

Research on Long-term Mechanism and Countermeasures of Public Service Advertising in Construction of Civilized City

Taking Zhuhai City of Guangdong Province in China as an Example*

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Abstract—Public service advertising can effectively promote the shaping and propagating of the image of civilized city. Taking Zhuhai City, Guangdong Province, China as the object, this paper discusses the realistic basis and specific content of public service advertising for optimizing the construction of civilized image of Zhuhai city; based on the public's acceptance to public service advertising in the construction of civilized city, this paper finds out the predicaments of playing the role of public service advertising in civilized construction of Zhuhai city and puts forward applicable countermeasures. This research was conducted in field investigation method. Consequently, 762 valid questionnaires were collected in Zhuhai in total; and 1,226 photos were taken in Zhuhai. Over an analysis on the obtained data through SPSS 23.0, it is found that, in aspect of communication and contact, the public service advertising related to the construction of civilized Zhuhai city has high reach rate, wide coverage, high contact frequency and general memory accumulation effect; in aspect of creativity and design, such public service advertising has good creative elements in performance and its design is well fused with the urban landscape and well connected to the historical culture of Zhuhai, but still with improvement spaces; in aspect of advertising attitude, such public service advertising has high degree of recognition, diversified behavior and insufficient emotions in it. Meanwhile, it is also found that Zhuhai people's emotion for public service advertising showed a significant positive correlation with their impression on Zhuhai. Based on those findings, this paper puts forward four applicable countermeasures and suggestions, namely: strengthening the cooperation among government, educational circles and various industries to attach importance to innovation in advertising content; using a variety of new forms of advertising, establishing feedback mechanism, and enhancing interaction with people; optimizing the media combined to enhance people's memory on the advertising; specifying the rules for advertising publication and broadcasting to protect the integrity of natural human landscape. This research achievement can provide some referential materials for the

construction of civilized cities in China.

Keywords—public service advertising; civilized city; Zhuhai; long-term mechanism and countermeasure

I. INTRODUCTION

In 2018, China's gross domestic product (GDP) has reached 90.03 trillion Yuan, and its economic development has achieved remarkable achievements (China National Bureau of Statistics, 2018). At the same time of rapid economic development, urbanization is also one of the topics of intense concern. The construction of civilized urban is an important part in the process of urbanization. A good urban image has gradually become the vitality and driving force of current urban development. In China, "National Civilized City" is a comprehensive honorary title used for reflecting the overall civilization level of the city. This title is a huge intangible asset. Internally, the title can give citizens in the city a strong sense of pride and belonging; externally, the title can help quickly improving the city's popularity and reputation, improving the investment environment, enhancing the city's attractiveness, and promoting the gathering and flow of advantageous resources such as talents, capital and technology. The public service advertising of a city can promote shaping and disseminating the civilization image of the city (Zhu Jiangli, 2008). However due to the short development history of public service advertising in China, people are unclear about the interests involved in public service advertising activities and cannot properly deal with the relevant relations, so that in the development of public service advertising in China, there are many problems such as the dislocation of government's role, narrow scope of the subjects, lacking fund guarantee, insufficient recognition by the objects, no special public service advertising committee and relevant laws and regulations, and lagged theories which are not conducive to the development of public service advertising and playing the role of public service advertising in promoting construction of civilized image of a city (Yan Fuhua, 2009). Therefore, making research on the long-term mechanism and countermeasures of public service advertising for the construction of civilized cities has important practical value and positive theoretical

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significance for the development of public service advertising and the construction of civilized cities in China.

As one of the special economic zones and "National Civilized City" under the reform and opening up strategy of China, Zhuhai has always regarded the propagation of public service advertising as an important task. At the same time, as a very important part of the civilization of Zhuhai, the advertisement distributors have great expectations for the communication effect of public service advertising in Zhuhai and the influence to people in Zhuhai.

Therefore, Zhuhai, one of the representative cities in Guangdong-Hong Kong-Macau Great Bay region of China, was taken as an example in this research. This paper discusses the realistic basis and specific content of public service advertising for optimizing the construction of civilized image of Zhuhai city; based on the public's acceptance to public service advertising in the construction of civilized city, this paper finds out the predicaments of playing the role of public service advertising in civilized construction of Zhuhai city and puts forward applicable countermeasures.

II. A REVIEW OF RESEARCHES ON PUBLIC SERVICE ADVERTISING AND CIVILIZED CITY CONSTRUCTION

Due to the short development history of public service advertising in China, Chinese academic circles have different recognitions on the concept of public service advertising. For example, Miao Jie (2011) believes that the non-economical advertising cannot be called pure advertising. However, Ding Junjie and et al (2018) believe that public service advertising belongs to the category of advertising. With the gradual development of public service advertising, experts and scholars in relevant fields have made in-depth researches on public service advertising. Especially in recent five years, researches on public service advertising have experienced a spurt of growth. In CNKI, 6424 results were obtained when taking "public service advertising as the keyword to search. Papers on such researches were increased from less than 100 papers before 2002 to 530 papers in 2014, 215 papers in 2015, 504 papers in 2016, 523 papers in 2017 and 380 papers in 2018. However among those published articles, there are very few papers about public service advertising and urban civilization construction. At present, only 9 papers are retrieved as matching with the theme. Many researches adopted outdated research and are repeated, and there are cases where the research conclusions are mutually contradictory. There have been no systematic achievements in the researches on the role of public service advertising in building a civilized city, and no systematic theoretical research has been formed (Liu Xiao, 2018; Yin Caihong, 2012).

The research on public service advertising in developed countries such as the United States is relatively mature. In the United States, the researches on public service advertising are mainly divided into two public interest advertising and opinion advertising. Wherein public interest advertising is an advertisement published by social public institutions for social issues they concern; opinion advertising is essentially an extension of enterprise image

advertising, showing the active participation of enterprises in society. Depending on different cultural background, foreign scholars mainly makes researches on public service advertising from the perspectives of marketing, advertising, semiotics, psychology and sociology. However, due to cultural differences and different social backgrounds, the main tasks to be solved by public service advertising are not the same. Therefore, there are few foreign scholars who may study public service advertising theory from the perspective of urban civilization construction. The ready-made results that can be used for reference mainly focus on research methods and operational mechanisms (John A & James, 1974; William H, 1975; Walter H, Sampath Kumar & Amulya, 2018).

III. THE CURRENT SITUATION AND PROBLEMS EXISTING IN PUBLICATION AND BROADCASTING OF PUBLIC SERVICE ADVERTISING RELEVANT TO THE CONSTRUCTION OF CIVILIZED CITY IN ZHUHAI

This research used field research methods, including questionnaires and field surveys. A total of 1,000 questionnaires were distributed for each district in Zhuhai, and 785 were collected. After removing invalid questionnaires, a total of 762 valid questionnaires were remained. Afterwards, the questionnaires were coded and inputted and analyzed in SPSS 23.0. At the same time, a field survey was conducted, and a total of 1,226 photos were taken for subsequent analysis. Among the 762 respondents given effective response, 345 were men, accounting for 54.7%, and 417 were women, accounting for 45.3%. Through investigation and analysis in this research, the current status of public service advertising relevant to the construction of civilized city in Zhuhai was known about and some problems existing in it were found. The following part will respectively elaborate those two problems.

A. The Current Situation of Publication and Broadcasting of Public Service Advertising Relevant to the Construction of Civilized City in Zhuhai

In this research, four aspects such as contact level, advertising creativity and design level, advertising attitude level and city impression level were investigated to know about the current status of publication and broadcasting of public service advertising relevant to the construction of civilized city in Zhuhai.

1) *Communication and contact level:* In this research, four aspects such as reach rate, advertising coverage, contact frequency and advertising memory were investigated to learn about the effect of communication and contact level of public service advertisements relevant to the construction of civilized city in Zhuhai.

a) *High reach rate:* According to the results of this survey and in the sixth question "Have you ever seen public service advertising in Zhuhai" in Part I, among the 762 valid questionnaires collected, only three respondents haven't seen public service advertising in Zhuhai, and the remained 759 respondents all have seen relevant public service advertising in Zhuhai. Thereby, it can be calculated that the reach rate of

public service advertising in Zhuhai is 99.6%. This indicates that it is highly possible for public service advertising in Zhuhai to reach people.

b) Wide advertising coverage: The first question of Part II in the questionnaire surveyed the media form of Zhuhai people contacting advertising, so as to infer the coverage of public service advertising in Zhuhai. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, the results as shown in "Table I" are gotten.

TABLE I. THE MEDIA FORM OF ZHUHAI PEOPLE CONTACTING WITH PUBLIC SERVICE ADVERTISING

Contacting media	Percentage
Newspaper and magazine	24.6%
TV and broadcasting	55.1%
City square and park green land	59.8%
Demonstration on fence and enclosure/wall of work site	54.3%
Commercial plaza	40.1%
Railway station, bus station, airport and port	36.5%
Tourist spot	28.2%
On public transportation means such as bus and on its website	53.0%
Internet and new media	21.6%
In college, hospital, bank and other public institutions	20.6%
Others	3.4%

As can be seen from "Table I", the media forms that Zhuhai people contact with public service advertising are diversified, wherein most of the advertising places are city square and park green land, accounting for 59.8%; more than 50% of the advertising places are TV and broadcasting (accounting for 55.1%), demonstration on fence and enclosure/wall of work site (accounting for 54.3%) and On public transportation means such as bus and on its website (accounting for 53%).

c) High contact frequency: The second question of Part II in the questionnaire surveyed the frequency that Zhuhai people contact with public service advertising. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, the results as shown in "Table II" are obtained.

TABLE II. CONTACT FREQUENCY OF PUBLIC SERVICE ADVERTISING RELEVANT TO THE CONSTRUCTION OF CIVILIZED CITY IN ZHUHAI

Frequency	Subtotal of number of people	Percentage
Very few (once~twice)	77	10.1%
Occasional (3-4 times)	269	35.4%
General (5-6 times)	206	27.1%
Many (7-8 times)	128	16.9%
Often (9 or more times)	79	10.4%
Total	759	100.0%

As shown in "Table II", the frequency that people contact with public service advertising relevant to the construction of civilized city in Zhuhai is relatively high; most people have contacted with such advertising for 3~8 times; 269 people

(accounting for 35.4%) have occasionally contacted with such advertising for 3-4 times; 206 people (accounting for 27.1%) have generally contacted with such advertising for 5-6 times; and 128 people (accounting for 16.9%) have often contacted with such advertising for 7-8 times; It is generally believed that it is more appropriate for the contact frequency of advertising information to reach 3-7 times. This way can neither fail to realize the advertising effect due to few exposures nor be disgusted by people due to too frequent exposures.

d) Advertising memory accumulation effect is general:

The fourth question of Part II in the questionnaire surveyed the degree that Zhuhai people memorize the content of public service advertising relevant to the construction of civilized city in Zhuhai. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, the results as shown in "Table III" are obtained.

TABLE III. THE DEGREE THAT ZHUHAI PEOPLE MEMORIZE THE CONTENT OF PUBLIC SERVICE ADVERTISING RELEVANT TO THE CONSTRUCTION OF CIVILIZED CITY IN ZHUHAI

Option	Subtotal of number of people	Percentage
Almost have no impression (can hardly remind the content)	73	9.6%
Have a little impression (can remind some content if pointed)	371	48.9%
Have general impression (can remind partial content)	217	28.6%
Have deep impression (can basically memorize the entire content)	88	11.6%
Have very deep impression (can fully memorize the entire content)	10	1.3%
Total	759	100.0

As indicated in "Table III", although only 73 respondents (accounting for 9.6%) almost have no impression on the content of public service advertising, most of the respondents have impression on the content of such advertising; wherein, 371 respondents (accounting for 48.9%) have a little impression (can remind some content if pointed), 217 respondents (accounting for 28.6%) have general impression (can remind partial content), 88 respondents (accounting for 11.6%) have deep impression (can basically remind the entire content), and 10 respondents (accounting for 1.3%) have very deep impression (can fully remind the entire content). The above result indicates that people have general and even bad memory on the advertising content, although public service advertising in Zhuhai is widely published and broadcasted and can be frequently seen by people.

2) Advertising creativity and design level: In this research, three aspects such as the creative elements in advertising, the fusion of design and urban landscape and the connection between advertising design and historical culture, were investigated to learn about the creative and design effect of public service advertising relevant to the construction of civilized city in Zhuhai.

a) The creative elements of advertising perform better

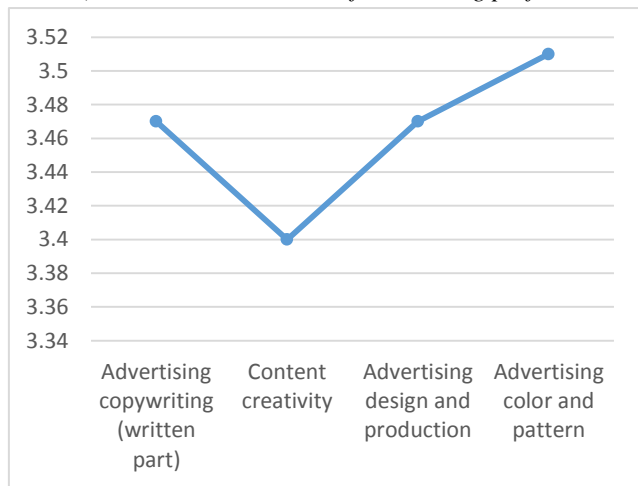


Fig. 1. Evaluation line chart of creative elements of public service advertising relevant to the construction of civilized city in Zhuhai.

The Part II of the questionnaire adopts five-point scale (very bad '1 point' - very good '5 points') to survey the creative copywriting (text part) of advertising, the content creation, the advertising design and production, and the advertising color and pattern. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, the results are as shown in "Fig. 1".

As can be seen from "Fig. 1", although the creative copywriting (text part) of advertising, the content creation, the advertising design and production, and the advertising color and pattern are respectively scored 3.47, 3.40, 3.17 and 3.51, and are all higher than the average, it indicates that the creative elements have been recognized by people to some extent. However, when comparing in the horizontal line, it can be found that the color and pattern of advertising perform the best, followed by the part of advertising copywriting and advertising design and production, while the creative part of advertising content performs relatively bad.

b) *The fusion of design and urban landscape is relatively harmonious*: The 14th question of Part II in the questionnaire surveyed the Zhuhai people's impression on the fusion of civilized city related public service advertising and urban landscape in Zhuhai. After analyzing 759 questionnaires that are provided by respondents having seen public service advertising, the fusion measured in five-point scale is scored 3.55 points, which is above average level. This indicates that Zhuhai people believe that the fusion of civilized city related public service advertising and urban landscape in Zhuhai is relatively harmonious. Among them, 335 respondents (accounting for 44.1%) believe that the fusion is relatively good.

c) *The advertising design is well connected to the historical culture of Zhuhai*: The 15th question in Part II of the questionnaire surveyed the Zhuhai people's impression on the connection between public service advertising design and the historical culture of Zhuhai. After analyzing the 759

questionnaires that are provided by respondents having seen public service advertising, the connection measured in five-point scale is scored 3.46 points, which is above average level. It shows that Zhuhai people believe that Zhuhai's civilized city-related public service advertising is well connected to the historical culture of Zhuhai. However, most of the respondents (314 respondents, accounting for 41.4%) believe that the connection is general.

3) *Advertising attitude level*: According to the three elements of attitude, advertising cognition, advertising emotion and behavioral tendency were taken into consideration in this research to get to know the attitude of Zhuhai people to the public service advertising relevant to civilized city construction in Zhuhai.

a) *High advertising cognition*: The 7th question of Part II in the questionnaire surveyed the Zhuhai people's extent of understanding and cognition on the civilized city construction related public service advertising in Zhuhai. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, the results are as shown in "Table IV".

TABLE IV. ZHUHAI PEOPLE'S EXTENT OF UNDERSTANDING OF PUBLIC SERVICE ADVERTISING RELEVANT TO THE CONSTRUCTION OF CIVILIZED CITY IN ZHUHAI

Extent of understanding	Subtotal of number of people	Percentage
Cannot understand at all	7	0.9%
Can understand a little	150	19.8%
Can understand generally	122	16.1%
Can understand basically	358	47.2%
Can understand fully	122	16.1%
Total	759	100.0%

As shown in "Table IV", only 7 respondents (only accounting for 0.9%) cannot understand such advertising at all; most respondents (358 persons, accounting for 47.2%) can understand relevant advertising content basically. This indicates that most Zhuhai people can understand the content of civilized city construction related public service advertising in Zhuhai, and also reflects that such advertising content is easy to be cognized by people.

b) *Lacking advertising emotions*: The 8th question of Part II in the questionnaire surveyed the Zhuhai people's emotional tendency to civilized city construction related public service advertising in Zhuhai. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, the connection measured in five-point scale is scored 2.83 points, which is below average level. This indicates that Zhuhai people have insufficient emotion on civilized city construction related public service advertising in Zhuhai. Wherein, most respondents (269 persons, accounting for 35.4%) think that such advertising has a little attractiveness, but they basically would not actively look at such advertising; more respondents (236 persons, accounting for 31.1%) think that such advertising

has general attractiveness and they may or may not look at it; but there are still 191 respondents (accounting for 25.2%) think that such advertising has relatively good attractiveness and they may actively look at it from time to time; only 45 respondents (accounting for 5.9%) think that such advertising has no attractiveness at all and 45 respondents (accounting for 2.4%) think that such advertising is very attractive.

c) Diversified behavioral tendency: In this aspect, the effectiveness of persuasion for people, and people's tendency to spontaneously spread such advertising were surveyed to get to know the influence of civilized city construction related public service advertising in Zhuhai to Zhuhai people's behavioral tendency.

With respect to the effectiveness of advertising's persuasion for people, the 5th and 17th questions of Part II in the questionnaire surveyed the persuasion effectiveness of such civilized city construction related public service advertising in Zhuhai for people. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, it is found that most respondents (305 persons, accounting for 40.2%) think that the content of public service advertising in Zhuhai is relatively related to their life; 431 respondents (accounting for 56.8%) think that such advertising has pose certain influence on their behavior concept. In terms of the 17th question, the survey result is as shown in "Table V".

TABLE V. ZHUHAI PEOPLE'S CONSIDERATION OF THE THEME PROPOSED BY THE PUBLIC SERVICE ADVERTISING RELEVANT TO THE CONSTRUCTION OF CIVILIZED CITY IN ZHUHAI

Theme	Percentage
Touching story about the care for people	45.2%
Propagating national spirit	44.3%
Environmental protection	59.9%
Carrying forward traditional virtues	51.5%
Self-reliance, self-improvement and work hard	28.9%
Love the Party and the Country	30.0%
Chinese dream	41.2%
Never thought about and discussed on it	6.5%
Others	1.3%

As can be seen in "Table V", environmental protection is the most attractive theme for people (59.9%), followed by the theme of carrying forward traditional virtues (51.5%), touching story about the care for people (45.2%), propagating national spirit (44.3%) and the theme of Chinese dream (41.2%). Only 6.5% of the respondents have never thought about it or discussed on it. Therefore, it can be concluded that the civilized city construction related public service advertising in Zhuhai has relatively good persuasion for Zhuhai people.

In terms of people's tendency to spontaneously spread the advertising content, the 16th questions of Part II in the questionnaire surveyed whether Zhuhai people may spontaneously spread public service advertising. After

analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, it is found that most respondents (299 persons, accounting for 39.4%) basically would not share the advertising content to their friends; however there are still 281 respondents that may share the advertising content to their friends. So, it can be concluded that Zhuhai people have diversified behavioral tendency toward public service advertising relevant to the construction of civilized city in Zhuhai.

4) Impression on Zhuhai: In the last part of the questionnaire, the 19th and 20th questions surveyed Zhuhai people's impression on Zhuhai. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, and measuring in five-point scale, it is found that people have good impression on Zhuhai and the two questions' score are respectively 3.58 and 3.82, which are both above average level. Then, a correlation analysis was made on Zhuhai people's emotions toward public service advertising (the 8th question of Part II) and their impressions on Zhuhai (the 20th question of Part II); as a result, it is found that the two aspects are highly correlated (correlation coefficient=0.241, $P<0.01$). This result indicates that the better the civilized city construction related public service advertising in Zhuhai is provided, the better impression Zhuhai people will have on Zhuhai.

B. Problems Existing in Publication and Broadcasting of Public Service Advertising Relevant to the Construction of Civilized City in Zhuhai

Through the 18th question in Part II of the questionnaire, Problems existing in publication and broadcasting of public service advertising relevant to the construction of civilized city in Zhuhai is preliminarily known. After analyzing the 759 questionnaires that are provided by respondents having seen public service advertising, the results as shown in "Table VI" are obtained.

TABLE VI. PROBLEMS EXISTING IN PUBLICATION AND BROADCASTING OF PUBLIC SERVICE ADVERTISING RELEVANT TO THE CONSTRUCTION OF CIVILIZED CITY IN ZHUHAI

Shortcomings	Percentage
Lacking creativity	40.8%
Inferior design and production	22.5%
Not deep-going implication	26.6%
Lacking sense of the times	26.9%
Wasted large amount of manpower, material and financial resources	11.9%
The advertising content can hardly be understood	6.5%
The advertising fails to be matched with the surrounding environment	13.7%
The advertising is not in line with the culture of Zhuhai	9.0%
No shortcoming	15.5%
Others	2.9%

As shown in "Table VI", Zhuhai people generally think that the civilized city construction related public service advertising in Zhuhai is lack of creativity (accounting for

40.8%). This result is a little dis-matched with the aforesaid survey result and the content creativity. Over field investigation, it is found that most advertising contents are the canned copy of "civilization and new spirit" advertisings on www.wenming.cn, and there is outstanding repetition appearance of the same advertising in a single place. Therefore, people think that the advertising contents seem all the same, lacking creativity.

However, the reasons why people have less memory on such advertising and are less spontaneously to spread such advertising may be attributed to lacking the sense of the times in the form of advertising, and the not deep-going implication. According to the field investigation, it is found that most of the advertisements are mainly in one-way spreading mode, and there is no feedback during the communication process, and the interaction with people is poor.

At the same time, according to the photos taken in this field survey, some public service advertisings do use the canned copy of "civilization and new spirit" advertisings on www.wenming.cn, but the production is too rough, or the publication is more casual, and most of the advertisings are pasted on the enclosure (wall) of construction site. This has greatly affected the effective dissemination of public service advertising.

IV. COUNTERMEASURES AND SUGGESTIONS FOR THE ROLE OF PUBLIC SERVICE ADVERTISING IN CIVILIZED CONSTRUCTION OF ZHUHAI

A. *Strengthening Cooperation Among Government, Academic Circles and Industries, and Focusing on Innovation in Advertising Content*

In current era, information channels are constantly expanded and innovated from time to time, and people's knowledge level and aesthetic requirements for advertising have changed a lot. With the gradual weakening of the effect of traditional method of persuasive persuasion, communication-based content innovation has gradually been accepted by people. For example, the food documentary "A Bite of China" popular in recent years is a model of content innovation. Different from the traditional food program, "A Bite of China" combines food and traditional culture together through one by one scene in life, so that people can not only see the process of making delicious food, but also trigger interest in traditional culture and thinking about life. Similarly, if public service advertising can make breakthrough in content creation, it is no longer just a simple notification, mechanical preaching, but a lively creation and inspiration that integrates life, tradition and popular culture together, which can play a good role in deepening the construction of urban civilization in Zhuhai.

The Zhuhai Municipal Government can take advantage of Zhuhai's unique geographical location to strengthen the cooperation among government, academic circles and industries. It can combine the local resources of colleges and universities and the strength of local cultural industry to set up a special research institution for public service advertisements, and at the same time, innovate and check the

contents of public service advertising placed in Zhuhai. It can also combine the resources from Hong Kong and Macao, regularly or irregularly hold seminars themed after relevant public service advertising in China or internationally, to expand and strengthen the creative vision of public service advertising in Zhuhai, and enlarge the influence Zhuhai's public service advertising in relevant fields.

B. *Using a Variety of New Forms of Advertising, and Building up Feedback Mechanisms to Enhance Interaction with People*

Through this survey, it is found that people neither have much emotion on advertising nor are willing to actively share the content, although people have relatively good attitude toward the civilized city construction related public service advertising in Zhuhai. Through this research, it is believed that the said problem is caused by the one-way spreading mode adopted in most public service advertising in current Zhuhai, the lacking of feedback during the spreading and the poor interaction with people.

Nowadays, many cities have applied interactive advertising model represented by the new advertising form that enhances interaction with people. For example, such advertising composed of cloud music users' comments as played on Hangzhou Metro by NetEase Cloud Music, such as "when I was young, I would not abandon the scratch-card until the words '谢谢惠顾 (thanks for your favor)' are completely disclosed; in later times, many things I do are in the same way. — @你好我是吉祥物 (Hello, I am a mascot)'s comment on Chen Shanni's "Love Song" and so on, has aroused strong reaction and interaction of people. There are also some interactive activities that adopt some electronic devices to test the participants' quality of sleep and happiness, such as the "Are you happy today?" and "Are you sleeping early today?" programs organized by Xi'an Metro. In this approach, it is not only available to receive real-time feedback from people, but also available to enhance the interaction with people, so that people can understand the theme of the advertising and are willing to share the content with friends in the process of participation.

Similarly, in the spreading process, the civilized city construction related public service advertising in Zhuhai should also use a variety of new forms of advertising and establish a real-time feedback mechanism to strengthen interaction with people, so that people can actively participate in the interaction and are willing to share with others and spread the advertising content via personal social software, such as WeChat and Microblog and so on. For example, by virtue of traditional festivals such as the Double Ninth Festival, it is available to hold a public service advertising competition with the theme of "filial piety" in community, to attract people to actively participate in the activity and spread the content. In addition, governments, universities, enterprises, etc. can also set up corresponding WeChat public platforms, and regularly publish some innovative, funny or interesting interactive public service advertisements (such as H5 advertising) on the platform to trigger active participation, praise and forwarding of people.

C. Optimizing the Media Combination Strategy to Enhance People's Advertising Memory

Through this questionnaire survey, it is found that people have general accumulation effect of advertising memory, although the reach rate, coverage and contact frequency of public service advertising related to the construction of civilized city in Zhuhai are high. This is somewhat related to the content creativity and form of the advertising. However over questionnaire survey and field survey, it is also found that the media combination of publication and broadcasting of public service advertising in Zhuhai can be further optimized. Although vehicles, construction site fences (walls) and so on are the media that people can see in their daily lives, and the large-scale display of public service advertising can improve the reach rate of advertising, people's media use habit has changed dramatically nowadays due to the development of social science and technology. For example in the past, when people were waiting for the subway, they might have nothing to do but carefully read all contents of the advertisement, because they could not contact other media except plane advertisements pasted in subway, even if the previous subway advertisements were generally large texts for introducing the characteristics of a product. Nowadays, due to the development of mobile media, when people are waiting for the subway, they may often focus on the information on mobile media (such as smart phones). Therefore, the plane advertisements published and broadcasted in the subway often adopt large-scale impressive pictures accompanied by a small amount of text, and also pay attention to the application of accompanying broadcast advertisements (such as newspaper stations) using sound as a medium of communication. Therefore, only by carefully analyzing people's habit to use the contacted media based on the characteristics of public service advertising, optimizing the media combination strategy and transmitting the information to people in a more precise and effective way can it be available to effectively enhance people's advertising memory and further increase the advertising effect.

D. Specifying the Rules of Advertising Publication and Broadcasting, and Protecting the Integrity of Natural and Human Landscapes

Zhuhai is a tourist city famous for its beautiful natural scenery and city image. Protecting the integrity of Zhuhai's natural and cultural landscape is also an important thing. It not only provides a comfortable and livable environment for Zhuhai residents, but also leaves a beautiful impression on Zhuhai tourists. Through this survey, it is found that although most people believe that the public service advertising relevant to the civilized city construction in Zhuhai is relatively fused to the urban landscape of Zhuhai, and is relatively well connected to the historical culture of Zhuhai. However, most of the respondents (314 respondents, accounting for 41.4%) believe that the connection is general. As can also be found in the field survey and photos taken in the survey, partial public service advertisements are randomly published and broadcasted, so that their styles are mismatched with the surrounding environment. Many of such advertisements are canned copies on www.wenming.cn. Even the public service advertising on Zhuhai's local culture just

simply uses Zhuhai's landmark buildings (such as fishermen, etc.), it cannot clearly highlight the local characteristics. Some public service advertisements do use the canned copy of "civilization and new spirit" advertisements on www.wenming.cn, but the production is too rough, or the publication is more casual, and most of the advertisements are pasted on the enclosure (wall) of construction site. Therefore, it is necessary for the government and industrial associations to regulate the rules for publication and broadcasting of public service advertisements, so that Zhuhai's public service advertising can highlight the local characteristics and maintain the integrity of the natural and human landscapes harmonious.

V. CONCLUSION

Rome was not built up in one day. Similarly, the construction of a civilized city is a complicated and long-term work. Compared with other western countries, China has a more unique and long-standing historical and cultural background. Only by depending on the communication environment in the real context of China, fully understanding the public's acceptance on the role of public service advertising in the construction of civilized city, and finding out the predicament of public service advertising in the construction of civilized city can it be available to get the public service advertising normalized and institutionalized in the construction of civilized city, and better play the role of such advertising in optimizing the civilized city construction.

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