

# Study of Advertising Communication Form in the New Media Age

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As the development of internet and different social media platform, the advertising has also changed a lot. In traditional media, the advertising producer is professional, the advertising communication channel is simple. However, as a lot of media platform such as TikTok, QQ, WeChat and Little Red book widely used, the advertising form has become more pluralistic, the advertising content producer are not only by professional companies but also by influencers. Thus the content is becoming diversified. The advertising is entering people's daily life as a fragmented, concealed, more entertaining way. The communication affect is gaining more widespread and effective.

*Keywords:* advertising, new media, communication

## Introduction

Advertising, means "In order to attract customers, sell products the enterprise put in advertising, it has the characteristic of commercial, the main function is to persuade, inform and lead costumers, let them generate purchasing desire" (Feng, 2023). But advertising as an information of communication must rely on the communication channel-media form. Different media form may cause different communication affects. In the traditional age, the advertising form is relatively simple, advertising presents mainly on newspaper, broadcast, and outdoor advertising. As the introduction of the internet, the rise of Tiktok Weibo Kuaishou platform, the users are increasing, the advertising form is graduate changing. In the new media era, advertising communication has occurred significant changes.

## 1. The Evolution of Advertising Forms

### 1.1 Diversification

In the traditional media age, same advertising content can be put in broadcast, TV, Newspaper, but the advertising exist form is relatively simple, the content is similar, creativity simple (Feng, 2023). However, at this time, there are diversified delivery channels for one product advertising, such as TikTok, WeiBo, WeChat, QQ, and other website or game app homepages, etc. The advertising creativity may adjust which the changes of delivery platform. Become social media platforms have already occupy people's daily life in all aspects, advertising has integrated into people's everyday life as well as different forms on different platforms including

online, offline, indoors, and outdoors. On the other hand, the advertising producer in new media era has also been diversified, the producer are not only the professional advertising companies, but also include the influencers on different social medias. Influencers cooperate with the brand company and combine the creativity of content with the production information, the creativity contains the influencer's style and feature, which may increase the difference of advertisings content of one brand.

### **1.2 Fragmental**

In the new media era, the number of social media platforms is increasing, and the time users spend on social media is becoming increasingly fragmented. In the era of traditional media, people would spend an entire period sitting in front of the TV watching TV programs. TV commercials are interspersed during, at the beginning or end of a TV program, typically lasting around 2-5 minutes. The emergence of mobile internet and mobile short video apps has changed the way people use social media. Short video platform such as Tiktok has the characteristics of short video duration, endless scroll (Zeng, Kaye, & Patrik, 2022). This platform culture has attracted a large number of users, making their time more fragmented. People are becoming less and less patient in watching film and television content like in the traditional media era. Users are more inclined to watch a movie and program in 5 minutes through commentary on short video platforms. Thus, advertising also conforms to the duration of short videos, greatly reducing the duration, which requires the advertising content to attract user interest in a shorter period of time. Moreover, traditional media advertising has linear characteristics, and advertising content updates over time, while new media advertising presents a fragmented form that is permanently retained on media platforms. As long as the target customer group is connected to the Internet and searched, they will see the corresponding advertisement. The fragmented form of new media advertising makes advertising marketing ubiquitous and ubiquitous in people's daily lives, greatly expanding the flexibility and scope of advertising marketing.

### **1.3 Interactivity**

In the traditional media, the audience of advertising is passive receiver, enough effective communication is lack between the traditional advertising marketing methods and target consumer groups. However, in the new media era, "the information publisher and the reader can interact and communication at the same time" (Lu, 2023). Through real-time interaction with the target audience, new media advertising can obtain the product purchase expectations and aesthetic trends reflected by the target customer group during the stage, thereby continuously improving the advertising content (Wu, 2023). In addition, the development of mobile technology and big data can record user preferences, and advertising content can be more targeted and pushed to target consumer groups through new media platforms, increasing the likelihood of target customer groups purchasing products. The intelligent algorithms of new media platforms have increased the effectiveness of advertising marketing.

### **1.4 Invisibility**

In the traditional era, the time of advertising is independent, the audience can clearly feel the sense of boundary between TV program and advertising. The advertisement on new media platform uses the method of "Soft advertising implantation" integrate into user context in an original way (Luo & Hu, 2021). Advertising is integrated into television programs and short video content in a way that better meets the needs and preferences

of the audience. Promote the characteristics of the product in an inconspicuous way, conveying the message of advertisers and brand owners. “This implicit communication method can reduce consumers’ vigilance when facing advertisements” (Wu, 2023). Make advertising content more easily accepted by the audience and achieve better marketing results.

### **1.5 Convenience**

In the traditional advertising era, advertising changes the audience’s daily perception of products and brands, leading to offline consumption behavior. After watching the advertisement, the audience’s consumption behavior has a delayed nature. However, Nowadays, new media platforms and e-commerce platforms are developing rapidly. Short videos, Little Red Book, and other platforms combine social media, short video content, live streaming, and e-commerce. Audiences can see advertisements in short videos and live streaming rooms, and immediately click to jump to the purchase page after generating a desire to purchase, reducing the cost of consumption time. New media platforms have shortened the time and space consumption distance of audiences, greatly improving marketing efficiency.

## **2. The Changes of Advertising Content**

### **2.1 Content Diversification**

The production of traditional advertisements is usually systematically completed by advertising companies, with relatively fixed content and relatively single delivery channels compared to the new media era, so the content of advertisements will not change during a certain period of time. In the era of new media, especially with the increase of mobile new media platforms, new media platforms have become more diversified in terms of visuals, length, and compatibility, which also gives advertising creativity more room for development, thus presenting more characteristics in content. In terms of compatibility, the display forms are more diverse, with both text and color functions, covering everything from product trademarks, product names, physical photos, colors, corporate intentions to culture, economy, customs, beliefs, and norms (Yu, 2023). Moreover, in the era of new media, there have been many influencers who mainly produce UGC content. The same brand will collaborate with multiple internet celebrities with similar brand tones, advertisers will propose several product selling points, and the rest will be integrated into their own content by internet celebrities to showcase to their target audience. This makes advertising creativity and content diverse.

### **2.2 Entertainment Enhancement**

The most important appeal of advertising is to capture consumer interest and increase purchase rates. In the era of traditional media, advertising is relatively more serious and authoritative. In the era of new media, advertising creativity is very diverse, and advertising content has become relaxed and entertaining, gradually catering to audience preferences. Some advertisements even attract audiences to watch repeatedly due to their fun. For example, the tiktok influencer named Wangqiye, She has been deeply loved by the public for her quirky beauty image, and recently she has continued to do a short video advertisement for Sanjiuweitai gastric medicine in a quirky style, The entire advertisement revolves around a humorous plot, ultimately showcasing stomach medicine products at the end of the video. The integration of the product and the plot is very perfect,

and the audience not only has no aversion, but also actively comments on the plot in the comment section, thereby triggering product word-of-mouth and secondary dissemination.

### 3. The Changes of Communication Effectiveness

Compared to the era of traditional media, in the era of new media, the widespread use of mobile phone platforms and various characteristic apps such as short videos, Weibo, WeChat, Tiktok, etc. provide more diverse forms of communication channels for advertising. Moreover, the fragmented data and temporal characteristics make advertising participate in the lives of audiences everywhere, increasing the scope of advertising dissemination. In the era of big data, with the help of a large user database, advertisers can accurately outline their user image, and then make precise advertising placements based on the characteristics of various users, effectively improving advertising conversion rates and dissemination effects (Luo & Hu, 2021). In the era of new media, various platforms such as short videos have seen a large number of influencers who directly collaborate with advertisers and brands. Influencers use their influence and accumulated fan stickiness to recommend products to their fans, making this communication more precise and effective. Secondly, on mobile media, such as WeChat, contacts, QQ, and other software, a strong relationship based social chain will be established. Advertisements placed on Moments will spread based on the trust of this strong relationship based social network, forming interactive communication with high trust and strong social attributes.

### Conclusion

In traditional media era, the advertising is produced by independent professional advertising company with a single promotion model, the audience cannot communicate with advertiser directly, and the style and content is serious and independent. However, in the new media era, firstly, the advertising form has changed. The advertising form is diversified, Interactive and fragmentation embedded in people's daily lives, with concealment. In addition, new media environment shortened the distance between advertisers and audiences and provide convenience. The content of advertising in new media era has also changed, the content is diversified and more entertaining. Finally, in the new media environment, the communication has a wider scope and more precise and effective. But in the new media environment, advertisers also need to distinguish their advertising channels well to avoid too many low-quality advertisements affecting brand image.

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