

Research on the emotional narration of micro-film advertising in the financial media environment

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Abstract: Due to the popularity of micro video, some people make use of micro film advertising too utilitarian to create bad topics that attract people's attention, which is often counterproductive. There are many fragmentary difficulties in integrating media, and the emotional narrative of micro film advertising needs to burst out more excellent works. China is walking on the road of cultural confidence, combining the theme of national traditional culture. In order to carry out the benign development of micro film advertising in the future, we should improve various problems in the environment of contemporary financial media, and its communication strategies should be further studied.

Keywords: financial media; micro film advertising; emotional narrative; Chinese traditional culture; communication strategy

1. Overview of the emotional narrative of micro film advertising under the financial media environment

1.1 Financial media background

Modern and contemporary financial media is an innovative mode, integrating traditional media and new media and giving full play to its advantages. People's increasing demand for entertainment, the efficiency of access to information is also accelerating, leading to the development of various short video platforms and website channels, these as the extension of radio and television resources, to bring favorable conditions to the financial media.

1.2 Emotional narrative performance of micro film

Micro films have the characteristics of small scale, short cycle and time length. Generally, they are controlled within 30 minutes. Their content is relatively complete, which can mainly conform to the fragmented living habits of people in the current society. Due to the popularity of the Internet, anyone can shoot such "micro-content" for sharing, realizing the ideal of "everyone is a director in their own life". Some good works, it can effectively improve people's feelings of a variety of detailed emotions, can make up for the busy or lack of spiritual food. Enterprises seize the opportunity, combine micro films and their own brands, and skillfully integrate advertising elements. A good story not only reduces people's aversion to commercial advertising, but also resonates with the core emotions of micro film advertising, and even understands the necessity of advertising marketing. With the promotion of micro film advertising, the audience group is more accurate, aiming at the audio-visual experience of modern aesthetics and the emotional route of consumers' ages, to create delicate and short life scene stories.

2. Analysis of communication strategy of emotional narrative of micro film advertisement under the media environment

2.1 Advantage role

2.1.1 Establish corporate culture, form ideological and cultural communication

With the help of financial media to spread corporate symbols, carry forward the brand culture. The theme of micro-film advertising revolves around the characteristics of products and their application in daily life, combined with the repeated appearance of symbolic images in the emotional narrative, to deepen the impression of consumers on the product. Micro-film advertising, through the artistic aesthetic of audio-visual language, brings the integration of consumers' ideology and culture and corporate culture, and creates a relaxed atmosphere to accept product

promotion. In addition to commercial benefits, micro film advertising is also an opportunity and challenge to create a unique cultural brand.

2.1.2 Low-cost production, emotional transmission to improve the benefits

The huge audience group of the fusion media results in a large number of page views. The advertising cost of micro films is low, and ordinary people are generally used to shoot ordinary real scenes, with fewer scenes. The audience is immersed in the emotional narrative, even if the product appears many times in the film, it will not feel abrupt. The forwarding function of the Internet is opened, and the audience produces a sense of affinity with the brand side according to the emotional resonance, and is willing to forward to convey their own emotions. Emotional communication, expand the relationship between people, but also for the brand to promote more attention. Audiences are also more willing to pay for emotion than rigid ads.

2.1.3 Close to the needs of people in today's society

Financial media came into being in the fast-paced life. Television became popular in the 1970s, and now everyone has at least one mobile device. People search for information is no longer just using paper media, but anytime, anywhere, fast and convenient to search any information they want. So the way we relax in the busy social situation is more improved by the Internet. In recent years, the development of micro-video not only meets people's time needs, but also meets people's growing emotional needs. Micro film advertising is based on the same underlying logic, to meet people's emotional needs in a short time, and product benefits.

2.2 Disadvantages and difficulties

2.2.1 Culture is inconsistent with the brand

The structure of the financial media is complex, and the regulatory system still needs to be improved. Brand understanding is emotion as a cheap marketing tool, the culture created may have nothing to do with the brand characteristics and be contrary to social morality. Some brands use some unconventional ideas to forcibly add them to the micro-film advertisements, in order to attract people's attention and create bad hot topics and public opinion. Although it earns commercial benefits, it seriously affects the correct value orientation of the society, especially for those teenagers who do not have subjective judgment, which is undoubtedly a huge destruction.

2.2.2 Aesthetic confusion of low quality

Financial media is integrated in various aspects, with more diversified aesthetics, and low-quality works are easy to confuse the public. As more and more businesses open the new attempts of micro film advertising, or recruit non-professional teams to operate. As a result, some businesses use the same emotional point to spread their own products, and the production quality is not unified. The audience will see more similar micro-film advertisements, which will produce aesthetic fatigue and aesthetic confusion. The shoddy audio-visual and single emotional narrative not only exploit the creative inspiration of individual businesses, but also reduce the audience's desire to watch micro film advertisements.

2.2.3 Fragmented information affecting people's thinking

Micro films pursue diversified integration to meet the diverse needs of audiences, and fragmented information is difficult to grasp. This is the age of rampant images, and the audience receives all kinds of information every day. In the process of watching micro-videos, it is difficult to recall the key content due to the much and miscellaneous information and memory loss. The audience is in the consequence of fragmented viewing for a long time, the thinking becomes narrow, the thinking is gradually assimilated, and the cognition of the world is biased. In the emotional narrative of micro film advertising, the audience should think rationally, judge the emotional "selling miserably" behavior, and do not follow the trend and consume without restraint.

3. Suggestions based on the emotional narrative of micro film advertising under the background of financial media

3.1 Strengthen the integration of emotional symbols

Emotional symbols connect the construction of brand system and become the focus of emotional marketing. Emotional symbols need

to be close to the brand image, which is not groundless. The emotional selling point of the product must be closely related to daily life, which can get the emotional resonance of the vast majority of consumers. This symbol is constantly formed in the product micro film advertising, and with a fixed theme, deepen the impression of consumers on the symbol. Many products of the same type have no memory points, consumers are prone to disorder, and unique emotional symbols are the way to distinguish between them. Therefore, the favorable emotional symbol should not only conform to the brand image, combine with its own product characteristics, but also have a novel symbol highlight.

3.2 Strengthen the cooperation between online communication and offline publicity

Financial media integrates the advantages of radio, television and the Internet to achieve the best results. Online communication is a good platform for publicity, and offline publicity can not be ignored to ensure multi-faceted and large-scale publicity. Communication can promote the communication between consumers and the brand, achieve product exposure, and further increase their sales. Online communication is micro-film advertising, while offline marketing can establish product experience activities, and celebrities can act as offline promotion officers to participate in relevant activities and create positive topics for drainage. The two marketing methods are carried out at the same time to help enterprise advertising promotion appear in the vision of consumers with high frequency and improve consumers' attention to products.

3.3 Put advertisements according to the emotional needs of the audience, and respect the diversity of humanistic spirit

Micro-film advertising should be placed in the corresponding position according to the emotional needs of the audience. For example, big data matches the audience age of the product, and it is accurately placed on the home page interface of their platform. According to the consumption level of each region, put a reasonable micro film advertising. More and more domestic goods are sold internationally, respecting the diversity of local humanistic spirit, adjusting the emotional core in micro film advertisements. The macro theme should best simplify the complex, and produce the emotional details that impress consumers with specificity.

3.4 Inheritance of traditional culture by combining the financial media with the emotional narrative of micro films

The promotion of traditional culture cannot be separated from the financial media communication. Micro film advertising should not be too simple and direct in the creation of ideology, which is easy to cause people's sense of identity. The ideology that conforms to Chinese traditional culture must conform to Chinese morality and ethics. Different from the ideology of other countries, China is mainly manifested in an unconscious theme of collectivism. While selling domestic products, we should not only firmly grasp the voice of the Chinese folk in our own hands, but also improve the visual aesthetic enjoyment to promote the essence of the excellent culture. Using micro film advertising communication to enhance the soft power of Chinese culture, to the world, have the confidence to seize the ideological commanding heights.

4. Epilogue

The brand builds its own unique emotional symbol, and integrates with the moral concept under the traditional Chinese culture. Micro-film advertising needs to find the balance between traditional ethics and modern utilitarian pursuit, so as to realize the harmonious coexistence between culture and business. With the micro film advertising as the carrier, build cultural confidence and carry forward the Chinese traditional culture. Micro-film advertising not only promotes domestic products, but also promotes Chinese culture abroad. Through the financial media platform, micro film advertising plays a positive role in saving China's international voice, and the road of telling a good Chinese story is still under progress.

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