Communication Characteristics of Public Service Advertisement based on Big Data

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Abstract. As we all know, the business image and leading brand of enterprises determine the main position of relevant enterprises and their products in the hearts of consumers. This concept is usually shaped by the comprehensive strength of enterprises and the design and innovation of advertising strategies. In the design of plane advertisement in our daily life, newspaper advertisement and magazine advertisement are paid more and more attention. As a result, they have a large circulation and high credibility. This also means that they have a strong brand building capacity. In addition, the combination of two-dimensional advertising and media technology can greatly enhance the shaping power of daily advertising.

Keywords: Communication Characteristics, Public Service Advertisement, Big Data

1. Introduction
According to many researches of scholars, the word "advertisement" is a foreign word. It originated from Latin. It means attention, induction and communication. In the Middle Ages (C. It was not until the end of the 17th century that large-scale commercial advertising activities began in Britain. At this time, the word "advertisement" began to be popular and widely used. At this time, "advertisement" means not only an advertisement, but also a series of advertising activities. Advertisement, the term of the concept of static things, has been given modern meaning and transformed into "advertising". The word "Chinese advertising" comes from Japan. Before 1890, people in western countries generally accepted that advertising was a broad definition of news about products or product-based services. In 1894, Albert Lasker (father of modern advertising in the United States) believed that advertising was a way of promoting the sale of printed and related products. This definition means the strong persuasiveness of advertising in the marketing strategy at that time[1].

2. Form division of advertisement
The advertisements for the sale of products shall be published, broadcast, produced and effectively
posted in the territory of the people's Republic of China in the form of newspapers, broadcast media, television broadcast, film publicity, road sign publicity, window hanging publicity, product printing publicity, neon lights and other media. It includes:

1) Enterprises of related products may use the catalogue layout of newspapers, periodicals, books and literatures to publish relevant product advertisements;
2) Broadcast advertisements by means of radio, television, movies, videos, slide shows, etc;
3) Enterprises can use buildings or spaces such as street corners, square posts, electronic screens of airports, main positions of electronic screens of stations and docks to publicize and manufacture advertisements.
4) Use theaters, stadiums, cultural centers, exhibition halls, hotels, restaurants, amusement parks, shopping malls and other places to set up and post advertisements;
5) Relevant enterprises can use various types of vehicles such as automobiles, boats and aircrafts to spray, draw and post advertisements of relevant products;
6) Enterprises add various forms of advertisements on the packaging pages of various express mail products;
7) Advertising with presents;
8) The use of network email, banner and other advertising, management and marketing of enterprise database.
9) Mobile communication centers in various regions can be used as a means of advertising and marketing;
10) Business operators can use SMS and MMS to carry out relevant advertising and data marketing work for the masses.
11) Enterprises use video, audio and promotional pictures and other media to publish, broadcast and produce corresponding advertising.
12) Now there are people who can adopt spoken advertising.
13) The spread of advertising through mobile phone short rate and color rate services, as well as advertising in e-mail, has also been rampant recently[2, 3].

3. Purpose of public service advertisement
Basic elements are also known as dominant elements. It can increase the high-quality atmosphere of advertising culture in daily life through the form of information source, information transmission, media publicity, related channels publicity and feedback. In addition, it can strengthen the comprehensive function of advertising. Recessive factors can further expand the role of advertising through people's emotional factors, psychological factors, psychological superiority, relevant cultural environment and information authority consciousness. As Figure 1.
There is no doubt that the source of the main factors that constitute the culture of advertising refers to the source of information dissemination. The root cause can be the enterprise that produces the advertisement, the relevant social organization or individual. At the present stage, this root is mainly the companies and enterprises that produce relevant products in the modern economic society. The information in the explicit elements refers to the information of products, service concepts of products or the publication of new products that the advertisers publicize to the masses. The media in the explicit elements refers to the main carrier that can record and guarantee the information of advertisement and can reproduce the relevant information. It is undeniable that the propaganda information of media and advertisement is inseparable. There is no information without the role of the media. In this case, there will be no transmission and exchange of advertising related information. The channel mentioned in the leading elements refers to the expression form and method of information transmission. Different information can choose different advertising media for publicity activities. If the information to be publicized is text, print media can be selected for propaganda; if the propaganda information is video and audio, electronic technology and other media shall be selected for propaganda. Audience refers to the acceptor and user of publicity information in the explicit elements. They can also be referred to as specific advertising targets. Feedback in explicit elements refers to a series of responses of advertising objects after receiving advertising information. In the process of communication, it is a kind of feedback of people's psychological information. The producers and planners of advertisements can test the relevant effects of advertisements according to the feedback information of the masses, and adjust and improve the advertisements according to the feedback information.

4. Accounting of public service advertising efficiency
Considering different situations constitutes different choices for advertising. The advertising scientist, harsbert hase, has listed four common methods:

4.1. Percentage method
The advertising expenses are calculated by a certain ratio of sales or surplus in a certain period. When
the sales volume is taken as the standard, it can be calculated according to the average sales volume of the previous year or the past several years, and then according to the forecast sales volume of the next year. When the profit balance is taken as the standard, the calculation method is based on the average gross profit of the previous year or years, and then on the scheduled profit of the next year.

4.2. Sales unit method
Take a certain quantity such as a piece of goods or a box of similar goods as a unit, calculate the advertising fee of this unit, and then multiply the sales quantity. For example, the advertising fee per can unit is 10 yuan. If 10000 cans are sold in one year, the advertising fee for one year is 10 yuan × 10000 cases = 100000 yuan.

4.3 Mail order law
According to the inquiry price and the number of people who order from the specific advertisement, we can calculate the advertisement effect, find out the reasonable relationship between the advertisement expense and the advertisement effect, and determine the advertisement expense in the way of induction. For example: If the number of products sold has the number of advertising expenses per unit, it can be calculated that a certain sales volume requires a number of advertising expenses.

5. Core steps of public service advertising planning
The purpose of advertisement planning is to achieve better promotion effect with lower advertisement cost. Advertisement planning includes analysis of advertisement opportunities, determination of advertisement objectives, formation of advertisement contents, selection of advertisement media and determination of advertisement budget.

(1) In order to effectively analyze the opportunity of advertising and promotion, the first thing that advertisers should analyze and solve is which kind of enterprise's publicity and when to make advertising. Therefore, it is very necessary for technical personnel to collect and analyze information related to advertising, such as the situation of consumers, competitors of advertisers, the development of current market demand, the development trend of product production environment, etc. According to the marketing strategy of the enterprise and the use characteristics of the corresponding products, the technicians need to find out the best time to cut into the advertisement in the video of the media. This can do a good job in the positioning of the working group in advertising and lay a solid foundation for effective advertising activities.

(2) To decide the advertising goal and determine the propaganda objective is to make clear the specific problems to be solved according to main objectives of advertising and production and the actual needs, so as to guide the current situation of the advertising promotion activities.

(3) The concrete content of advertising content should be determined according to the advertising target and the information capacity of media. Generally speaking, I think its content should include at least three aspects:

1. The relevant information of our products in our daily life should mainly include the product name, main technical indicators, sales territory, sales cost and price, main sales methods and specific information required to be explained by the state.

2. The description of enterprise information of related products shall mainly include the name of the enterprise, its development history, reputation information of the enterprise, maximum production
and operation ability and main contact information, etc.

3. Enterprises shall pay attention to the following problems when arranging advertising contents:
   (1) Authenticity, that is to say, the information transmitted must be authentic, without exaggeration or false words, let alone deception of consumers with false advertisements.
   (2) Pertinence, that is to say, the needed information should be what the target audience wants to know and intends to buy.
   (3) Vividness and figurative, the attractiveness and appeal of advertising fundamentally depend on the above two main aspects, but also close to the vividness and figurative of advertising. Therefore, the main content of advertising should be concise and easy to recognize and remember, and the form of advertising should be vivid and interesting, rich and innovative[4-6].

6. Summary
As we all know, advertising production is a practical subject for people. Its design purpose is clear. It will accurately convey the information of publicity as an important task of advertising design of related products. In our modern commercial society, most of the information of products and services is conveyed through advertisements. Print advertising can accurately express the specific information of products through the design of words, pigments and patterns. Two dimensional advertising can express information through audio and video. In the era of information digitalization, only through the above-mentioned ways can advertisers make advertisements, can the service of products be accepted and recognized by a wide audience. Because of the difference of each person's cultural level, personal experience, education level and understanding ability, each consumer's feeling way and feedback influence on information will also be different. Therefore, technicians should carefully grasp and consider this information when designing advertisements.

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