

Characteristics and development trend of advertising communication in new media communication environment

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Abstract

In recent years, with the continuous development of new media information technology, the forms of advertising are gradually rich and colorful, and styles are diverse, which leads to the advertising marketing strategy also gradually adjusted and changed. This paper mainly analyzes the characteristics and development trends of advertising communication in the new media communication environment, and makes a simple analysis from the basic elements of advertising communication, and also discusses the current new media environment, so as to fully reflect the new form of advertising communication trend in our country. With the continuous improvement of Chinese new media environment, in order to improve the multi-screen contact ability of new media information technology and enhance the experience of new media interaction, to fully meet the needs of Chinese consumers, and truly realize the return of advertising communication mode.

Keywords

New media; Communication environment; Advertising communication; Characteristics and development.

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1. Definition of new media environment

As the carrier of human information tools, media changes the society far beyond the content it carries. Meanwhile, it also reveals that all media are connected with people. Media is everywhere and always exists. In the era when new media and new technologies emerge endlessly and we media are widely used, it is necessary to explore the new form and development trend of advertising communication with integrated thinking and a new perspective. There are many definitions about the meaning of the new media environment. Generally speaking, the new media environment can be understood from the overall, extension and connotation characteristics. In fact, the new media environment is just a relative concept, and there is no fixed direction. Compared with the environment created by traditional media such as newspapers, radio and television, the sympathetic media environment created by the Internet and mobile media integrating text reading, audio-visual and behavioral experience is the new media environment. [1]In a broad sense, the new media

environment also includes the media environment provided by the media whose technology is constantly upgraded and updated on the basis of the traditional media, such as: building media, terminal media in stores, outdoor large color screen media, cinema media and other new media environment. Compared with the traditional media environment, the new media environment has the characteristics of one-way communication, and the interactive information transmission of new media has become more obvious. The new environment of media is a series of environmental changes caused by the comprehensive integration of digital technology into the media industry. The direct manifestation of the new ecology is the emergence of a variety of new media forms.

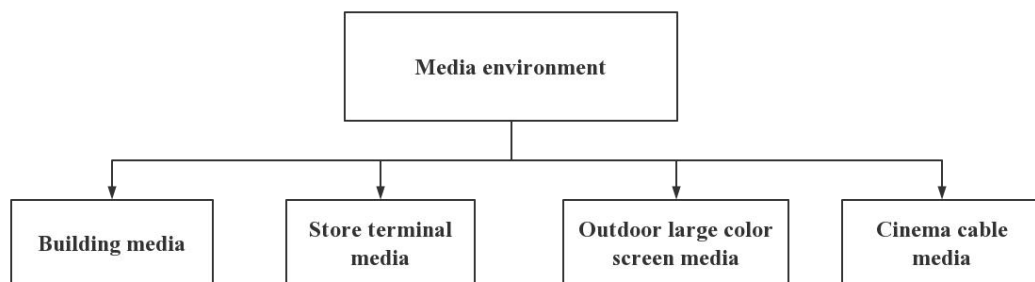


Figure 1 New media environment

2. Characteristics of advertising communication in the new media environment

2.1. Interactivity

In the traditional media environment, the boundary between the communicator and the audience is very clear, and the right to encode information is supreme. The audience can only choose the content of information to a certain extent as the receiver of information, but it is difficult to directly participate in the editing and dissemination of the content. In the new media ecology, the application of a large number of new media forms has realized the decentralization of coding and communication rights, and the originally concentrated coding rights tend to be dispersed. The relationship between the two parties has changed from one-way to two-way, and information interaction has become an important feature of new media.[2]

2.2. Marine Quantification

In the new media ecology, the characteristics of the sea are reflected in the level of media commodities. According to Dohler's theory, media is a dual product market, and media enterprises produce two kinds of goods at the same time. One is content, such as film and television programs, newspaper articles, new media value-added services and so on; The other is audience, which is attracted by media content and constitutes the value of media secondary sales. For advertising, audience resources can be packaged, priced and then sold to advertisers.

2.3. Platformization

In the traditional media industry, we are used to classifying media from the technical point of view, such as radio media and print media, which reflects the emphasis on the resources

occupied by media. The emergence of new media forms has brought the excess of communication channels, and the traditional media resource-oriented classification is being adjusted. The application of optical fiber technology and the increasing bandwidth have brought about the depreciation of traditional frequency, channel and other media resources. The concept of platform has emerged at the historic moment, and the classification of media has also changed from the standard of resources to the standard of target audience.[3]

Table 1 Characteristics of advertising communication in the new media environment

Serial number	characteristic
1	interactivity
2	Marine quantization
3	platformization

3. The trend of advertising communication in the new media environment

3.1. Diversified media selection criteria

Advertisers are becoming more interested in the precision of advertising delivery and are shifting their attention to finding media that have more impact on their target market. As a result of this change, the media selection criteria of advertisers tend to be rational and diversified. Multi-index analysis is carried out on the correlation between media and its target consumers, and rational choices are made after comprehensive consideration of media positioning, audience structure, popularity, authority, reputation and other indicators.

3.2. Advertising content

The trend of advertising content is an important characteristic of the new ecological environment of media. The vast content and platform-based communication channels provide soil and impetus for the updating and upgrading of advertising forms. With the continuous emergence of various new media applications from search engines to mobile phone microblogs, the coding mode of advertising will further change.

3.3. The initiative of the audience is improved

In the new ecological environment of media, the role of the audience at the decoding end in advertising activities is obviously strengthened. It is reflected in three aspects: First, the audience begins to directly participate in the coding and dissemination of advertising information. Based on the massive user database, viral marketing, word-of-mouth marketing and other marketing methods appear with the help of the Internet and mobile application business, opening a new chapter of marketing in the network era. Secondly, the audience's ability to choose advertising information is strengthened. With the increase of information source channels, the audience can get the required content and business from various channels. Third, the audience's active search ability is strengthened. According to the consumer demand, the audience actively searches for advertising information and shares their experience through multimedia actively.[4]

3.4. Differentiation and reunion of consumer market

The emergence of various media applications in the new media environment creates conditions for the re-aggregation of audiences. On the one hand, the emergence of three information platforms, individual, family and community, has formed distinct audience

characteristics. On the other hand, in the new ecological environment of media, database and media communication technology have become effective channels to realize individualized communication between advertising information flow and target audience, and accurate communication against fragmented consumer market will become the new value of advertising communication.

Table 2 Advertising communication trends in the new media environment

Serial number	trend
1	Pluralistic media selection criteria
2	Advertising content
3	Audience initiative improvement
4	The fragmentation of the consumer market reunites

4. Conclusion

In the face of the new media communication environment, the boundaries of advertising communication are becoming more and more blurred. It is no longer one-way communication in the traditional sense, and the audience is becoming more and more active in choosing advertisements. In order to achieve the desired effect in the media environment of constant conflict and convergence, advertising communication must adapt to new trends and make appropriate adjustments and changes in communication strategies.[5]

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