Research on the Influence of Traditional Cultural Symbols on Modern Advertising Design Based on Environmental Factors

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Abstract: While designing commercial culture in modern commercial advertising in China, various sounds, words, images, etc. will be imaged or narrative. Because modern commercials are closely related to urban environmental factors, they are naturally in the environment of a city, which has a great impact on the overall environment and appearance of the city. In addition to its own artistic and commercial value, it is also our country because it has the characteristics of reflecting the individuality of the city and the value of reflecting the humanities of the city, can accurately reflect the overall regional cultural characteristics of a city and reflect the characteristics of urban culture. The leader and main force of the urban landscaping design movement. In the design of modern commercial advertising in China, based on the influence of the urban environment, many symbols that reflect the traditional modern commercial culture have been added, which can effectively enhance the artistic and added value of the traditional culture of products in modern commercial advertising, and eliminate the average of traditional cultural products in commercial advertising. Qualitative, because it can re-encode the original commodity information in modern commercial advertising. This article deeply analyses the basic role and connotation of traditional cultural symbols in the development of modern commercial advertising design in China from the perspective of symbolic design, and analyses the reality of traditional commercial cultural symbols on modern commercial advertising design in the era of new market economy Function, put forward the method and strategy of the integration of traditional commercial cultural symbols adapted to the development of the market economy era and market environment and China's modern commercial advertising design concept, and put forward relevant application cases to interpret the inherent attributes of traditional cultural symbols and modern advertising design.

1. Introduction

For some traditional advertisements, in order to occupy a place in the advertising market and obtain a broader space for development, they have also begun to actively seek ways to develop, and seek to better by exploring the management and operation methods of traditional new media online advertising. development of. New media advertisements need to involve a lot of content and involve a wide range of fields. In addition to the influence of the current development trend of online media, the changing of the audience consumer group's acceptance of advertising editing needs has also had an important impact on the reliability of new media advertising editing effects. The effect of the new media advertisement editing also has a greater relationship with the environmental factors in the advertisement, which is helpful to evaluate and improve the effect of the new media advertisement editing and achieve the due effect of the new media advertisement editing.

At the same time, under the perspective of traditional economics and globalization, Western symbols have flowed into contemporary China in large quantities along with China's commodities, enterprises and entertainment industries. While enriching the cultural symbols of the basic quality of life of the people, it also brings serious overload of advertising information symbols [1]. The emergence of advertising symbols that are inconsistent with the connotation of contemporary traditional advertising culture in our country has increased the difficulty of people's correct understanding and use of advertising, and it has also severely eroded the uniqueness, nationality, and

historical design of our traditional advertising culture. Lu Xun once clearly pointed out in his collection of essays "San Xian Ji": "The development of traditional culture is the growth of world culture." Only the development of classic advertising culture and symbols can truly be widely recognized by the social world, and further emphasized The basic characteristics of the nationality and uniqueness of China's traditional advertising culture. The traditional advertising culture design of contemporary China has undergone 5,000 years of psychology and historical and cultural baptism. It has accumulated rich advertising cultural images and symbols with cultural connotation, and gradually developed into the development of contemporary and modern advertising companies. The development of advertising design and the importance of its creation Cultural source. How to fully integrate the traditional culture of our country in the traditional and modern advertising design of advertising companies, and create an advertising design that has the characteristics of our traditional advertising culture and describes the connotation of contemporary Chinese culture is a common concern of contemporary advertising companies and designers an important subject [2].

2. The impact of environmental factors on modern advertising

2.1 The direct influence of system design environmental factors on the production effect of advertising projects

The audience information of the media advertisement itself is an important factor and standard of the value and orientation of the design effect of the entire media advertisement editing scheme. If the information of the media advertising audience can directly attract the attention of the advertising audience, then to a certain extent, it can directly drive the development of the product market, and also achieve the effect of media advertising program design and editing. Therefore, the information that the audience pays attention to is also an indispensable important factor in the design effect of the editorial scheme of the media advertisement. Since the current value standard for measuring the design effect of media advertising editing schemes is mainly the psychological reaction and awareness of the audience in the process of media advertising, if the target audience of media advertising can resonate psychologically, or it will produce a certain psychological impact on the audience. Influenced by its influence on advertising, it will become a loyal customer of the brand in the future. Advertisement objects are a key factor to be determined and considered to achieve the effect of the design of the editorial plan of media advertisements, and also the main system environmental factors that need to be determined and considered first in the process of influencing the entire media advertisement. Therefore, after determining the target of media advertising, the scope of media advertising, the income of advertising objects, psychological characteristics, purchasing power, purchasing habits, etc. can all be taken into consideration in the design of media advertising editors. It can be seen that in the process of designing and editing media advertising schemes, it is an important prerequisite to determine and reasonably consider other system and environmental factors [3].

2.2 The impact of ethical and legal environmental factors on the effectiveness of advertising production

The process of enterprise advertising design and production must be designed and carried out within the scope of compliance with relevant national laws and regulations. Only designers with a good national legal norms environment can reasonably design and produce their own advertisements. Nowadays, the relevant laws and regulations of various domestic advertising industries are becoming more and more perfect, and the relevant legal regulations on corporate advertising are also becoming more and more detailed. For the design and development of advertising and advertising involved in the process of advertising production and dissemination, and advertising A series of work, such as propaganda and marketing, have made clear corporate legal ethics. Therefore, in the process of designing and editing advertisements, the production staff of advertisements must also be based on the law and the bottom line in compliance with the laws of the country, and can only carry out standardized advertisement design and editing production within the conditions and scope in accordance with the relevant national laws and regulations. In addition to the ad design conforming to

the relevant national legal and ethical regulations, it must also be restricted in its moral aspects.For example, in the process of ad design, attention should be paid to the religious beliefs and morals of the audience. Otherwise, not only can it not fully satisfy all The spread of design advertisements may even have a huge impact on the customers and consumers of the designed advertisements. Therefore, while paying attention to the design of corporate advertising communication effects, we must fully consider these influencing factors in the design and strictly follow the national ethics, so as to avoid the conflict between the designed advertising effect and the content of the ethics, and achieve more Good advertising production and dissemination effect [4].

2.3 The direct impact of technical environmental factors on the production quality and effect of advertising projects

The technical environmental factors are mainly computer digital information technology and information data processing technology in the mobile Internet era, which have an important influence on the production of advertisements and the advertising of enterprises. The main feature of computer digital information processing technology is that it has a greater influence on the production effect of advertising information and the improvement of its recognition. Nowadays, with the progress and development of modern scientific information technology, it is also hoped that more new technologies will have more impact on the effect of advertising information production, such as advanced digital information processing technology, storage technology and modern computer data processing. Technology, etc., is more and more widely used in the editing of online advertisements. No matter what kind of advertising media online media is, it can not satisfy all audiences at the same time, and it needs accurate positioning to attract and expand and consolidate the advertising audience. Different online advertising media need to establish their own characteristics and positioning, which can simultaneously meet the characteristics and needs of the advertising audience in their accurate positioning, but the characteristics and needs of other advertising audiences cannot be well satisfied, that is, many online advertising media need to be based on their own The advantages and characteristics of the company accurately position themselves and find a suitable advertising audience, which is more to meet the consumption needs of contemporary young people and cater to the consumption concepts of young people. Different media audience positioning will attract different customers and meet the needs of different groups of people, thereby effectively promoting the development and survival of various media. Some personalized media audience positioning is mainly leisure and entertainment, such as Hunan Satellite TV, and some personalized media audience positioning is mainly serious news newspapers, such as Southern Weekend ······ such personalized media audience positioning can effectively reduce the intensity of each other. Competition, so that the media can firmly grasp the consumer psychology of consumers and achieve the coexistence of advertising and consumers.

2.4 The impact of media symbiosis

Due to the diversification of the Internet message itself, the diversification of the audience's overall needs and the habits of various media audiences, and the stable needs of the overall audience of various media, it has also created an all-encompassing market in which all kinds of media can play. Use your own advantages, find your own consumer groups, and define your own media positioning. For this reason, in the dissemination of information on the Internet, the media not only have a competitive relationship, but also need to strengthen cooperation between the media, so as to better achieve the cohabitation of various media. The so-called media cohabitation is undoubtedly a necessary way for the survival and development of Internet media. In today's Internet environment where multiple media resources coexist, various media can compete for their own resources for their own survival and development, and can also compete among the media, and learn from the experience and lessons of the competition between the media to improve themselves. The development of the Internet should also be better interdependent, unite with each other, combine strengths and weaknesses, give full play to its own advantages, promote the continuous innovation of

the Internet media, promote the better spread of the overall media message, and meet the needs of the overall media audience. Expand the space for the audience to use the media.

3. The influence of traditional cultural symbols on advertising under the influence of environmental factors

At present, in the design and advertising creativity of many advertising products, more and more of the traditional cultural and artistic elements of China's ethnic minorities are fully used in modern advertising. Through the full use of the elements of our country's traditional culture, the culture of modern advertising is increased Sex and added value, eliminating the problem of homogenization of traditional cultural products in advertising. In the 1980s, the study of advertising semiotics has begun to develop as an independent advertising design discipline. The advertising industry has also gradually studied China's modern advertising design from the perspective of modern advertising semiotic design. The semiotic research and development of advertising provides a new research perspective.

3.1 Graphic cultural symbols

The pictorial symbol is an important way of modern advertising expression, which aims to expound its deep meaning by portraying or imitating the entity. Symbolist scholar Morris pointed out in related works that images are the main carrier of meaning in semiotics and the key visual symbols. As an important carrier of traditional Chinese folk culture, the Chinese traditional folk culture objects and images have extended its scope to many fields of folk culture, including religious beliefs, totem worship, and modern social and cultural life. The real objects and images of the sun, the moon and the stars also have various fictional figures such as animals phoenix, unicorn, brave, dragon and so on. In the Chinese tradition, bamboo symbolizes the resilience to life, longevity, happiness and spiritual truth. Bamboos are used as writing tools in Eastern countries. On the one hand, the structure of bamboo itself is easy to write, on the other hand, because of its tough character, it is rich in symbolic meaning. Throughout the ages, pine trees have always been loved by literati and calligraphers, are the objects of singing, and are also regarded as a symbol of longevity. In the late 1980s and early 1990s, the movie "The Mood for Love" was hit, and the cheongsam brought by Maggie Cheung suddenly set off waves in the fashion industry around the world (as shown in Figure 1). This is a traditional culture and aesthetic collision.

Figure 1. The shape of Cheong Man-yu cheongsam in the movie "A Mood for Love"

3.2 Indicative symbols

Between the object and the sign indicator, the sign has the meaning it refers to, and is often associated with a certain causality or a certain time and space. The indicators that refer to, or the importance of the relationship between performance, can show some common natural images, and

they can refer to some image features to help very much like the meaning of the finger to produce the goal it refers to the role. For example, road signs are the main indicators and signs of a road; doors are the main indicators and signs of the import and export of building products. The simplest and most effective advertising for Chinese civil society. Pandas usually advertise image performance in this way: tire armchair furniture and furniture and bicycle store ads are signs of advertising, a large scissors and metal furniture store advertising signs, some of which refer to It's all. Especially for mattress and furniture advertisements, employers prefer to use comfortable sleeping positions as advertising signs, while mattresses, refrigerators and furniture advertisements particularly prefer to use beautiful furniture and fresh vegetables and fruits products as advertising signs and indicators. Milk advertising the image characteristics of dairy cows as advertising signs are a more conventional method. From the perspective of the rapid progress and development of modern society and industry in China, the area of virgin forest has been increasing and decreasing year by year, causing the giant pandas in our country to endanger or even become extinct. In 1959, the Natural Heritage Conservation Fund officially adopted the giant panda advertisement as the logo of the Natural Fund, designed to remind people to protect and pay attention to endangered species, and highlight the organization's purpose of protecting the world's animals, as shown in Figure 2.

Figure 2. 1959 Natural Fund Organization logo

3.3 Symbolic symbols

The symbol of good luck there is no inevitable or intrinsic direct contact between the objects we quote. This is not the result of accidents or conventions. With reference to the auspicious lucky objects and the importance and access of our understanding, Lenovo is a long-term result and more the collection of personal experiences and feelings is a social custom. For example, there is a red peach that symbolizes the socialist revolution. Peach has longevity in the eyes of ancient Chinese. The word "fish" has a traditional cultural meaning that means that there are more than one month in Jiqing and more than one year. "Carp Leaping Dragon Gate" can also mean career success and the smooth realization of life dreams. Carp and dragons and phoenixes are auspicious, and they all indicate that we are lucky every year. For example, in the TV commercials of the 2008 Beijing Olympic Games, many advertisements and film and television works used shadow puppets, auspicious clouds, etc. as their symbols of auspiciousness. Among them, the shadow cloud image is an important embodiment of contemporary Chinese folk TV advertising art. It is a new TV advertising design attempt to integrate with the stronger, faster and higher advertising slogans of the Beijing Olympics (see Figure 3) [5].

Figure 3. Beijing Olympic TV poster

4. The importance and function of important elements and symbols of traditional folk culture in the ethnic minority areas of China in the design of modern TV advertisements and case design analysis

4.1 Enhance the added value of product culture in advertising

In the case of an increase in the number of consumers and commodities in the commodity market, consumers will naturally increase their choice of commodities that they can choose to purchase, and people will naturally place more emphasis on commodities when they choose to purchase commodities. The second cultural choice of cultural significance. In the psychology of any consumer group, sometimes the secondary cultural impact directly on the meaning of commodities is greater than the secondary cultural impact of commodities themselves on value. If the two commodities themselves have the same cultural material and function, then whose secondary cultural significance to the commodities will be more attractive to consumers, and their popularity and price in the commodity market and consumption are also naturally it will be greatly improved. We must see more clearly that the secondary culture effect directly produced by the meaning of advertising to commodities is greater than the secondary culture effect directly caused by the two links of production and product sales. Because the meaning of advertising can directly increase the secondary cultural significance and added value to the product, it can directly produce secondary cultural significance to the commodity. From this perspective, we can say that the meaning of advertising is the secondary cultural production of commodities.

4.2 Eliminate the homogenization of products in advertisements

In the current society, there is a huge wealth of commodities and many similar products. Therefore, each advertising company is also strongly about how to make its products and different ethnic minorities belong to public tastes and products in appearance, so consumer homogeneity is easier to understand and remember in appearance, thereby greatly increasing the desire to buy. Advertising is increasingly becoming an important means of homogenization and elimination. Because it can effectively help to shape an impressive product image of consumer goods ethnic minorities, and the production and design of these advertisements will not have a direct impact on any essential attributes and functions of ethnic minority products, but through the symbol Operation. Many of our ethnic minorities have a long history and culture. Many of them are used as advertisements as symbolic elements. The national symbol of some elements not only forms a beautiful appearance of advertising art, but also has rich cultural connotations. It can be said that the culture of ethnic minorities is an inexhaustible source of creative materials for its advertising designers. The heterogeneity of minority cultures is obvious. The symbolic elements with their national culture as their symbol can be advertised on consumers in other minority areas. It is very fresh and easy to remember.

Advertisement designers can go deeper and choose those unique cultural symbols and elements. Through reconstruction and optimization of the combined symbols to create a unique product design product image meaning and personalized homogenous products gradually form a personalized image.

4.3 Recoding product information in advertisements

Advertising is a kind of mass media work. In order to promote the spread to other commodities, it must be coded according to needs. In order to make it more fully adaptable to society, the promotion of the use of mass media must have the characteristics and characteristics of traditional culture. In particular, the non-conformity and unobtrusiveness are one of the keys. There are many elements and symbols representing the tradition and culture of ethnic minorities in advertisements. After long-term social life baptism of traditional culture, it has become a cultural heritage generally recognized by ethnic minority society. Therefore, people have long sought to give them new connotations of cultural symbols of ethnic minorities, use the connotations of these elemental symbols to re-express the ideas and values of ethnic minorities, and gradually develop a system of cultural symbols of ethnic minorities. It is necessary to use some elemental symbols representing the traditions and culture of ethnic minorities in commodities and advertisements, that is, by operating these traditional element symbols, re-encoding according to the main purpose and content of commodities and advertisements, using the connotation of these element symbols to express minority The connotation of national cultural symbols once again constructs an environment suitable for the image of ethnic minorities and the mimicry of values applicable to commodities [6].

5. Conclusion

Because of its broad and profound advertising design theory and challenging and effective advertising design methods, symbolic design has given the modern commercial advertising design field a new technological development and new business design thinking. Under the constraints of modern social environment, Chinese modern commercial advertising design should actively integrate into the modern international advertising design stage based on actively maintaining its own culture and national characteristics. Advertising design should actively draw on its own traditional culture and art style design, using modern international universal advertising design concepts and language, and closely integrate its nationality and cultural cosmopolitanism. Therefore, China's modern commercial advertising workers and designers themselves need to constantly organize and systematically refine the traditional culture and element concepts of the Chinese nation from the theoretical perspective of modern commercial symbol design. Recognize and explore its deep cultural meanings, so as to gradually increase the impact and role that it can directly produce in modern commercial advertising from perceptual knowledge to a rational understanding, which will form more attractive advertising products and consumers in the future Lay a solid theoretical foundation for own brand and success.

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