

# Research on Public Service Advertising Creation Based on Core Values Communication

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**Keywords:** Core values; Spread; Public service advertising creation

**Abstract:** Public service advertising, as an important carrier of disseminating socialist core values, plays a crucial role in promoting social integrity and enhancing public civilization. Through creative and artistic forms of expression, public service advertising concretizes and enlivens abstract core values, making them deeply ingrained in people's hearts. There are still some shortcomings in the dissemination of core values in current public service advertising, such as insufficient creativity and single expression methods. To improve this situation, it is necessary to deeply explore the connotation of core values, innovate expression methods, and pay attention to the positioning of the target audience and the creation of emotional resonance. By accurately grasping the psychological needs of the audience and using appropriate artistic techniques, public service advertising can better guide the public to form correct values and behavioral habits. Integrating traditional culture and regional characteristics can also inject richer cultural connotations into public service advertisements and enhance their dissemination effectiveness. We should continue to explore the innovative development path of public service advertising, and contribute more to building a harmonious society and promoting social civilization progress.

## 1. Introduction

The importance and significance of core values are reflected in their role as the spiritual pillar of social civilization and progress, as well as an important force in consolidating social consensus and leading social trends[1]. It carries the spiritual pursuit of the nation, is a value standard for judging right and wrong, and is also a beacon that guides us forward. In the current era of multicultural integration, the importance of core values is becoming increasingly prominent. They play an irreplaceable role in shaping national image, improving national quality, and promoting social harmony and stability[2].

Public service advertising plays a crucial role in the dissemination of core values. As a bright light, it always runs through the function of promoting socialist core values and improving socialist civilization literacy[3]. Public service advertising, with its unique artistic expression and extensive social influence, concretizes and vividly portrays abstract core values, making them closer to the masses and deeply rooted in people's hearts[4].

In the process of creating public service advertisements, how to use various forms of artistic expression, highlight the infectious power of art, and integrate socialist core values into the process of artistic creation is a topic worthy of in-depth exploration[5]. Creators need to deeply explore the connotation of core values, and closely integrate them with advertising content through unique creative ideas and expression techniques, so that audiences can deeply understand the essence of core values while appreciating advertisements[6].

Creators also need to focus on positioning their target audience and creating emotional resonance. By accurately grasping the psychological needs and emotional characteristics of the audience, and using appropriate artistic techniques, it can evoke resonance among the audience, thereby enhancing their sense of identification and acceptance of core values.

Public service advertising plays an irreplaceable role in the dissemination of core values[7]. Creators should fully unleash their artistic creativity, integrate socialist core values into every

corner of advertising, and make public service advertising a powerful carrier for spreading core values, contributing to the construction of a harmonious society and promoting social civilization progress.

## **2. The theoretical basis of public service advertising and the dissemination of core values**

The theoretical foundation of public service advertising and the dissemination of core values is the key to a deep understanding of the relationship between the two and effectively leveraging the role of public service advertising in the dissemination of core values[8].

Public service advertising is a form of advertising that takes the public interest as the starting point, aiming to promote social progress, promote social righteousness, and enhance public civilization[9]. It has the characteristics of non-profit, extensive, and profound, and can reach various levels of society, with a wide impact. Public service advertising conveys values such as public welfare concepts, moral standards, and social responsibility to the public through vivid images, touching stories, and deeply ingrained language, thereby guiding the public to form correct values and behavioral habits.

Core values are the fundamental concepts formed by a country or a nation in its long-term historical development, reflecting its cultural essence, moral principles, and value pursuits[10]. It has characteristics such as stability, universality, and guidance, and is a code of conduct and value standard that all members of society follow together. The dissemination and promotion of core values are of great significance for consolidating social consensus, improving national quality, and promoting social harmony and stability.

Public service advertising is an important carrier and channel for disseminating core values. Through the creation and dissemination of public service advertisements, core values can be concretized and vivid, making them closer to the people and deeply rooted in their hearts. The core values are the soul and core of public service advertising creation. The creation of public service advertising must closely adhere to core values, deeply explore its connotation and extension, and convey it to the public through artistic techniques, guiding the public to form correct value orientation and behavioral norms. On the basis of theory, we also need to pay attention to the practical strategies of public service advertising in disseminating core values. This includes innovation in creative ideas and expression techniques, creation of target audience positioning and emotional resonance, integration of cultural elements and reflection of regional characteristics. Creators need to deeply explore the profound connotations of core values, use unique creative ideas and expression techniques, and integrate them into the creation of public service advertisements; It is also necessary to accurately grasp the psychological needs and emotional characteristics of the audience, and enhance the dissemination effect through emotional resonance; We can also combine regional cultural characteristics to create more targeted and effective public service advertising works.

The theoretical foundation of public service advertising and the dissemination of core values is an important prerequisite for a deep understanding of the relationship between the two and the effective play of public service advertising in the dissemination of core values. We need to start with the definition and characteristics of public service advertising, the connotation and characteristics of core values, and the analysis of their correlation, in order to deeply explore the practical strategies and methods of public service advertising in the dissemination of core values.

## **3. Analysis of the current situation of public service advertising creation**

### **3.1. The main types and characteristics of current public service advertising creation**

With the rapid development of society and the diverse integration of culture, the creation of public service advertisements has also shown a diversified appearance, providing us with a window to explore social style and values.

The main types of public service advertising creation are rich and diverse, each with its own

characteristics. Among them, public service advertisements with themes such as advocating environmental protection, caring for vulnerable groups, and advocating civilized behavior are particularly prominent. These advertisements convey positive values and moral principles through vivid visuals, deeply ingrained stories, and infectious language, guiding the public to form correct behavioral norms and value orientations.

The current public service advertising creation emphasizes the combination of emotional resonance and ideological guidance. Creators deeply explore the emotional factors behind social phenomena and use emotional techniques to touch the hearts of audiences, enabling them to deeply understand the core values conveyed by advertisements while appreciating them. Public service advertising also emphasizes the role of ideological guidance, by revealing the essence and root causes of social problems, guiding the public to think deeply and make rational judgments, thereby forming correct values and moral standards.

There are also some shortcomings in the current creation of public service advertisements. Some advertising ideas are not innovative enough, and the expression methods are too single, making it difficult to resonate and attract the audience's attention. Some advertisements are too rigid and direct in conveying values, lacking sufficient artistic and infectious power, resulting in poor dissemination effects.

We need to constantly innovate and improve in public service advertising creation. Creators need to pay attention to social hot topics and livelihood issues, deeply explore valuable creativity and stories, and make advertising content more close to the public and deeply rooted in people's hearts. Creators also need to pay attention to the enhancement of artistic and infectious qualities, by using diverse artistic techniques and forms of expression to make advertisements more visually appealing and attractive.

The current trend of public service advertising creation is showing diversification in terms of types and characteristics, but it also requires us to constantly innovate and improve in order to better play its role in the dissemination of core values.

### **3.2. The effectiveness and shortcomings of public service advertising in disseminating core values**

Public service advertising, as an important carrier of social and cultural dissemination, undertakes the important mission of promoting socialist core values and enhancing public cultural literacy.

Public service advertising has achieved significant results in disseminating core values. Through careful planning and production, public service advertisements have successfully integrated core values into vivid stories and visual images, allowing audiences to deeply feel the connotation and power of core values while appreciating the advertisement. Public service advertising has spread its core values to every corner of society through a wide range of communication channels and influence, enhancing public awareness and identification with core values.

Public service advertising also has some shortcomings in disseminating core values. Some public service advertisements lack novelty in creativity and presentation, making it difficult to attract the audience's attention and resonate. This greatly undermines the effectiveness of advertising and fails to effectively convey core values. Some public service advertisements are too rigid and direct in their dissemination of values, lacking sufficient emotional resonance and ideological guidance, making it difficult for audiences to generate profound understanding and identification. In addition, public service advertising also faces some challenges in the dissemination process, such as the limitations of communication channels and the differentiation of audience groups, which to some extent affect the dissemination effect of public service advertising.

Public service advertising has achieved significant results in disseminating core values, but there are also some shortcomings. We need to face these issues head-on and take effective measures to improve and enhance, in order to better leverage the role of public service advertising in the dissemination of core values. Figure 1 clearly illustrates the effectiveness and shortcomings of public service advertising in disseminating core values.

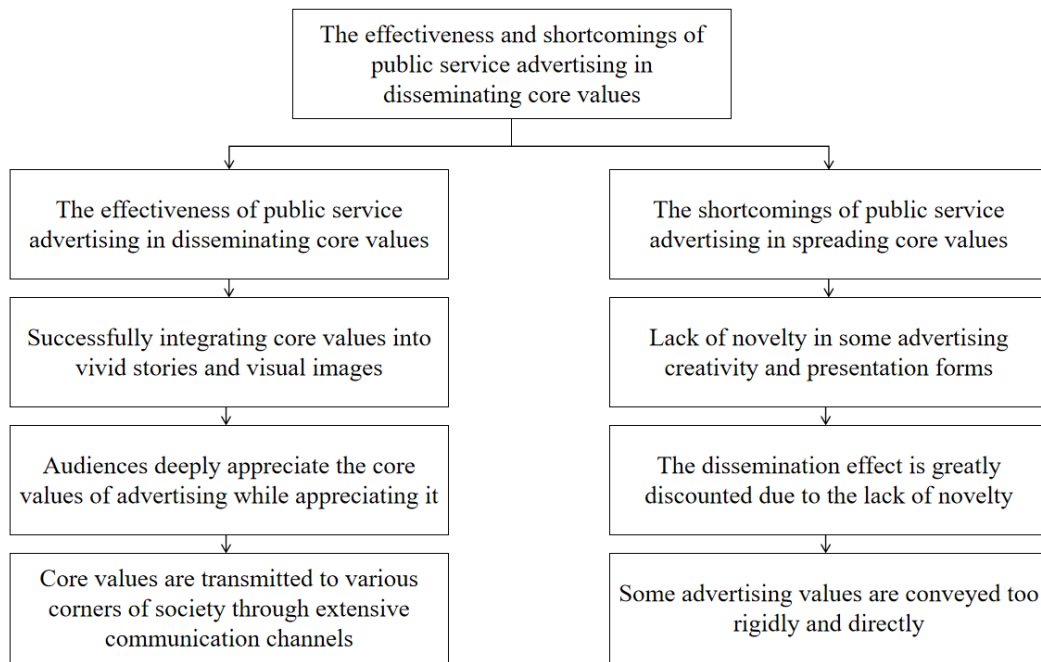


Figure 1 Effectiveness and Shortcomings of Public Service Advertising in Spreading Core Values

#### 4. Public service advertising creation strategy based on core values dissemination

The creation strategy of public service advertising based on the dissemination of core values is an important issue in the advertising industry. It not only relates to the artistic and effective dissemination of advertising, but also directly affects the widespread dissemination and deep penetration of socialist core values. Developing a scientific and effective creative strategy is of great significance for enhancing the dissemination, guidance, and influence of public service advertising.

We need to delve deeper into the profound connotations of our core values. Core values are the spiritual pillar of a nation and a country, containing rich ideological connotations and moral standards. In the creation of public service advertising, we need to delve into every aspect of the core values, understand their spiritual essence and value pursuit, and integrate them into the creative conception and expression techniques of advertising.

Emphasize the innovation of creative ideas and expression techniques. To attract the audience's attention, public service advertising must make breakthroughs in creativity and presentation forms. We can use various artistic techniques and forms of expression, such as storytelling, emotional rendering, visual impact, etc., to concretize and vivify core values, making them more close to the masses and deeply rooted in people's hearts. We also need to pay attention to the fun and interactivity of advertisements, so that viewers can actively participate and think during the process of appreciating advertisements.

Clarify the target audience positioning and create emotional resonance. Different audience groups have different psychological needs and emotional characteristics. In public service advertising creation, we need to clarify the target audience and accurately position them based on their characteristics. By gaining a deeper understanding of the audience's life experiences, values, and emotional needs, we can find a starting point that resonates with them, moving their hearts with sincere emotions and vivid images, making advertisements more infectious and communicative.

Emphasize the integration of cultural elements and the reflection of regional characteristics. As an important carrier of cultural dissemination, public service advertising should focus on the integration of cultural elements and the display of regional characteristics. We can draw inspiration from traditional culture, combine traditional cultural elements with modern advertising techniques, and create public service advertising works with national characteristics and contemporary atmosphere. We also need to pay attention to the differences and characteristics of regional culture,

and create advertising works that meet local cultural habits and aesthetic needs, in order to better get close to and serve the people.

The creation strategy of public service advertising based on the dissemination of core values needs to be considered and implemented from multiple aspects. Only by deeply exploring the connotation of core values, emphasizing innovation in creative ideas and expression techniques, clarifying the target audience positioning and emotional resonance, and emphasizing the integration of cultural elements and regional characteristics, can we create public service advertising works that are both artistic and communicative, and contribute to the widespread dissemination and deep penetration of socialist core values. Table 1 clearly shows the public service advertising creation strategies based on the dissemination of core values.

Table 1 Public Service Advertising Creation Strategies Based on Core Values Communication

In terms of public service advertising creation	Elaborate on	Importance
Exploration of core values	Thoroughly study every aspect of core values, understand their spiritual essence and value pursuit, and integrate them into the creative conception and expression techniques of advertising.	The core values are the soul of public service advertising, and delving deeper into their connotations can help improve the dissemination effect of advertising.
Innovation in creative conception and expression techniques	Using various artistic techniques and forms of expression, such as storytelling, emotional rendering, visual impact, etc., to concretize and vivify core values, while emphasizing the fun and interactivity of advertising.	Innovative creative ideas and presentation techniques can attract audiences, making advertisements more attractive and infectious.
Target audience positioning and emotional resonance creation	Identify the target audience, accurately position them based on their characteristics, and find a starting point that resonates with them by deeply understanding their life experiences, values, and emotional needs.	Accurate target audience positioning and emotional resonance can enhance the targeting and dissemination effectiveness of advertising.
The fusion of cultural elements and the embodiment of regional characteristics	Drawing inspiration from traditional culture, combining traditional cultural elements with modern advertising techniques, while paying attention to regional cultural differences and characteristics, create advertising works that meet local cultural habits and aesthetic needs.	The integration of cultural elements and the reflection of regional characteristics can make advertisements more ethnic and regional, and better connect with and serve the people.

## 5. Conclusions

Public service advertising, as an important carrier of social and cultural dissemination, plays a crucial role in disseminating socialist core values. It concretizes and enlivens abstract core values through creative and artistic forms of expression, making them closer to the masses and deeply rooted in people's hearts. While achieving certain results, public service advertising also has some shortcomings in disseminating core values. Public service advertising successfully conveys core values to the general public through vivid visuals, touching stories, and deeply ingrained language. These advertisements are themed around advocating environmental protection, caring for vulnerable groups, and advocating civilized behavior, guiding the public to form correct behavioral

norms and value orientation. Public service advertising also emphasizes the combination of emotional resonance and ideological guidance. By exploring the emotional factors behind social phenomena, it touches the hearts of the audience, enabling them to deeply understand the core values conveyed by the advertisement while appreciating it.

Public service advertising also has some shortcomings in disseminating core values. Some advertising ideas are not innovative enough, and the expression methods are too single, making it difficult to resonate and attract the audience's attention. Some advertisements are too rigid and direct in conveying values, lacking sufficient artistic and cultural connotations, making it difficult for audiences to generate profound resonance and understanding. We need to take a series of measures to improve the creation and dissemination of public service advertisements. Creators need to delve deeper into the connotations and extensions of core values to make advertisements more attractive and infectious. We need to focus on the positioning of the target audience and the creation of emotional resonance, enhancing their sense of identification and acceptance of core values. We should also actively explore the integration of public service advertising with traditional culture, regional culture, and other elements to enrich the cultural connotation and artistic expression of advertising. Public service advertising plays an irreplaceable role in disseminating core values, but it also requires continuous improvement and innovation. By delving deeper into the connotation of core values, focusing on the positioning of the target audience and the creation of emotional resonance, and exploring the integration with culture, we can further enhance the dissemination effect of public service advertising and contribute to the construction of a harmonious society and the promotion of social civilization progress.

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