culture in a vivid and intuitive way. Use platforms such as Weibo and WeChat to publish graphic stories, live broadcasts and other content to attract the attention of young groups. Make full use of big data analysis technology to analyze user behavior preferences and accurately push personalized Nanchong red culture video content. Continuously optimize communication strategies based on feedback data to improve communication efficiency and user satisfaction.

Create image works combining Nanchong's red revolutionary stories, current politics, regional culture, etc., conduct multi-channel interactive communication on online media, enhance the effectiveness of information dissemination, expand the scope of Nanchong's red culture communication, enhance the influence of Nanchong's red culture symbols, and better promote Nanchong's red culture symbols to "go global".

3.1.2 Inter-provincial linkage and joint planning to enhance the influence of red culture brands

All along, Nanchong has attached great importance to the communication of its red culture brand, but due to its limited communication efforts and scope, Nanchong's red culture has not gained high visibility nationwide. Nanchong should actively carry out linkage cooperation with other provinces, conduct in-depth cross-regional and cross-field cooperation, work together to disseminate red culture, and improve the influence and communication scope of Nanchong's red culture. Through the sharing of red culture resources, jointly promote the communication of red culture.

Against the backdrop of promoting the inheritance and innovation of red culture, to more effectively disseminate Nanchong's red culture and enhance regional cultural soft power, Nanchong should actively implement the inter-provincial linkage strategy, join hands with surrounding provinces and cities to explore new paths for red culture publicity. Through resource sharing and complementary advantages, jointly build a new platform for red culture communication. This inter-provincial linkage not only helps broaden the communication channels of red culture, but also promotes the exchange and integration of different regional cultures, further enhancing the visibility and influence of Nanchong's red culture. Nanchong should establish a red culture resource database with surrounding provinces and cities to realize resource sharing. By sorting out, excavating and displaying their unique red culture resources, a complementary effect is formed to jointly build red culture brands. At the same time, promote the joint planning of red culture videos among provinces, form joint publicity and promotion, and expand the communication scope and influence of red culture. Meanwhile, use new media platforms to carry out online and offline interactive communication to attract more young people's attention and participation. Jointly create film and television works, documentaries, animations and other works with red culture as the theme, vividly showing the charm of red culture through visual narrative methods. In addition, develop red culture creative products such as souvenirs and artworks to meet the diversified needs of tourists.

3.2 In Content: Deeply Exploring Multi-perspective Narrative Logic to Carry Forward the Essence of Nanchong's Red Culture

3.2.1 Creating original local red culture dramas to strengthen Nanchong's red culture genes

As an important city in the Sichuan-Shaanxi Revolutionary Base Area, Nanchong has profound red culture heritage and abundant red resources. Nanchong can effectively strengthen red culture genes and make red culture radiate new vitality in the new era through creating original local red culture dramas. Nanchong has achieved remarkable results in the creation of red culture dramas. For example, the large-scale drama *The Longest Night* is a work created based on the prototype of Chai Yixin, a famous anti-Japanese hero in Nanchong. By restoring the story of the last night before Chai Yixin's sacrifice, the drama shows his fearlessness and noble spirit of sacrificing his life for the country in the Changde Defense War. The drama *The Longest Night* not only caused a great sensation in Nanchong, but also exerted a wide influence across the province and even the whole country. The performance of the drama not only made the audience deeply understand the heroic deeds of Chai Yixin, but also stimulated people's patriotic enthusiasm and national pride. Such original local red culture dramas can strengthen Nanchong's red culture genes.

In the process of creating and promoting red culture dramas, Nanchong focuses on integrating socialist core values into them. Through the interpretation of the dramas, the audience can receive correct value guidance and moral education while feeling the charm of red culture. This entertaining way of education enables red culture to be more widely and deeply disseminated in Nanchong.

In addition to drama creation, Nanchong can also strengthen red culture genes through other forms of red culture dramas. For example, Nanchong has previously created high-quality red dramas such as *Red Salt*, *Our Commander-in-Chief* and *Zhang Side*. These dramas are based on revolutionary martyrs and heroes in Nanchong, showing their heroic deeds and noble spirits in the revolutionary struggle through vivid plots and touching characters. The performances of these dramas have made the audience deeply understand the red history of Nanchong. In the future, it is necessary to further create more dramas with red culture genes unique to Nanchong to stimulate people's revolutionary fighting spirit and patriotic feelings[4].

3.2.2 Telling warm stories of heroes and martyrs to arouse emotional resonance

In content creation, we should focus on deeply exploring the connotation and value of red culture, avoiding simple preaching and indoctrination. Show the diversity and complexity of red culture through multi-perspective narrative methods. For example, we can tell the experiences and feelings of ordinary people in the revolutionary war from their perspective; we can also cut into the side of historical events to reveal the underlying social background and political motivations. At the same time, combined with Nanchong's local characteristics and cultural resources, create red culture works with regional characteristics to enhance the uniqueness and appeal of the works.

In addition, according to the feedback in the survey report, the audience's attention to red culture images is mainly focused on historical events (78.69%) and character stories (55.74%). Therefore, in content creation, we should focus on these two aspects for in-depth excavation and creation to meet the audience's needs and expectations. Meanwhile, continuously optimize content strategies through data analysis to ensure the best communication effect of red culture images.

In Nanchong, a land with a long history, red culture is like a winding river, nourishing everyone on this land. To more effectively disseminate red culture, Nanchong has cleverly used visual media to arouse the audience's emotional resonance by telling warm stories of heroes and martyrs, making red culture radiate new vitality in the new era.

In recent years, many red culture film and television works produced in Nanchong have focused on the heroes who once fought bravely for the revolutionary cause. These works not only show their firm revolutionary beliefs and fearless

fighting spirit, but also deeply explore their side as ordinary people. Through warm storylines, the audience can see that heroes are also flesh and blood, with family affection, friendship and love. This way of humanizing and emotionalizing revolutionary heroes makes the image of revolutionary heroes more three-dimensional and full, and is more likely to arouse the audience's emotional resonance. For the communication of Nanchong's red culture, facing the future, it is urgent to dig deep into the warm stories behind the heroes and martyrs to touch people's hearts and arouse widespread emotional resonance. By delicately depicting the ordinary life and extraordinary feats of heroes, red culture can be made more vivid and down-to-earth, which can stimulate public emotional resonance, deepen the understanding and inheritance of the red spirit, and make red culture shine more brightly in the new era.

But at the same time, it should be noted that although the solemn narration of revolutionary epics and heroic narratives can shape the lofty image of red culture, they often do not constitute a narrative language that is easy to integrate into people's daily lives, thus creating a sense of distance in the audience's minds. Therefore, in the practice of film and television communication of red culture, it is necessary to transcend the grand narrative framework and adopt a life-oriented narrative strategy and expression method, that is, micro-narrative, to improve the fun and popularity of the content, ensuring that the communication of red culture can be both profound and close to people's hearts, achieving effective communication "from depth to simplicity".

4 THE VALUE OF VISUAL COMMUNICATION OF NANCHONG'S RED CULTURE

4.1 Breaking Regional Restrictions and Promoting the Inheritance of Red Culture

Nanchong, a city with profound red culture heritage, is actively crossing the regional boundaries of red culture communication, committed to the extensive inheritance and development of red culture. As one of the popular ways of communication among the public, the visual communication of red culture has been widely applied and developed in depth in Nanchong.

In Nanchong, red images, with their unique charm, have become an important bridge connecting the past and the present and inheriting red culture. Through the perfect combination of images and audio, these image works vividly reproduce the magnificent scenes and touching stories of the revolutionary history period, satisfying the people's audio-visual needs for red culture. Whether it is documentaries reflecting the life story of Comrade Zhu De or touching stories telling the Long March of the Red Army, with their true and vivid images and affectionate narration, they make the audience deeply feel the charm and power of red culture in the dual shock of vision and hearing.

At the same time, digital protection, as an important way of cultural inheritance and protection, has also played an important role in the communication of Nanchong's red culture. As a digital form of red culture, red images have the characteristics of universality and easy storage, which have played a strong role in promoting the inheritance and protection of red culture. Nanchong has sorted out, filed and preserved precious red image data through digital means, ensuring that these valuable historical and cultural heritage can be passed down permanently.

In addition, Nanchong has also actively used digital platforms to promote the extensive communication of red images. Through new media channels such as social media and short video platforms, Nanchong's red image works have crossed regional boundaries and spread rapidly across the country and even the world. These image works not only show Nanchong's rich red culture resources, but also stimulate the audience's interest and love for red culture, further promoting the extensive inheritance and development of red culture[5-7].

Nanchong has achieved remarkable results in the communication of red culture. Through the communication and digital protection of red images, Nanchong has successfully crossed the regional boundaries of red culture communication, making more people understand and feel the charm and power of red culture. Nanchong should continue to deepen the work of red culture communication, innovate communication methods and means, and let red culture shine more brilliantly in the new era.

4.2 Promoting the Material Transformation of Red Culture Resources and Constructing a New System of Red Economy

As an important gathering place of red culture resources in Sichuan Province, Nanchong is actively exploring a new path for the deep integration of red economy and red culture. The red economy, an economic form relying on red culture resources, aims to drive local economic development with the unique charm of red culture, while promoting the inheritance and development of red culture. On Nanchong's red land, the red economy has not only become a new engine for promoting local economic growth, but also an important carrier for inheriting red genes and carrying forward the revolutionary spirit[8].

In the process of red culture communication, Nanchong has given full play to the unique advantages of visual communication, promoting red resources to achieve the goal of "being well utilized" on the basis of "being well protected" and "being well managed". By shooting high-quality red image works, Nanchong has successfully shaped the overall image of red culture, making more people understand and feel the touching stories and revolutionary spirit that once happened on this land.

To enhance the attractiveness of scenic spots, major red classic scenic spots in Nanchong have taken action to create unique red tourism brands by shooting red images. These image works not only record revolutionary history, but also show Nanchong's unique natural scenery and cultural landscape, allowing the audience to feel the profound heritage of red culture while enjoying the beautiful scenery. For example, the Zhu De Former Residence Memorial Hall has vividly

reproduced Comrade Zhu De's life story and revolutionary course by shooting documentaries and short videos, attracting a large number of tourists to visit and study.

In the communication of red images, Nanchong has given full play to the extensive influence of new media platforms, and widely spread red images on social media platforms such as Weibo, WeChat and Douyin. With the characteristics of speed, convenience and interactivity, these platforms provide new channels and methods for the communication of red culture. Through the communication advantages of integrated media, Nanchong has successfully promoted the publicity of red tourism, making more people understand and participate in red tourism.

In the construction of red tourism brands, Nanchong focuses on highlighting local characteristics, combining red culture with local historical culture and natural scenery to form unique red tourism routes and products. For example, combining with regional characteristics such as Nanchong's Three Kingdoms culture and Jialing River culture, it has launched "red + culture" tourism routes, allowing tourists to appreciate Nanchong's unique cultural charm while visiting red scenic spots. In addition, Nanchong has further enriched the connotation and form of red tourism and improved the visibility and influence of scenic spots by holding red culture festivals and red-themed exhibitions.

4.3 Integrating Nanchong's Regional Characteristics, Leading Social Values and Constructing a Red Economy

While deeply exploring the unique charm of regional culture, the visual communication of Nanchong's red culture brand has also actively played a leading role in social values. Survey data reveals that 74.59% of respondents have shown strong interest in local characteristics when watching images related to red culture, indicating that the integration of regional culture is a key factor in enhancing the attractiveness and communication effect of image works. Through visual narrative, Nanchong has not only reproduced historical events and heroic figures, but also cleverly integrated red culture with local regional characteristics such as Three Kingdoms culture and Jialing River culture, forming a red culture brand with unique charm. This in-depth excavation has not only enriched the connotation of red culture, promoted the inheritance and development of regional culture, but also effectively improved the overall awareness and influence of the red culture brand.

In terms of leading social values, the visual communication of Nanchong's red culture brand has stimulated people's patriotic feelings and national pride by telling the heroic deeds of revolutionary martyrs and conveying the core values of red culture. Survey data shows that more than 61% of respondents believe that red culture brands have an important impact on Nanchong's cultural communication, indicating that red culture occupies a pivotal position in Nanchong's cultural construction and social development. Through visual narrative, Nanchong has successfully conveyed the spiritual connotation of patriotism and collectivism contained in red culture to the public, providing a strong spiritual driving force for the harmonious development of society. This red culture visual communication strategy, which combines in-depth excavation of regional culture and social value guidance, not only enhances the attractiveness and appeal of red culture, but also further promotes the prosperity and development of Nanchong's culture.

In addition, Nanchong has also effectively promoted the material transformation of red culture resources and constructed a new red economic system through the visual communication of red culture. By shooting high-quality red image works, Nanchong has successfully shaped the overall image of red culture, attracting a large number of tourists to visit and study, and driving the development of red tourism. At the same time, Nanchong has also actively developed red culture creative products such as souvenirs and artworks, further expanding the economic benefits of red culture. This model combining red culture communication with economic development has not only injected new vitality into Nanchong's economy, but also provided a useful reference for the inheritance and development of red culture in other regions.

Through a series of efforts and innovations, Nanchong has successfully realized the material transformation of red culture resources and promoted the rapid development of the red economy. Nanchong deepens the integrated development of red culture and economy through images, innovates red tourism products and service methods, and promotes the material transformation of red culture resources.

5 CONCLUSION

This study conducts an in-depth discussion on the visual communication strategies of Nanchong's red culture brand, aiming to improve the communication effect and influence of red culture through innovative form and content deepening. The study first reveals the dilemmas faced by the visual communication of Nanchong's red culture brand, including the didactic tendency of narrative themes leading to the lack of appeal of videos, the insufficient depth of excavating red culture connotation and lack of regional characteristics, and the tradition and singleness of communication channels. These problems have seriously restricted the extensive communication and in-depth influence of Nanchong's red culture brand.

To get rid of these dilemmas, this paper further proposes a dual innovation strategy in the form and content of Nanchong's red culture brand communication. In terms of form, we have constructed a diversified narrative visual path, using advanced digital technologies to integrate multi-channel carriers for communication, which not only broadens the communication scope, but also enhances the audience's sense of immersion and participation. At the same time, through inter-provincial linkage and joint planning, the influence of red culture brands has been enhanced, realizing cross-regional communication and dissemination of red culture.

In terms of content, we have deeply explored multi-perspective narrative logic. Through creating original local red

culture dramas, we have strengthened the genes and characteristics of Nanchong's red culture. In addition, telling warm stories of heroes and martyrs has not only aroused the audience's emotional resonance, but also made red culture closer to people's hearts and easier to be accepted and inherited by the public.

The value of the visual communication of Nanchong's red culture cannot be ignored. On the one hand, it breaks regional restrictions, enabling red culture to be inherited and developed in a wider scope, enhancing national cohesion and cultural confidence. On the other hand, the material transformation of red culture resources has promoted the construction of a new red economic system, injecting new vitality and momentum into Nanchong's economic development.

In summary, the visual communication strategy of Nanchong's red culture brand needs continuous innovation and deepening in form and content to break through traditional dilemmas and improve communication effects. By constructing a diversified narrative visual path and deeply exploring multi-perspective narrative logic, Nanchong's red culture brand can not only be inherited and developed in a wider scope, but also inject new vitality into the local economy, achieving a win-win situation for culture and economy. In the future, Nanchong should continue to explore and practice more effective visual narrative strategies to further enhance the influence and reputation of the red culture brand.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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