

Research on public service advertising communication strategy under the media integration environment

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Abstract: In the era of the Internet, technological empowerment of new media has eroded the authority of traditional mainstream media, and the failure of communication channels has led to the loss of discourse power. Media integration has shifted from an early market logic driven by revenue to a new type of mainstream media driven by political logic. In their speech on August 18th, national leaders proposed to accelerate the integration and development of traditional and emerging media, and mainstream media should actively layout the construction of the central kitchen, Enable the "main force" to seize the main position of public opinion and regain discourse power through the construction of a three-dimensional fusion matrix. In this context, this article analyzes the communication characteristics of public service advertising in the era of integrated media through literature review and case analysis. Based on this, it analyzes the live broadcast communication of anti fraud police officer Chen, and proposes innovative strategies for public relations advertising communication.

1. Introduction

Public service advertising is an important window reflecting the social ideology of the Party and the country, and has entered the stage of public participation and co construction in the context of integrated media. ^[1]The media audience's awareness of autonomy has unprecedentedly increased, and they have gained extremely high discourse rights in social media. With this, information transmission and public service advertising communication have shifted from one-way persuasion to communication and interaction. ^[2] The audience's requirements for the quality of public service advertising works are also increasing, and the threshold conditions for choosing to accept them have become even more stringent. In this situation, how to grasp the opportunities and challenges brought by media integration in the dissemination of public service advertisements by party media in China, and prevent the droplet of discourse transmission, is an urgent problem to be solved. This article analyzes the case of "Anti fraud Police Old Chen's Live Broadcast Becoming Popular" and proposes innovative strategies on how to make good use of the opportunities brought by media integration to enhance the dissemination of public service advertisements.

2. Analysis of the Live Broadcast Communication of Anti fraud Police Officer Chen

On September 2, 2021, a live video clip titled "Anti fraud Police Officer Lian Maixi Factory

Grandpa" was disseminated online. In the video, Chen Guoping, an anti fraud police officer affiliated to Qinhuangdao, Hebei Province, used the live broadcast function of the Tiktok platform to carry out anti fraud propaganda. During the live broadcast, he accidentally connected with the anchors such as the "grandfather of the Western Factory" and the "women's wear tycoon", and the other side was instantly intimidated by a police uniform, which made the scene extremely dramatic. On the evening of September 3, Chen Guoping, an anti fraud police officer, launched live connection with multiple anchors by means of Tiktok live connection PK. Later, the topic of "When Live PK Encountered Anti fraud Police" on the memo quickly made it onto the hot search list of many social media, becoming the first hot list of Tiktok, the top hot list of today's headlines and the top five hot search list of Sina Weibo.

2.1 Create new government media as a new subject of publicity

Government new media refers to accounts or service windows opened by national administrative power organs at all levels, party media newspapers, public institutions, and their internal institutions on third-party media platforms^[3] such as Weibo official WeChat, People's Daily, and Zhejiang Publishing, as well as self-developed and constructed mobile clients such as "Zheli Office". Relying on the interactivity and sharing of social media, government communication has shed the noble and serious expression of the subject^[4], torn off the label of "Mandarin", released new vitality, and made government communication more grounded and accepted by the people.

The account "Anti fraud Police Old Chen" registered by anti fraud police Chen Guoping on Tiktok also belongs to the new government media. He uses Tiktok live broadcast to obtain traffic, and his kind image is coupled with civilian language to welcome the audience in the live broadcast room. The media image of the police is often serious and tall, but his language expression is in contrast to the audience phenomenon, attracting a large number of "crowd" audience. Chen Guoping said in an interview that "where the people go, we go (propaganda)". In the live broadcast of real-time communication, Chen Guoping's witty language expression won the audience's favor, and gained 5.773 million Tiktok fans. It utilizes the internet celebrity effect to promote the secondary spread of the event and increase its impact.

2.2 Skilled use of live streaming platforms to connect network circles

Social media apps such as Tencent QQ, Sina Weibo, and WeChat APP have the characteristics of diverse connections and high intensity of interaction. The return of online users' freedom of speech has brought more strong connection models, resulting in the consequences of audience separation. ^[5]Professor Peng Lan believes that the network's "circle layering" includes both "circle layering" and "hierarchical layering". ^[6]The former is based on a social relationship that people actively seek, while the latter has a passive attribute. The circle in the network includes the transfer of strong connections in real social relationships, as well as the interest circle, subculture circle, etc. in internet relationships. The network circle maintains the connection between members and the circle through interests, belonging, interests, etc., and formulates corresponding behavioral norms to constrain the ideological and behavioral expressions of its members. The formation conditions of modern public opinion have undergone structural changes, and the stratification of public opinion has led to the "Balkanization" of the online opinion field, making it difficult to form a unified public opinion. ^[7]As a government media, "Anti fraud Police Old Chen" borrows the function of Tiktok Live PK, and randomly connects with other Tiktok anchors of different types for live broadcast to achieve "platform breach"; The live demonstration of the process of dressing up as a man by a female costume anchor achieves a "technical breakthrough"; Live room users participate in the live broadcast through likes and comments to achieve "acceptance breaking", resulting in a promotion

effect of "one plus one greater than two" and causing content to become popular.

2.3 Revealing backstage performances to reach the audience with "authenticity"

American sociologist Owen Goffman proposed the "parody theory" in his book "Self Presentation in Daily Life." He believed that social life is a stage, and when people perform on stage, they obtain different behavioral norms based on the audience's type, and express an image that is accepted by others and society, such as the image of a man as a father in front of his children, And in the workplace, one may have to play the role of a doctor. The backstage corresponding to the front desk is a place for preparing for the front desk performance, and people will hide images that others and society cannot or cannot accept in the backstage. Police Officer Chen used the form of "live streaming+connected microphone PK" and the words of "grounding" to express himself, breaking away from the "high above" posture, in line with the trend of youthfulness, unveiling the "mysterious veil" of the public security organs, and thus pulling the distance between the public security organs and the general public.

After clarifying the identity and anti fraud intentions of Officer Chen, the broadcaster who was connected directly stopped the performance at the front desk and actively cooperated with Officer Chen for promotion. For example, a certain broadcaster directly demonstrated how to dress up as a man or woman in the live broadcast room, which is a scene that the audience likes to see. Various styles of broadcasters remove their personas and face the audience with a "real" appearance, causing empathy among the audience and strengthening emotional connections with the anchor. So it is also one of the reasons why Officer Chen and the connected anchor have become popular.

3. Innovative Strategies for Public Relations Advertising Communication

3.1 Thinking Transformation: Creating the "Advertising+" Model and Establishing User Thinking

In their 1.25 speech, national leaders mentioned that "in terms of institutional mechanisms, we need to deepen the institutional reform of media groups, optimize the structure of institutions, and build a modern corporate culture. ^[8]Reforming the system and mechanism is the first step. To truly achieve media integration, it is necessary to have a mindset orientation. The media itself should sincerely embrace internet thinking, use the development model of internet products to build all media news products, develop them quickly, and repair them multiple times to maximize the specificity of news products, use various marketing strategies to attract and expand users, and leverage the power of socialization.

In the context of decentralized discourse power on the Internet, users' attention often determines the life and death of content, and traditional preaching style public service advertising can no longer persuade audiences. ^[9]In the era of integrated media, the principle of "content is the king" will not change. Currently, the narrative of public service advertisements should find a correct entry point in people's daily lives, tell good stories, and see the big from the small in order to impress the audience.^[10]Therefore, media integration should also adhere to the people-oriented approach, with users as the starting point and foothold, innovate content expression forms, accurately meet user needs, extend the industry chain, create a "public service advertising+" model, and meet the needs of users in the sinking market. The video of "Shaoyang Police Funny Version Drowning Prevention Promotion" has been popular on Weibo, and it has also changed the popular online song "Oh! Susanna" (the original song of the promotional song "Honey Snow Ice City"), accompanied by a "unconventional" humorous screen, which has received enthusiastic support from Weibo netizens.

3.2 Cultivating talents: encouraging individuals to step forward and cultivating new types of opinion leaders

Public service advertising discourse has gone through the media advocacy period, government management period, and corporate social responsibility strengthening period, and has entered the period of national mobilization. At this stage, leading the public discourse well and cultivating new opinion leaders is one of the key elements. National leaders once said at a press conference, "If we cannot pass the Internet barrier, we cannot pass the long-term governance barrier. The Internet is the biggest variable we face." It can be seen that media integration is related to the position of public opinion and ideological security, and we must firmly grasp it. We need to focus on promoting innovation in mechanism systems, thinking models, talent cultivation, and profit models in order to grasp the dominant power of public opinion and achieve modernization of governance capabilities. Just like the anti fraud police officer Chen Guoping's portrayal of the people going wherever they are, we need to make good use of the characteristics of social media, utilize the authoritative endorsement of party and government agencies, cultivate new opinion leaders, and assist in the dissemination of public service advertisements.

3.3 Connecting to the Circle: Horizontal Value across the Circle

To regain trust and influence among the public, the most important thing is to have the ability to "break the circle"^[11] - that is, to form communication between circles and find the largest intersection circle in society on this basis, in order to promote information integration and cooperation. When carrying out public service advertising, the media should actively accumulate and utilize social relationship resources, and use content dissemination to provide the most critical underlying resources for activating and forming circles, communities, and communities. To achieve deep integration of media, in the process of social "mediation", the media should play a greater role in activating, connecting, and integrating various social, commercial, and cultural elements.

The rise of major media platforms has formed an aggregation circle. In order for mainstream media to break through the circle and reach the audience comprehensively, the key lies in delving deep into the circle, understanding the communication ecology of the circle, and conducting appropriate and efficient communication activities with reasonable evidence. Based on this, mainstream media should build a full media communication platform, and improve the ability of mainstream media to go global while ensuring that various media accounts have a sense of presence and popularity in the internet field. Circle, extending the tentacles of communication to every corner of society.

4. Summary

Public service advertising is not aimed at selling products, but at maintaining social morality and solving social problems. It is an encounter between public welfare and creativity, a collision of love and inspiration. Public service advertisements can be seen in both the fight against the epidemic and the promotion of social civilization, playing an important role in promoting the construction of spiritual civilization and spreading mainstream culture in society. Media integration has shifted from a stage of simple superposition to a stage of integration and unification. At this stage, public service advertisements have different characteristics in planning, production, presentation, and effectiveness.

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