Win in the Unlimited Creation -- The Influence of Internet + on the Public Service Advertisements Design and Communication

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Abstract: The core concept word of "Internet +" is Internet. "Internet +" can make the public service advertisements design have a broad space to expand and extend through digital technology. The audience can be guided to participate in the communication and interaction through the "Internet +" feature, which can better arouse the audience's resonance. Internet can meet the audience's demand for information reception and feedback. "Internet +" era not only meets people's psychological needs for information interaction, but also provides innovative basis for the public service advertisements design and communication.

1. Introduction

Advertising is a high - tech industry with knowledge, talent and technology - intensive. Under the market economy environment, the public service advertising is faced with great challenges. The "public welfare" determines that public service advertising should be close to the public, and the purpose of publicity and education should be achieved. Greater attraction is needed to enable the public to actively participate. At the same time, public service advertisements should also achieve the publicity and education purpose. As an important field of advertising, public service advertising has a close relationship with the media liking the commercial advertising. With the improvement of science and technology, the traditional public service advertising can not meet the needs of society. "Internet +" has completely broken the original traditional way of information transmission, and the way of public service advertising transmission will also change. "Internet +" has completely broken the original traditional way of information transmission, and the public service advertising transmission way will also change.

2. The influence on the public service advertisements design

2.1 Design on public service advertisements for portal websites

Based on Javascript and other computer language support, portal website is an open application system providing information resource service. In the Internet portal, the general advertising show the advertising through the pictures, text, video and other forms. In public service advertisements, designers mainly enhance the expressive force of the design through Scroll Magic. It can vividly

express the design content. Public service advertisements on portal websites bring good experience to Internet users. At the same time, the portal public service advertising to achieve the public information dissemination accurate, efficient.
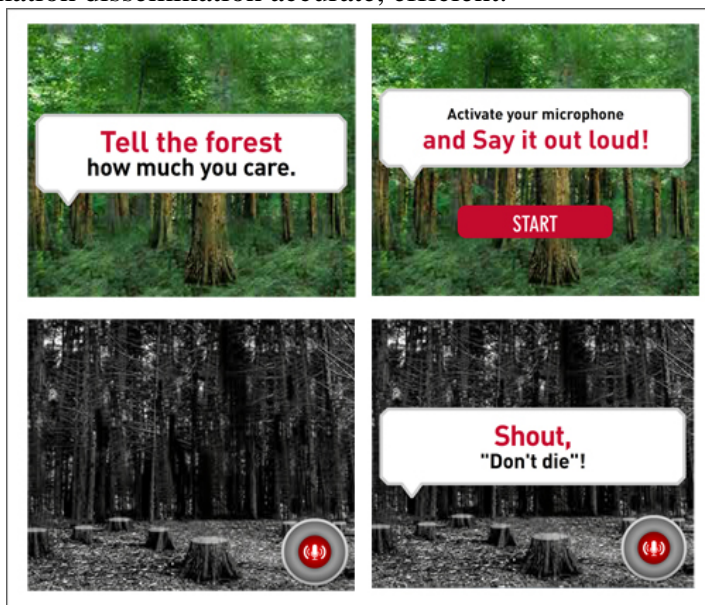

Figure1 Online public service advertising

Figure2 Floating public service advertising

The web width type advertisement is the earliest Internet advertisement form, which has the fixed advertisement layout in the portal website. According to the customers' needs, advertising space can be made into a specific size with GIF, JPG image format. From the characteristics of the portal advertising layout, we can also be seen as a web advertising. The online public service advertising is shown as the Figure 1.

Floating advertising can also be understood as floating layer advertising, which has independent advertising space in the portal website. It exists as a floating layer in a web page. Its characteristic is not occluded by any web page element, and it can support multiple simultaneous existence. The Floating public service advertising is shown as the Figure 2.

2.2 Design on public service advertisements for SNS

The SNS is Social Network Site, which is often interpreted as "Social Network Site".SNS is an application service that provides social network with Internet platform. It can also be regarded as a carrier of social information release. SNS is a social network platform based on personal network. It expands the personal network through the mutual relationship network among individuals, so as to realize the communication and sharing on resources. With the rise of SNS social network, many new forms of social network have been generated, such as Facebook, renren, sina weibo, QQ podcast and so on.

Microblog is a type with prominent interactive features in SNS social network. Microblog mainly focuses on the sharing and transmission of short words, which is more convenient and faster in interactive ways. Through the power of Microblog social media, it can expand the public participation. Microblog can put the government and social public welfare actions into practice, and finally improve the positive image of the government. The Microblog public service advertising is shown as the Figure 3.

WeChat is also a typical interactive representative in SNS social network, which can provide

users with instant messaging services. As a typical representative of interaction in SNS social network, WeChat brings different public welfare donations to public welfare undertakings with its different social function. The WeChat public service advertising is shown as the Figure 4.
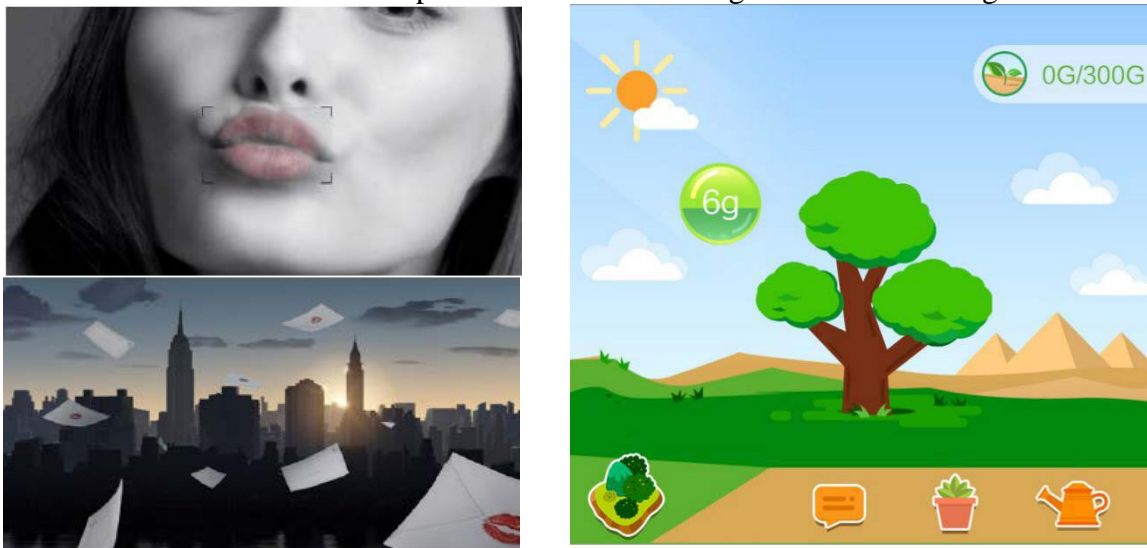

Figure 3 Microblog public service advertising   Figure4 WeChat public service advertising

3. The influence on the public service advertisements communication

3.1 The influence on communication form

In the era of "Internet +", the communication forms of public service advertisements are rich and colorful, which endows them with infinite possibilities. Public service advertising can be fully use of the heat IP strong transmission. For example, Public welfare virus video -- "so simple". On the one hand, it is a commercial advertisement that creatively utilizes well-known brands familiar to the audience. On the other hand, it is in line with the style of violent comics. Social media is characterized by strong interactivity. The current social media in China include QQ, Microblog, WeChat, etc. The "Internet red tide" in the era of "we media" has formed a fan group. Fan economy is generated based on network interaction, and its advertising communication form is a specific manifestation of strong interactive media.

3.2 The influence on communication carrier

Internet users are becoming more and more recreational and younger. Mobile phones are "walking network media", with the functions of entertainment, social contact and consultation are its. Mobile App has gradually become a common tool in the daily life of mobile users, covering food, clothing, housing, transportation and other aspects. In the era of "Internet +", the communication of public service advertisements on mobile media should be both entertaining and interactive. Public service advertisements can even be put into apps like many brands. There are a variety of news clients in the mobile application market. It is the extension of newspaper media, with the characteristics of regional orientation, channel orientation and time period orientation.

3.3 The influence on communication content

Public service advertisements can be specifically divided into five categories: social education, public service, ecological protection, charity assistance and government politics. In the era of "Internet +", media forms are ever-changing, and the public's sensory application is different. When formulating the communication strategy of public service advertisements, we should first try to attract the public's attention and interest. And then we should consider whether the public service advertising information is all deeply understanding, thinking and processing. So, in the process of communication, precise coding is required to reduce the cognitive difficulty and avoid the cognitive error. For example, it is not suitable for people with to make public service advertisements with profound ideas and obscure concepts, which is not good for people to understand the public communication content.

4. Conclusion

The Internet+ development trends is the platform content, which is also applicable to the "Internet +" era. If a public service advertisement is compared to a living creature, its manifestation is its skeleton, its content is its flesh and blood, and its view is its soul. In the selection of public service advertisements, only when they are related to the interests of the public, can they exert a positive influence on the public in terms of ideology.

Acknowledgement

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