

Characteristics of The Times of Chinese Film and Television Advertisement Creation Against the Backdrop of Media Convergence

Bin Lu

Lanzhou Institute of Technology
Lanzhou Gansu, 730050, China

Yuan Fang

Northwest Minzu University
Lanzhou Gansu, 730050, China

Gang Zheng*

Lanzhou Institute of Technology
Lanzhou Gansu, 730050, China

Abstract—Film and television advertising is the fastest growing form of advertising in today's society, and it is also one of the most influential and effective mainstream media. Only by exploring the characteristics of the era of film and television advertising in the era of media convergence can we create film and television advertising works that meet the needs of The Times.

Keywords—Film and television advertising; Media convergence; Characteristics of The Times

I. INTRODUCTION

The high integration of media has a great impact on media art, so it is necessary to re-examine the communication forms of contemporary culture and art. As one of the media arts, film and television advertising, with its beautiful pictures, colors, sound effects and other audio-visual language, means to convey product information and service information, vivid pictures, rich and colorful performance content, has a strong artistic appeal, can leave a deep impression on the audience. Film and television advertising is the fastest growing form of advertising in today's society and one of the most influential and effective mainstream media. In addition to its commercial demands, film and television advertisements exert a subtle influence on consumers' thoughts and behaviors, which has a wide range of social acceptance and great potential for development. Therefore, we need to explore the characteristics of The Times of film and television advertising in the convergence media era, so as to create film and television advertising works that meet the needs of The Times.

II. FILM AND TELEVISION ADVERTISEMENT CREATION PAYS MORE ATTENTION TO EMOTIONAL APPEAL

In the era of media convergence, one of the characteristics of the era of film and television advertising is to pay more attention to emotional appeal in the creative process. The poet Bai Juyi once said, "those who touch the heart never forget themselves." With fierce competition in modern society, people are more eager to find comfort in emotional aspects, and consumption behavior also presents an emotional tendency. The rational use of emotional appeal strategy in the creation of film and television advertising, to mobilize people's emotional atmosphere, can shorten the psychological distance between consumers and enterprise products, generate a sense of intimacy, so as to promote product sales and improve the corporate image. The entry point mainly includes love appeal, hometown appeal, kinship appeal, friendship appeal, appeal of appeal and other aspects. Specifically, love appeal is a method to associate the eternal, sincere and firm love with enterprise products and generate special significance. Nostalgia mainly through the hometown of the past, scenery of the attention to products; Family affection is an effective way to shorten the distance between products and consumers. By creating a warm atmosphere between families and relatives, consumers' emotional resonance can be aroused. Interest is people's personal experience of life, which can bring a deep impression to the audience.

Prototype theory is the deep reason of emotional appeal strategy [1]. Build a similar scenario or atmosphere by means of prototype, reminds the consumer will be hidden within certain memories, stimulate consumer subconscious of prototype (existing cognitive of things), make its resonate, deep communication with consumers, then the prototype of meaning by grafting to the advertised products or services, to win customers favor and trust of product or brand, cultivate customer loyalty and dependence. For example, TV commercials for black sesame paste in the south, accompanied by cries of "sell sesame paste!", bring viewers into sweet

memories. The AD reproduces the image of a cute little boy in a deep courtyard, rubbing his hands, licking his bowl and eager to eat sesame paste. Since then, the advertisement of "a strong fragrance, a wisp of warmth, black sesame paste in the south" has been passed into thousands of households, arousing the audience's sentimentality and memory of the past, creating psychological resonance.

III. FILM AND TELEVISION ADVERTISING CREATION INTRODUCES MORE TECHNOLOGY

Science and technology is also one of the distinctive characteristics of The Times of film and television advertising. From the perspective of the development of media art, the development of science and technology promotes the emergence of many art forms. Modern science and technology are deeply involved in media art creation materials, means and methods, etc, making media art constantly go towards electronic, mechanized, computerized and digital production, and increasingly unable to perceive real objects, and finally moving towards non-physical simulation/virtual communication[2]. Media art has realized large-scale, multi-type, multi-level and many-to-many nonlinear non-destructive replication. Technology has made media art spread more and more widely, and its aesthetic value has been brought into full play. Modern film and television advertising creation will incorporate more technological elements. For example, the CCTV image advertisement "ink painting", adhering to the concept of "national is the world", takes ink painting as the core carrier, integrates the expressive force of traditional Chinese culture and painting, and adopts the expression technique of combining traditional Chinese ink painting with modern animation technology, making the form of ink constantly changing. The content shows the crane, you long, the Great Wall, tai chi, bird's nest and a lot of traditional elements with Chinese characteristics, showing the essence of the Chinese culture. The combination of ancient civilization and advanced science and technology, virtual and real, gives new vitality to traditional Chinese cultural elements, and effectively interprets the brand connotation of "from intangible to tangible, from bounded to boundless". The work won a gold medal at the New York advertising festival awards ceremony, the first time China has won a gold medal in this category.

IV. FILM AND TELEVISION ADVERTISEMENTS EFFECTIVELY SPREAD TRADITIONAL CHINESE CULTURE

The performance of traditional Chinese culture is an important feature of contemporary Chinese film and television advertising. In 2004, Mr. Gao Jun first put forward the concept of "Chinese elements", which has been widely spread in the field of advertising and social fields. In 2006, the first "international creative competition of Chinese elements" held by China advertising association carried out in-depth discussion and research on "Chinese elements", and analyzed it from the height of mining national traditional culture and national self-confidence, which was unanimously recognized by the participating experts. Chinese elements refer to the Great Wall, ink painting, calligraphy, shadow puppets, paper-cuts and other traditional cultural elements with Chinese characteristics, but more importantly, they express the spiritual

values and philosophical views of the Chinese people. Chinese elements can be said to be rooted in China's excellent traditional culture, with national, identification, historical and symbolic characteristics. In contemporary film and television advertising works, Chinese elements are not just a simple list of traditional cultural elements, but a kind of Chinese spirit extraction and sublimation.

Traditional Chinese culture is the concentrated embodiment of Chinese people's emotions and values. In the creation of film and television advertisements, the profound spiritual connotation of traditional culture should be fully refined, and the use of visual elements and symbols should not only be emphasized. China traditional culture thought, mainly relates to the coordinated development of man and nature harmony thought, the reconciliation of the harmony of ideas, constantly striving to become stronger fighting spirit, people-oriented thoughts of cultivate one's morality, and hold world with virtue understands these ideas is the Chinese people's thought, the long-term influence and restrict the behavior of the Chinese people and activities. We should deeply explore the guiding role of these thoughts in building the Chinese spirit and create the film and television advertising works highly recognized by the Chinese public. In the creation of film and television advertisements, first of all, it is necessary to attach importance to the value, connotation and essence of traditional Chinese culture in terms of ideas and concepts, and combine the brand value of products with Chinese cultural elements in a proper way. Secondly, observe and seek the combination of product advertising appeal and Chinese element connotation from life to create excellent film and television advertising works that can spread the Chinese spirit. For example, Changhong group takes serving the country by industry and the prosperity of the nation as its own responsibility of advertising and publicity, subtly guiding and changing the cultural taste of the audience, and permeating a strong sense of patriotism.

However, it is necessary to pay attention to the superficial and formal use of symbols of Chinese elements, not to mention the rote application, accumulation and lack of emotional integration of Chinese elements, while ignoring the reinvention and creativity. In this way, the law of art production is violated, leading to retro, lack of time sense, easy to produce aesthetic fatigue, difficult to form national characteristics, so that modern audiences are not easy to accept. Chinese traditional cultural elements such as auspicious clouds, Great Wall quadrangle courtyard, painting, plum, orchid, bamboo and chrysanthemum, dragon and phoenix totem and other visual symbols cannot be simply used to represent product characteristics and corporate image. This form of communication does not deeply explore the characteristics of products and brand connotation, and does not conform to the standard of brand marketing strategy. This is a simple objectivism, which loses the care for human nature and human feelings, and film and television advertisements become the splicing of superficial cultural symbols, which is difficult to reflect the charm of "Chinese style".

V. INVISIBLE PROCESSING OF FILM AND TELEVISION ADVERTISEMENTS

The invisibility of film and television advertising is one of the characteristics of contemporary film and television advertising. Media merge era, more and more recessive advertising in film and television works, it refers to the film and television works (movies or TV) in the film and television advertising for the processing of stealth, the product or brand and visual symbol, service content, such as strategically implanted carrier, through the methods of scene, character, plot, in "the wind into night, moistens everything silently" manner, the invisibility of advertising with other information, make people in the absence of a wariness, accept a product or service information, thus achieve marketing purposes.

Full sense of the recessive advertisement should reflect the basic properties of modern advertising: "advertisers at some cost, through the media will be extracted through scientific and artistic processing specific message to a target audience, to change or reinforce perceptions and behavior, and the public, the purpose of the face-to-face information dissemination activities[3]." The implicit advertisement of film and television works has the essence of advertisement as well as the traditional advertisement. Specific advertising content, such as brand LOGO, product function display; Clear advertising audience, namely movie and TV audience; A clear purpose of advertising, such as displaying product functions, raising awareness of the product or brand. Moreover, in the film and television products embedded implicit advertising, advertisers also have to pay a certain fee to film and television producers. These are the basic elements of "advertising". Therefore, implicit advertising is still the information dissemination process that advertisers use media to transfer information to influence the public behavior. In the final analysis, implicit advertising is a form of advertising relative to explicit advertising, which is a kind of hidden advertising purpose, and the form of advertising is unidentifiable non-personnel marketing communication with payment. Such scientific definition is to avoid "latent advertising paranoia", we can not take all the product or brand elements in the film and television works as implicit advertising. Similarly, the news mention of enterprises or brands, will not be regarded as hidden advertising, the objective existence of advertising effect does not mean that the communicator subjectively must have advertising intention. However, the hidden advertisement needs to be attached to the program, and the key words of exposure position, exposure time, exposure frequency and exposure method have different possibilities in different programs, and these key words need to rely on the media planning or program director according to the program content for different stages of planning and design. This is a dynamic process, how to regulate the hidden advertising, is the problem we should seriously consider.

VI. THE USE OF CELEBRITY APPEAL STRATEGY

The strategy of celebrity appeal is widely used in the creation of modern film and television advertisements. Celebrity appeal can be said to be a kind of marketing strategy, usually stars, singers, sports stars and celebrities to speak on behalf of celebrities, use the influence of celebrities to promote

and promote goods, in order to achieve the purpose of marketing and increase popularity of advertising creation. Celebrity appeal is an important means for modern enterprises to conquer the market. Influenced by traditional cultural thoughts, Chinese people are more implicit and euphemistic in expressing emotions, attitudes, aesthetics and other aspects, and are easily influenced by relevant groups [4]. Therefore, in the creation of film and television advertisements, we can use celebrity appeal strategy for advertising.

VII. CONCLUSION

Film and television works use optical, acoustic and mechanical technologies for audio and video information transmission, which is an art of audio and video, an art of narrative, and a mode of transmission. On the one hand, excellent film and television works are endowed with powerful ideological charm and artistic charm, which not only leave audiences with aesthetic feelings, but also affect their hearts, emotions and thoughts, and affect their behaviors, habits and even lifestyles. On the other hand, film and television advertising is a commercial activity for the purpose of sales. At more outstanding cultural and artistic creation, advertising creative products can't simply product promotion, rote selling and chatty commentary, must pay attention to the creative originality, plot and story, make full use of various means of artistic creation and skills, to create a novel and unique, individual character of the film and television advertising works. For example, some suspense is set, various audio-visual elements are recombined, technology is added to the picture, and actors' performance is emphasized. In short, with the high integration of modern media, media art has gradually developed into an art form with the highest contact density, the most convenient communication channels and the strongest desire for contact. Only by fully combining the characteristics of The Times of film and television advertising can we create good works that are easily accepted by modern audiences.

ACKNOWLEDGMENT

National social science foundation project "research on digitalization construction of unique ethnic minority traditional patterns, patterns and related cultural relics in Gansu" (approval no: 15XMZ035) phased research results.

REFERENCES

- [1] Chen Panpan. Research of award-winning film and television productions in "China elements international creative competition" from the perspective of prototype theory. Bachelor's thesis of Shanxi normal university, 2016 (5).
- [2] Liu Jun. On the science and technology of media art. *Modern media*, 2015 (1) : 94.
- [3] Wang Xiaole. Analysis of hidden advertising: connotation, essence and background. *The press*, 2007, no.5.
- [4] Shen Chen. Reflection on the psychological fit between traditional culture and advertising media audience. *Communication university of China*, 2018 (3) : 123.