

Research on the Impact of Advertising Culture Communication on Consumption under the Background of New Media

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Abstract: With the rapid development of new media technology, advertising culture is facing more profound changes. The forms of media are changing with each passing day. At the same time, the integration of advertising industry demands more and more advertising professionals. This paper will focus on consumer society in the context of new media, mainly analyze the connotation, structure and nature of advertising culture in the context of new media, and analyze the contradictions between the subject and object in advertising culture movement. Finally, this paper reflects on the role of advertising culture in consumer society, analyzes the impact of online advertising on consumer society, and points out the development ideas of online advertising, so as to realize the healthy development of advertising culture in the context of new media.

1. Introduction

Advertising culture has become a worldwide culture, with the development of new media, it has been deeply affecting all aspects of people's consumer life [1-4]. Advertising culture has become one of the important links between people, people and environment in the context of new media. It is related to all aspects of consumer society. However, with the rapid development of economy and social media, in the consumer society, people's understanding of advertising culture has not been more in-depth [6]. Therefore, how to make people deeply understand advertising culture in the context of new media, so as to provide a basis for creating a virtuous cycle of advertising culture ecology is very important and meaningful [7-10]. This paper will focus on consumer society in the context of new media, mainly analyze the connotation, structure and nature of advertising culture in the context of new media, and analyze the contradictions between the subject and object in advertising culture movement.

In the context of new media, a large number of scholars and research institutions have studied the impact of advertising culture on consumer society. In the research on the definition and characteristics of new media, Chinese scholars [11] have put forward the theory of introduction to new media, pointing out that the technical attribute of digitization is the mainstream difference of new media, and new media should be digital new media; European scholars [12] believe that new media should be based on computer information processing technology and network technology. In fact, the new media based on advertising is a new media besides newspapers, periodicals, TV and radio. Japanese scholars [13-15] believe that advertising is a cultural representation of a commercial society, a worldwide cultural phenomenon, which has a positive impact on human consumption society, which constructs people's modern concepts and increases the artistic value. Aesthetic taste.

With the rapid development of new media technology, advertising culture is facing more profound changes. The forms of media are changing with each passing day. At the same time, the integration of advertising industry demands more and more advertising professionals. This paper will focus on consumer society in the context of new media, mainly analyze the connotation, structure and nature of advertising culture in the context of new media, and analyze the contradictions between the subject and object in advertising culture movement. Finally, this paper reflects on the role of advertising culture in consumer society, analyzes the impact of online

advertising on consumer society, and points out the development ideas of online advertising, so as to realize the healthy development of advertising culture in the context of new media.

The structure of this paper is as follows:

The second section of this paper will specifically analyze the development of advertising industry in the context of contemporary new media.

The third section of this paper will specifically analyze the relationship between advertising culture and consumer society in the context of new media.

Finally, I will make a summary of this paper.

2. The Development of Advertising Industry under the Background of New Media

The development of advertising industry under the new media mainly includes the following mainstream aspects: the upgrading of advertising technology, the transformation of advertising marketing model, and the transformation of advertising business model.

At the level of advertising technology, it mainly depends on the update iteration of data mining technology, which improves the accuracy of advertising performance. At the same time, the emergence of relevant digital technology and network technology makes the form of advertising innovative.

At the transformation level of advertising marketing mode, it mainly includes the opportunities and challenges of integrated marketing communication, the corresponding rise of social media marketing, and the importance of content marketing in the new media environment. In terms of content marketing, the application of new media technology is more prevalent. The development of mobile Internet and the widening of smart phones make the terminals and channels for users to obtain various information more active.

At the level of transformation of advertising business model, it mainly includes the transformation of advertising industry form, advertising trade model and advertising industry structure. The corresponding transformation of advertising trade model is the most obvious. Procedural purchase appears in the transformation of advertising trade. Its corresponding purchase model is shown in Figure 1.

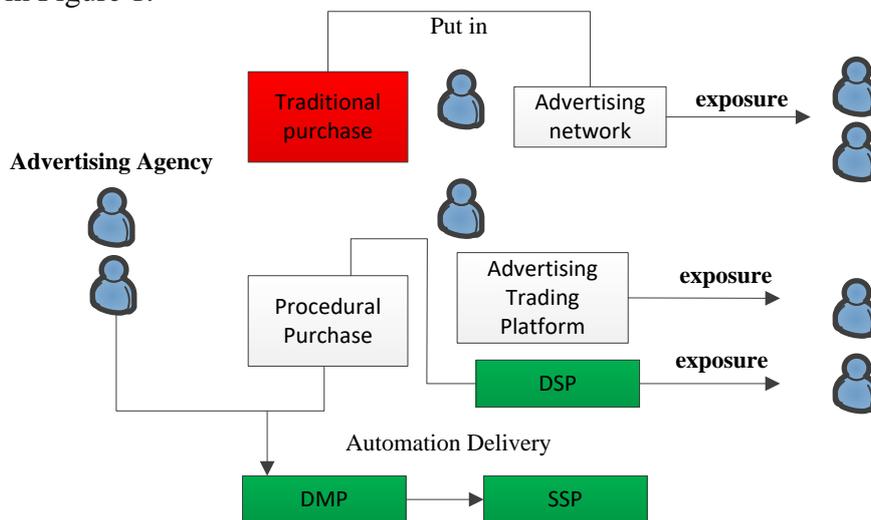


Figure 1. Transition of advertising trading model - procedural purchase

Under the influence of new media technology, the transformation of advertising culture appears as shown in Table 1.

Table 1. Advertising culture transformation Table under the influence of new media technology

The Change of Advertising Culture under the Background of New Media	Concrete form
Upgrading of Advertising Technology	Data Mining Technology,Digital Technology and Network Technology
The Transformation of Advertising Marketing Model	integrated marketing,Marketing Rise of Social Media,Content marketing
The Transformation of Advertising Business Model	The Transformation of the Form of Advertising Industry,The Transformation of Advertising Trading Model

3. Advertising Culture and Consumer Society in the Context of New Media

In the context of new media, the relationship between advertising culture and consumer society can be summarized as follows. The corresponding details are shown in Figure 2, which can be summarized as follows:

3.1 Advertising culture is subject to the commodity logic of consumer society

At this level, the main manifestation is that under the background of new media, advertising culture breaks the old transaction relationship existing in the consumer society, which makes commodity activities penetrate into every field of life and become the pillar of the economy. Advertising culture, as an adjunct and derivative of advertising, is subject to the nature of “subject”. Advertising culture stimulates consumer market culture, strengthens people's physiological and psychological dependence on advertising, and makes modern society enter an era of paying more attention to “emotional value” than “functional value”. In such an environment, people pay more attention to personality satisfaction, spiritual pleasure and comfort.

3.2 Advertising Culture Shocks Traditional Consumption Values

The emergence of new media technology makes the advertising culture develop further. As a kind of consumption information, advertising constructs the identity relationship with the audience in the continuous strengthening cycle. The main purpose of advertising is to consume. However, a large number of advertisements make people pay more attention to the appearance of products, content value and ignore the quality and practicability of products, which leads to the reversal of people's consumption concept of products.

3.3 Advertising culture plays an exemplary role in consumption.

The advent of consumer society makes people no longer have realistic ideology. Advertising culture influences people's mind and behavior in choosing commodities. At the same time, it also guides people's values and plays a demonstration role in consumption. In this context, the audience's value judgment can be roughly divided into two categories, one is the reference frame owned by the audience itself, and the other is the reference frame provided by the outside world. At the outside level, it is through the audience to obtain the corresponding information channels for different media to finally form a set of their own consumption concept and value concept.

3.4 The Impact of Consumer Society on Advertising Creators

Advertising promotes consumers and advertisement creators to constantly create trends, constantly guide consumers to consume, and constantly create certain trends that affect social behavior.

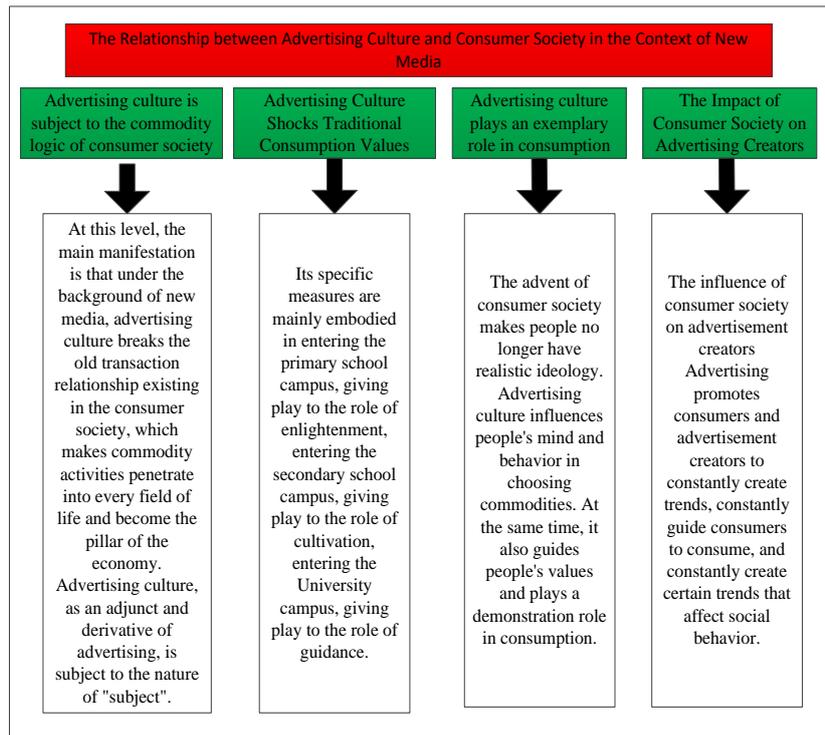


Figure 2. The relationship between advertising culture and consumer society in the context of new media

5. Conclusion

This paper summarizes and analyses the relationship between advertising culture and new media, and expounds the influence of advertising culture on consumer society under such background. This paper focuses on the consumer society in the context of new media. It mainly analyses the connotation, structure and nature of advertising culture in the context of new media. It also analyses the contradictory expression of the subject and object in the advertising culture movement. Finally, this paper reflects on the role of advertising culture in consumer society, analyzes the impact of online advertising on consumer society, and points out the development ideas of online advertising, so as to realize the healthy development of advertising culture in the context of new media.

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