

On the Correct Cognition and Discrimination Application of Chinese Elements in Advertising Culture

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Abstract

To use Chinese elements reasonably, scientifically and effectively in advertising, scientific cognition is the first thing Correct selection and reasonable use of Chinese elements, and second, the cultural knowledge of marketing communication subject should conscientiously strengthen learning, improve the cultural quality education and level, to develop the recognition of the Chinese cultural elements, improve the aesthetic and taste, Chinese element effective use in the creation of modern advertising, enhance brand image and product sales.

Keywords

Chinese Elements; Correct Cognition; Effective Use; Cultural Quality.

1. Introduction

In recent years, there has been a "cultural fever" in the marketing and advertising industry. A typical phenomenon is the use of "Chinese elements" in brand building and advertising. Chinese elements are the foundation of Chinese culture and a symbol of national culture. The use of Chinese elements in advertisements gives the brand a "Chinese style" beauty, and creates a new brand image with a sense of taste, fashion and trend, which helps enrich the product connotation, forming bright brand characteristics, enriching marketing methods, attracting consumers, and being well received by consumers.

More and more brands, including Coca-Cola, Oreo, BMW and other international first-line brands, are willing to apply Chinese elements to brand development, and have achieved good publicity effects and sales performance. Chinese elements provide a meaningful way, means and path to reshape, enhance, and increase product sales of the brand image. Using Chinese elements to empower the brand and strengthen communication with consumers has become a fashion and trend in the marketing and advertising industry.

2. Understanding of the Definition of the Concept of "Chinese Elements"

What are Chinese elements? Some people think that Chinese elements are things that can embody Chinese characteristics, can embody China's excellent traditional culture and spirit, and make people immediately think of China at a glance, such as pandas, the Great Wall, pen, ink, paper, inkstone, silk and ceramics; others think: everything is What carries the national culture, has national characteristics, and contains the connotation of national spirit, and can make the Chinese people have emotional identification can be called Chinese elements. For example, Peking opera, facial makeup, tea, embroidery, Chinese chess, etc. These statements have certain truths, but they are not comprehensive enough. Chinese elements are rich in connotation, complex and broad in extension, diverse and complex, and with developmental and contemporary characteristics. It is an open, comprehensive, and continuously extending concept. It is difficult to define all its contents in a single definition. It is also difficult to describe everything. Baidu Encyclopedia's definition of Chinese elements is relatively reasonable and

comprehensive: "Anything that is gradually formed in the process of the integration, evolution and development of the Chinese nation, created and inherited by the Chinese, reflects the Chinese humanistic spirit and folklore psychology, and has cultural achievements with Chinese characteristics., Are all Chinese elements, including tangible material symbols and intangible spiritual content." [1]

For the classification of Chinese elements, Baidu Baike divides them into three types: "One is the inherent elements of China, such as Chinese territory, territorial waters, race, climate, etc.; the second is Chinese traditional cultural elements; the third is Chinese modern culture. element". [1] The foundation of Chinese elements comes from my country's traditional culture, including but not limited to traditional culture. With the development of the times, many new contents will be added, that is, the material created by people through wisdom and labor in the new development period. The achievements of civilization and spiritual civilization are also Chinese elements, such as the Bird's Nest, Water Cube, radio telescope, aerospace technology, Olympic spirit and so on.

3. Problems in the Use of Chinese Elements

The use of Chinese elements in marketing advertisements stirred up a wave of "national tide", and created a number of domestic brands such as Li Ning, Pechoin, Huaxizi, and Cha Yan Yue Se. Even the world's first-tier brands, such as Nike, Adidas, BMW, etc. have also used Chinese elements to establish a fashionable, friendly and interesting image. However, not all applications of Chinese elements are appropriate and successful, and there are also "car overturning" incidents caused by improper or malicious use.

For example, on November 24, 2018, the Italian luxury brand Dolce & Gabbana's video of "Eating with chopsticks" was suspected of insulting Chinese culture and causing a "catastrophe" for the brand. In the film, the actress eats pizza with chopsticks and calls the traditional Chinese eating tool chopsticks "sticks". A series of performances are blunt and artificial, which makes people uncomfortable to listen to. Netizens left a message to the official Dolce & Gabbana, demanding that the advertisement be stopped immediately. Stefano Gabbana, the founder and creative director of Dolce & Gabbana, not only did not humbly listen to the opinions of netizens, but instead used a series of foul language to abuse the Chinese. Its arrogant, rude, and discriminatory attitude towards Chinese people's words and deeds has aroused strong dissatisfaction among Chinese people, who have launched boycotts of the brand. As the impact of the situation spread further, foreign markets also began to remove the sale of the brand's products. Dolce & Gabbana began to realize the seriousness of the problem, apologized to the Chinese, and made some marketing efforts, but it is too late and unable to recover. The brand has completely lost China, the world's largest consumer market, and it can be described as a heavy loss.

Other incidents of advertising failure due to improper use of Chinese elements include Nippon paint outdoor advertising "Panlong slipping", Toyota car print advertising "Domineering, you have to respect", Nike film and television advertising "fear of the room", etc. It involved the improper use of Chinese elements. It was accused of insulting China and caused protests. In the end, the advertisement had to be removed and an apology was made to the Chinese.

4. Achieve a More Comprehensive Understanding and Discriminately Choose to Use Chinese Elements

4.1. Not all "Chinese Things" are Called "Chinese Elements"

Although the Chinese culture is broad and profound, and the content is vast, including natural, humanistic, historical, modern, abstract, concrete, material, spiritual, political, economic, and

social elements, but from practical applications Look, the cognition and application of Chinese elements is not endless, and not all "Chinese things" are called "Chinese elements".

For example, the Advertising Design Department of Communication University of China once did an exhibition on the theme of "Chinese stuff", which was held in the corridor of the National Grand Theater, which achieved good social response. But this case has a question worth thinking about: Are these Chinese things called Chinese elements? Can Chinese things and Chinese elements be equated? If a concept is too broad, it will weaken the value and significance of theoretical cognition and practical application. Chinese elements should mainly refer to those elements that have greater significance, wider recognition and communication influence. In the creation of advertisements, scientific cognition, reasonable selection, and limited use of some typical representative and more valuable meanings Elements, this is not in contradiction with the discovery and innovation of Chinese culture in advertising creation.

4.2. The Use of Chinese Elements is not a Simple Addition and Blind Use

Teacher Liu Xiuwei from the School of Design and Art of Beijing Institute of Graphic Communication once said: There is a graduate of their school. The content of the graduation project is to let the lion and the dragon fight. In the end, the lion defeated the dragon, which made people feel very unacceptable. Because this is very easy to think of "the Chinese nation is defeated", because the Chinese have always compared themselves to "the descendants of the dragon." The girl cried after listening to the teacher, saying that she didn't think so much when she was creating herself. The work just wanted to show the two powerful images of dragon and lion, so she let the two fights. The final result of the incident was: the student's graduation project failed, and graduation was postponed. Because the school believes that such students cannot go to society for the time being.

"Creativity can be freely thought, but not freely developed." "Creativity is not unlimited. Since it is designed on the basis of culture, it is necessary to have a deep understanding of Chinese culture, especially some factors related to the national and national levels." [2] As a part of Chinese culture, Chinese elements are behind it. Affirmation and reflection of national culture. There are a wide variety of Chinese elements and their composition is complex. There are rich treasures with the value of the era, as well as bad habits and dross. There are both sacred totem symbols, feudal superstitions and custom taboos. The application of Chinese elements in brand creativity and advertising activities should be carefully selected. , Carefully screen, strictly review, do not issue advertising, follow the necessary cultural and creative principles, constraints and restrictions, do not deviate, violate, or offend the dignity of national culture, and strive to best represent the beauty of Chinese culture, best fit the brand tone and advertising The elements of themes and goals are integrated into the advertising creation to lay a solid foundation for the smooth completion of personal studies and the future development of the workplace.

4.3. Strengthen the Learning of Cultural Knowledge, Consolidate the Foundation of Cultural Quality, and Use Chinese Elements Correctly

Culture itself is the embodiment of human social values in social practice. What are Chinese elements and their use in advertising involves the question of how to choose and which symbolic content to choose, reflecting the value of operating entities such as brand owners and advertising agencies Ideas, aesthetic orientations and cultural judgments. "Advertising is permeated with the audience's value expectations, and at the same time, it is deeply imprinted with the advertiser's own value consciousness and cultural intentions. Therefore, what kind of advertising work will be promoted to the society, and what will happen in the future? The effect is not only related to the audience's value expectation and acceptance mentality, but the advertiser's own cultural quality also plays a significant role." [3]

In their daily work and study, advertisers should consciously strengthen the cognition and learning of cultural knowledge in various fields, constantly consolidate the foundation of cultural quality, arm their minds with advanced ideas, cultivate due cultural taste and healthy aesthetic standards, and establish correct "Three Views", have the ability to appreciate and identify various elements of culture, consciously identify and reject the erosion and negative influence of bad cultural information, check the direction and achievements of their own creation, and improve the quality of works and cultural taste. With the development of the times and the continuous progress of material and spiritual civilizations, advertisers must keep pace with the times, cherish the rich treasures of Chinese cultural symbols, and actively explore, discover and extract more abundant and diverse Chinese elements to inject new vitality into modern advertising, Enrich advertising creativity and expression style, give the brand "national tide" fashion, and promote the creative transformation and innovative development of Chinese excellent culture in the advertising industry.

5. Conclusion

Chinese culture is broad and profound, vast as a brilliant galaxy, and rich in Chinese elements, just like the stars in the sky. The interpretation of Chinese elements, no matter its definition and classification, is in a process of continuous development, enrichment, supplementation and improvement. But from the current research, no matter what kind of definition, it is possible to reach a consensus on the determination of the attributes and basic content of Chinese elements. Based on this, people's cognitive understanding of Chinese elements will be richer and diversified, generalizations will be more scientific and comprehensive, and the use of Chinese elements in advertising will be more "excellent".

References

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