

# Research on the Outward Image Building of Wuhan from the Perspective of Wuhan International Students

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## ABSTRACT

With the deepening development of globalization, the shaping and dissemination of urban image has become an important manifestation of urban soft power. This article explores the current situation and problems of Wuhan's image as a foreign city from the perspective of international students studying in China, and proposes improvement strategies. Research has found that international students have a positive impression of Wuhan's educational resources, environment, and cuisine, but have insufficient understanding of intangible cultural heritage, differences in the popularity of urban attractions, and major urban events. The main problems are reflected in the insufficient promotion of intangible cultural heritage, significant differences in the popularity of urban attractions, one-sided understanding of major urban events, the dominance of traditional propaganda channels, and insufficient utilization of emerging media. To enhance the international influence of Wuhan's urban image, it is recommended to strengthen the promotion of intangible cultural heritage, balance the popularity of urban attractions, enrich international communication channels for major urban events, and fully utilize new media platforms for urban image promotion. Through these strategies, Wuhan can better shape and promote its image on the international stage, enhancing the city's international visibility and reputation.

**Keywords:** Urban image, International students, Wuhan, Cross-cultural communication.

## 1. INTRODUCTION

Professor Liu Weidong once proposed that "urban image is the characteristic of urban landscape, the annotation of the meaning of urban existence, and the artistic expression of urban nature, structure, and function".[1] In the context of deepening globalization, as an important platform for international exchange, the shaping and dissemination of a city's external image not only affects its international visibility and reputation, but also an important manifestation of its soft power. Wuhan, as a city with a long history and full of vitality, has been an important transportation hub and cultural city in China since ancient times. In recent years, it has attracted much attention due to its rapid development in fields such as economy, technology, and education. In November 2021, the Foreign Affairs Office of the Wuhan Municipal Party Committee officially released the "14th Five-Year Plan for Enhancing Wuhan's

Internationalization Level", which clearly stated that during the "14th Five-Year Plan" period, Wuhan will strive to enhance the closeness of international exchanges and cooperation, improve the convenience of international exchanges, and significantly enhance the city's international influence, in order to achieve new breakthroughs in the internationalization process. It is particularly important that the plan emphasizes the need to shape a new image of an international modern city as a guide, actively create the "Study Abroad in Wuhan" brand, and comprehensively improve the quality and experience of studying in Wuhan by optimizing study abroad education services and management.[2] International students are one of the bridges for communication between Chinese and foreign people, and the main external force that will affect the image of China and its regions in the future.[3]

In the academic community, scholars have studied the image of Wuhan from different

perspectives. The existing research covers a wide range of dimensions, such as the analysis of Wuhan's urban image based on Chinese media communication, the discussion of Wuhan's tourism image from the perspective of tourism marketing, and the evaluation of the impact of major Chinese public events on Wuhan's urban image. However, in the field of international communication of Wuhan's city image, although some scholars have made preliminary explorations on the publicity effect of official media, most of the studies still focus on Chinese audiences and Chinese media, and there is still a lack of how to formulate and implement a systematic online and offline international communication strategy for foreign groups.

In view of this, this article aims to fill this research gap by analyzing the current situation of Wuhan's external city image shaping from the perspective of international students studying in Wuhan, and exploring effective strategies to enhance Wuhan's international impression based on empirical research and theoretical analysis. Through this research, it is hoped to provide valuable reference and inspiration for Wuhan and other Chinese cities to better achieve cross-cultural communication, shape and spread their own image in the context of globalization.

## **2. RESEARCH PROCESS AND BASIC INFORMATION OF RESEARCH SUBJECTS**

### **2.1 Research Process**

This survey adopts two methods: questionnaire survey and actual research. Firstly, a survey questionnaire was designed through the wjx.cn and 40 questionnaires were distributed for pre survey. Based on the results, the questionnaire content was modified. Then, a QR code was distributed offline for questionnaire collection, and a total of 704 valid questionnaires were collected. The questionnaire is mainly composed of single choice question, multiple choice and scale questions, including personal information, motivation to study abroad, overall evaluation and impression, cultural cognition, city image and positioning, satisfaction and suggestions, willingness and recommendation to study abroad.

The survey subjects of this study are 704 international students from universities in Wuhan, with the majority having lived in Wuhan for more than six months. Considering the respondents'

Chinese proficiency, the questionnaire will be conducted in English.

### **2.2 Basic Information of Research Subjects**

#### **2.2.1 Nationality: a Relatively Large Proportion of Students from Asia and Africa**

In the information collected in this questionnaire survey, international students mainly come from Asia and Africa. Among them, Asian students have the highest proportion, reaching 45.45%, followed by African students, accounting for 38.07%. Students from Europe, North America, South America, and Oceania have relatively low proportions, at 7.95%, 3.41%, 2.27%, and 2.84%, respectively. This survey involves a wide distribution of subjects, with a large proportion of students from Asia and Africa.

#### **2.2.2 Gender: Relatively Balanced Overall Gender Ratio**

In this survey, there were slightly more male international students than female international students, with 372 male students, accounting for 52.84%, and 332 female students, accounting for 47.16%, slightly less than male students. The number of male students is slightly higher than that of female students, but the overall gender ratio is relatively balanced, which is in line with expectations.

#### **2.2.3 Time-duration in Wuhan: Mainly Six Months to Two Years**

In the survey, there were 56 students who had been in Wuhan for less than half a year, accounting for 7.95%, which is the group with the smallest proportion. There are 252 students from six months to one year, which is one of the main groups. There are 312 students who have been studying for less than two years, accounting for the highest proportion. There are 84 students who have been studying in Wuhan for more than two years, accounting for 11.93%, which is relatively small, but it still indicates that some of them studied in China during their growth period.

### 2.2.4 Motivation for Choosing Study Destinations: Abundant Educational Resources in Wuhan

The survey results indicate that abundant educational resources are the main motivation for studying abroad, with a response rate of 51.19% and a penetration rate of 85.23%. The local customs

and traditions are the secondary motivation for studying in foreign countries, with a response rate of 22.20% and a popularity rate of 36.93%. The response rate of economically developed factors is relatively low, at 15.00%, with a penetration rate of 25.00%, indicating that although economic factors are attractive to some international students, they are not the main motivation. ("Table 1")

Table 1. Response rate and popularity rate of the motivation of International students studying in Wuhan

Name	Choice (Multiple)	Frequency	Response rate (%)	Popularity rate (%)
Motivation for studying abroad	Abundant educational resources	600	51.19	85.23
	Developed economy	176	15.00	25.00
	Local customs	260	22.20	36.93
	Others	136	11.6	19.32
Total		1172	100.00	166.47

a \*p<0.001

## 3. WUHAN CITY IMAGE FROM THE PERSPECTIVE OF INTERNATIONAL STUDENTS

### 3.1 Overall Evaluation of Wuhan's Image: Most International Students Have a Positive Evaluation of Wuhan's Urban Image

The survey results show that 50% of international students believe that Wuhan has a good urban image, and 26.7% think it is very good, exceeding three-quarters of the surveyed population. 120 people felt average, accounting for 17.05%. Only 6.25% think it is not very good or very bad. The survey shows that the vast majority of international students studying in Wuhan have a positive evaluation of Wuhan.

### 3.2 Wuhan's Urban Positioning from the Perspective of International Students: Diversified Urban Image Positioning

The survey shows that from the perspective of international students, the urban image of Wuhan presents a diversified characteristic. The "City of Universities" (response rate 21.3%) and "City of Rivers and Lakes" (response rate 20.8%) are the most common impressions of Wuhan among international students in Wuhan. Only 13.1% of international students consider Wuhan to be an "ordinary central Chinese city", indicating that most international students see Wuhan as having unique charm and attraction. However, the response rate of

environmental protection actions and urban construction created by the "Green City" is only 9.9%, which proves that the environment in Wuhan still needs improvement. Meanwhile, after the epidemic, Wuhan's image as the "City of Heroes" (with a response rate of 3.8%) in the international community is somewhat weak, and strategic improvements are also needed.

### 3.3 International Students' Understanding of Wuhan's Urban Culture

#### 3.3.1 Cultural Awareness of Intangible Cultural Heritage: There Are Significant Differences in the Level of Awareness of Different Intangible Cultural Heritage Projects

The survey results indicate that the legend of the Yellow Crane Tower has the highest popularity, with a response rate and popularity rate far exceeding other intangible cultural heritage projects. This may be related to the Yellow Crane Tower's status as a landmark building and widely spread historical story in Wuhan. However, this also reflects the relatively low publicity and visibility of other intangible cultural heritage projects. The response rate and popularity rate of projects such as Han embroidery, wood carving boat models, and Hanyang Guiyuan Temple Fair are relatively low, indicating that the awareness of these intangible cultural heritages among international students is not high, which may be related to their limited promotion channels and insufficient publicity efforts. 6.04% of international students stated that

they have not heard of any intangible cultural heritage in Wuhan, which reflects that there are still shortcomings in the overall promotion and

dissemination of intangible cultural heritage in Wuhan, and it has not effectively covered all potential audiences. ("Table 2")

Table 2. Frequency analysis of understanding degree of Wuhan intangible cultural heritage of international students in Wuhan

Name	Choice	Frequency	Response rate (%)	Popularity rate (%)
Intangible Cultural Heritage Culture in Wuhan	Han Opera	260	17.06	36.93
	Pingshu	280	18.37	39.77
	Han embroidery	120	7.87	17.05
	Woodcarving ship model	140	9.19	19.89
	Legend of Yellow Crane Tower	512	33.60	72.73
	Hanyang Guiyuan Temple Fair	120	7.87	17.05
	I have heard none	92	6.04	13.07
	Total		1524	100.00

a \*p<0.001

### 3.3.2 Cognition of Urban Attractions: Significant Differences in Awareness Among Different Attractions

According to the survey, the interviewed international students have varying degrees of understanding of Wuhan's urban attractions. Among them, the popularity rate of the Yellow Crane Tower is as high as 76.14%, making it the most well-known attraction, while the popularity rates of Hubu Lane and Lute Platform are relatively low, at 13.07% and 7.39% respectively. Overall, international students have a higher level of understanding of Wuhan's attractions, but there are significant differences in the popularity of different landmarks.

### 3.3.3 Cognition of Major Urban Events in Wuhan: Incomplete Understanding of Various Types of Urban Events

The results showed that the popularity and understanding of the Wuhan Military Games and Wuhan Marathon were relatively high, with popularity rates of 51.14% and 52.84%, respectively. In contrast, the popularity rates of the World Lakes Congress, Wuhan Crossing the Yangtze River Festival, Wuhan Cherry Blossom Festival, and Wuhan Open Tennis Tournament are relatively low, but there is still a certain proportion of students who are aware of them. Overall, international students have a relatively high

awareness of large-scale events and sports events in Wuhan, but there is still room for further improvement in their comprehensive understanding of various urban events.

### 3.3.4 The Most Impressive Aspect of Wuhan: Wuhan Urban Environment

The survey results showed that 524 people mentioned environmental factors, which are the most concerned aspect for international students, indicating that the environment in Wuhan has left a deep impression on them. 396 and 356 people respectively mentioned transportation and food, reflecting Wuhan's advantages in transportation convenience and food diversity. Compared to other places, international students pay less attention to historical and cherry blossom (natural landscape) factors. ("Table 3")

Table 3. Frequency analysis of impressions of Wuhan of international students in Wuhan

Name	Choice	Frequency	Response rate (%)	Popularity rate (%)
The most impressed aspect	Food	356	18.50	50.57
	History	316	16.40	44.89
	Environment	524	27.20	74.43
	Cherry blossoms	268	13.90	38.07
	Transportation	396	20.50	56.25
	Others	68	3.50	9.66
Total		1928	100.00	273.87

a \*p<0.001

### 3.3.5 *Urban Image Promotion Channels: Uneven Utilization of Traditional and New Media*

The survey shows that bus stop signs and subway entrance billboards are the main promotional channels (with a response rate of 24.4%), indicating that traditional advertising methods still play an important role in promoting the image of Wuhan city. Tourism magazines (with a response rate of 12.7%) and books and newspapers (with a response rate of 12.1%) followed closely behind, indicating that traditional media still have considerable influence in promoting the image of Wuhan city. Although the penetration rate of emerging media channels such as WeChat official account and Weibo promotion is low, with the popularity of Chinese social media among overseas students, its influence cannot be ignored.

## 4. EXPLORING THE ORIGIN OF WUHAN CITY IMPRESSIONS FROM THE PERSPECTIVE OF INTERNATIONAL STUDENTS

### 4.1 *Satisfaction Evaluation of International Students Towards the Image of Wuhan city*

#### 4.1.1 *Overall Satisfaction and Improvement: Most Expressed Satisfaction*

According to the survey, nearly 70% of international students studying in Wuhan have no dissatisfaction with Wuhan. Further investigation was conducted on another 30% of international students, and it was found that they believed the areas of satisfaction improvement were mainly

focused on transportation (response rate 37.66%), food (22.1%), and environment (18.19%), indicating that there is still room for improvement and development in Wuhan's urban management and construction.

#### 4.1.2 *Willingness to Choose a Study Abroad Destination Again: Most Still Choose Wuhan as Their Study Abroad Destination*

The results indicate that the majority of international students (89.2%) would still choose Wuhan as their study city if given another opportunity to study abroad. This indicates that most international students have a very good impression of Wuhan. ("Table 4")

Table 4. Frequency analysis of the willingness of international students to study abroad again in Wuhan

Name	Choice	Frequency	Percentage	Cumulative percentage
Willingness to study abroad again	Yes	628	89.20	89.20
	No	76	10.80	100.0
Total		704	100.00	100.00

## 4.2 The Influencing Factors of International Students' Impression of Wuhan City

### 4.2.1 Time Factor in Wuhan

This questionnaire survey divides the time spent by international students in China into "within six

months", "between six months and one year", "within two years", and "more than two years" four differences types. The researchers divide the overall evaluation of Wuhan city into 1-5 points based on satisfaction level, with 5 points representing very satisfied, the researchers conduct cross analysis to study the relationship between the two. ("Table 5")

Table 5. Cross tabulation of time spent by international students in China \* overall satisfaction

Name	Satisfaction degree					Total	
	1	2	3	4	5		
Time-duration in Wuhan	Within half a year	4	0	24	16	12	56
	Half a year to a year	8	16	40	128	60	252
	Within two years	8	8	48	164	84	312
	More than two years	0	0	8	44	32	84
Total	20	24	120	352	188	704	

The results indicate that as the time spent in Wuhan increases, the overall satisfaction of international students towards Wuhan shows an upward trend. The number of people who give satisfactory and very satisfactory ratings gradually increase from less than half a year to more than two years. Among students who have lived in Wuhan for more than two years, all have an evaluation of 3 points or above, and the proportion of very satisfied is the highest among all groups. The evaluation of Wuhan by the group of international students who choose "six months to one year" has significantly improved. 188 international students who have lived for six months to a year gave a score of 4 or 5, accounting for 74.6% of the group, while the proportion of relevant scores in the "less than six months" group was 50%. This trend continues to be maintained among the international student groups of "within two years" and "more than two years", indicating that over time, the acceptance and

satisfaction of international students towards the city have increased. The proportion of 1 and 2 points is relatively high in the group with less than one year of study abroad experience, but the low score gradually decreases from "within two years", especially in the group with "more than two years" where there is no low score. It can be inferred that for international students who have just arrived in Wuhan, they may not have fully adapted to the environment in the short term, so some students show dissatisfaction or neutral evaluations in less than six months. This phenomenon may be related to factors such as language barriers, cultural differences, or environmental adaptation. Students, who have lived in Wuhan for more than two years, have all given a score of 3 or above, with 52.4% being very satisfied. It can be inferred that long-term residency can help international students better integrate into the city. As international students gradually adapt to the urban environment,

they may have a more positive impression of the city.

The researcher conduct a correlation analysis between the duration of international students' stay in Wuhan and their overall satisfaction with the city using SPSS, to examine the differences in overall satisfaction with the city among international students of different durations in Wuhan. The Pearson correlation coefficient between the two is 0.181, with a significance level P of 0.017, which is less than 0.05. From the above data, it can be concluded that there is a significant positive correlation between the time spent by international students in Wuhan and their overall satisfaction with the city. That is, as the time spent by international students in Wuhan increases, their satisfaction with the city also shows an upward trend. It can be inferred that as international students gradually adapt to the urban environment, they may have a more positive impression of the city.

#### 4.2.2 *Other Factors*

Using SPSS, with international students' overall evaluation of Wuhan as the dependent variable and various aspects of their deepest impression of Wuhan as binary independent variables, multiple logistic regression analysis was conducted.

From the analysis results, it can be seen that in the regression analysis of multiple satisfaction levels, the regression coefficients of historical factors are relatively large, indicating that "history" has a significant impact on the city impression of international students. The impact of transportation is relatively stable, especially when the satisfaction rating is 3, The advantage ratio of Exp (B) is 3.187, indicating that convenient transportation significantly enhances international students' satisfaction and impression of the city. Due to the large regression coefficients of transportation factors at satisfaction levels of 4 and 5, this means that transportation convenience plays an important role in improving the satisfaction of international students. The experience of a city with convenient transportation has formed a more positive impression of Wuhan among international students. Cherry blossoms, as an iconic landscape of Wuhan, have a positive impact in multiple overall evaluations. When the overall evaluation is satisfactory (when option is 4), the Exp (B) value of cherry blossoms is 2.334, indicating that this landscape has a positive contribution to the urban experience and satisfaction of international students.

From the data analyzed separately, it can be seen that history ( $p=0.002$ ), cherry blossoms ( $p=0.020$ ), and transportation ( $p=0.039$ ) also have a significant impact on the overall evaluation statistically. International students' understanding of Wuhan's history, natural scenery (such as cherry blossoms), and convenient transportation facilities significantly affect their overall impression of Wuhan, while other factors do not have a significant impact on the city's impression.

## 5. THE PROBLEMS AND IMPROVEMENT STRATEGIES OF WUHAN'S URBAN IMAGE EXTERNAL COMMUNICATION

### 5.1 *Insufficient Promotion of Intangible Cultural Heritage*

The natural environment and regional culture are the most intrinsic and enduring elements that constitute the characteristics of a city, and they are the cornerstone of the formation of urban features. Intangible cultural heritage, on the other hand, is a concentrated reflection of unique historical traditions, artistic expressions, technological practices, and social practices in a region. It is not only a living inheritance of ethnic or regional history, but also an important cornerstone for cultural continuity and development. Although Wuhan has abundant intangible cultural heritage resources, surveys show that the popularity of most intangible cultural heritage projects lags significantly behind the legend of the Yellow Crane Tower, reflecting the insufficient dissemination of intangible cultural heritage to the outside world.

To enhance the international influence of intangible cultural heritage, efforts should be made to strengthen the implementation of the following strategies: The first is to regularly hold intangible cultural heritage exhibitions in universities, cultural centers, and communities where international students gather, to deeply showcase the connotation and heritage of Wuhan's intangible cultural heritage projects; The second is to organize intangible cultural heritage skills experience activities, such as inviting intangible cultural heritage inheritors to campus and community to perform Han opera, teach Han embroidery and other skills on site, in order to enhance the participation and sense of identity of international students; The third is to encourage overseas students to become a bridge for cultural communication, comply with the trend of mobile, social and video Internet communication,

actively use new technologies such as big data, cloud computing, and new media platforms such as mobile clients[5] to share their cultural experience of intangible cultural heritage in Wuhan, so as to broaden the international communication channels of intangible cultural heritage.

### ***5.2 Significant Differences in the Popularity of Urban Attractions***

Due to differences in historical and cultural heritage, differentiated development of tourism resources, and different promotional strategies, a survey of urban attractions in Wuhan shows significant differences in the popularity of each attraction. As a landmark attraction in Wuhan, the Yellow Crane Tower has a high popularity of 76.14% and has become one of the most impressive urban attractions for international students. However, the popularity of attractions such as Hubu Lane and Liangdao Street is relatively low, with only 13.07% and 14.20% respectively. This difference in popularity not only affects the comprehensive display of Wuhan's urban image, but may also lead tourists to overlook characteristic attractions when planning their itinerary, thereby reducing the overall tourism experience.

In this regard, strategies that can be taken include: the first is to create distinctive tourism routes, combining well-known attractions such as the Yellow Crane Tower with relatively unpopular attractions such as Hubu Lane and Liangdao Street through careful planning. This not only enriches the tourism experience of foreign tourists, but also invisibly enhances the popularity of unpopular attractions and promotes the balanced development of tourism resources. The second is to strengthen the cooperation between universities and tourist attractions, by forming volunteer English explanation teams in universities and establishing docking mechanisms with various attractions, providing more professional English explanation services for foreign tourists, solving the language barrier problems faced by foreign tourists during the tour, and adding new highlights and attractions to the attractions through the perspective and vitality of students. The third is to establish an effective feedback mechanism for foreign tourists, by collecting and analyzing their evaluations and suggestions on scenic spots, timely understanding their needs and expectations, and providing strong support for the improvement of facilities and service optimization of scenic spots.

### ***5.3 One-sided Understanding of Major Urban Events***

Major urban events, such as international sports events, cultural exchange activities, important festivals, etc., not only showcase the vitality and charm of a city, but also serve as important windows to enhance its international image. During major events, due to the attractiveness of the event itself, the city received high media attention and created a powerful promotional campaign to showcase its urban charm to the world.[6] However, the survey results show that international students studying in Wuhan generally have a low level of understanding of the major events in Wuhan city, and there is a clear one sidedness. During the investigation and visits, some international students reported that they mainly learned about major urban events in Wuhan through social media, friend recommendations, or campus activities, but these channels often cannot provide comprehensive and in-depth information. Meanwhile, due to language and cultural differences, most international students find it difficult to obtain relevant information in a timely manner from Chinese media. At the same time, although the Wuhan Municipal Government and relevant departments may carry out certain promotions when hosting major urban events, these promotions are often more targeted towards local residents and domestic tourists, with weakly targeted towards international students. In addition, the lack of multilingual versions of promotional content limits the effective dissemination of information.

To address the issue of international students having a limited understanding of the major events in Wuhan, breakthroughs can be found in information acquisition channels, promotional strategies, and cultural experiences. Firstly, when hosting major urban events, the needs and characteristics of international students should be taken into account, and targeted promotional plans should be developed. For example, producing multilingual promotional materials, hosting special events for foreign personnel, providing convenient ticketing services, etc., can increase their participation and satisfaction. Secondly, the government and relevant institutions should strengthen cooperation with universities and international student organizations, and provide more diversified and convenient channels for foreign friends in China to obtain information through the establishment of multilingual information service platforms, holding special



lectures and exchange activities. At the same time, it is necessary to encourage them to use new media platforms such as social media to share their experiences and feelings, forming a virtuous cycle of information dissemination. Thirdly, it is to encourage international students to actively participate in the organization and planning of major urban events, deepen their understanding and identification with Wuhan's urban culture through personal experience and deep participation.

#### ***5.4 Insufficient Utilization of Emerging Media***

With the rapid development of technology and the increasing diversification of information dissemination channels, new media has risen rapidly and jumped to the core position of urban propaganda stage. However, the survey data shows that despite the significant influence of new media, traditional media such as bus stop boards and subway advertisements still occupy the dominant position in the publicity channels. In contrast, new media platforms such as WeChat official accounts and Weibo lag behind in the penetration rate, which is partly due to the preference of foreign students for the use of specific social software.

In view of this, while strengthening the external propaganda function of traditional media, Wuhan urgently needs to explore and innovate propaganda paths. It is recommended that official promotional agencies in Wuhan actively join international popular social platforms such as TikTok, YouTube, Instagram, etc., in order to broaden their international perspective and enhance the international dissemination of the city's image. In this process, creative drive should be advocated, such as collaborating with "international internet celebrities" to create promotional videos, stimulating content vitality through cross-border cooperation, exploring new strategies for traffic growth, and effectively enhancing the global influence and popularity of promotional content.

#### ***5.5 Lack of Multiple Languages***

The author found in the research that the majority of international students coming to Wuhan are from Africa and Asia, and some international students are unable to communicate in English, which to some extent affects their perception of the image of Wuhan city.

As one of China's education centers, Wuhan attracts a large number of international students and

tourists. However, due to the lack of multilingual versions of promotional materials and information dissemination, many international students and tourists have incomplete or biased understanding of Wuhan's environment, culture, and development status. Many international students often rely on limited local information in both Chinese and English, social media platforms, or word of mouth, and are unable to access information directly presented in their native language. The asymmetry of this information has limited their understanding of Wuhan.

To effectively address the issue of multilingual deficiencies in Wuhan's urban image promotion and enhance its international influence, practical strategies can be taken from the following three aspects:

The first is to establish a multilingual official promotional platform. It is necessary to establish a dedicated and multilingual official website for Wuhan's urban image, covering major international languages such as English, French, German, Japanese, Arabic, etc., and regularly update relevant content to showcase achievements in urban culture, tourism resources, historical heritage, technological innovation, green development, education development, etc., allowing the world to better understand Wuhan's unique charm and development potential.

The second is to increase cooperation with international media. Wuhan can cooperate with major news organizations, multinational corporations, and international media in the fields of environmental protection, education, technology, etc. to regularly release city themed reports, in-depth articles, or documentaries. Foreign journalists and media teams can also be invited to conduct on-site interviews, visits, and reports to enhance their personal experience and understanding of Wuhan, thereby forming a wide international communication effect. In addition, international large-scale events or festivals (such as expos, international forums, etc.) can be used to collaborate with international media, showcase Wuhan's progress and innovation in various fields, and promote the global dissemination of Wuhan's image.

The third is to strengthen the construction of international education and exchange platforms. Wuhan has abundant university resources and educational advantages. It can rely on local universities and research institutions to establish a global multilingual education and cultural exchange

platform, offer online and offline courses worldwide, launch multilingual online lectures and cultural activities with Wuhan as the theme, and tell the history, culture, and modernization achievements of Wuhan. At the same time, by organizing international exchange activities and inviting international students, experts, and scholars to visit and exchange ideas in Wuhan, they can directly experience the achievements of Wuhan's green development, technological innovation, and other aspects. In addition, Wuhan can consider setting up multilingual WeChat official account, social media accounts and online cultural promotion activities to enhance the awareness of overseas students and international tourists about Wuhan.

## 6. CONCLUSION

This study has analyzed the shaping of Wuhan's external city image from the perspective of international students studying in Wuhan through a questionnaire survey. Not only does it enrich the perspective of Wuhan's urban image research, but it also provides valuable reference for Wuhan and other Chinese cities to better shape and spread their own image on the international stage and achieve cross-cultural communication in the future. Research has found that Wuhan has established a distinct urban image among international students due to its rich historical and cultural heritage, modern urban style, and rapidly developing economic and technological strength. However, this study also reveals the shortcomings of Wuhan in international dissemination of urban image, especially in terms of communication channels, content innovation, and communication language, which need to be improved and perfected in future work.

In the future development, Wuhan should continue to strengthen communication and exchange with international audiences, deeply understand their needs and preferences, and formulate more precise and effective international communication strategies. At the same time, new media platforms should be fully utilized to innovate communication content and forms, and enhance the international influence and reputation of the city's image. In addition, strengthening cooperation and exchanges with other international cities to jointly promote the internationalization process of urban image is also a direction worth exploring in the future.

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