Research on the Application of Animation Form based on New Media Technology in Public Service Advertisement Based on Computer Network

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Abstract. With the development of society, public service advertisements are more and more common in our life, usually expressed in the form of animation. Because of its non-commercial nature and as an important part of social welfare services, it should be vigorously promoted by us. At the same time, the continuous development of computer technology and the increasingly mature of new media technology give more choices for the performance of public service advertising. The purpose of this paper is to study the application of the animation form of new media technology in public service advertisements under the background of computer network.

Keywords: Animation Form, New Media Technology, Public Service Advertisement

1. Introduction

Ten years ago, a set of animation format public service advertisement "family" broadcast in prime time by CCTV set a precedent for CCTV hard broadcast public service advertisement, and aroused great repercussions in the society. Up to now, this advertisement still has a high degree of popularity on demand in major video media platforms. This communication event is also a successful advertising campaign for the public welfare cause. It let us know that the public welfare advertisement itself, especially the public welfare advertisement in animation format, can obtain higher audience interaction effect and achieve higher effective communication rate[1-2].

Compared with other advertisements, it has quite special sociality. This determines a factor that enterprises are willing to do public service advertising. The theme of public service advertising is social, and its content has a profound social foundation[3-4]. It is based on the ups and downs and joys and sorrows of people’s daily life. And the use of unique creativity, profound connotation, artistic production and other advertising means in an unalterable way, a clear position and healthy methods to correctly guide the public.
The object of public service advertisement is the most extensive. It is a way of information dissemination for all the public. For example, in the public service advertisements that advocate quitting smoking and drug addiction, watching directly is only aimed at smokers and drug addicts, but the harm of smoking and drugs has hurt other people and their offspring in the environment. Whether it is the direct or indirect audience, it is social and the whole human. Therefore, public service advertising has the widest audience. From the content point of view, most of them are our social themes, which leads to the solution of our social problems, which is more likely to arouse public resonance[5]. Therefore, public service advertisements are easy to get popular. Our enterprises are more easily recognized by the public through such advertisements[6].

2. Communication characteristics of animation streaming media

Animation streaming media belongs to information for communication in communication system. It is the core component of communication method. Therefore, in the research of animation streaming media, we should not consider other elements such as the way of communication, the main body of communication, and the receptor of communication, but we can consider the connection between animation streaming media and these elements.

![Figure 1. Basic Model of Advertising Communication](image)

2.1. Characterization

Different from film and television streaming media, animation streaming media is easier to achieve more exaggerated performance of characters. The skeleton structure of characters, even the body composition and species can be displayed on a larger scale. Designers can easily realize the anthropomorphism of animals, and even construct the anthropomorphism performance of robots and even life products. The size ratio between characters can also be fully imagined. For public service advertising, the public service audience can be directly portrayed as animation characters to increase the appeal of video. CCTV Animation public service advertisement "family" is to personify several letters of the word "family", which has achieved remarkable results. Larger scale character depiction brings more intense art impact to animation streaming media.

2.2. Art impact

In advertising, art impact is an important means to stimulate the audience's attention. Compared with the movie and television advertising of live performance, the impact of animation streaming media can be magnified infinitely, and the capital investment needed for the improvement of the impact of animation is not significant. Therefore, if we want the streaming media to have a stronger impact on art,
the animation streaming media is the first choice.

2.3. Audience tendency

In traditional thinking, the audience age of animation works is relatively small, but children are the core of the family. If an advertising work can fully attract children's interest, family members will be affected by the advertising. Therefore, for animation streaming media, on the one hand, it can adapt to the market, strengthen the attraction design for children, so as to drive the audience tendency of the whole family, on the other hand, it can guide the market and directly face other audiences. But the latter is obviously more difficult than the former.

3. External conditions of public service advertisement in animation format

Like other advertising information, animation format of public service advertising also has a complete advertising communication architecture support, such as communication channels, communication audiences, etc.

3.1. Transmission channels

Animation format public service advertising belongs to the form of streaming media information advertising. All advertising channels supporting streaming media can support the dissemination of animation format public service advertising at the information technology level. For example, traditional TV media, video sharing sites, interactive TV platforms, wechat and microblog can support the dissemination of public service advertising in animation format. But for the public service advertising itself and animation itself, the choice of its communication channels should focus more on the platform audience and platform theme.

For example, the professional animation sharing platform app publishes public service ads in animation format, which is better than the music theme sharing platform app. The public service advertisement itself should also have the corresponding characteristics of the release platform.

Of course, most of today's self-Media sharing platforms have the functions of customer portrait and targeted push based on AI, as well as the function of automatic classification of resources, which provides a certain degree of technical environment support for today's public service advertising push.

3.2. Communication audience

At present, with the support of AI technology and big data technology, most media platforms will portray users, user groups, and their own characteristics. These image data will be provided to partners in the form of reports for partners to choose advertising strategies. Most platforms will take the actual user interaction as the billing condition, which can also effectively improve the effective communication cost of advertising.

In the design process of animation public service advertisement, we must make a full analysis of the needs of the audience and fully characterize the audience characteristics of the advertisement, so as to choose a more efficient way of delivery in the process of advertising delivery and push.

In the previous analysis, if the animation format public service advertisement is to be accepted by
the mainstream audience, its audience age is low. The way to drive the overall audience through the children audience is the core audience control scheme of the animation format public service advertisement.

4. Core countermeasures of public service advertisement in animation format

Any advertising design should make a plan for the positioning of advertising itself, not just for its visual effect. The psychological analysis of the audience and the related audience is the key to the success of advertising.

In addition, the design of core information design, event design, communication influence design, people's livelihood relevance design and other sociological features of advertising also play an important role in the design of public service advertising in animation format. These design work is even more important than the choice of communication channels and the positioning of the audience.

After the full design of the above elements, the visual design and other elements design of the advertisement will make the follow-up design more targeted. Of course, it also puts forward more detailed and specific requirements for designers, and higher requirements for the personal quality and ability of designers.

In the current information society, even commercial advertising design also needs more detailed and scientific sociological design support, otherwise the advertising information itself is easy to be unconsciously filtered by the audience. Public service advertising itself has a low degree of relevance to people's livelihood. If we can't Design Sociology as the bottom design of the whole advertising design, its advertising effect is difficult to play out.

5. Summary

Of course, animation format public service ads have strong visual impact, strong family interaction and other characteristics, which is the inherent advantage of animation format public service ads. We should give full play to these inborn advantages, face practical difficulties, give full play to our subjective initiative, improve the ability of advertising design, and let animation format public service advertising play a greater role in public welfare undertakings.

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