

Analysis on Film and Television Advertising Design and Cultural Communication

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Abstract—With the advent of film and television advertising becoming a unique project for the development of commodity economy, the advancement in advanced media enables the rapid development of film and television advertising. The design of film and television advertising has become one of the most noticeable focuses, and advertisers have begun to bet on film and television advertising. In order to attract the audience's attention and achieve perfect communication effect, the film and television advertising designers began to focus on researching the development course of film and television advertising. As a result, they discovered the integration of film and television advertising design and culture, and included it in the scope of their attention to encourage people to pay more attention to the cultural communication phenomena in film and television advertising and design.

Keywords—film and television advertising; cultural communication; advertising design

I. INTRODUCTION

According to social surveys, film and television advertising is the currently most efficient and widely used method of advertising communication. Because film and television advertising are not only filmed by means of film production, but also played through more popular cinema media and television media, making the advertising intuitive and iconic so that it is interesting and acceptable for the audiences. With the audiences' constantly improved requirement for aesthetic level, the design of film and television advertising begins to incorporate special cultural connotations to enhance the attention of film and television advertising.

II. THE DEVELOPMENT OF FILM AND TELEVISION ADVERTISING DESIGN

The design of film and television advertising has never been there. It is originated from the emergence and development of digital media. Since the design of film and television advertising has visual and listening functions, only digital media can do it. TV media is the earliest digital media. Even so, the TV media was generated in the 1930s and did not have a long history. However, the speed of development of film and television advertising design cannot be ignored.

A. The 1950s-1960s: the Budding Period of the Development of Film and Television Advertising Design

The 1950s was a test period of television media which was first inspired by film. In 1953, Leo's Disney cartoons appeared on the TV screen, created a representative figure image "Marlboro". With the wide spread of characters, people began to pay attention to the characters themselves. Taking this opportunity, David made a celebrity recommendation styled film and television advertising design. Hence it can be seen that the design of film and television advertising in the 1950s was basically in its infancy; at that time, there were not many representative figures and things to expand the design of film and television advertising, and the technology of TV media still had certain hidden dangers. Up to the 1960s, corporate and film and television advertising design makers discovered this opportunity. The official discovery promoted the TV media into a mature period, and its various aspects were optimized, so the film and television advertising design was also developed accordingly.

B. The 1970s-1980s: the Growth Period of Film and Television Advertising Design

With the advancement of science and technology, film and television advertising was developed by virtue of news media, and the design of film and television advertising in China was also developed during this period. In 1979, Shanghai Television Station broadcasted an advertisement of "ginseng tonic wine" which was the earliest film and television advertising design in China. Unfortunately, this advertisement lacked clear plan and objective. It only focused on purely subjective artistic creation. Until 1986, China began to pay attention to the spread of film and television advertising design. Before making such design, the designer focused on investigating the market and target audience of the product, and presented the product in a variety of forms. Such design became the main pillar of advertising company, thus enhanced the communication effect. At the same time, various radio stations also strengthened the design and production of film and television advertisements. For this reason, they also introduced advanced equipment and changed the production methods. Later, with the continuous development of science and technology, film and television advertising began to evolve

from simply being broadcasted by radio stations to the communication on network. The modes and means of communication of film and television advertising design have been relatively improved. However at this time, the advertising maker simply pursued the circulation of advertisements so that there was stagnation in the communication in a certain stage.

C. The 1980s-Now: the Advancement Period of Film and Television Advertising Design

In this period, film and television advertising designers began to look for new ways of communication in order to seek development. For example, the route of communication and the advancement of technology made the design of film and television advertising once limited to digital media widely spread. Film and television advertising design makers and publishers began to look for the habits and places of the group of people concerning the commodity; on the premise of saving fund, they began to more effectively spread the design of film and television advertising. Many advertisers also began to follow suit; and then with the increasing of people's aesthetic requirements, the audience's requirements for film and television advertising design was increased to a higher level. Therefore, the advertising planners began to look for the target that can attract the audience's attention. For instance, they can select the news or film and television programs popular in recent period, and insert their advertising in the program to let the audience passively accept the advertising design. Of course, well-planned film and television advertising design will be spread, while those which are poor will be despised but may leave a deep impression on people's minds. Therefore, film and television advertising design makers began to seek making innovation in advertising schemes, and even getting culture integrated into film and television advertising design works, in a unique way to show the national, individual and unique culture in front of the audience. This way can not only improve the popularity of the film and television advertising design, but also arouse audience's interest so that audience can recognize and accept this cultural communication mode.

III. CULTURAL COMMUNICATION IN FILM AND TELEVISION ADVERTISING DESIGN

With the improving of people's aesthetic view, film and television advertising design makers begin to look for new focus to attract audiences' attention. According to the practical survey, people of various ethnic groups may pay more attention to the unique and ethnic culture in the design of film and television advertising. Therefore, the film and television advertising design makers begin to add this cultural element into the advertising so as to spread the culture in an invisible way.

A. Communication of Ethnic Culture in Film and Television Advertising Design

Ethnic culture is the excellent culture handed down by various ethnic groups. It can be called the essence of culture, the inheritance of the excellent culture of all ethnic groups, and the focus of all ethnic groups that are relatively easy to

be accepted and concerned. For example, the 2008 Olympic Games song propagation film and television advertising design not only collected more than 70 central figures from both mainland and Hongkong, Macao and Taiwan of China but also spread a lot of China's outstanding national culture. The film shows various famous local attractions in Beijing in the method of location conversion in combination with the singer's style to achieve a good picture effect. The beginner of the song is Chen Tianjia, a participant of the closing ceremony of the 2004 Olympic Games. The background of the film is the Forbidden City of China; and the beginning of the film generally reviews the traditional things in the old Beijing which are the traditional cultural things deeply loved by Chinese people. The next is the propagation theme. When the film shows the representative building of the Olympic Games "Bird's Nest", Liu Huan who is a powerful singer in China sings, forming a very coordinated picture. Then the film shows the representative attraction of Beijing "Deshengmen" which is the most solid architecture in ancient China. Next is the Baita in Beihai Park. When this scene appears, singer Sun Yanzi wearing green cloth appears in the scene and matches with the picture very well. Then, the Pudu Temple appears; it is a representative religious building, magnificent and spectacular. The singer shown together with this scene is Sun Yue who once was a soldier and represents the image of Chinese soldier. The next is the very popular singer Wang Lihong; the background is the China Millennium Monument and the Chinese national quintessence "calligraphy"; Wang Lihong wears Chinese tunic suit, showing the spiritual outlook of China in the specific period. The next scene is Peking University, which is aspired by plenty of Chinese students. The scene shows Peking University's representative attraction "the unnamed lakeside", which also propagates Peking University to some extent. Singer Han Hong sings when this scene appears; she is also a powerful singer, and her musical works are also very national. Further, the later scene shown is the Tai Temple for offering sacrifices to royal family's ancestors, propagating the fine tradition of the filial piety of Chinese people. When this scene appears, singer Zhou Huajian sings; his musical works have influenced generations and are still sung to this day. Later, The Imperial College in Beijing is shown; it is the place for cultivating talent in ancient China; associated with this scene, singer Liang Qiqi wearing cheongsam appears in the screen, which promotes the costume culture of China in a certain period. Of course, there are many traditional architectural cultures that are unutterable, such as the Great Wall, the Olympic Water Park, the National Grand Theatre, Tiananmen Square, and the Bell Tower. Traditional cultures such as shadow puppets, kites, facial makeup, Peking Opera, martial arts, embroidery, dumplings, and porcelain are also indispensable. Hence it can be seen that the film and television advertising design maker has injected a lot of thoughts in the film, but it is proud that its communication effect is unparalleled.

B. Cultural Communication in Film and Television Advertising Design

The modern society seek for making something unique to show its unique personality, so is the design of film and

television advertising, so that the audiences' psychological impression on the advertising products can be increased.

For example, the film and television advertising design of BBK music phones: most advertisements are equipped with language, music and characters; but that design of BBK music phone abandons this plan and creates a unique film and television advertising design. The protagonist is Song Hye Kyo, a high-profile Korean actress. The overall advertisement is only expressed in music without language, which eliminates the barrier between different languages. The advertisement shows a number of representative romantic places that make the protagonist reluctant to part with to go back and forth, just like her love for BBK music phone all the way as she always carries the phone. The color of the picture is bright and the character's expression is soft and sweet. This scene shows the unique advantages of the BBK music phone and also outlines the target users of the phone. The unique style and beautiful music of the advertising work leaves a deep impression on the audience. The appearance of the music may remind people of the advertisement. The beauty of the music also makes many people collect the music so that the advertised product gets wider publicity. This indicates that unique culture may bring unprecedented publicity to the advertising and the advertised products.

Every coin has two sides, so is the unique film and television advertising design. In addition to the above-mentioned BBK advertisement, another impressive advertisement is Naobaijin. Since 2001, Naobaijin's advertisement had been broadcasted on the radio, becoming a spectacle on TV media. The intensity of the advertising created the most in advertisements in China. At that time, when you turn on the TV, you may see the spokesperson repeat the classic slogan of Naobaijin "今年过节不收礼, 收礼只收脑白金" (meaning: In the spring festival of this year, the host will not accept any gift except Naobaijin)" on TV over and over again. The audiences are quite offensive to repeated advertising except this advertisement because of its simple and clear advertising slogan. From this point of view, unique culture of film and television advertising design has an advantage in any aspect. It is the advertisement itself that left a deep impression on the audience's mind and enhanced the communication effect of the advertising design.

IV. COMBINATION OF FILM AND TELEVISION ADVERTISING DESIGN AND CULTURE

In the long run, the design of film and television advertising is gradually linked to culture. When film and television advertisement designers produce film and television advertising, they may first investigate the audience group of the advertised product and the culture of the region, and integrate them into the advertising design and thus achieve a good communication effect. At the same time, in the integration with culture, film and television advertising design creates its own unique culture, and also enriches the cultural content and promotes the development of film and television advertising and design.

A. Film and Television Advertising Design Creates Its Own Culture

When film and television advertising becomes one of the most effective communication methods, what comes with it is the knowledge about film and television advertising design.

Local colleges and universities have opened relevant courses and started to train relevant talents. From the preliminary investigation for making a film and television advertising to the research on the people and regions targeted to by advertised product, the research and investigation should abide by certain methods. The associated works also include making budgets, financing, selecting locations, and so on. Immediately after entering the shooting stage, shooting, post-shooting editing and post-production all become the concerns to be researched by researchers. Therefore, the professional culture belonging to film and television advertising design gradually emerged for scholars and people to understand. For advertising makers, when using the method for early stage, they are also constantly creating new cultures to meet the innovative needs of film and television advertising. Over a research on the long-term practice, it is shown that the essential characteristics of film and television advertising design are not changed, and such design is required be direct, initiative, precise and effective which are the basic cultural characteristics of it. Therefore, the design of film and television advertising must grasp the cultural characteristics, so that advertised commodity and the commodity enterprise can be propagated in a simple and clear manner. Film and television advertising has become a special culture. Although the developments of China's film and television advertisements are currently uneven, the development is quite rapid. The audience, media, merchants and advertisers should work together to establish an equal, mutually beneficial and interactive environment for development of film and television advertising. Advertisers should inherit Chinese traditional culture while learning foreign advanced creation techniques to establish the advertising characters of China in the new era and make the film and television advertising mature gradually.

B. Film and Television Advertising Design Also Enriches the Cultural Content

Excellent cultures of all ethnic groups have a long history; with the development of all aspects of the society, they all enrich the content of cultural inheritance including film and television advertising design culture. Film and television advertising design pays attention to the characteristics of color and uniqueness and so on. Therefore, the majority of scholars have studied the relevant aspects of such design and begun to actively expand the aspects related to film and television advertising. Including researches on the production culture, the visual enjoyment, and the matching effects of advertising screens, and so on, people began to re-examine the existing culture and make up for the lacking parts. In addition, the culture that is not in the history of culture is also created. The characteristics of film and television advertisements are terse and forceful. In what way can the content to be disseminated be expressed more clearly? In this regard, film and television advertising began to create

unique synonym, increase relevant vocabularies, and create a new way of thinking. Moreover, as a culture, film and television advertising are also responsible for the cultural development of the times, nations and society. The current stage of film and television advertising has begun to affect people's ideology, life concepts, and values and so on. Thereby, in the development of film and television advertising design culture, it is necessary to be always alert to the breeding of rotten culture and protect the development of healthy culture.

V. CONCLUSION

In summary, film and television advertising design has been integrated with cultural communication gradually. The developing film and television advertising design has shown the excellent culture, while cultural communication has also spread the main content of the design, reaching the two-way development of the design and culture. Hence, it is necessary to research the culture in film and television advertising design and find the culture concerned by people to improve the advertisements' communication effect and promote the development of the commodity economy and society.

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