

A Study on the Storytelling of TV Public Service Advertisements from the Perspective of Communication

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Keywords: Communication, TV public service advertisements, Storytelling

Abstract: Communication believes that in any mass communication process, we should attach importance to the initiative of the audience, and mass communication should not only complete the task of making the audience accept, but also complete the communication effect of making them accept. Excellent TV public service advertisements not only arouse the attention and love of the audience, but also reflect good social benefits and social values. The creation of storytelling TV public service advertisements lies in how to tell good stories, arouse social emotional resonance and sublimate the public service theme. This paper attempts to analyze and discuss the storytelling strategy of TV public service advertisements from the perspective of communication, expounds the characteristics and existing problems of TV public service advertisements, and finally puts forward the storytelling idea of TV public service advertisements, so as to make the storytelling appeal of TV public service advertisements even higher.

1. Introduction

Television public service advertisement is a beacon of society, which can popularize mainstream values, unite social consensus, spread civilized ideas, inspire the public spirit and lead the new trend of the times. The spread of TV public service advertisements mainly relies on the creativity of content and the innovation of expression to attract the public and arouse their spiritual resonance, so as to spread beneficial moral concepts, codes of conduct and human social thoughts, civilization and culture to the public[1]. Because stories are narratives of human experience, and human knowledge fundamentally comes from the experience of plots, it can be considered that knowledge, theories and concepts in people's minds exist in the form of stories, or at least are input in the form of stories. Communication is the study of all human communication behaviors, the occurrence and development law of communication process and the relationship between communication and human society. Television public service advertisement is a part of communication science, which mainly refers to non-profit advertisements spread through the media[2]. Compared with TV public service advertisements, the media also plays an important role in the communication of TV public service advertisements, which can influence the communication behavior and concept of TV public service advertisements. The creation of storytelling TV public service advertisements lies in how to tell good stories, arouse social emotional resonance and sublimate the public service theme.

2. Characteristics of TV Public Service Advertisements

Television public service advertisement refers to a non-commercial advertisement that advertisers make professional use of film and television technology to serve the public and spread the concept of public welfare in order to standardize and improve people's behavior and alleviate and solve social problems. Television public service advertisements have changed from the government's advocacy to the active participation of the media, social groups and individuals, and their production has become increasingly professional and exquisite[3-4]. The attention of TV public service advertisements has also increased with the increase of launching efforts.

The essential attribute of TV public service advertisement is public service. Because it is not to

stimulate consumers' buying behavior, not to obtain commercial returns, but to spread some scientific positive values, the purpose is to raise public attention to social problems, so as to guide people to standardize and improve their own behavior. This positioning is mainly defined from the perspective of the content and function of TV public service advertisements. It intentionally avoids the structural problems of TV public service advertisement operation management, which is a relatively broad generalization, but on the whole, it is in line with the existing national conditions of TV public service advertisements in China and has certain universality and guiding significance.

Only when TV public service advertisements come from reality and are rooted in life can they convince people by reasoning, and on the contrary, they give people the suspicion of being false. Stories maintain people's hearts. When mutual values, beliefs and moral norms are intertwined, the creator's ideas will naturally become a reality in the audience's mind[5]. Its artistic charm is the expression of external beauty, which can bring people the enjoyment of beauty. At the same time, the noble citizen image and traditional virtues promoted by TV public service advertisements and the good social atmosphere are also the embodiment of internal beauty in content and the edification and cultivation of spiritual beauty, so it is aesthetic. With the continuous development of human life and social progress, the form of media has changed greatly, and it also plays an important role in the spread of TV public service advertisements.

3. Problems Existing in the Storytelling of TV Public Service Advertisements At Present

3.1 Out of Touch with the Public Cultural Service Function

Under the background of building a harmonious society, it has become an urgent historical task to vigorously promote public cultural services, improve the basic public service system, build a service-oriented government, and constantly improve and protect the rights of the public. China's current TV public service advertisement operation model has obvious problems. Fundamentally speaking, these institutional and operational problems are actually the degree of marketization. There is no harmonious relationship between government functions, media roles and corporate concepts that is equal, interlinked, fair, just and mutually beneficial[6].

The TV media ignores the persistence of “media publicity” and its own “reputation management”, which reduces the credibility and brand value of the media itself and is not conducive to the transmission of social responsibility and the play of its own functions such as environmental monitoring and public opinion guidance[7]. It has seriously affected the expression of the communication effect of TV public service advertisement, which has always been a typical representative of public welfare undertakings, and its shortcomings undoubtedly limit the realization of the public cultural service undertakings' goals of public welfare, justice and openness. It is impossible to mobilize the enthusiasm of the whole society to participate in public welfare to the maximum extent, and it is also not conducive to the maturity and sustainability of market operation, so it is impossible to achieve the goal of equal, diverse and standardized operation of public cultural services.

3.2 Lack of Innovation

Creativity is the soul of advertising, and it is also the key factor whether advertising can achieve the ideal communication effect. At present, the lack of creativity in TV public service advertisements generally reflects the high similarity of advertising creativity, and the forms adopted are basically the same. Most public service announcements lack creativity, national characteristics and innovation in the performance of the characteristics of the times. Therefore, it is difficult for such TV public service advertisements to attract audiences and make them accept advertising information[8-9]. The TV public service advertisements with the theme of saving water in China are similar in creativity. Most of the works are based on the horror of showing the land cracked and nothing grows due to lack of water, which reminds people to save water resources.

3.3 Single Form of Expression

Successful advertising needs excellent forms of expression. If an advertisement is to be accepted by the target audience successfully, it must accurately grasp the target audience's best interests and make use of unique forms of expression to be effective. The theme of TV public service advertisement needs to be deeply analyzed, given a clear positioning and targeted, in order to maximize the advertising communication effect. In China, there are widespread superficial problems in TV public service advertisements. However, in the creation of TV public service advertisements in China, especially in the advertising copy, some of them are too exaggerated, which leads to the untrue content. Therefore, not only can they not inspire people's hearts, but they will also cause the audience's resentment.

4. The Storytelling Strategy of TV Public Service Advertisement from the Perspective of Communication

4.1 Multi-Integration of the Main Body of TV Public Service Advertisement Operation

Media comes down in one continuous line with the development of human productivity, culture and civilization. In today's society, TV public service advertisements, as a special form of human information dissemination activities, are published by government departments, social public institutions, enterprises, media and other units, groups or organizations, which are not for profit and seek social public interests[10]. In this context, the contents, forms and channels of TV public service advertisements also change with the trend, seeking new creativity and development.

For the integration of TV public service advertisements, the most common proposal is to establish a specialized third-party TV public service advertising agency. First of all, the government should provide a relaxed policy environment for enterprises. Using the means of legal policy to affirm and encourage the public welfare actions of enterprises can enhance the consciousness of enterprises to participate in public welfare from the source. Secondly, we should be flexible in financing methods, and finally, we should constantly improve the operation of public welfare funds in financing management. For example, in the application, an expert group for project evaluation should be established to ensure the authority and credibility of the evaluation results.

Communication believes that in any mass communication process, we should attach importance to the initiative of the audience, and mass communication should not only complete the task of "receiving" the audience, but also complete the communication effect of "accepting" it. Therefore, as the receiver (not the subject) of TV public service communication, the voice and opinions of the public can not be ignored. Therefore, after completing the multi-integration of TV public service advertisements, we should take the feedback from the public as a measure of the success or failure of the integration and as a criterion of the success or failure of social TV public service advertisements. Excavate the inner meaning of the story, create a wonderful situation in the story, and leave imagination space for the audience with charming language and poetic narrative techniques.

4.2 Enrich Creative Expression Forms

Advertising creativity is not only the content of creativity, but also the form of creativity. As the soul of advertising, the form of advertising creativity is also an important force that cannot be ignored. TV public service advertisements affect the public's spiritual and moral judgment and the direction of examining values. Therefore, TV public service advertisements should pay attention to their important role as a social value orientation and pay attention to the timeliness of content demands. TV public service advertisements are more about letting the audience accept the contents of advertisements and gain resonance, thus generating psychological interaction and fully realizing and feeling the importance of advertising information.

The theme of TV public service advertisement is the soul of story narration, and the narration is carried out according to the theme. Only the emotions recognized by the public are common and positive. Narration is carried out by reflecting the narrative space of real life and returning to the civilian perspective of human concern, and the theme is properly condensed and refined into the

narrative, so that the audience is infected and accepts the moral principles and value standards implied in the theme narrative, making the expression of major themes more “grounded” and sublimed subtly. TV public service advertisements can show strong emotional tension through the story-telling picture language. Combined with the editing skills of split screen and the contrast of news background sound and music, the TV public service advertisements can vividly interpret the story of every China person with pictures and write the development history of China.

4.3 Storytelling of National Culture

Different from commercial advertisements, TV public service advertisements mainly show a beautiful moral sentiment, a desire or a feeling instead of selling a commodity, so as to promote communication and understanding between people and between people and enterprises. Therefore, TV public service advertisements should accurately target the audience. From the perspective of communication, the reason for the story-telling trend of TV public service advertisements is mainly caused by the psychological needs of the audience and the particularity of TV media. The essence of TV public service advertisement is to spread some public service information to the public. In order to better spread TV public service advertisements, we should comprehensively promote the media development of TV public service advertisements.

National culture is a distinctive culture formed by a nation in its long-term productive labor and social life, and it is one of the signs of differences with other nationalities. National culture affects people's thinking habits, moral norms, value orientation and behavior patterns. Therefore, the use of national culture can reflect the difference of creativity, make the works have national characteristics, and at the same time, it is easier to gain the recognition and goodwill of the audience, narrow the psychological distance with the audience, reduce the communication resistance and maximize the communication effect.

Making good use of local cultural elements in China to form creative discourse of TV public service advertisements with China characteristics is the survival foundation and development source of TV public service advertisements in the new situation, and it is also the strength to cultivate the creativity of TV public service advertisements in China and an important means to promote the development of cultural and creative industries in China. Combine artistic expression with documentary images, adopt the artistic way of large-scale expression, show the spiritual core to be expressed by documentary and other means, and strengthen the representativeness of the story through the typical shaping of typical characters, so that the works have strong visibility and persuasion.

5. Conclusions

Communication is the study of all human communication behaviors, the occurrence and development law of communication process and the relationship between communication and human society. Television public service advertisement is a part of communication science, which mainly refers to non-profit advertisements spread through the media. In terms of communication speed, the story-based TV public service advertisements often have a strong mass base and a circle-breaking attribute, which can help TV public service advertisements to achieve faster and better communication effects. Story-based TV public service advertisement creation lies in how to tell a good story, to move people with emotion, to arouse the emotional resonance of the audience, and to make the concept of public service deeply rooted in the hearts of the people. Only by comprehensively using various media and improving creative strategies can TV public service advertisements better spread social civilization and culture such as public welfare, charity, honesty, friendliness and care to the audience in a timely and effective manner. This is the requirement of Scientific Outlook on Development and the need of building a harmonious society.

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