

Difficulties and Countermeasures of Public Service Advertising in the Context of New Era

Jingdong Li*

Inner Mongolia University of Finance and Economics, Hohhot, China

**corresponding author*

Keyword: new era, public service advertising, predicament, countermeasures.

Abstract: Public service advertising has always been an important window for the Party and the government to publicize the construction of national culture and spiritual civilization. For a long time, due to the constraints of operating mechanism, creative level and management policy, public service advertising in China has not played its due role. Under the background of the new era of socialism with Chinese characteristics, how to play the market function, guide enterprises to take active social responsibility and serve the public interests is a problem that the current government, enterprises and media units need to solve together.

1. Introduction

The Nineteenth National Congress of the Communist Party of China established the historical position of Xi Jinping's socialist thought with Chinese characteristics in the new era, and set the grand goal of building a well-off society in an all-round way and opening a new journey of building a socialist modernization country in an all-round way. Based on this new situation, public service advertising will become an important bridge and link for propaganda of the new era, new weather and new journey, as well as an important part of promoting cultural development and prosperity in China.

2. Recognition of the Function of Public Advertising in the New Era

2.1. Public Service Advertisements will Play an Important Role in Disseminating Socialist Core Values

Public service advertising is an advertising campaign serving the interests of the public. Its essence lies in setting up correct values, arousing public attention to social problems, and regulating people's behavior, so as to lead the social fashion and promote the progress of social morality and human civilization. [1] in November 2012, the report of the 18th National Congress of the Communist Party further clarified the core values of socialism, namely "advocating prosperity, democracy, civilization and harmony, advocating freedom, equality, justice, rule of law, advocating patriotism, professionalism, integrity and friendliness", respectively, expressing the core value system of social dominance in China from the national level, social level and individual behavior level, and serving the society. The public has pointed out the direction and goal. As a window of

communicating the Party's and state policies and spiritual concepts, mass media should take on the propaganda task of socialist core values as a matter of course. Through public service advertisements, we can express and interpret the essence of socialist core values in a way of life and the theme of being close to the people, thus producing good social effects. Especially in the Opinions on Cultivating and Practicing Socialist Core Values issued by the Central Committee of the Communist Party of China, it is clearly pointed out that "using public service advertisements to disseminate the mainstream values of society and to lead the civilized fashion", which fully affirms the positive role of public service advertisements in the process of disseminating our socialist core values.

2.2. Public Service Advertising has Become the Main Means of Spreading Moral Education and Building a Harmonious Society

The function of public service advertisement is mainly embodied in the dissemination of mainstream values, advanced culture and noble sentiments. It is an important propaganda tool for the construction of socialist spiritual civilization in China. The value judgment and value pursuit embodied in public service advertisements are combined with high-grade ideological and artistic qualities, and through non-compulsory propaganda, they can guide people to establish a new atmosphere and normalize people's behavior. Public service advertisements usually use radio, television, newspapers, posters and Internet as communication tools to vividly and meticulously penetrate the mainstream cultural awareness into people's thinking, such as environmental protection, discipline and law-abiding, respect for the elderly and children and other aspects of social morality, social order and other cultural information transmission. At the same time, because public service advertisements focus on the social public's living environment and social order, it helps people form a consensus in improving moral cultivation, so that citizens can live in harmony. With the help of public service advertisements, the state and the government can promote the public's concern, thinking, understanding and recognition of social issues, close the distance between the government and the people, strengthen the feelings and contacts with the people, and facilitate the establishment of a good government image and promote social stability.

2.3. Public Service Advertising Helps to Establish Brand Image and Win the Trust of the Public

From the traditional definition, public service advertisement is a non-commercial advertisement serving the interests of the public. Its prominent feature is that it is not for profit, and has a strong appeal. It disseminates the mainstream ideas and advanced culture of society through the mass media, so as to make a certain consciousness deeply rooted in the hearts of the people. Since 1986, when CCTV first broadcasted "Broadcasting and Advertising", China's public service advertising has developed for more than 30 years. With the establishment and continuous improvement of the socialist market economic system, the function and significance of public service advertisement are also changing, and its concept is not limited to the traditional definition. The main manifestation is that public service advertisement provides new ideas for the dissemination of commercial advertisement, and its connotation is also changing, presenting the characteristics of "public service" and "commercialization" of commercial advertisement. For example, in the late 1990s, with the increasingly fierce competition in the drinking water market, the Nongfu Mountain Spring Company won the market through the public service advertising campaign of "every bottle of farmer spring donates a penny for children in poor mountainous areas", and the public service advertisement of "washing feet for mother" issued by Kazakhstan Pharmaceutical Sixth Factory on CCTV aroused strong repercussions in the society, and the advertisement was effective. It also

spread the traditional virtue of filial piety as the first of the Chinese nation, and set up a good image for Kazakhstan Pharmaceutical Group in the public.

3. The Dilemma of Public Service Advertising in China

Although China's public service advertising has made great progress in the past decade and played an important role in leading the culture and spreading advanced ideology and culture, there are still large gaps and problems to be solved urgently in terms of operation mode, creative level and policy support compared with developed countries.

3.1. Public Service Advertising is Dominated by the Government and Lacks Market-oriented Operation

Since the reform and opening up, the public service advertisement in our country has made great progress under the guidance and support of the government. Public service advertisement has also become one of the important ways of communication between the government and the public. In view of this, many public service advertisements still remain at the level of political propaganda, ignoring the basic communication effect and guiding role of advertising. The specific manifestation is that the form of advertisement is single and the content lacks vividness, which is mostly confined to slogans or slogans. Advertisements such as "Protecting the environment, everyone is responsible" and "Please abide by traffic rules" lack the sense of interaction with the general public, which makes it difficult for such public service advertisements to arouse the recognition and resonance of the audience, and is not conducive to the healthy development of the industry. At the same time, due to the fact that Chinese government departments are usually sponsors of public service advertising, enterprises and associations participate less, the government departments spend a lot of energy on the specific organization and work arrangement of public service advertising activities, but lack of correct guidance in the establishment of market-oriented operation mechanism. [2]In this regard, the Japanese model is worth learning and learning from. In addition to the government, there are also a large number of enterprises participating in cooperation, investing in the production of public service advertising, and using media cooperation agencies to push resources, forming a set of public service advertising communication system. It can be seen that compared with developed countries, there is a certain gap in the mode of operation and the level of production of public service advertising in China. The main reason is that the relevant government departments do not play a very good role in the market.

3.2. Enterprises have not Fully Realized the Social Effects of Public Service Advertising.

Public service advertisements in China are mainly promoted by administrative means, while the energy of enterprises is mainly focused on commercial advertisements for profit, and the investment in public service advertisements lacks consciousness and initiative. Some enterprises think that public service advertisement only cooperates with the propaganda activities of government departments, while others think that public service advertisement is to make money by losing money. Obviously, many operators have not realized that the survival and development of enterprises can not be separated from the external conditions of the public environment. In fact, enterprises can express a sense of responsibility to the society by means of public service advertisements and transmit a positive energy, which can win the public's trust in enterprises, help to shape a good image of enterprises, and thus promote the long-term development of enterprises. As early as the 1980s, many well-known companies in western countries realized the commercial value of public service advertising for enterprises, such as Procter & Gamble and Coca-Cola,

which invest hundreds of millions of dollars in public service advertising activities every year, in order to establish corporate image and expand brand influence. According to relevant media reports, corporate-led public service advertising in western developed countries has accounted for about 40% of the total public service advertising. Especially, some multinational corporations devote themselves to the design and dissemination of public service advertisements, such as General Electric's "Lighting up Life" and IBM's "Four Seas and One Family". With the continuous publication of its brand concept by the media, people can understand the ideas and connotations of public service advertisements and remember the brand of enterprises at the same time. [3]

3.3. Limitations of Public Service Advertising in Content Selection and Creation Level

Generally speaking, public service advertising requires not only creators with profound professional knowledge, but also a sense of social responsibility and keen insight. Advertising creativity should be easy to understand and popular. Therefore, compared with commercial advertising, the level of creation of public service advertising is relatively higher. At present, the level of creation and design of public service advertisements in China is relatively low, especially the classical works which are deeply loved by the public are rare. From the point of view of content selection, public service advertising has a high degree of integration with events, most of which are "speaking with facts", such as welcoming the Olympic Games, earthquake relief, God Five and other works, showing that the government-led public service advertising theme is not rich enough to meet the public's needs for the comprehensive development of Chinese culture and socialist spiritual civilization. From the point of view of creative design, many public service advertisements not only do not get rid of the way of preaching and directives, but also lack creativity and artistic appeal. They mainly stay on the information of relevant events. After the events, the public's attention declines rapidly, which can not reach the long-term effect of public service demands. In addition, some local governments even plagiarize the network bridge section to express vulgarity and elegance, which deviates from the original intention of public service advertising.

3.4. The Insufficient Financial Guarantee and Policy Support for Public Service Advertisements

Compared with commercial advertisements, public service advertisements are usually not for profit, but propaganda activities serving the public interest. Therefore, the publicity of public service advertisements is extensive and complex, which requires more financial support. At present, the fund of public service advertisement in our country mainly comes from the input of government departments, some enterprises and advertising companies, and has not yet formed a benign and stable fund supply guarantee mechanism. Especially the lack of confidence in investing in public service advertisements makes it difficult for public service advertisements to achieve healthy and substantial development in the market economy. [4] The main reasons are as follows: on the one hand, it is difficult for public service advertisements to take the leading position in the business activities of enterprises, or most small and medium-sized enterprises have not yet realized the positive role of public service advertisements in establishing the image of enterprises; on the other hand, due to insufficient incentive mechanism and support policies of the state, as well as the lack of better protection of intellectual property rights of enterprises, enterprises are in the public interest. The investment in advertising is not respected and rewarded as it should, which affects the confidence of enterprises in investing in public service advertisements.

4. Measures to Promote the Effective Dissemination of Public Service Advertisements in the Context of the New Era

4.1. Optimize the Operating Mechanism and Give Full Play to the Market Function

Public service advertisements are usually implemented by enterprises, advertising companies and media units under the leadership of the government. Therefore, it is an important guarantee for the effective operation of public service advertisements to establish a long-term mechanism suitable for the development of public service advertisements in China, to straighten out the relationship between participants, to divide labor and cooperate, and to give full play to their respective advantages. Firstly, the government should change its role, moderately weaken the leading role, and make the market the main body of public service advertising through macro-control and micro-guidance. On the premise of defining the core ideas and themes of public service advertising, the government should give full play to its influence and dissemination, improve the incentive mechanism, and mobilize enterprises, advertising companies and media units to participate in public service advertising activities. At the same time, in view of the fact that public service advertising can promote and cultivate the long-term development of enterprises themselves, enterprises should consciously provide strong financial support for public service advertising activities, and tap public service themes according to the actual situation of enterprises. Advertising companies should play a guiding role in the communication with customers, improve their creative level, and make suggestions for public service advertising activities. Media units should take the initiative to assume the responsibility of the publisher of public service advertisements and create a good environment for the dissemination of public service advertisements.

4.2. Foster Corporate social Responsibility and Disseminate Public Service Advertisements Widely through Media Convergence

In the current market environment, due to the similarity of business philosophy and the convergence of technology and management, product homogeneity is becoming more and more serious, which often makes consumers feel at a loss in the process of shopping. How to stand out in the fiercely competitive market is a serious problem faced by every enterprise. Public service advertisement will be an effective way to solve this problem. It can not only improve the goodwill of enterprises and implement differentiation, but also win the trust of the general public. Therefore, whether based on the consideration of social responsibility or market consolidation, enterprises need to actively carry out the communication activities of public service advertising. By seeking the best combination of commercialization of public service advertising and public service of commercial advertising, enterprises can display their brand through public service advertising, and public service information can also be transmitted in commercial advertising. The dissemination of public service advertisements can not be separated from the configuration and application of various media. With the rapid development of Internet technology and new media, in addition to traditional media, new communication tools such as micro-blog, micro-messaging, APP, small programs and so on are increasing and being used one after another. It is not only the need of the construction of spiritual civilization, but also the embodiment of social progress to disseminate public service advertisements and promote national culture and socialist core values. Therefore, to carry out public service advertisement publicity, we should not only make good use of mass media, transportation and public places, but also use new media tools to implant public service advertisements into websites, Weixin, Weibo and mobile apps, so as to create a strong atmosphere reflecting Chinese civilization and advanced ideas.

4.3. Raise the Level of Creative Design and Enhance the Artistic Appeal of Public Service Advertisements

Advertising is a mainstream art form of communication, and artistry is its inherent requirement. The theme of public service advertisement usually comes from historical culture and real life, but its sociality and ideological nature require that the connotation of advertisement works should be concentrated culture, higher than life. Therefore, to create high-quality public service advertisements, employees need to have a higher professional quality, creative level and sense of responsibility. In the topic selection of public service advertisements, we should not only carry forward national culture and traditional morality, but also care about people's livelihood; in the form of creation and artistic expression, we should be rich and colorful, flexible and diverse, and use scientific and technological means to inject modern flavor and fashion elements into public service advertisements. For example, to show the great rivers and mountains and splendid culture of the motherland, we should not only admire the eyes but also edify the soul so as to stimulate people's patriotism; to educate people through small incidents in life so as to promote harmonious coexistence and civilized politeness among people; and to enhance people by showing earth-shaking changes and prosperity in various fields of economy, politics and culture since China's reform and opening up. Our sense of pride and happiness will strengthen Xi's belief in a socialist country with Chinese characteristics in the new era.

4.3. Strengthen the Financial Guarantee and Increase the Policy Support

The production of any advertising effect can not be separated from the investment of funds, and the development of public service advertising also needs sufficient funds as a guarantee. On the one hand, government departments can set up special funds for public service advertisements, make overall plans and make special funds. On the other hand, they should cultivate public service awareness and social responsibility of enterprises and guide them to become the main investors of public service advertisements. For example, enterprises are encouraged to invest in public service advertisements by purchasing and setting up funds and sponsoring public service activities. They can also determine the theme of public service advertisements through public bidding to obtain financing, or transfer the right of sponsoring, naming and publishing public service activities to obtain economic benefits. At the same time, the government should also give preferential treatment and incentives to enterprises engaged in public service advertising in tax policy, and increase investment in the distribution of funds for public service advertising in underdeveloped areas, so as to narrow the gap in the level of public service advertising and ensure balanced development.

To sum up, under the background of the new era, increasing the dissemination and promotion of public service advertisements is a task shared by the government, enterprises, social organizations and media units. It is necessary to construct an effective operation mechanism, provide perfect funds and policy guarantees, actively play the leading role of enterprises, and develop various new communication channels with the help of the advantages of the Internet in order to effectively disseminate advanced culture. Establish a new atmosphere to achieve mutual benefit and win-win goals.

References

- [1] Liu Xiaoxia, Cheng Litao. *Public service advertising and the dissemination of socialist core values [J]*. Beijing: *People's Forum*. 2015 (20), 134-136. (In Chinese)
- [2] *Reflections on the current situation and development direction of public service advertising [N]*. Beijing: *China Business Daily*, 2015.11.24. (11th-12th edition) (In Chinese)

- [3] Hu Tenggui. *Research on Government Regulation of Public Service Advertising [D]*. Shanghai: Master's Thesis of Donghua University, 2017.15-23. (In Chinese)
- [4] Zeng Yucheng. *The current situation, problems and Countermeasures of the development of public service advertising in China [J]*.Beijing: *Media*, 2017 (04), 68-70. (In Chinese)