OFFICIAL TOURIST PUBLICATION CHANGE OF KAOHSIUNG CITY FROM THE PRESPECTIVE OF TERRITORY CHANGE

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Abstract: The global visibility of Kaohsiung City, Taiwan is expecting by publishing international version of Kaohsiung publications, and expanding to the international channels. In 2010, Kaohsiung City's territory was re-planned, which was an important milestone to establish a metropolise by county/city merger. Align with the county/city merging, the publication of original Kaohsiung County, namely "Kaohsiung County Today" was discontinued, and that of original Kaohsiung City, namely "Kaohsiung Pictorial" was also integrated into the publication of the new Kaohsiung County administrative region. Besides, the layout design of such publication was turned into the layout with a standard specification and a uniform style. In 2015, the existing publication was integrated and revised into "KH STYLE". Therefore, this study attempts to understand the difference in the layout designs between the republished "Kaohsiung Pictorial" and the current "KH STYLE ", as well as summarize their style evolution before and after the merger of Kaohsiung County/City. This study used the content analysis to explore the elements included in the layout design as the manifestation and classified samples in the classification table. Using the statistical analysis, we discussed the layout design elements of "KH STYLE". It is expected to provide a design reference for the related professional designers of the Information Bureau of Kaohsiung City Government.

Keywords: layout design, official publication, content analysis

I. INTRODUCTION

With the increasingly flourishing tourism in Taiwan, there are countless travel magazines and books published by private publishing houses. The mission of each travel magazine or travel book is to introduce and popularize tourist attractions. However, the travel publications issued by the authorities often coordinate with the county or city governments to vigorously carry out their respective tourist decrees and propaganda. Hsueh (2014) pointed out, in order to encourage the citizens to read books and cultivate cultural competitiveness, many county or city governments compiled and published their own periodical publications and books spreading their local cultural information. Among these official publications, there are lots of good books and publications worth reading. Both content depth and printing quality of these publications are never inferior to the counterparts published by the private publishing houses. For example, the official magazines such as "Kaohsiung Pictorial" and "Marine Culture Bimonthly in Chinese and English" get rid of the tediousness of the previous governmental cultural propaganda publications. The page layout of these publications become more exquisite, funny and matured after going through the change of times and policies.

Many studies have been conducted on the official publications in recent years, mostly focusing on satisfaction and historical development of visual images. For instance, Tzung (1993) explored and analyzed the reading motivation and satisfaction of the active subscribers of "Kaohsiung Pictorial". Lai (2008) analyzed the visual image of the layout of Kaohsiung Pictorial". Wang (2003) discussed the cultural production of city image and urban significance: analysis on "Taipei Pictorial". Based on above literature review, we found that little study was made on the page layout of official publications. Most studies on the page layout focused on the magazines with commercial value, and the major analytical themes include the magazine design style, readers' preference, purchase intention, reading rate, and image research, etc. The purpose of layout is to configure necessary graphic design components for psychologically attractive design to improve the aesthetic effect. The visual interest and aesthetic manifestation would enable the readers to happily read the entire magazine from layout to layout in order to facilitate the practical conveyance of the publication significance (Liu, 1982; Su, 1992).

In 2010, the Taiwan government implemented the merger and reorganization of its territorial resources, and Kaohsiung County and City were also merged. After the county/city merger, the total population is up to 2.77 million, which makes Kaohsiung the second biggest city in Taiwan. In terms of territorial area, the total area becomes 2,946 km² after the merger. In 2015, the Information Bureau of Kaohsiung City Government merged "Kaohsiung Pictorial" and "Kaohsiung Today" to launch a new publication named "KH STYLE". Hence in this study, we took "KH STYLE" as the research object and used the content analysis to analyze the elements included in the layout design discussed in the literatures, as the manifestation and classified samples in the classification table. In addition,

statistical analysis was also used to explore the elements of the layout design of "KH STYLE" in the hope for offering a design reference for the relevant professional designers of the Information Bureau of Kaohsiung City Government.

Based on the above motivation description, the purpose of this study consists of the following three points:

1. Explore the researches and literatures related to layout, as well as the layout design components.
2. Explore the difference between the official tourist publications of Kaohsiung city before and after the merger.
3. Apply content analysis to classify the layout design of "KH STYLE" so as to understand its style evolution. The research findings can be used as a reference for the officials of the Information Bureau of Kaohsiung City Government in editing publications.

II. LITERATURE REVIEW

1. Publications of Kaohsiung Government

Governmental publication is one of the cultural crystallization of a state. Each country has its unique governmental publication, symbolizing a distinctive national brand (Chen & Wei, 2012). In this section, we will discuss the literature related to the governmental publications so as to make clear the definition and characteristics of governmental publications, and further understand the varieties and history of the publications issued by the Kaohsiung City Government.

In 2015, the Information Bureau of Kaohsiung City Government integrated and revised "Kaohsiung Pictorial" and "Kaohsiung Today" into "KH STYLE". In addition to the continuation of the characteristics of the previous two magazines, the contents of the new publication focus on major construction and policies and industrial development of Kaohsiung City. Special columns are set up to introduce Kaohsiung's tourism, art & culture exhibition, local products and local cuisine. The biweekly digital magazines and bimonthly publications provide the readers with the latest information about Kaohsiung City, enabling them to feel the unchanged affections and the changing new city (the Information Bureau of Kaohsiung City Government, 2015).

The 14 literatures related to official publications collected in this study can be briefly divided into two directions for description. The first direction is marketing and promotion. In order to reduce the information gap between the government and the masses, enable them to understand the policy orientation and governmental information, as well as impel the smooth implementation of policies, governmental publications are often used as the spreading tools for policy marketing. The related literatures analyzed the texts and images of the official publications. For example, Chen (2007) explored the connotation and attachment of city image. Lai (2008) analyzed the correlation between cover image design and the social culture and the trend of the times. Tsung (1992) studied the needs of the target readers and their satisfaction towards the decree propaganda publications mastering the characteristics of these readers. Wang (2003) took "Taipei Pictorial" as an example to discuss how the themes and forms of its texts and images historically play a role in the establishment of city significance in different political environments and social development stages.

2. Content Analysis

Shih (1997) mentioned that the content analysis could be used for any books or propaganda that could be converted into texts, including photos, advertisements, president speeches, news propagation, poems, lyrics, historical documents, legal advice, literatures, TV programs, and so on. This study took "KH STYLE" as the data source. Based on the research subject, we can understand the style evolution of the layout design of Kaohsiung Pictorials. In this way, we can learn how the cover images marketed the Kaohsiung City under different background of times. Therefore, the cover images of the "KH STYLE" will be used for the discussion.

Gillian (2006) pointed out that the content analysis was based on the calculation of some basic visual elements in a well-defined image sample and the frequency of their occurrence, and proposed the following four steps: 1. Look for an image: The selected image must be matched with the answered question, and it shall be representative. For example, we may search a best-selling magazine or book from the sales rank as the research object, and find out the relevant images or pictures for accurate data analysis. 2. Create the categories of codes: "code" means offering a descriptive label or category to an image, and the category must be clear and objective in some ways. 3. Code the images: the coding categories must not be ambiguous. 4. Analyze the result: image samples are all coded, and each image has some matched codes. The next step is to calculate and quantify the contents. The simplest way to calculate a code is to count the number of its occurrence that can be absolute or relative. In summary, the content analysis deduces the context based on the data, which is an effective research technique because of its systematization, objectiveness and repeated operability. This study will utilize the research procedures of the above-mentioned scholars as the reference to perfect this analysis and research procedure.

III. RESEARCH METHODOLOGY

This study took "KH STYLE" as the research object for sample analysis. The study focused on the publications issued before and after the merger of

Kaohsiung Country/City. The time spam before merger is from January 2005 to December 2010, while the time spam after merger is from January 2011 to October 2015. There are a total of around 10 years, involving 62 issues of publications.

In the study, the layout design elements were divided into three categories, namely "image category", "image theme", and "background color". Next, we'll further explain the major categories of this study. Images can be classified into photography, photomontage and illustration. Referenced to the study conducted by Lai I-Chen (2005), the image themes are classified into "human", "event", "time", "place" and "object". "Human" refers to officials, citizens (general populace, children, laborers), and celebrities; "event" refers to art and culture, sports, leisure activities, and official political reports; "time" refers to festivals such as the Double Tenth Day, the Spring Festival, the Dragon Boat Festival, the Teachers' Day, and the Lantern Festival, etc.; "place" refers to landscape, terrain features, landmarks, locations, scenic spots, townscape, and Kaohsiung Harbor; "object" refers to civic life, plants, animals, literature and artwork, and economic products.

IV. RESEARCH RESULT

Table 1 shows that in terms of cover image classification before the merger, illustration is predominant, followed by photography and photomontage. Among these images, illustrations could highlight the themes and enhance the artistic appeal, which played the dual roles of literature and aesthetic conveyance (Hsu Su-Hsia, 1998). After the merger, in terms of cover image classification, photography is predominant, followed by photomontage and illustration. In addition, Kaohsiung City was originally known as an industrial city, and it has turned into a tourist city in recent years. Under the policies of the Kaohsiung City Government, many brand-new projects have been developed, e.g. Asia New Bay Area, Kaohsiung Main Public Library, and so on.

Table 1 Statistics of Image Classification

Item / Result	Image Classification		
	Photography	Photomontage	Illustration
Before merger	10	8	23
Proportion	30%	24%	70%
After merger	23	6	2
Proportion	79%	21%	7%

Table 2 shows that in terms of cover image themes before and after the merger, "place" is always predominant because the landscape of Kaohsiung is sufficient to represent the characteristics and charm of this city. The rate of change indicated the substantial variation of "event". Here "event" refers to art and culture, sports, leisure activities, and official political reports. This study believes that in recent years the Kaohsiung City Government has actively made it a happy city, and given wide publicity to the related constructions such as Light Rail, Kaohsiung Main Public Library, and the like. Hence there is no significant difference in the presentation of image themes before and after the merger.

Table 2 Statistics of Image Theme

Item / Result	Image Theme				
	Human	Event	Time	Place	Object
Before merger	8	2	1	19	5
Proportion	24%	6%	3%	58%	15%
After merger	7	6	1	15	3
Proportion	24%	21%	3%	52%	10%

Regarding the above discussion, we conclude that the layout design elements of "KH STYLE" mainly contained illustrations, the theme of "place", and warm color and cool color before the merger. This study believed that due to the geographic location of Kaohsiung City, the illustrations adopted diversified creative brushwork in combination with warm and cool colors to manifest the maritime image of passionate Kaohsiung. However, after the merger, the layout design elements of "KH STYLE" mainly contained photography, the theme of "place" and white color. The study believed that owing to the increase in population and land area of Kaohsiung after its county/city merger, the covers of such magazine presented the authentic images of photography to deepen the citizens' impression. Moreover, the white color after revision could concentrate the readers' visual sensation, giving "KH STYLE" a unique style.

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