

Analysis of Chinese Audience's Advertising Literacy from the Perspective of Unhealthy Video Advertising

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Abstract

China's video advertising is growing rapidly. Its characteristics of low cost, fast production and rapid dissemination are sought after by advertisers. The popularity of mobile terminals makes it fully penetrate into the lives of the audience with the highest daily contact rate. While, these video advertising standards vary, there are some unhealthy commercials among them. From the content to the form of expression, this paper classifies the unhealthy video advertising, and deeply analyzes the audience advertising literacy reflected by unhealthy video advertising, and puts forward some feasible measures to cultivate audience advertising literacy, hoping that audience advertising literacy can be improved to provide a good environment for the sustainable development of China's advertising industry.

Keywords

Advertising Literacy; Unhealthy Video Advertising; Ways to Enhance.

1. Introduction

With the advent of the digital age, the traditional four media advertising has declined. Since 2014, the cost of traditional media advertising has entered a negative growth, and the market share of TV advertising is also shrinking. Video advertising which combines the advantages of TV advertising and network advertising grows explosively.

Video advertising takes new media as the medium for no more than five minute. Among it, short video advertising accounts for a relatively large proportion. It is favored by advertisers and audiences for its length of time, instant communication, extensive content and short production cycle. China's Top 10 Sub-advertisement Media Survey shows that elevator television and courtyard video grew fastest in 2020. On video websites background advertising, banner advertising, button advertising, patch advertising, embedded advertising and other advertising forms is widely used, which promotes the full blossom of video advertising. With the popularity of mobile terminals and the acceleration of the network, video advertising has penetrated into people's lives in an all-round way. Compared with traditional media, Video advertising makes people have more choice of goods and orders more flexible and immediate. So advertisers use a variety of ways to attract consumers in video advertising. Some unhealthy marketing methods and propaganda means appear.

2. Interpretation of Audience's Advertising Literacy

The concept of audience advertising literacy was first derived from audience media literacy. Media literacy includes ability to interpret various forms of media information. In addition to the current listening, speaking, reading and writing ability, it also contains the ability to critically watch, listen and interpret various information transmitted by film and television, radio, network, newspapers, magazines, advertising and other media. From the above discussion, we can see that media literacy is the comprehensive control ability of all media information, and media information naturally includes advertising information.

At present, the industry has not reached a unified understanding of the definition of audience advertising literacy. Representative views include the following two aspects:

On the one hand, Advertising literacy is a better understanding of the persuasion intention behind advertising. This definition implies that adults and children need to be warned in advance to promote their cognitive defense against persuasive transmission.

On the other hand, Wei Xiufeng, Institute of Communication, Zhejiang University, defines advertising literacy as the ability of advertising listeners to identify, understand and criticize various performance factors and intentions of advertising. Similarly, some other scholars believe that: advertising literacy is comprehensive ability about rational view and use of advertising, including advertising cognition, contact, analysis and understanding, criticism, evaluation, participation and other aspects. The above two types of definitions represent the narrow and broad understandings of advertising literacy.

3. The Forms of Unhealthy Video Advertisement

With the rapid development of video advertising, many irresponsible advertisements have emerged. Now, the common forms of unhealthy video advertising are summarized as follows:

3.1 Exaggerating efficacy and deceiving the audience.

Through exaggerated performance, incitement, arbitrarily exaggerated product effectiveness, "low price high performance" lure consumers. Cheating consumers under the guise of good quality and low price to buy inferior goods or even fake commodities. This kind of commercials are common in various categories of goods and services.

3.2 Naked, Straightforward, Repeated.

Such advertisements focus on the impact and repeated irritation of propaganda. Video advertising needs to grasp the short and smooth rhythm. Therefore, many advertisers choose to broadcast the name, benefits and inventory of goods in a simple straightforward and aesthetic way in the shortest time. Usually 'celebrity testimony' or 'consumer post-feelings' are used repeatedly. Advertisement form and expression method is simple, straightforward, almost clamor, leading to consumer disgust.

3.3 The Pursuit of Novelty, Brainwashing, Sensationalism.

For the implementation of viral marketing, deliberately use anti-logic and unconventional expression way. on the surface of creativity and novelty, the nature of advertising is weird. With the deliberate pursuit of novelty connection between form and content is ignored, even advertising content is seriously out of touch with the commodity. To achieve magic and brainwashing effects, funny nonsense, mischievous classics, serious disconnection and other alternative forms of speculation are also applied widely.

3.4 Vulgar Taste, Stunts by Sex.

This kind of video advertisement is full of sexual hint. The clothing, movement, expression of the heroine in the video is too amusing, or the female body partial characteristic is presented emphatically. The low quality of such video advertising is also reflected in its advertising language, which contains a strong erotic elements, causing the reverie of the audience. In addition to women's washing, body-building, cosmetics and personal care goods, animation and game advertising videos are also frequently hit.

3.5 Misleading Consumers and Confronting Science and Law.

In order to pursue the maximization of interests, some advertisers do not hesitate to bring consumers into the misunderstanding, and their advertising slogans are contrary to scientific knowledge and even law. For example, the slogan of advertising "losing 20 kilograms in seven days" guides consumers to lose weight blindly without considering personal physical quality. In fact, the "sudden weight loss" is very harmful to health, However, advertising completely ignores this and exaggerates the connection between thinness and beauty.

3.6 Advocating Bad Social Atmosphere or Lifestyle.

The content of some video advertisements is court battles, extramarital affairs, metaphysics and nightclub drunkenness and so on. These contents are filled with elements that violate morality and social order, such as worship of money, feudal superstition, unhealthy marriage and love relations. Some funny videos show naked discrimination against disabled groups and consumption of them. These video advertisements corrupt the social atmosphere and cultivate the distorted values of the public.

4. Status Quo of Audience Advertising Literacy

Under the current trend of “audience is the market,” these unhealthy video advertisements are to seduce and incite the audience, and also cater to the audience. Its existence reflects the problems of audience's advertising literacy:

4.1 Lacking of rational thinking and critical ability.

The audience's awareness of video advertising stays in the perceptual stage, They lack rational thinking and are easily brainwashed. Most of the audience don't know enough about the artistic truth of advertising. They can't identify artistic processing from components of advertising and use other media or ways to prove the authenticity of advertising. Such audience characteristics make some businesses have the opportunity to falsify and exaggerate the effectiveness.

The critical ability of advertising content is an important indicator to measure the audience's advertising literacy. China's audience is a good recipient, but not a good analyst, judge and critic. China's per capita educational level is low, especially in the middle-aged and elderly groups, so some people have lower ability to identify and criticize advertising content, which is easily confused by some words and pictures in advertising. Authoritative judgments and case demonstration in unhealthy advertisements are the most easy to brainwash them.

4.2 Poor Resistance to Redundant Information.

'Stimulus-response' theory in Chinese audience has strong applicability. In areas with high public advertising literacy of the world, only advertising that is recognized by consumers can achieve the purpose of sales. Naked sales cannot impress consumers. Although automatic push of a large number of video ads bored the audience, sales volume supported this kind of advertising. Good sale is the one of the reasons for the popularity of such video advertising. In addition, demand is stimulated and extra consumption is generated when the audience is exposed to commodity advertisements of interest to them. The audience think that the goods made advertising are better than not made, which is also the performance of low information resistance.

4.3 Little Known about Advertising Professional Knowledge.

The public is extremely lack of advertising related professional knowledge, such as: advertising production process, advertising persuasion skills and advertising aesthetic standards and so on. It directly causes them unable to recognize the persuasive intention implied in the advertisement. They can't identify what is creativity, what is mischief, what is advocacy, so mischievous and grotesque advertisements are rampant. Moreover, the public is relatively indifferent to the advertising which has the bad influence on society. The public does not pay enough attention to it and resolutely resists it.

4.4 Aesthetic Taste Is Not High.

Aesthetic taste of the public is not high, easily affected by physiological needs and consumption desire. Maslow, an American humanistic psychologist, believes that human needs are divided into basic needs and growth needs. Primitive physiological needs, as a basic demand, belong to the natural side of human beings and are easily stimulated or teased. The desire for material consumption belongs to the demand for growth. Consumption can also produce pleasant feelings, which is easy to indulge and sink. When the overall quality of citizens has not reached a certain height, some unhealthy video advertisements with erotic contents or excessive consumption can meet the psychological needs of

audiences and make them happy. Therefore, some unhealthy advertising is the result of catering to the audience's low-level aesthetic taste and sensory stimulation.

5. Ways to the Advertising Literacy Improvement

The above analysis shows that the audience's advertising literacy level in China is low and urgent to be improved. The current main task is to cultivate the audience to view advertising critically, understand the operation mode and real intention behind advertising, take rights protection action on advertising disputes, and be good at helping themselves and society with advertising. Because the education object of advertising literacy is all social citizens, and each citizen belongs to different levels and different types of groups, so there is no fixed educational methods and models to improve, only from the following aspects to put forward training suggestions:

5.1 Government Popularization of Advertising Literacy Education.

Government support is a key factor in any education. Government agencies should increase investment and take various measures to popularize advertising literacy education. Advertising literacy education lacks policy guidance and guarantee. The government should timely introduce policies to support scientific research institutions in human, material and financial resources, increase teacher training, publish some books and periodicals which can popularize advertising knowledge and improve the audience's advertising literacy, and also organize large-scale activities related to advertising to promote the process of social education. In this regard, the government has taken the initiative and shown significant effects.

5.2 Systematic Training by School.

Making full use of schools to carry out systematic education is the most effective way to improve the public advertising literacy. Advertising literacy education is a blank spot in the current education system, so it needs to be followed up urgently by schools. Classroom teaching is an important channel for students to receive advertising literacy education by offering some public courses on advertising and organizing some specific practical activities. Advertising education has been added to the curriculum system of primary and secondary schools in America and some European countries. Effective use of various methods, such as case teaching, role playing, discussion and debate, supervision and participation to promote advertising education. We can draw lessons from their advanced teaching experience for popularization.

5.3 Guiding Education by Media.

The mass media actively guide the advertising education for social members. The media which is the carrier of advertising information dissemination, bear the bounden duty and responsibility for the audience's advertising literacy education. First of all, the media should help the public establish correct values and consumption views and give the public a clear ideological orientation. Secondly, in the media to open some entertaining advertising knowledge column, improve people's advertising appreciation level and critical consciousness. Make full use of various emerging media, establish special websites and virtual learning communities for advertising literacy education, and popularize and promote advertising knowledge to the public by some information platforms.

5.4 Self - learning and Improvement of the Audience.

The audience actively learns the necessary advertising knowledge and improves their comprehensive quality. Advertising literacy is not only reflected in criticism, but also in building capacity. Self-learning which is a completely active study process can be carried out anytime and anywhere. It is more flexible than school and social education. In addition to the learning of advertising knowledge, improvement of the comprehensive quality especially humanistic quality is necessary. Humanistic quality includes humanistic knowledge and humanistic spirit, which is closely related to national cultural level, popularization of science, and self demand of talent. From the perspective of communication, the audience is both a passive recipient of information and an active producer. As

McManus said 'reshape public demand', it requires the public to improve their comprehensive quality and make personal interests separated from shallowness and vulgarity.

6. Conclusion

There are profound practical reasons for the popularity of unhealthy video advertising. While condemning the ineffective supervision and the profit-only advertisers, we should also recognize the importance and urgency of improving the advertising literacy of Chinese audiences. The research on the advertising literacy of audiences is conducive to expanding the research field of advertising and improving the overall quality of the public. With the improvement of the advertising literacy of audiences, China's advertising industry will develop healthily and normatively.

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