

Shaping the Image of Museum Events in the Digital Media Era: A Quantitative Analysis of the Cat-Themed 'Night at the Museum' Event

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Abstract : This study uses the cat-themed "Night at the Museum" event of the Shanghai Museum as a case to examine how museum events are portrayed across various digital news platforms. Grounded in communication and cultural creativity theories and employing a three-tier framing approach, this research provides an in-depth analysis of media strategies in cross-platform museum image building. Through a quantitative content analysis, it is investigated that how digital media employ specific narrative strategies to shape the public perception of museum events. The findings reveal a prevalent use of leadership framing, highlighting the museum's unique role in cultural dissemination. By combining elements of museum culture with a pet-friendly theme, the "Catty Night at the Museum" event serves as a distinctive example of exploring museum image construction within digital media. This study sheds light on how museum events, as unique cultural arenas, are positioned in the public mind, offering a fresh perspective for the promotion and image-building of museum activities.

Keywords : cultural communication, digital media, museum, framing theory

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