

# Analysis on the Characteristics of Chinese Animation Public Service Advertisement under the New Media Environment

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**Abstract.** In the new millennium, with the vigorous development of science and technology, the steady improvement of material living standards and the general improvement of people's aesthetic pursuit, people urgently need innovative new things to disseminate the mainstream values to condense positive energy, animation public service advertising conforms to the trend, combines animation and public service elements together, and collides with traditional public service advertising. New features, animation public service advertisements use unique expressive techniques to create works of art that conform to the public aesthetic, edify and educate the public, widely accepted by the public, animation public service advertisements are bound to flourish.

**Keywords:** Animation, public welfare, advertising.

## 1. Introduction

The animation public service advertisement refers to the use of modern animation art, with the production of animation to enrich public audiovisual, to achieve non-profit-oriented social public propaganda activities, so as to disseminate mainstream values, guide the correct direction of public opinion, and condense positive energy.

### 1.1 Evolution of animation public service advertising.

With the steady improvement of material living standards, the audience's demand for media works of art is also rising, followed by the renewal of technology, the evolution of media, people's artistic aesthetic pursuit is also rising rapidly, these factors determine the changes of public service advertising.

Animation public service advertising can be divided into print public service advertising, two-dimensional animation public service advertising, three-dimensional animation public service advertising, combined two-dimensional animation public service advertising and three-dimensional animation public service advertising, animation and real-time animation public service advertising and other forms of expression. Print public service advertisement - poster is produced by Photoshop software. Photoshop software is a software which is often used for background production or scene element production. Animation public service advertisement is derived from print animation public service advertisement. During the 2008 Beijing Olympic Games, the animation public service advertisements of the Beijing Olympic Games expressed with five simulated Olympic mascots and produced a series of posters to promote the Olympic spirit of "One World, One Dream" of the Beijing Olympic Games to the whole world. In 2014, the animation Duke "The Last Drop of Water Will Be Human Tears" can be seen everywhere on the bus. The poster advertisement compares the human side face to a dried-up surface of the earth, with dark blue tears flowing from the corners of the eyes. The passage "Don't let the last drop of water turn into your own tears" further appeals to human beings to cherish water resources. Graphic animation public service advertising is widely accepted by the public. With the vigorous development of science and technology, Flash software is becoming more and more perfect. Flash software is used to update the creation of graphic animation public service advertisements and add a frame of static graphics to flash software. Dynamic animation public service advertisements emerge as the times require. The dynamic animation public service advertisement produced by Flash software is a great breakthrough for human visual picture. Flash software makes solidified paper poster into dynamic picture, which greatly enriches human audio-visual language. From the animation public service advertisement "Three Monks" produced by Shanghai Fine Arts Film Studio in 1981 to the animation public service advertisement "Family-Love Expressions" issued

by CCTV in 2017, they reflect the transformation of animation public service advertisement from the manual two-dimensional era to the computer two-dimensional era, so that we can see that the animation characters and scenes are more complete, the picture links more smoothly, and the color is more brilliant. After entering the new millennium, science and technology have developed vigorously. Maya and 3D Max are used in the production of three-dimensional modeling or animation rendering software. After Effect, Combustion, Shake and 5dcyborg are used to synthesize scenes and make special effects of animation public service advertisements, thus forming a smooth audio-visual expression through rendering. From the plane of Family-Expressions of Love to the three-dimensional animation public service advertisement Mengwa published by CCTV in 2015, it is a transformation from the computer two-dimensional era to the three-dimensional era. The change of animation public service advertisement into a more delicate picture, a more three-dimensional image and a richer expression. The production of animation public service advertisement is a combination of art and technology. In the process of production, technology serves the requirements of creativity, and creativity makes technology show its charm.

With the advent of the new media era, the media ecological environment is also changing. Starting from the media in the paper age, through the transmission of cable and radio waves to the broadcasting and television media, and then to the Internet in the new media environment, the evolving media provide different communication platforms for animation public service advertising, and the characteristics of different media also give animation public service a wide range of animation public service. The advent of the new media era has given birth to the initial form of new media public service advertisements, ranging from broadband transmission through the network to mobile phone portable media and digital television media, all of which are for public service advertisements. Communication provides more convenient platforms and channels. The dissemination of animation public service advertisements conforms to the current situation from the paper age of traditional media to the network age of new media. The dissemination of animation public service advertisements has changed from "channel is king" to "audience is king".

### 1.2 the characteristics of animation public service advertising in the new media era.

The combination of animation public service advertising technology and animation public service advertising diversified artistic expression methods makes animation public service advertising produce many new features compared with the traditional sense of real public service advertising.

## **2. The Unique Way of Expression of Animation Public Service Advertisement Brings People a Vivid Imagination.**

In animation public service advertisements, the image of the protagonist is constant and recurring. The symbolic characteristics of the protagonist image bring the audience imagination and enhance the audience's memory. In the animation public service advertisement "China Dream Watch" premiered in the spring Gala of CCTV in 2015, the protagonists of "China Dream Wa" are cherry red lips, thin eyebrows and Phoenix eyes, Qi Liu Hai and ponytail. The red and round face, moulded plump mound full of joy and fortune, represents a generation of "Dream Wa", which is a mimetic symbol as the host's painting form. According to six "chapters", a series of animation public service advertisements are produced. The image of Dream Wa is lasting and deeply rooted in people's hearts.

Virtual pluralism is also the characteristic of animation public service advertisement. Virtual pluralism is the fusion expression of multiple elements in the process of non-real expression, aiming at the same animation public service advertisement. The traditional ink element is used in the chapter "Harmony is precious" of animation public service advertisement "China Dream Wa". The lotus and swimming fish in the ink painting show "harmonious China, moist rain and dew". The main ideas; and about the expression of diligence in "Diligence-based", the story still uses the artistic expression elements of folk paper-cut to feed chickens, sweep in the morning, beat grains, pick up wheat ears, weave and spin yarns "with one hand, rush to the Chinese Dream" to express diligence. "Chinese Dream Wa" combines traditional Chinese paper-cut art, ink painting and other elements. In the animation public service advertisement of "China Dream Wa", the constant and specific host "Dream

Wa" is used to narrate the animation image of various elements, which makes the public service advertisement of "China Dream Wa" perfectly show the profound connotation of "realizing the great rejuvenation of the Chinese nation is the greatest dream of the Chinese nation since modern times".

Compared with the traditional real-life public service advertising, multi-modal metaphor is its unique way of expression. Multi-modal metaphor is the personified expression of images, sounds, language and so on. The animation public service advertising Family-Expressions of Love, which won the 2011 Public Service Advertising Creative Award, is full of metaphors. The implication of Family-Expressions of Love is to comprehensively interpret the warmth and connotation of "home" by analyzing the letters of the English word "FAMILY" ("Father + and + mother + I + love + you = home"), calling on young people to respect their parents and guard their families. In Family-Expressions of Love, each letter of the doll is a metaphor. In Family-Expressions of Love, the first sound you can perceive is the sound of the baby breathing while sleeping. The personified expression of the sound lets us know that "I" is a baby's "I" in childhood. With subtitles and the action of the doll, we can understand that the shape of "F" is personified as a father. "M" is personified as a mother. The skillful use of metaphors in public service advertisements makes it easier to explain the inner meaning of FAMILY, which originates from the prototype of the English letter FAMILY. In the animation public service advertisement Family-Expressions of Love, the story is expressed in two parts. When I was a child, my father ("F") was the pillar of the family, and my mother ("M") taught my husband and son at home. Then I ("I") grew up and wanted to break away from the shackles. I ("I") stepped out of the harbour and gradually realized the hardship of life. My father ("F") became a hunchback Crutching stick. Mother ("M") has become overstaffed. Images and sounds here are expressed in personification. Seeing this, how many people can reflect on their parents' surroundings and difficulties? Multimodal metaphor is vividly displayed in animation public service advertisements, which greatly enriches the audience's audiovisual language.

Exaggerated humor, short and concise animation public service advertisements, the use of virtual multiple and multi-modal metaphors, as well as the use of specific images to narrate the unique way of expression, giving each image a different imagination and thinking space. The explicit metaphorical expression of animation public service advertisements will stimulate the human brain to think actively, thereby deepening memory and continuing the dissemination effect, the whole process. In line with the instantaneous aesthetic law of public service advertising, the audience's viewing experience is relaxed and humorous, the content conveyed is accurate and natural, spring weathering and rain directly to the heart, animation public service advertising is precisely with the above characteristics, in order to play a subtle role of persuasion and prompting.

### **3. Targeting Specific Groups, Occupying the Market of Young People**

Massive information enables us to enter the era of fast food culture. In the era of fast food, young people pay more attention to direct feelings. The World Health Organization stipulates that people aged 14-44 are young people, and young people aged 14-44 are active in thinking. Young people not only have attitudes towards new things, but also quickly respond to new things. Under the new media environment, young people rely heavily on the new media. Youth Bowers are common on the road. China Youth Netizens Network Behavior Report (2016-2017) released "China Youth Netizens Network Behavior Report". Taking the sample users of Chinese young netizens as data samples, this paper makes a statistical analysis of the information production and living habits of Chinese young netizens in the past year. . "Report on Internet Behavior of Chinese Youth Netizens" reveals one thing in common: more than a quarter of their daily life is occupied by the Internet! [2] Young people are the backbone of national development, a good public opinion environment, the promotion of mainstream values, the establishment of young people's outlook on life and social stability play an important role. The animation public service advertisement adapts to the aesthetic characteristics of young people in the new media environment, uses special forms of expression and extremely concise painting style, which makes the animation public service advertisement have a direct and strong sense of substitution. The animation public service advertisement conforms to the aesthetic characteristics

of the public and is easy to produce good communication effect. At the same time, it also gives the young people with active thought imagination space. The animation public service advertisement takes the young people as the main dissemination object, and finally forms the popular dissemination through the influence radiation of point-to-point and side-to-side.

We can get a correct explanation by using "Audience Psychology" of communication science: the form of animation public service advertisement conforms to the characteristics of audience psychology of communication science, and the novelty psychology of the audience is one of the psychological characteristics of the audience of animation public service advertisement. Curiosity exists everybody. Although animation public service advertisement is not a rare sudden event, unique creativity is always updating the public's audio-visual, confirming animation public service advertisement. Public service advertising is indeed a new and developing thing, creativity is the productivity of animation public service advertising, whether from the perspective of audience psychology or communication, animation public service advertising is easy to impress people; the psychology of seeking knowledge is the second psychological characteristics of the audience of animation public service advertising, the demand of contemporary audiences on the media is higher than that of any era, which is animation public service advertising. There are higher requirements, not only to relax entertainment, but also to meet the audience's "knowledge desire". The animation public service advertisement "Healthy China 2030 Program Outline" released by CCTV in 2017 helps the audience understand the national policy of "Healthy China" within one minute through the way of animation characters' questions and answers, and promotes the core of "building and sharing a comprehensive health". Concept, "Healthy China 2030 Planning Outline" animation public service advertisement, can easily meet the audience's mentality of seeking knowledge, is an animation public service advertisement that can arouse the general interest of the audience; contrast psychology is also the psychological characteristics of the audience of animation public service advertisement, contrast psychology is the traditional public service advertisement and animation public service advertisement show the same theme of the novel form of comparison; based on the audience; The deep exploration of psychology confirms the theoretical support of animation public service advertising in the audience's psychological knowledge. In order to better entertain and educate the public, animation public service advertisements have higher requirements for themselves. To this extent, the audience's aesthetics has promoted the development of animation public service advertisement industry. The interaction between the audience and animation public service advertisements has accelerated the progress of social civilization.

As far as John Lofez's pleasure theory is concerned, pleasure is the internal driving force of mass culture. As the internal driving force of mass culture, pleasure can be divided into production pleasure, offensive body pleasure and Carnival pleasure. [3] The so-called "pleasure" is that the audience's emotional needs can be met from the mass culture to achieve physical and psychological pleasure. The creativity of animation public service advertising is to cater to the audience's needs to create a "productive" pleasure. At the same time, animation public service advertising creates a compact narrative rhythm through music, bringing the audience a pleasant psychological rhythm. 1981's "Three Harmonies" Shang is a soundtrack made by legendary music hall with erhu, harmonica and so on. The animation public service advertisement of Three Monks does not have a word of narration. All of them use music to bring in, make old advertisement pictures with yellowing, and create images of short monks, noble monks, fat monks and bucket poles with concise lines. They need to go down to the temple hill to fetch water. In the plot, the three monks compare with each other and are reluctant to fetch water. When the mouse overturned the stove, the temple caught fire, the three monks cooperated to fight the fire. With high-frequency music, they set off a tense atmosphere, stimulated the audience's mood, and conveyed the central idea that unity is strength. The music rhythm in the animation public service advertisement of "Three Monks" can bring the audience's mood, produce pleasure, make the audience breathe with the advertisement, so as to better disseminate the mainstream values and transmit the positive energy of animation public service advertisement.



#### 4. The Application of Animation Public Service Advertisement.

Real-life public service advertisements specify all the goodness to a specific real-life hero, which can easily bring the public a sense of face-to-face preaching, thus creating a psychological exclusion. The animation public service advertisements use virtual scenes, beautified and even mythical omnipotent people and things to outline and all the animation image symbols that are beautiful in one. This kind of ideal expression is full of infinite beauty. Through the virtualization of cartoon animation elements, it reduces the rejection and repugnance of the audience for direct preaching, so that it is easier to concentrate and visualize the presentation we give. Its beauty and expectation.

In the background of Beijing-flavor music, animation public service advertisements only show through a Beijing-flavor shadow figure's low-carbon behavior of picking up garbage and planting trees along the way. They will show exaggerated birds and fish in the air at the same time, cooperating with the words "low-carbon life, starting from me, are you low-carbon today?" "To mimic the low-carbon life from me, animation public service advertisement" Low-carbon life from me to make the style of shadow play has the characteristics of shadow play, exaggerated creativity, with the "shadow figure" as a public welfare of the unrealistic show of the current social problems, imagine if a real person in the real environment to do this series of low-carbon behavior, how to connect? What kind of music should it be? Would you say that teaching means too much? Birds and fish will certainly not appear in the same picture, interesting and public welfare is difficult to combine, public welfare behavior can also make people remember deeply, attract people to think?

With the acceleration of the pace of life, people are more willing to escape the busy urban life and the real world, looking for the purest things in life. The animation public service advertisement can excavate people's innermost feelings.

#### 5. Conclusion.

With the development of China's animation industry, animation games, animation cartoons, animation advertising industry chain is becoming more and more complete, animation public service advertising compared to the real shooting of clips of traditional public service advertising, animation public service advertising can be easily presented with only one computer, complete animation public service advertising resources are more economical, lower cost. Our concern also shifts to the fact that only special eye-catching ideas can deepen the theme.

Aiming at the theme of "filial piety transmission", the traditional live-action public service advertisement "Washing Mom's Foot" broadcast by CCTV in 1999 belongs to the traditional storytelling public service advertisement. The public service advertisement "Washing Mom's Foot" shows that in the evening, a middle-aged woman washes her children's feet first and then their mothers' feet. The children see that the mother washes their mother's feet and the children also bring a basin of water. Tell mom to wash her feet and subtitle "Pass on your love". This kind of real-life public service advertisement, when shooting, will deepen the overall tone, preaching meaning is too strong, easy to produce the feeling of social and moral kidnapping, and even make people have a rebellious mentality. The animation public service advertisement "Love, More than" is an animation public service advertisement launched by CCTV on February 06, 2017, showing filial piety transmission. The circulation of love transmission is the creative idea of this public service advertisement. It starts with a little grandson wearing a red scarf bringing rice to his grandfather in a wheelchair. The little grandson goes out to do public welfare activities and grows up. The little grandson becomes an old grandfather in a wheelchair over time. The little grandson wearing a red scarf also brings rice to him... The transmission of love goes on and on, and the expression of the theme shines brightly. In the animation public service advertisement "China Dream Wa", filial piety takes the form of three generations of the same frame. The son wipes his father's back and the father washes his father's feet to show a dynamic and vivid picture, which shows the main idea of "filial piety from generation to generation" more directly and vividly. The animation public service advertisement makes people feel edification and edification in a smile, which is beyond the reach of the traditional real-life public service advertisement.

"Theme" is the soul of a public service advertisement. Theme goes first and style is changeable. Because the advanced technology guarantees that the creativity of animation public service advertisement can be extended indefinitely. The novelty of animation public service advertisement creativity can subvert the traditional creative thinking, and finally form a form of expression of public service advertisement that breaks the conventional way.

The animation public service advertisement has innate manifestation of virtual pluralism and multi-modality metaphor. The animation public service advertisement highlights the symbolic characteristics of the main body of cartoon characters. The animation public service advertisement has opened up a new narrative mode for the traditional public service advertisement and created a new mimetic symbol. The new narrative mode and the use of mimetic symbols make animation public service advertisements shorter and more concise, exaggerate humor, and make animation public service advertisements more in line with the modern aesthetics of the public. The rich audio-visual language of animation public service advertising strengthens the effectiveness and charm of cultural communication, expands the latitude and longitude of cultural communication of public service advertising, which is also the charm and effectiveness of animation public service advertising. From the first animation public service advertisement, we can not only see the process of media evolution, but also see the transformation of media aesthetics. The animation public service advertisement enriches the public's audiovisual, and truly achieves the communication effect of small efforts, shallow insights, and plays the role of awakening, prompting, enlightening and even influencing. The animation public service advertisement is the beneficiary in the environment of digital technology and media development. After the market put in and feedback, the society and the audience have fully recognized it. I believe that this young form of public service advertisement will flourish and play a strong role in promoting the main theme of society, advocating the mainstream values of truth, goodness and beauty, and the development of China's public welfare undertakings. The nation's spiritual civilization construction and the construction of a harmonious society contribute.

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