

Research on effective communication forms and characteristics of public service advertisements for nurturing parenting skills in China

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Abstract: This study is part of a larger research aimed at enhancing effective communication of parenting skills knowledge to Chinese parents. The purpose is to explore how to transform public service advertisements into effective training methods for Chinese parents by studying the media form, content expression, symbolic elements and other aspects of public service advertisements in China. This study documents the identification of effective communication characteristics of PSAs, in which advertisements in the form of cold and hot media have different sensory experience characteristics, their expressions of the central processing path, and the expression of the peripheral processing path of advertisements, which could be transformed to improve information transmission and are attractive to observers. The results found different characteristics in terms of language and nonverbal advertising content, which could create different effects on observers. This article mainly studies the different roles of different media forms, content expression, and symbolic elements in public service advertisements, as well as the communication effects of different forms of public service advertisements under different themes. The results have significant implications for developing a theoretical framework for the efficient dissemination of public service commercials and, consequently, for promoting happier families for developing children by improving parents' parenting knowledge.

Keywords: *Chinese Public Service Advertisements, Effective Communication Characteristics, Forms, Expressions, Elements*

1. Introduction

Many Chinese parents are under tremendous financial and employment stress as a result of the rapid growth of the social economy and the incidence of health and hygiene crises in recent years. These pressures disrupt their emotional management and investment in family time and cause problems for their children's physical and mental health. For example, not paying attention to children or ignoring the needs of children will lead to physical, psychological, cognitive, and behavioral challenges in children. Traditional Chinese have had a

strong concept of family culture since ancient times. In the eyes of most Chinese people, family is the heart of society. Therefore, the building of a harmonious and healthy family atmosphere is very important for all Chinese. This study posits that busy parents lack anger management skills and knowledge of parenting skills due to life pressure, causing these weaknesses to affect child character development and the healthy atmosphere of the family.

Although attending formal parenting training may not bode well for busy parents, the study reverted to visual advertisements in the public realm to assist in the

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dissemination of key parenting lessons, specifically the use of public service advertisements. Governments frequently use public campaigns in the media as a marketing communication strategy to reach, educate and persuade a broad audience, as well as to promote particular behaviors [1]. It has the characteristics of high credibility, can promote beneficial social behavior, and covers a wide range of people. Public service advertising is widely considered a powerful technique for highlighting social issues and promoting better social behavior [2]. According to the literature, mass media promotions are frequently used to address high-population promotions by regular use of existing media, including television, radio, magazines, and newspapers [3].

Compared with European and American countries, the development of public service advertising in China started late and its organizational structure and communication form are also slightly different. It incorporates the basic principles of socially-oriented public service and people-oriented services and takes into account the mission of market economy and cultural construction [4]. Chinese public service advertisements have the characteristics of low cost and high credibility. The Jiangmen municipal government in China's Guangdong Province mentioned that the installation of public service outdoor advertising facilities should not be less than 30% of the overall planning of outdoor advertising, and the charges of public service advertising should only be charged at cost. The literature suggests that in the 30 years of rapid development of modern commercial advertising in China, public service advertisements have reached a high credibility due to the vigorous development of the government [5].

This study recommends exploring how public service advertisements (PSAs) could be turned into an effective training approach for busy Chinese parents. The intention is to explore the effective communication channels if parenting training could be implemented through them.

2. Materials and Methods

This document documents the literature review study by presenting the results of the “Systematic Literature Review Synthesis Process” [6] in *public service advertisement*. The procedure is a standalone typology for literature reviews, and is based on an awareness of particular current literature to help researchers decide on the theoretical framework for their early research ideas. The topics were identified using Ibrahim's [7] research question's (RQ) construct categorization technique to identifying three different RQ constructs: “WHO”, “WHAT” and “HOW — in formulating a main research question [7]. “WHO” is defined as the subject element affected by the research, “WHAT” is the information or body of knowledge required to solve the problem, and “HOW” is the target impact of the study. Accordingly, there are four RQ constructs in a Ph.D. study.

This study selected the RQ construct of *Chinese public*

service advertisements (Chinese PSAs) for analysis. Using the keywords associated with the chosen RQ construct, including media forms, content expressions, and symbol elements, articles were found using Scopus and Google Scholar. A total of 35 journal articles were identified through the title search and keyword search to select all research papers from 1996 to the present. The abstracts were reviewed and assigned to smaller topics to deliver advertising information for Chinese PSAs: different media forms, different expressions of content, and different elements of symbol. Based on the main content of each topic, this study selected the top 36 journal articles with strong potential to address the main research question.

The result of this exercise in critical review is a synthesized summary for each topic that has undergone additional cross-analysis, integration of possibilities, and prioritization in order to recommend a number of highly likely solutions for developing methods and strategies for the efficient dissemination of Chinese PSAs. The resulting key summaries are presented in the “Point of Departure (POD) Tree Diagram” adapted from Ibrahim and Mustafa Kamal [6] shown in Figure 1. The literature review synthesis process for this study was recorded using the EAGLE Navigator online system.

3. Results and Discussion

3.1. Different Media Forms of Chinese PSAs in Delivering Advertising Information

The media has a significant impact on today's society and can offer a centralized forum for all public health communications, in-depth healthcare education, and guidance. It enables the adoption of new healthy practices, equal access to healthcare care, correct acquisition of health knowledge and information, and a change in attitudes and values towards health. The literature shows that various existing media, such as television, radio, magazines, and newspapers, are widely and regularly used for the promotion of mass media advertisements [3]. Several forms of mass media are the primary vehicles for the distribution of public service announcements. Chandra [3] describes the media as a hot or a cold medium in his analysis of media and communication. Print, radio, film, and photography are examples of popular media that extend one sense in high resolution and fill it with information. Hot media are multisensory with little in-depth audience engagement. The viewer or listener is an active participant in the viewing or listening experience in a cool medium. This study proceeded to select several common media platforms from these two media to further analyze their characteristics. The first is to analyze the functions and characteristics of hot media forms, and the second is to analyze the functions and characteristics of cold media forms.

Text is a typical hot medium, and users mainly feel the information of text media through visual senses. Due to the

limitation of a single sensory experience, to allow users to fully understand the content of the information, the text media will present the information in visual form as much as possible when outputting the information. There are many forms of text presentation in PSAs. Commonly used are slogans, explanatory texts, subtitles, etc., as visual symbols, the role of text in advertising is similar to other visual single media in some aspects, which is the process from encoding to decoding. The audience decoding process is the release process of the advertising meaning. The amount of information a symbol can carry depends not only on the symbol itself, but also on the audience's knowledge reserve, understanding ability, and differences in cognitive level [8]. Therefore, when using text media in PSAs, in addition to adequate encoding of advertising information, the decoding capabilities of the target audience must also be considered. For example, when designing PSAs for the elderly based on text-based media, it is recommended to consider the cultural level, language habits, and comprehension capabilities of the elderly group.

Moreover, the information contained in the text is not necessarily intuitively visible. Saussure [9] first proposed the concept of biaxial relationship, which refers to the combination of symbolic texts. He divided this combination into two expansion directions, namely, the horizontal combination axis and the vertical aggregation axis. It can be seen that combination is the construction method of text, while aggregation is the construction method of text, which is hidden. Aggregation is the background of the combination, and the combination is the projection of aggregation. The meaning depends on the symbol, and the ideographic activity of the symbol unfolds in this biaxial relationship. The so-called horizontal combination refers to the various materials selected by the creators of the public service advertisement. Vertical aggregation refers to the expansion of the meaning of symbols in the vertical direction [8].

Oral information applies the principle of cooperation in the whole activity of speech and comprises four types of maxims: the maxims of quality, quantity, relevance, relevance and manner [10]. Speakers who deliver accurate and true information in their speaking activity, as well as doing so while achieving their intended and stated goals, demonstrate the highest level of quality [10]. In this instance, when a designer applies verbal dialogue in a public service advertisement, it is necessary to convey factual information to ensure the information quality of the advertisement. Therefore, when designing a training module for parents who lack parenting skills, the designer is recommended to start with facts during the planning of language content based on actual research. When a speaker makes an effort to be as informational as possible when assisting another speaker, this is known as the maxim of quantity. However, cooperation is not recommended to be excessive and best, if it is limited to what the said speaker is asking or needing [11]. For example, when designing public service advertisements, designers could control the amount of information so that the audience could not digest and receive them all.

According to the maxim of relevance, each input that a participant offers to the conversation must be pertinent [10]. When designing a public service advertisement, all the presented content of the dialogue language is recommended to conform to the theme of the advertisement, thus avoiding appearing vague or deviating from the subject matter. Such vagueness and deviation would otherwise reduce the audience's acceptance of information. The maxim of manner requires one to speak clearly, directly and without ambiguity, since effectively communicating is impossible when the information presented results in further confusion [12]. This study is currently seeing the content of many public service advertisements being designed to follow high-quality metaphorical effects, even neglecting the clear communication of information. This situation could be perceived as violating the politeness principle and making the audience's decoding process difficult. The study posits that the single sensory nature of the hot media platform could provide information to the audience in depth. It would allow the audience to enter the advertising environment in a low-thinking state of mind that would produce a more dependent effect of being persuaded about changing their behaviors.

The second is an analysis of the effect characteristics of the two platforms of cold-media television and animation. As a typical cold media, ShiHan [13] found that TV commercials use a multisensory way to convey information, such as the comprehensive sense of sight and hearing. The main form of presentation of television advertising is video. Nur Akma Halili [14] discovered that viewers prefer a film that has information that has simple to understand information and beneficial to society. In addition, individuals show behaviors that show that they enjoyed and even laughed when seeing aspects of the story that can touch their hearts. [14].

In addition, to better attract the audience's attention, the content of TV commercials is recommended to be descriptive. Gary Dahl [15] stressed that the best TV advertisements could attract viewers to the screen, present the use of products or services, present the appearance of the advertiser stores and the types of products the advertiser sells, or present the usefulness of goods or services. Animation streaming media is also a kind of video media, but due to its strong artistry, it has its own media characteristics. When combining animation with public service advertisements, the study proposes making full use of its media advantages. Animation streaming media, as opposed to cinema and television streaming media, may make it easier to raise the exaggerated performance of characters, although larger-scale character representations would have a more powerful aesthetic impact [16].

For example, when shaping the character in an advertisement, the characteristics of the character can be presented in its facial features, clothing, or actions, incisively and vividly. This method can help the audience radiate their imagination and deepen their understanding of advertising content. Moreover, animated streaming media advertisements also have certain advantages in terms of

funds. The impact of animated streaming media can be endlessly increased compared to living-performance movie and television advertising, and the capital investment required to increase the impact of animation may not have a major influence [16]. Therefore, the cold media platform triggers the active participation of the audience's brain through its multisensory shallow experience and then achieves the effect of generating active thinking, reflection, or changing behavior.

In summary, different types of media have rich characteristics. This study found that users' willingness to participate in public service advertising and their willingness to think positively is related to the number of sensory triggers presented by the media. Different media forms, such as hot media and cold media, have their characteristics. The study agrees that understanding these characteristics such as when single sensory hot media would allow viewers to have more in-depth participation, and when a multisensory cold media experience feels better, it would be easier to understand and improve attracting the audience's attention.

3.2. Different Content Expressions of Chinese PSAs in Delivering Advertising Information

This study found many ways to express the content of PSAs. Some advertising uses graphics, text, or samples to simply convey the information content, while others use storylines or narratives to figuratively convey the information content. Researchers can select more efficient means of content expression when faced with PSAs with various themes or aiming to be more effective in providing information. For example, the refined possibility model (ELM) and the heuristic system model (HSM) [17].

Chaiken describes the identification mode of interest in information content as the central processing path. Since the premise of this path is that users will have high participation, high thinking, and high processing capabilities, the persuasive effect achieved through this path is predictable and more lasting. For advertising, attracting users' attention through stories or narratives is the current mainstream central processing path. According to narrative persuasion theory, one's experience of becoming engrossed in a story is a crucial process through which the story might affect one's real-world views and behaviors [18,19]. There are numerous ways to use narrative to encourage changes in behavior connected to one's health. Schank and Berman [19] found five different types of story, each utilized for a different communication goal. Official stories are made up or fictional, first-person experiential stories, retellings of other people's stories, and culturally prevalent stories that are universally accepted in a culture are examples of official stories intended to present a fair account of events or the viewpoint of a group.

In the plot of the story, if the target audience falls within the scope of the central processing path, the researchers can use the above five types of story to attract and persuade the audience. When planning the first type of narrative content, it is recommended that the study consider the conversion

effect of the information in the encoding and decoding process. The application of the transportation-imagery model has discussed some factors that can promote information conversion. However, the transportation imagery model [20] can only be used with stories that generate strong mental images and are true stories as opposed to didactic rhetoric. The model claims that narrative persuasion occurs when a person is drawn into the fictional world [21].

The second type of narrative is a fictitious narrative story. Both fictional and factual tales have been shown in research to alter beliefs [18,20]. Therefore, whether it is a fictional or a real story, as long as the narrative method is applied properly and the plot or intention is designed reasonably, the effect of persuading the listener's ideas can also be achieved.

The third type of narrative is the first-hand experience story. In many narrative public service advertisements, using personal experience to convince listeners is a very common way to express content. Green [21] also found that relating personal experience to narrative enhanced the possibility that a reader would be transported, as in the case of drug users who use images to show how drugs affect people's lives. This kind of narrative method of first-hand experience stories can make people feel more immersive in the plot, and they will unconsciously substitute themselves for the protagonist in the advertisement and deeply feel the negative effects of drugs. Similarly, when designing public service advertisements for parents who lack parenting skills, this way can also be used to convey children's emotions to target parents. For example, use neglected children as the first narrator of the story to present busy parents in their eyes. It would allow parents to pay attention to the negative impact of their inappropriate behavior on their children and then generate ideas to change their behavior.

The fourth type of narrative is second-hand stories which are retold by other people. Schank [19] found that when choosing second-hand stories, researchers tend to choose stories that are more attractive to the audience. Research has shown that individual factors related to information processing, such as people's knowledge background, cognitive patterns, personality characteristics, and behavioral motivations, could have important impacts on the transmission effect.

The fifth type of narrative is the story in the same cultural environment. According to different gathering places, each area will have its unique cultural environment, and most people living in this cultural environment will also have the same cultural knowledge. According to the study, each culture has several enduring myths that its members can understand and use to interpret a variety of situations and environmental factors [22]. China is a country with very distinctive national cultural characteristics, such as traditional family culture, face culture, wine table culture, etc. These cultures have played a relatively large role in other public service advertising research. Wang Fang [23] believes that under the influence of family culture, the two appeal themes "emotional harm to family members when a driver is injured or killed" and "physical harm to yourself" have

the best persuasive effects on PSAs of traffic safety in China. Therefore, when designing Chinese PSAs, designers are recommended to make full use of the cultural content recognized by these people. For example, the family affection framework triggers the empathy effect, it is to meet the emotional needs of the audience and achieve the purpose of "moving with affection" by creating an emotional atmosphere. This framework contains two modes: worrying about the person you care about, losing important things, causing psychological and physical harm, or awakening cognition from the duty of being a parent. For example, in the design of training PSAs for parents who lack parenting skills, designers could also use family culture to design the content of the story to arouse parents' sense of family responsibility. In summary, when choosing the central processing path, researchers are recommended to construct the story content through the above five types of narrative methods, to attract the attention of the audience and trigger appropriate behavior changes.

Another consideration is the peripheral processing path. Since the premise of this path is that users have low participation or low processing capabilities, the persuasive effect achieved through this path is unpredictable and relatively short-lived. In the peripheral processing path, due to the low willingness of users to participate in information content, the designer can only consider starting from the periphery to achieve the purpose of attracting the attention of the audience. Such as the use of environmental attraction, visual stimulation, and emotional stimulation.

Environmental attraction refers to the use of some non-subject surrounding environmental information to achieve the purpose of attracting users' attention. For example, in PSAs, some music, clothing, or spoken words that conform to the aesthetics of the audience can be used and some characters that target users, such as mainstream celebrities and cartoon images, can also be added to the advertisement. When the audience accidentally sees or hears peripheral information that he is interested in, he may unconsciously increase his general attention to the information, thereby promoting the effective delivery of advertising content.

The study found that visual stimulus attraction would be the visual stimulus of the main advertising information, rather than peripheral information. PSAs include visual stimulation of scene reproduction and visual stimulation of symbol elements. This kind of stimulation method also has many application in PSAs. For example, in traffic PSAs, the storyline is used to promote the analysis, interpretation, or reinterpretation of the safety regulations involved in the entire advertisement, or to reproduce accident scenes through the restoration of surveillance videos, real people's real memories, etc., to satisfy the public's need for traffic safety. This interpretation and the interpretation of traffic safety regulations can help members of society reach a broad consensus and moral standards and form a very lasting psychological identity [24]. In the PSAs of parents who lack parenting skills, visual stimulation of scene reproduction can also be used to achieve the purpose of persuasion. For

example, some real videos or photos of children could be affected by their parents' lack of parenting skills when used in advertisements to stimulate their parents' eyeballs.

Symbol elements' visual stimulus refers to stimulating the target user through symbols such as graphics, colors, or text. Advertising has been identified to set symbolic manipulation behaviors since the product of narrative is explained through symbol integration [25]. When the target audience does not have a strong sense of participation in the main advertising information, some attractive special graphics can be used to achieve the purpose of attraction, such as the representative graphics appearing in the current popular movies. Researchers are also recommended to achieve this goal through the use of stimulating color schemes.

The study found that emotional stimulus attraction is also more frequently used through peripheral stimulus methods. When the audience is not interested in the main information of the PSAs, adding some emotional content that is consistent with the values of the audience in the advertisement can also achieve the effect of stimulating the user. Studies have shown that fear appeals in emotional appeals are the most common and most appealing appeals in PSAs for traffic safety [26]. Fear appeals are widely used in health transmission, and the extended parallel processing model (EPPM) is a typical fear appeal theory [27]. In addition, fear emotions have different effects on users of different genders and different educational backgrounds. Lewis [28] found that when there is a strong physical threat, the impact on women is stronger, and their intention to change behavior is significantly higher than that of men. Yan Yurong [29] found that people with high cognitive needs are more susceptible to rational appeals and people with high emotional needs are more susceptible to emotional appeals. Therefore, this study posits that it is necessary to choose the emotional stimulus of fear according to the actual situation for a public service advertisement.

Based on the above discussion, central processing paths such as narrative advertising are recommended as suitable for audiences with a high willingness to participate and high thinking ability. Advertisements with peripheral processing paths such as visual stimulation and emotional stimulation are recommended as suitable for audiences with low willingness to participate and low thinking ability.

3.3. Different Symbol Elements of Chinese PSAs in the Delivering of Advertising Information

The entire PSAs presentation would need to incorporate several elements of symbols, including colors, illustrations, words, and pictures. These components each have distinctive qualities and practical impacts of their own. Therefore, this study proposes to improve the understanding of the characteristics of these elements as a prerequisite for their better application. In advertising, this study could potentially define the distinct qualities of symbols for various objectives. Studies have shown that by combining language and non-verbal information in a

narrative mode, advertising can serve as perceptual materials for people's imagination and cognition, facilitating the creation of symbolic meaning [30]. In other words, language-specific and non-language-specific symbol elements might be distinguished. More study is recommended on how the different characteristics of these two types would affect public service advertisement designs.

Firstly, there is the language symbol element. It mainly includes some symbols that can directly convey language information, such as copywriting, rhetoric, and context. Although there are many components that make up an advertisement, language is crucial to the message's conveyance [31]. In general, copywriters use simple and literal forms of language to communicate with their audience, which makes the language of advertising in current times simple and straightforward [31].

Chinese characters are hieroglyphs with a long history. In addition to linguistic signs, they also have certain nonlinguistic signs. As a language symbol, Chinese and English have some similarities and differences in [32]. Furthermore, the Chinese language of the advertisement also has an impact on the transmission of information. In cases where a negative comment is directed at the audience or a negative imperative is used, it has the potential to serve to intensify the condescending tone of the part of the advertiser. Therefore, the use of "nin," which indicates that respect is a better choice [32]. Chinese words and English words have different effects on information transmission. The Chinese language has a more respectful address and a more humble word choice, so this feature needs to be taken into account when giving advice to the audience in advertisements in Chinese [32]. Therefore, the information structure of the text is very important when editing slogans and advertising language copywriting that must convey the targeted information.

A very important part of language expression is rhetoric. Using figures of speech, such as metaphor and personification, Devos [33] said, offers the opportunity to advertise with more vivid clarity and imagery and is therefore the most successful in achieving the ultimate purpose of the advertising message, which is to affect the potential reader. For example, figurative language in advertising messages would give the term a different meaning from a literal interpretation. This had a convincing effect on the audience since the metaphorical language was eye-catching and helped them visualize the advertised products [31]. Advertising is another area where irony rhetoric finds applications [31]. The reverse contrast is suggested for strengthening the effectiveness and attracting users' attention, and it is applicable in many public service advertisements. For example, when designing PSAs for parents who lack parenting skills, it is also possible to use something like "the least time investment, the greatest family return" to attract target audiences. Comparative law is also a common rhetorical technique in copywriting, and the copywriter can use comparison to aid his pathetic appeal to

the audience to persuade [31]. For example, there is an opportunity to compare children's behavior changes before and after being neglected by their parents to attract the attention of parents.

The context is found to play a role in rendering the atmosphere in the language symbol system. A finding by Noriega and Blair [34] found that the language and situation were related. According to the study, contextualizing the corpus of advertisements may encourage favorable opinions about advertising, the brand, and purchasing intentions. The construction of context is proposed to relate to the speaker's identity and character. Nchindila et al. [31] mentioned that how a reader perceives the character of a writer would determine how credible or persuasive he or she becomes in the transmission of information. Therefore, researchers are recommended to invite some spokespersons with good character or image to convey the language information in the advertisement to achieve a persuasive effect. For example, it is proposed to invite celebrities to generate positive images to record some advertising videos to facilitate the persuasive effect.

Additionally, there are nonverbal symbol elements. It mainly includes some symbols that would not directly convey information in the form of language. Such as colors, illustrations, images, light, and some regional characteristic graphic symbols. The results show that the combination of color and light and dark tones in the picture could highlight the image of children. When light and shade are between high and low color and light is neutral, the picture could convey a dull and natural breath of life, create a harmonious atmosphere, play a role in attracting the attention of the audience to children, and then improve the persuasion of the advertisement. When the color of the background of the picture is combined with low tones, but the children in the picture wear bright colors, it has the opportunity to render the emotion of the children's image in the picture and form a low and cold narrative style [24].

Illustration elements can play an auxiliary role in explaining and rendering the atmosphere in advertisements. In PSAs with characters as the main body, the choice of image roles is particularly important. In public welfare communication, the communicator first digs out and emphasizes what people have neglected with the help of some symbols, focuses attention, and then further exerts its influence. Communicators usually choose representative images to stimulate public awareness of social ethics [35]. For example, in the training PSAs on the abuse of parents, to better illustrate the importance of training skills, and to better attract the attention of parents, children's images are a very good choice. The educational function of the images of children in PSAs is embodied in two aspects. One is that children themselves, as ignorant and blank images, become objects of education and discipline. They seem to educate children but not the audience. The other is the disadvantage of children, which is the position of birth. Exposing adults' inappropriate behavior has the potential to make them realize that certain behaviors are irresponsible to children and would

therefore encourage adults to act accordingly [24]. Compared to abstract text, images are suggested to achieve more intuitive and multisense expression, which is an important way to construct social identity and form behavioral intentions [24].

Finally, there are nonverbal graphic symbol elements with regional characteristics, where the most representative is the Chinese symbol. As mentioned earlier, Chinese is an element that belongs to both linguistic and nonlinguistic symbols. As a non-verbal symbol system, the pictographic nature of Chinese graphics enables it to convey certain graphic metaphorical information while conveying linguistic information. In many Chinese PSAs, there are also many opportunities for Chinese pictographic applications. In addition to Chinese characters, the application of traditional Chinese graphic elements is recommended in Chinese PSAs. The spirit of Chinese culture, which is invoked through special and distinctive visuals, would be embodied through these components. Chinese people take great satisfaction in their ability to recognize and identify folk art and customs, such as the dragon, the Great Wall, blue-and-white porcelain, calligraphy, etc. [36]. Further studies are recommended to study how they could convey some linguistic information to achieve a certain empathy effect on people who could focus on identifying with the culture. This study proposes that the structure, rhetorical skills, wording, and identity of the speaker of the language symbol elements will affect the communication effect of information, while the elements of non-language symbols could play a role in creating an emotional atmosphere and stimulating user cognition.

3.4. Point of Departure (POD) Tree with the Characteristics of Chinese Public Service Advertisements

This section illustrates the results of the Point of Departure (POD) Tree Diagram where the study did cross-analyses of the summaries based on the media forms, content expression forms, and symbol elements leading to the final concluding theoretical proposition in Figure 1. Single-sensory and multisensory media platforms can cause varied levels of participation and active thinking in consumers, depending on the type of media used. Central processing paths, such as narrative advertising, are suitable for audiences with a high willingness to participate and high thinking ability.

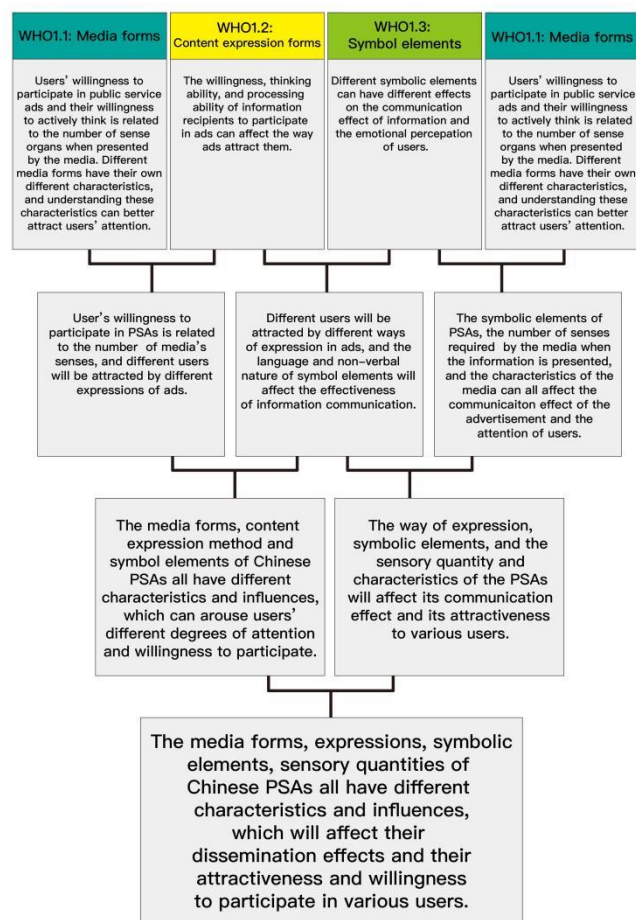


Figure 1. Point of Departure (POD) Tree Diagram of Chinese public service advertisements (Adapted from Ibrahim & Mustafa Kamal, 2018)

Advertisements with peripheral processing paths such as visual stimulation and emotional stimulation are suitable for audiences with low willingness to participate and low thinking ability. While the nonverbal symbol elements can improve the advertising environment, the language structure, rhetoric, and speaker identity in the language symbol elements can all alter the communication effect of advertising content. Therefore, the study proposes to designers manipulate a combination of media forms, expressions, symbolic elements, and sensory quantities in PSAs, which could give different characteristics and influences to attract and engage the audience in Chinese PSAs. Figure 2 above further illustrates a feasible conceptual framework diagram showing how the different media forms, content expression forms, and symbol elements would come together and transmit information about parenting skills in future Chinese public service advertisements.

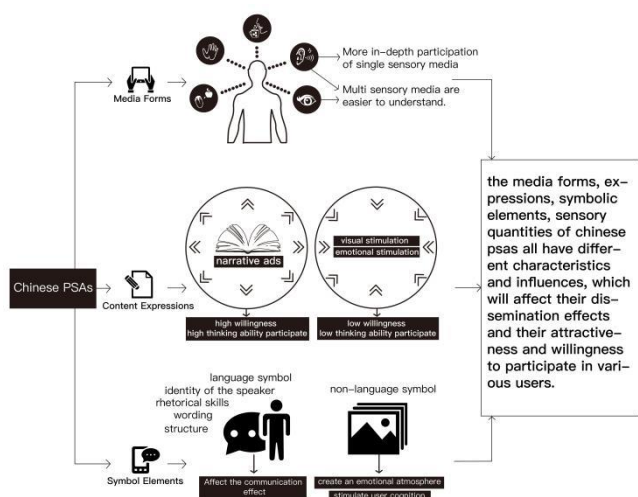


Figure 2. Conceptual Framework Diagram showing how different media characteristics could transmit targeted parenting skills information in Chinese public service advertisements (Adapted from Ibrahim & Mustafa Kamal, 2018)

4. Conclusions

This study conducted a systematic literature review synthesis process on public service advertisements and brought forth discussions on media forms, content expression forms, and symbol elements. The discussions led to the study that posits that the media forms, content expression forms, and symbol elements of China's public service advertisements have different characteristics and influences, which can be manipulated to achieve different information transmission. This study identifies the effective communication characteristics of PSAs, in which advertisements in the form of cold and hot media have different sensory experience characteristics. Furthermore, the expression of the central processing path and the expression of the peripheral processing path of advertisements are in the way of information transmission and attraction to users. It has different characteristics in terms of power, and the language and nonverbal advertising content will make users feel different effects, to create a happier family atmosphere for children. A strategic combination and integration are expected to arouse the audience's attention to varying degrees. The proposed conceptual framework is expected to guide designers in paying attention to the impacts of these media forms, content expression forms, and symbol elements on the audience when designing advertisements. It provides hope that the intended message of parental skills training is better transmitted to the targeted audience. This study contributes to the formation of a theoretical conceptual framework for the effective dissemination of PSAs. Therefore, allowing the nurturing of a happier family atmosphere for growing children.

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