

On the Aesthetic Appeal of Chinese TV Advertising

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Abstract

Television advertising is a form of art. It is a kind of way to promote products, with double-characteristics of both aesthetic appreciation and economy. Aesthetic appreciation of television advertising is kind of utilitarian. Designers should fully apply pictures, colors, words, audio and other art forms to create popular advertisement images full of products' information and aesthetic connotations. By using the comparatively direct aesthetic images, the advertisements can make audiences taste the connotations of products in a relaxing, free and pleasant aesthetic atmosphere.

Key words: Television advertising; Emotions; Aesthetic appreciation

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INTRODUCTION

Television advertising is a kind of advertisement using TV as its broadcasting media. It is often used to spread the product information, enterprise culture, tourism image and so on. Television advertising constructs an emotional world of unique aesthetic connotations for the audience by some symbolic languages, such as literature, performance, acoustics, scene, graphics, characters, colors and so on. In this aesthetic world, audience can directly experience the visual and auditory images, and understand the aesthetic meaning of advertising. Thus

the persuasion function of advertising can be subtly realized.

1. THE CHARACTERISTICS OF TELEVISION ADVERTISING

Television advertising mainly has three characteristics: pertinence of the contents, comprehensiveness of the forms and emotionality of the advertisements.

1.1 Pertinence of the Contents

Television advertising is a kind of art form with the purpose of shaping brand image and building brand loyalty. It has two aspects—advertising contents and forms. Advertising contents are the key factor to attract audience's attention, stimulate their purchase desire and take actions to purchase, not only depending on their forms of expressions. The most important thing for television advertising is how to describe the propagandized products, state and promise all kinds of benefits of them. Advertisement contents must be sincere, avoiding exaggerated propaganda and misleading consumers. They should provide clear information as much as possible to the audiences, handling well the relationship of advertising utilitarian purpose and the audiences' demand for the advertising taste. They should get insight into the psychology of consumer groups, especially the young group which can drive consumption growth. They should advocate active consumption concept, and spread the way of life which conforms to the trend of times, giving full play to the powerful demonstration effects of advertising, meanwhile avoiding making audiences fall into the unconquerable “gentle trap” because of the pursuit of fashion, which makes advertisements more common and popular.

1.2 Comprehensiveness of the Forms

Television advertising art utilizing TV technology as its means, images, sound, montage and other artistic language

as its medium, to create images on the screen, express specific functions, brand connotation and value notions of products. Depending on the unique function of message recording and transmission of television advertising, designers comprehensively use intuitiveness of modeling artistic images, harmonious and rhythmical feeling of auditory art, performativity of dramas, dancing, films and other performance art, and narrativity of literature art, comparatively freely creating a four-dimensional time art and directly resorting to visual and auditory senses of audiences.

1.3 Emotionality of TV Advertisements

Television advertising is a special spiritual productive activity. It is based on the need of people, depends on scientific technology and art, and spreads the functions and aesthetic value of products. Therefore, the artistic creation and appreciation of TV advertisements inevitably have the characteristics of subjectivity. From the perspective of reception aesthetics, the audiences do not passively accept advertising information, but actively participate in the creation of advertisements. Novel, well-functional products, integrating with the television advertising images which are created by some emotional elements such as love, friendship, family love, nostalgia and so on, always make audiences insert some subjective factors, such as emotions, interests will and so on, into their appreciation objects. Thus audiences become totally indulged in the objects, feeling that they themselves have the same way of life and questions as the people in the advertisements. The mutual integration and close fit between appreciation subjects and advertisement objects, together with the aesthetic state in which the human beings and their circumstances are a whole, are the ideal appeal of advertising effects.

2. THE MEANS AND THE METHODS OF AESTHETIC APPEAL OF TELEVISION ADVERTISING

2.1 The Artistic Emotional Appeal of TV Advertising

In recent years, the advertisements using emotions to move people and beauty to please people become more and more popular among audiences. The author believes that aesthetic effects of television advertisements need to use audio art, visual art, and literary art to realize.

2.1.1 Audio Art Appeal

Audio art of television advertising is a big family, including the sounds of wind, water, thunder, bird, cry, laugh, music and so on. The unique narrative style and audio art of television advertising can leave people in a virtual space, feeling that they are just in the advertisements, so that they can vividly feel and

appreciate the advertisements. For example, Nongfu Spring co., LTD launches an advertisement entitled the Oriental Leaves. In the Advertisement, there is a beautiful music which matches very well with the slogan—traditional Chinese tea, miraculous Oriental Leaves. The music and the slogan have brought the best in each other. The music containing strong traditional cultural flavor and the emotional connotation full of poetic quality bring people to a specific aesthetic state, in which audiences themselves seemingly become witnesses of Chinese tea history, so they have a trace of being moved and retrospect. For the other instance, in the Wuzhen tourist advertisement entitled “Never leave here where we have been to” played by Liu Ruoying, with melodious music and beautiful scene, all surroundings are so natural, so quiet. “Good memories of the past illuminate the corner of memory”, making the people from busy and noisy cities remember the sentence “Never leave here where we have been to” in their hearts.

2.1.2 Visual Art Appeal

To arouse the attention of visual sense of the audiences is the first step in television advertising propaganda. In product promotion and enterprise culture propaganda, the approachable visual images of people, products, drawings, colors, environments and so on, can transmit advertising information very quickly, which helps to establish audiences’ trust. For example, in the advertisement entitled “Supermarket” of Extra Gum, a young lady comes into a convenient store to buy midnight snack. The male shop assistant helps to heat the food without any requirement. At the checkout time, when the lady picks up a bottle of Extra Gum, the assistant says: “It’s good for your teeth.” Then the lady picks up a second one. She takes away one bottle after payment. The assistant holds up the gum left on the counter and shouts at the lady: “Hey, your extra!” the lady smiles and answers: “It’s your extra!” When the advertisement finishes, a warm picture in which strangers care about each other unfolds in audiences’ heart. The advertisement perfectly realizes its appeal “We care about your teeth, while care more about you.” In the advertisement entitled *Zhou Huajian—Friends of 999 Ganmaoling Granules*, the mature appearance of Zhou Huajian, like his music, makes people feel very comfortable, combined with the moving slogan “It’s warm and sweet, just like your friends are around you.” The picture is delicate and touching, which exerts a subtle influence on the audience’s purchase intention.

2.1.3 Literary Art Appeal

The creation of TV advertising works begins with the advertisers’ writing of the literary scripts. A good script can provide broad space for directors, actors, designers and other artists to start their second creation. Wha TV advertising literary art impresses the audiences most are “advertising language” and “dialogue”, especially

“advertising language”. Good advertising language can express the core idea of the brand quickly. For instance, “If you are afraid of getting inflamed, please drink Wang Laoji Herb Tea” touches the heart of the people who are afraid of getting inflamed deeply, creating emotional empathy of consumers and the advertisement, thus the functions of the brand have been effectively spread. The sentence—“We are not producing water. We are just remover of nature.” moved many consumers who are worried about food safety. The simple but connotative advertising language fully illustrates the idea of Nongfu Spring, that is, to provide natural, safe and healthy water. “I am Chenou, I represent for myself.” has been very popular online. In this advertisement, people witness a person who still moves forward bravely when he meets with kinds of doubts, laughter and setbacks in workplaces, college entrance examination and love, which makes audiences remember “Jumeiyoupin”.

2.2 Contents Appeal of TV Advertising

Whether it is the reshowing advertisements of Utopian life scenes or the utilitarian advertisements aiming at exhibiting product features and cultural characteristics, both of them can give the audiences rich aesthetic experiences.

2.2.1 Building a Better Living Environment

Advertisement designers all hope that they can stimulate audiences’ intuition, association, imagination, emotions and other thinking psychology from the moment when their original advertisements arouse the attention from the audiences, so that audiences may change their minds and the purpose to let more people know about their advertisements can be reached. In the designing of the current TV advertising, when designers start the emotional appeal to TV advertising, they often apply warm, pleasant and positive appeals to construct the living situations which are appropriate for audiences’ needs or ideal, making audiences have immersive subjective experience by referring to the “real world” experience. So they have the aesthetic experience of fondness, pleasure, wanting to own and so on. For example, in the advertisement entitled *Making Home Feel Better* of Laishi Furniture, parents and their child of a family read, fold clothes and play together in a cozy room. Audiences feel that they are just the leading characters in the advertisement, and experiencing that kind of charmingly calm life. The beauty of this kind of life just comes from the “exquisite and scrupulous working” of Laishi Furniture, which makes home feel better. Audiences face a great amount of visual symbol information, so they often have aesthetics weariness. Traditional self-boastful advertisements cannot attract them. While self-denigration model in the opposite direction, receives unexpected effect. For example, in the advertisement entitled “Men are to be molded”, “sily” Xialuo becomes a man who treats wife very

well. When he cooks eggs for pregnant Dongmei, he makes the kitchen full of smoke just like the smoke of gunpowder in the battle fields. Then Xialuo interrogates “Fangtai”, “Why ‘No smoke in all directions’ becomes ‘Smoke runs in all directions’?” Dongmei helplessly looks at Xialuo quarrelling, and quietly puts a board of lampblack absorber on it. The smoke in the kitchen vanishes instantly, which struck Xialuo dumb. Dongmei feels that “men are to be molded, but it doesn’t matter. They will be smarter if they make food several times.” The daily trifles of the affectionate couple trigger the emotions of the audiences easily who keep the sentence—“Remember this board if you want there is no smoke in all directions.” firmly in their mind.

2.2.2 Highlighting the Functions and the Humanity Characteristics of the Products

Television advertising shortens the psychological distance between audiences and products by touching people’s passions and desire, so it can express specific aesthetic taste, life style and value concept, subtly promote the functions and humanistic characteristics of the products, and then sell the products out. Therefore, if a TV advertisement can properly deal with the relationship between functional transmission and aesthetic transmission of the product, making the process of watching the advertisement become an aesthetic one, then, the audiences can get aesthetic pleasure in spirit. In the “Super liquid detergent” advertisement, Sunli, in red dress, embodies the current woman who “can bear, release, be fancy, be pure, do more greatly than what they can.” It changes the traditional expression method of women- themed advertisements which often emphasize their beauty of faces, curves and bodies, but stresses the main status of women in the society, which wins audiences emotional acceptance from deep level, expressing the advertising theme “Superwomen use Super liquid detergent, that is Plant-extracted Low Foam Detergent”. The advertisements aiming at propagating the functions of the products should move the consumers by aesthetic emotional appeal, avoiding self-boasting. For instance, in the advertisement called “Charge five minutes, and you can call for two hours, which can make your love always on the phone line.” Of OPPO R7, when the chief actor calls his girlfriend, his cellphone is out of power suddenly. After five minutes of charging, he begins to talk with her and continues their talking all the time when he prepares gifts for her. Until two hours later, he arrives at her home, still calling. From beginning to end, the advertisement does not forcefully infuse the functions of the phone, and also not contain any literary connotation that is thought-provoking. But OPPO gives big surprise to the audiences in the least humanized aspect of the smartphone—battery, deeply grasping the audiences’ heart by providing the advantage of VOOC charging-in-a-flash technology.

CONCLUSION

Television advertising art needs to convey “aesthetic emotions”. It cannot be only satisfied with infusing “functional” spread. Television advertising designers should consciously lead “Aesthetic appeal” fashion of advertising creation, not using infusion and enforcement, but integrating aesthetic connotations full of aesthetic emotions and adequate functional information of the products with the advertisements, realizing the functions of television advertising to spread products information and improve audiences’ aesthetic ability.

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