



## The new landscape of media advertising in the era of visual art dissemination

Haijiao Yu<sup>1</sup>, Boyang Huang<sup>2</sup>

Professor, School of Communication, Harbin Normal University, Harbin, Heilongjiang, Lecturer of Heilongjiang Institute of Foreign Languages

**Abstract:** The development of visual art has an irreplaceable role for people to record their lives, recognize the world, and express emotions. Time has passed. With the development of the new media era, the impact of digital technology on visual art is obvious, and the audience's key to the aesthetics of visual art is also From the initial "static aesthetic" to the "dynamic aesthetic" level, static loss is more obvious in the expression of advertising art, and the defects of static images also restrict the expression of "mirrorized" media advertising. The evolution of contemporary media advertising from static art to dynamic communication, the change from visual qualitative to artistic quantification, the subtle change from traditional single to multimedia communication, these can all prove to us. In the era of visual art communication, there is a big gap between the universality of media advertising and the practice of media advertising in new formats. Media advertising needs to be "defined", and after the emergence of the new landscape of media advertising, there are many topics worthy of our in-depth Thinking. But in fact, in the era of visual art dissemination, the new landscape of media advertising that is guided by the situation can still show the original charm of advertising.

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In the context of the widespread use of new media, audiences urgently need to solve the problem of how to deal with art conflicts, including the conflict between traditional art appreciation habits and modern art and culture appreciation, as well as some media advertisements that represent the composition of traditional art. Compared with audiovisual media advertising, they are facing a crisis of losing their dominant position.

### 1. "New Definition" of Traditional Media Advertising Landscape

Due to the wide application and popularization of new media, audiences prefer to perceive things through small videos. In this context, a regular cognitive change is also proceeding imperceptibly. In the era of visual art dissemination, aesthetic cognition has changed from "static aesthetics" to "dynamic aesthetics"; another example is the original horizontal images. Due to the widespread use of mobile phones, some have changed the vertical viewing. These aesthetics and appreciation methods Both are very different from traditional media advertising. The media advertising industry is constantly making new changes in accordance with the development trend of digital technology. Through the reconstruction of the form of media advertising, it breaks through the shackles of traditional media advertising and implements more accurately for consumers. "Multi-dimensional" advertising, pay more attention to the "experience" of

consumers in the process of advertising. It can be said that media advertising has presented a new definition in terms of penetration and accuracy. This kind of "newness" is more embodied in permeability and immersion. In self-media platforms such as Douyin, some media advertisements embedded in original content are more likely to be recognized and favored by consumers. For example, the Douyin internet celebrity "Apron Mom" is a Douyin account that records the daily life of full-time mothers. If you don't click on and take a closer look at the contents of the apron mother's Douyin, we will not be able to see the advertisement from the video cover. When the audience learns how to organize the room as they usually watch the video, some "soft advertisements" have already penetrated into the viewers' minds. Through such infiltration to realize the promotion of goods, and finally complete the consumption, this way of bringing goods is also a visual art. A "new landscape" of media advertising in the era of communication. According to incomplete statistics, in live broadcast platforms such as Douyin and Kuaishou, some data show that 65% to 73% of users can accept this kind of immersive and penetrating advertising placement method. It can be said that this kind of media advertising is effective The way has been naturally integrated into contemporary society.

### 2. "Symbolization" of media advertising under the visual arts

Tracking consumer interest points and

creating contemporary visual symbols have become an inherent characteristic of contemporary media advertising. In the process of visual presentation of media advertisements, advertisements are mainly created from the social, spiritual, and material dimensions, and the features of the products are cleverly integrated into the works, and media advertisements with the aesthetics of the times are created through the implantation of visual symbols. . In recent years, traditional national cultural symbols have become synonymous with culture. Some visual symbols that contain national cultural aesthetics have also brought business opportunities to many businesses. It can be said that these "symbolic" images have become a kind of cultural identity for the audience to express their inner imagination, and also a kind of cultural perception realized by new media technology.

These symbols that have been endowed with connotations bring the audience into a deeper and broader, multidimensional world with unlimited imagination. Sports brands will pack their covers on the self-media operating platform on major festivals, and attract the attention of the audience by extracting some symbolic elements. Integration has deepened the audience's visual cognition and improved the effect of publicity to a certain extent. And by focusing on extracting representative holiday elements to attract the attention of the audience, and then matching products that meet the characteristics of the festival, deepen the audience's visual experience, and improve the visual communication effect of the advertisement.

The cultural connotation of visual film and television works includes both ideological and institutional. Media advertisements immerse the audience in the three-dimensional space during the integrated audiovisual communication process, and obtain spiritual satisfaction from the multi-dimensional experience level, especially the stimulation of visual symbols. As an indispensable part of media advertising, visual symbols are the most basic existence of media advertising information dissemination, whether it is the immersive cognition of the audience or the enjoyment of the senses, and the true meaning of the existence of image culture. For example, Suntory's mellow coffee latte advertisement, through insight into the psychological needs of white-collar consumers, combines coffee that symbolizes high-quality life with the journey of exotic coffee. The placement of media advertisements also incorporates VR implementation technology, so that the audience can pass The breakthrough of digital technology, to feel a kind of release of pressure and relaxation of body and mind. It is full of creativity and has attracted widespread attention from white-collar workers in the advertising circle. This advertisement has also won unanimous praise from consumers by virtue of the creative expression of the

visual symbol of "coffee journey". Ways such as circle likes have achieved more significant results.

### **3. The "temporal and spatialization" of the creative landscape of media advertising**

The creation of contemporary media advertisements incorporates more advanced digital media spines, and incorporates diversified visual elements into the works, especially in terms of information symbol transmission, visual presentation, and language design, which show full timeliness. Compared with traditional media advertising, it is more in line with the audience's information acceptance habits and psychological needs in the era of media integration. It has stronger communication and expressive power in the presentation of media advertisements. From the perspective of audiovisual language, contemporary media advertising can integrate some audiovisual elements into the works more naturally, giving audiences a shocking audiovisual experience. In terms of presentation methods, contemporary media advertisements can give audiences more sensory stimulation through innovative designs that are "temporal and spatial". Some scholars have regarded this creative landscape of media advertising as a "temporal and spatial" expression, which means that contemporary media advertising has broken the traditional media advertising dissemination situation, and achieves product precision through the use of different network platforms and network terminals. To achieve the best advertising communication effect.

With the mature application of digital technology, the realization of some creative ideas is no longer out of reach, and diversified "temporal and spatial" presentation forms have become the development trend of media advertising, especially the presentation of multi-screen media advertising, which will become mobile in the new media era. The new trend of information technology. Audiences not only have more channels to experience the convenience brought by media advertising, but the presentation of the "temporal and spatial" landscape can also allow them to enter the "temporal and spatial" scene of media advertising and marketing anytime and anywhere. However, the "temporal and spatialization" of the creative landscape of media advertising also has its own characteristics. The realization of this creative sceneization requires a combination of certain temporal and spatial elements to quickly attract audiences by occupying the fragmented time of consumer groups. Through a powerful "visual hammer" to stimulate the resonance of media advertising themes and audiences. The "visual hammer" mentioned here is a kind of visual image that the scholar Laus Lila mentioned in his works to attract the audience. This visual image is like a big hammer, presented through the audio-visual language of media advertisements. It can establish resonance with the audience more

quickly and powerfully, and let them get a pleasant audiovisual experience through the "scene-based" experience. For example, a Moments ad by Mercedes-Benz, the ad appears in the form of a short picture + text, "After you have a car", click in and show Mercedes-Benz with the picture at the bottom of the article + text + hyperlink. The user can choose the vehicle configuration according to his own preferences, such as color, wheels, interior, audio and other configurations, so that users can quickly enter the scene of encountering the favorite car, in this "scene-based" creative expression. In order to provide a spatiotemporal introduction to the scene, it also provides unlimited possibilities for advertisers and audiences to interact with products. It can be said that, to a certain extent, the visual communication effect of media advertising has been greatly enhanced.

#### 4. The conclusion

The visual communication of media advertising in the Internet age has its own unique landscape features. These landscapes are presented in the form of multiple symbols, multi-dimensional audio-visual experience, and spatiotemporal creative scenes. These elements are not only the important content of contemporary media advertising themes, but also media advertising. The core competitive advantage of the era. In the future development of media advertisements, the creation of media advertisements should be combined with the characteristics of the times, by strengthening the decoding of visual symbols, and constantly creating creative media advertisements rich in personalized language, the innovation of which depends on the form and content alone is not enough, and it needs to be close to the public. Life, in line with the aesthetics

of the audience. Of course, in the era of visual art dissemination, media advertising will continue to change with the progress of the times and technological development. We must embrace opportunities and challenges according to the changes of the times in order to realize the redefinition and development of media advertising.

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