Research on Creative Strategy of Chinese Public Service Advertising based on New Media Technology

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Abstract. In order to standardize China's advertising industry, the Standing Committee of the National People's Congress passed the advertising law of the people's Republic of China in 1994, which makes Chinese advertising activities and advertising management have laws and regulations to follow. The advertising industry has developed unprecedentedly since it stepped into the orbit of legalization.

Keywords: Creative Strategy, Chinese Public Service Advertising, New Media Technology,

1. Introduction
Creativity is a traditional rebellious philosophy, a cycle of creation and destruction, a collision of thinking, a docking of wisdom, a new and creative idea, different from ordinary solutions[1]. The interpretation of modern Chinese Dictionary refers to "creative ideas, ideas, etc.". As the name suggests, the word "advertisement" means to publicize and inform the general public about something. As far as the meaning of advertisement is concerned, it has broad sense and narrow sense[2]. Public service advertisement refers to the non-profit advertisement, such as the announcement of the government, the support theory of the party, the religious belief, the theory of education, the inheritance of culture and some measures advocated by social organizations.

2. Brainstorming and creation
Brainstorming is a common creative thinking strategy in our daily learning[3]. This theory was put forward by Osborne in 1937. This method emphasizes that people can use the method of collective thinking to stimulate each other's thinking ability and cognitive ability[4]. The cultivation of this kind of thinking can help people to conceive a lot of thinking plans and generate new ideas in a certain period of time. Although the thinking mode of brainstorming in our daily learning is mainly carried out smoothly in
groups, it can also be used to stimulate our personal thinking ability and cognitive ability when exploring or solving solutions. The foundation of principle in this method is: it can only concentrate us on putting forward ideas without evaluation; it won’t restrict the space of thinking, and it will encourage much ideas to come up with the better[5]. Brainstorming comes from the word "brainstorming".

In the original knowledge system, the term "mental storm" is the first term in psychopathology, which means the mental disorder of the mentally ill. Until now, its meaning has evolved into unlimited free association and discussion with groups in the human brain[6]. The main purpose of this kind of thinking is to help people generate new ideas about something or stimulate people to generate innovative thinking forms. In the process of group decision-making, because the psychological interaction of group members is different, the minority easily succumbs to the authority or opinion of the majority and then forms what we often call "group thinking". It has to be said that the emergence of group decision-thinking weakens the judgmental ability of group thinking and the cultivation of creativity. Its appearance has seriously damaged the caliber of people's group self-making on something. So as to promise the creativity of group decision and improve the caliber of group self-decision, researchers have studied kinds of ways to transform the level of group self-decision in the process of managing enterprises. At last they found that brainstorming is a typical and effective way. As Figure 1.

![Figure 1. Work Flow Chart of Advertising Planning Data](image-url)

After a lot of research, they found that the form of brainstorming can be divided into direct brainstorming and questioning brainstorming. The former can stimulate people's creativity as much as possible in the decision-making of the expert group. The latter can question the ideas and schemes proposed by the former one by one and help people analyze the practical feasibility of the scheme. When brainstorming is used to organize group decision-making, the convener shall convene relevant experts to hold relevant special column meetings. After they have a joint discussion and express their
opinions, the moderator should clarify the relevant issues of this topic and explain the basic rules of the meeting to all the participants, so as to create a comfortable and comfortable meeting mood. In general, many people may maintain neutral opinions, which sometimes affect the comfortable mood of the conference. Experts can casually put forward various implementation plans with high feasibility. Since then, the improved brainstorming method refers to using the spirit or principle of brainstorming method to stimulate the creativity of participants in the group.

Another creative way is to rearrange old elements to form new ones. The known and original elements are scrambled and rearranged to form a new unknown element. This is the theory put forward by James Weber young, a famous international advertising master, in his book creativity.

3. Development of creativity

3.1. The origin of creativity

Creation - innovation, creation, creation will promote social and economic development;
Meaning - consciousness, concept, wisdom, thinking the greatest wealth of human beings is the brain, which is the golden key to open consciousness; There is no doubt that creativity comes from people's ability of creative thinking and cognitive thinking. Generally speaking, creativity comes from society. It can guide the future development of society. Human thinking is the thinking product of creation and innovation. Therefore, we can naturally think that people are born in creation and innovation, and also need to develop and prosper in creation and innovation.

3.2. Creativity is indispensable for development

Creativity is the ability to think beyond the conventional rules and regulations. It is regarded as the result of the comprehensive application of various cognitive methods. The cognitive fields of his thinking include: logical thinking, visualized thinking, reverse thinking, divergent thinking, systematic thinking and fuzzy thinking. In addition, the emergence of inspiration is also the embodiment of human creative thinking.

In the initial stage of human birth, "creation" began to affect the development of human beings. There is no doubt that every invention and creation in human development is produced under certain environment, pressure and living conditions. Otherwise, facing the nature, the most original and only way for human beings to deal with sudden disasters is to run like other animals to avoid them. The creativity of language makes human beings become advanced animals - until human beings invent, manufacture and use tools, deepen thinking and control language in the process of pioneering technology, they have a qualitative difference with animals.

Creative industries can also be called creative industries. It means the activities of financing and employment opportunities carried out by the masses under the circumstances that the enterprises that obtain the development power through the creativity and unique skills of the masses or the creative potential of the masses through the development of intellectual property. There are at least three meanings for people.

1. The emergence of creative industry comes from human creative thinking and knowledge application of learning. Therefore, it can be called the related industry of intellectual property.

2. Creative industries also come from the integration of technological development, economic
investment and cultural heritage in human society. It is also known as content intensive related industries.

3. Creative industries can provide a basic and comfortable entrepreneurial environment for the development of creative groups. Therefore, the concept of creative industry is similar to that of cultural industry.

There are many kinds of creative related industries, including self-media, construction industry, antique market, arts and crafts production industry, fashion design, film and television shooting, interactive software, music production, performance art, newspapers and various computer services.

4. The development of creative advertising in China

After the founding of the people's Republic of China in 1949, the advertising industry has a short indirect development. But then it stagnated. After China's reform and opening up, the advertising industry has entered a very rapid stage of progress. In 1979, Shanghai TV station took the lead in submitting the application report of advertising business operation to its superiors. The report was immediately approved by the superior. After that, CCTV appeared the related advertisements of TV industry, radio advertisements and newspaper advertisements. Until now, the development of China's advertising industry is booming.

Until 2002, there were more than 89000 advertising companies and 750000 employees in China. The total revenue of TV related advertisements, newspaper advertisements and online media advertisements is up to 10 billion yuan. In addition, other forms of publicity with Chinese characteristics are also constantly developing and improving.

At present, the economic benefits of advertising have become the important role of China's economic progress. Its emergence has also expanded the essential way for international trade to enter people's vision. Until 1995, the annual turnover of advertising work in China has increased by 20%. The growth rate of this data is obviously higher than that of China's GDP in the same period. The proportion of advertising in GDP has increased from 0.01% in 1980s to 0.68% in 1998.

On September 29, 2018, the notice on special rectification of radio and television advertisements was issued, and the special rectification of radio and television advertisements was carried out from the date of issuance of the notice to the end of 2018. The contents include advertisements with vulgar content, low style and low taste, and medical health programs without record management.

5. Summary

At present, the main feature of advertising production is that the threshold of people's participation is lower than other industries. It has many kinds of works and a wide range of audiences. In many European cities, the creative related market has become a important role of the factors that enhance the charm of the urban. It is also the source of cutting-edge related fashion, as well as the beginning point for excellent common design artists and designers. Many of the most talented people have been discovered in the market to build their own fashion brands.

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