

A Strategies Awareness Model for Public Service Advertising in China

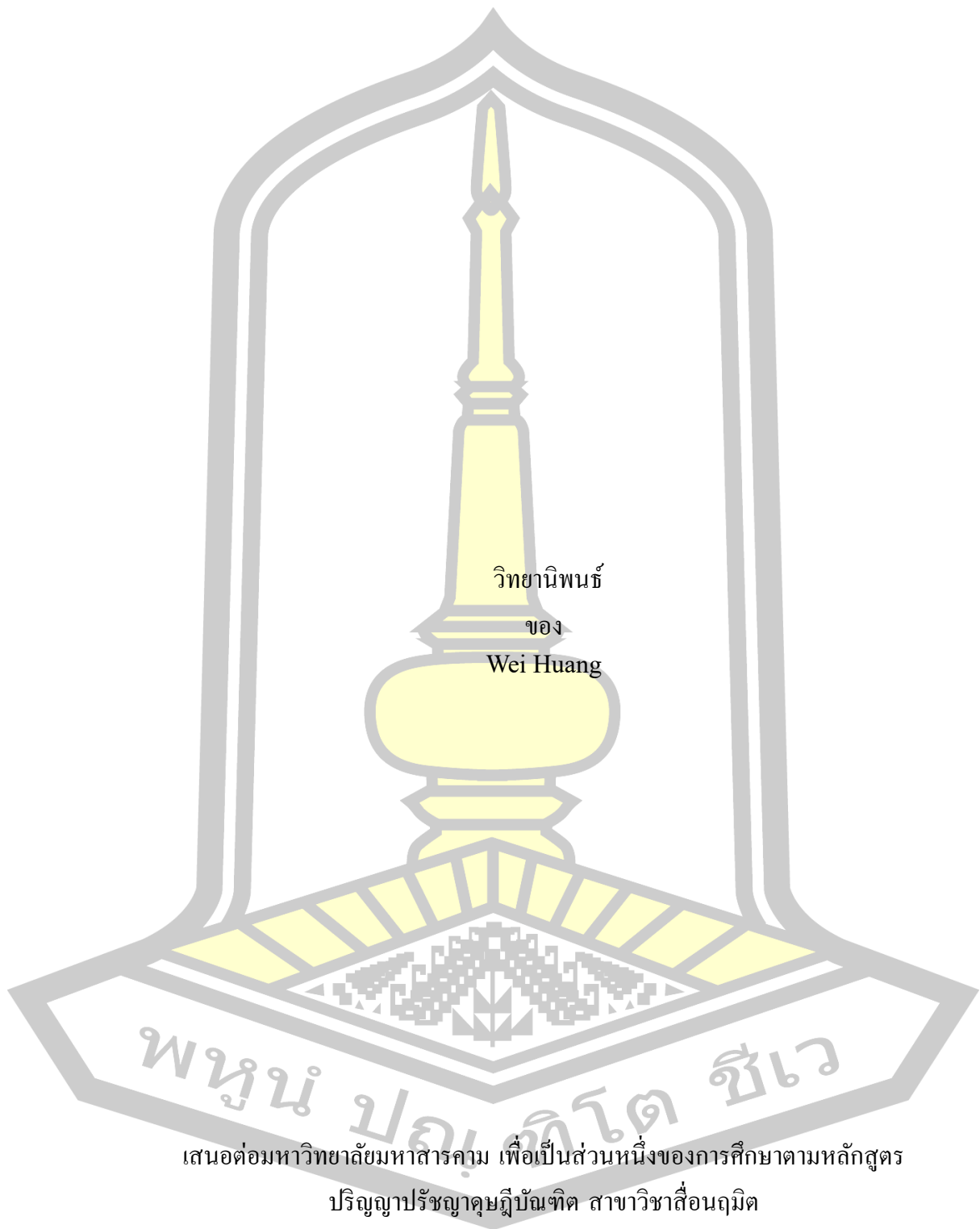
Wei Huang

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Doctor of Philosophy in Creative Media

June 2024

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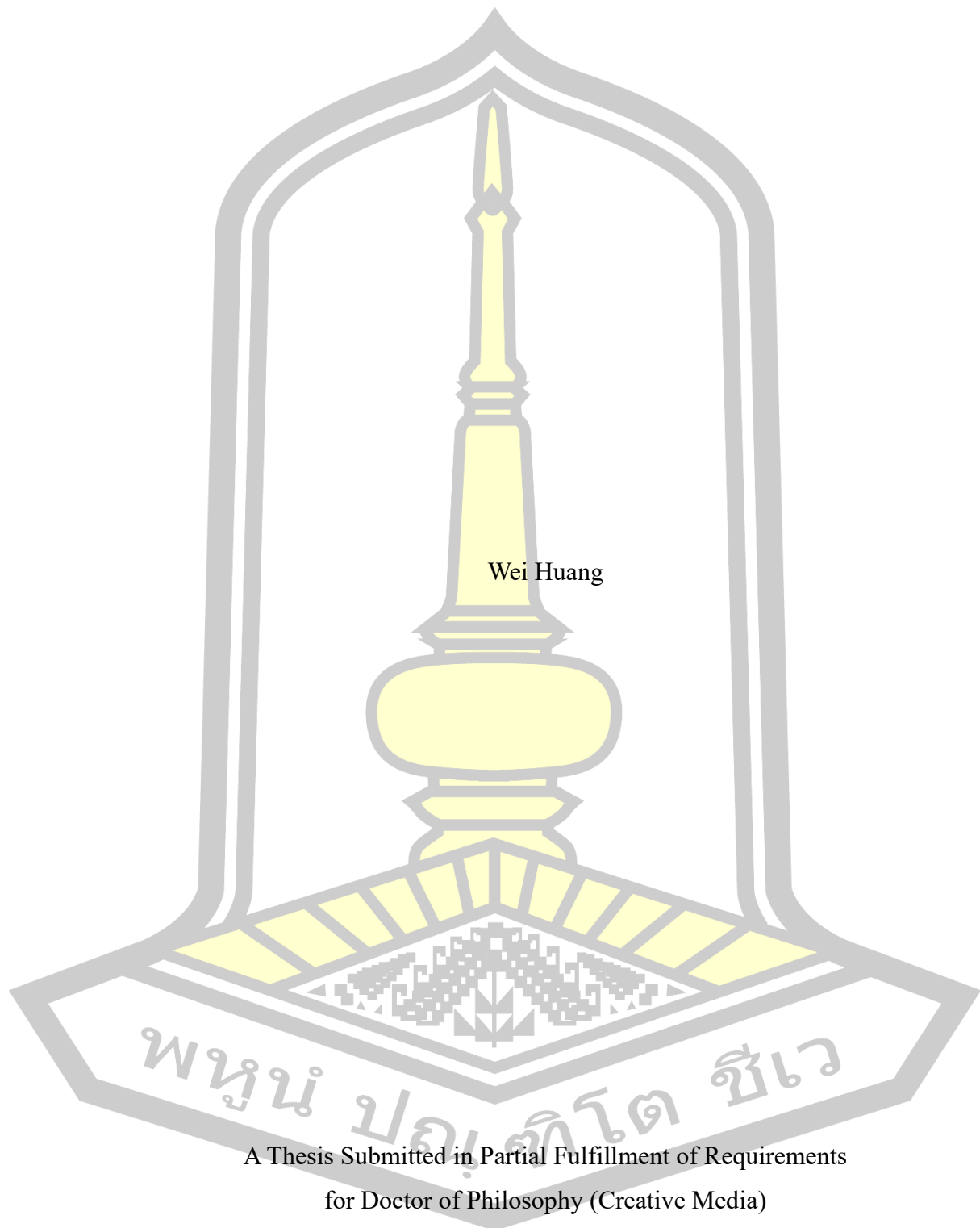
เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร

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Wei Huang

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The examining committee has unanimously approved this Thesis, submitted by Ms. Wei Huang , as a partial fulfillment of the requirements for the Doctor of Philosophy Creative Media at Mahasarakham University

Examining Committee

Chairman

(Asst. Prof. Atithep Chaetnalao ,
Ph.D.)

Advisor

(Assoc. Prof. Natirath Weeranakin ,
Ph.D.)

Co-advisor

(Assoc. Prof. Ratanachote
Thienmongkol , Ph.D.)

Committee

(Asst. Prof. Suwich Tirakoat , Ph.D.)

Committee

(Asst. Prof. Khachakrit
Liamthaisong , Ph.D.)

Committee

(Asst. Prof. Kotchaphan Yongmee ,
Ph.D.)

Mahasarakham University has granted approval to accept this Thesis as a partial fulfillment of the requirements for the Doctor of Philosophy Creative Media

(Assoc. Prof. Jantima Polpinij , Ph.D.)
Dean of The Faculty of Informatics

(Assoc. Prof. Krit Chaimoon , Ph.D.)
Dean of Graduate School

TITLE	A Strategies Awareness Model for Public Service Advertising in China		
AUTHOR	Wei Huang		
ADVISORS	Associate Professor Natirath Weeranakin , Ph.D. Associate Professor Ratanachote Thienmongkol , Ph.D.		
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ABSTRACT

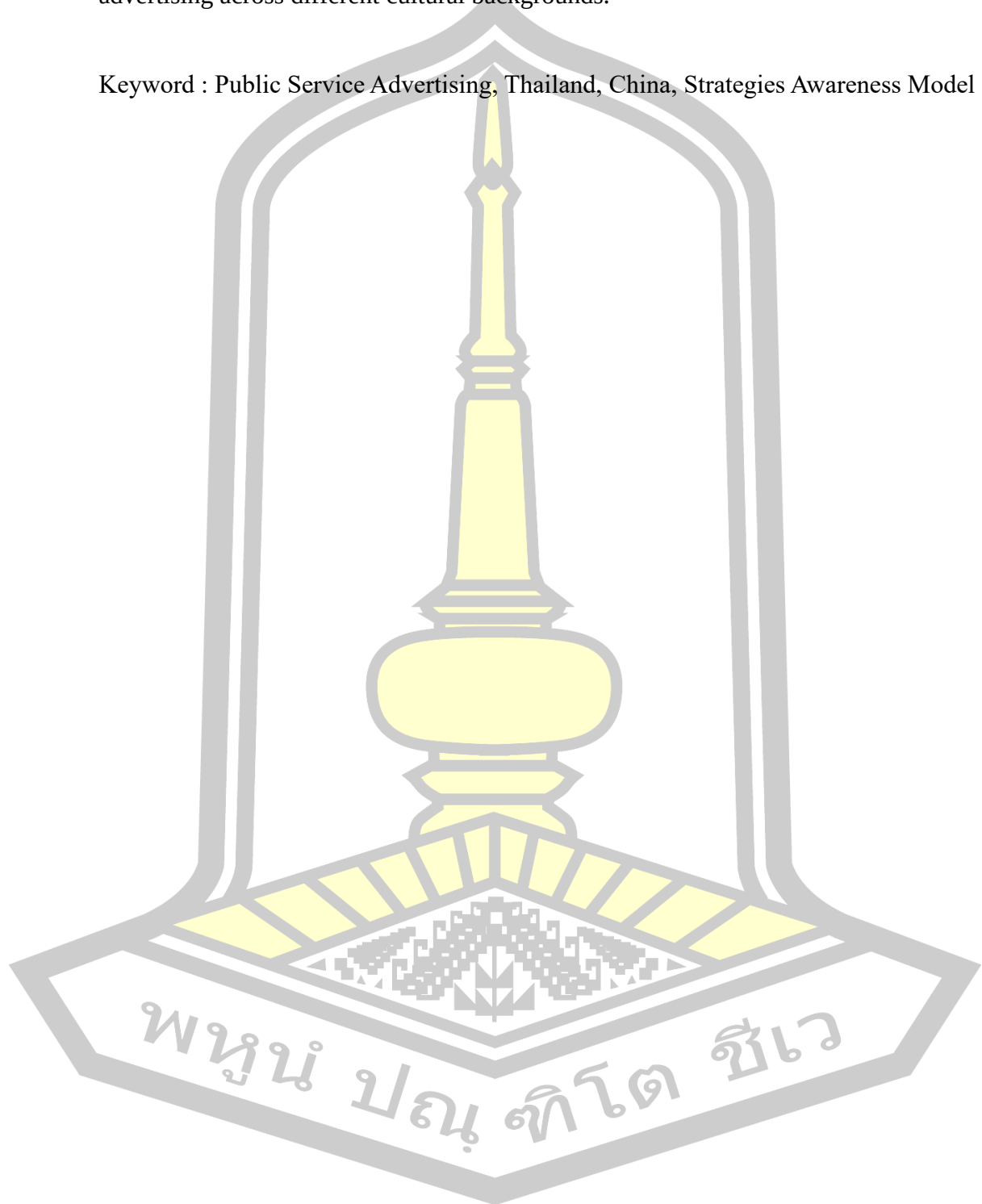
This study explores the potential of constructing a strategic awareness model for Chinese public service advertising, with a focus on enhancing the strategic awareness of Chinese public service advertising by studying the successful strategies of Thai public service advertising and the characteristics of Chinese public service advertising. The main objectives of the study include:1)Study and Analysis the Key Success Model of Communication in Thai Public Service Advertising.2)A new strategic awareness model for developing public service advertising in China.3)Evaluation and recognition of the new model of public service advertising strategy awareness in China.

Research Method:This study adopts a combination of qualitative and quantitative methods, including literature analysis, case analysis, expert interviews, focus group interviews, questionnaire surveys, etc.

Research results found that: 1) The key to the success of Thai public service advertising lies in its selected themes, user-friendly character symbols, locally colored scene symbols, vivid storytelling ability, easy to understand content, creative expression, profound audience insights, and unique narrative techniques. 2) Proposed a strategic awareness model for Chinese public service advertising, including creative strategies, audience insights, creative level, localization elements, and editing skills; Applying semiotics and narratology to public service advertising creation, specific symbolic and narrative strategies have been proposed; By combining Chinese localization elements and new media strategies, as well as integrating cultural values, to enhance the attractiveness of public service advertising to audiences; And draw inspiration from the successful strategies of Thai public service advertising, propose storytelling emotional strategies, including storytelling techniques, adaptation of real stories, and emotional stories.3) When evaluating the "Chinese Public Service Advertising Strategy Awareness Model," its significant effects are evident in its adaptation to China's unique environment and the enhancement of public service advertising quality. However, the model still needs to deepen its optimization to improve the actual effectiveness and social engagement of the advertising. For advertisers, this research provides practical guidance, helping them create attractive

and emotionally resonant public service advertisements. Moreover, the empirical analysis of this study offers theoretical support for the dissemination of public service advertising across different cultural backgrounds.

Keyword : Public Service Advertising, Thailand, China, Strategies Awareness Model



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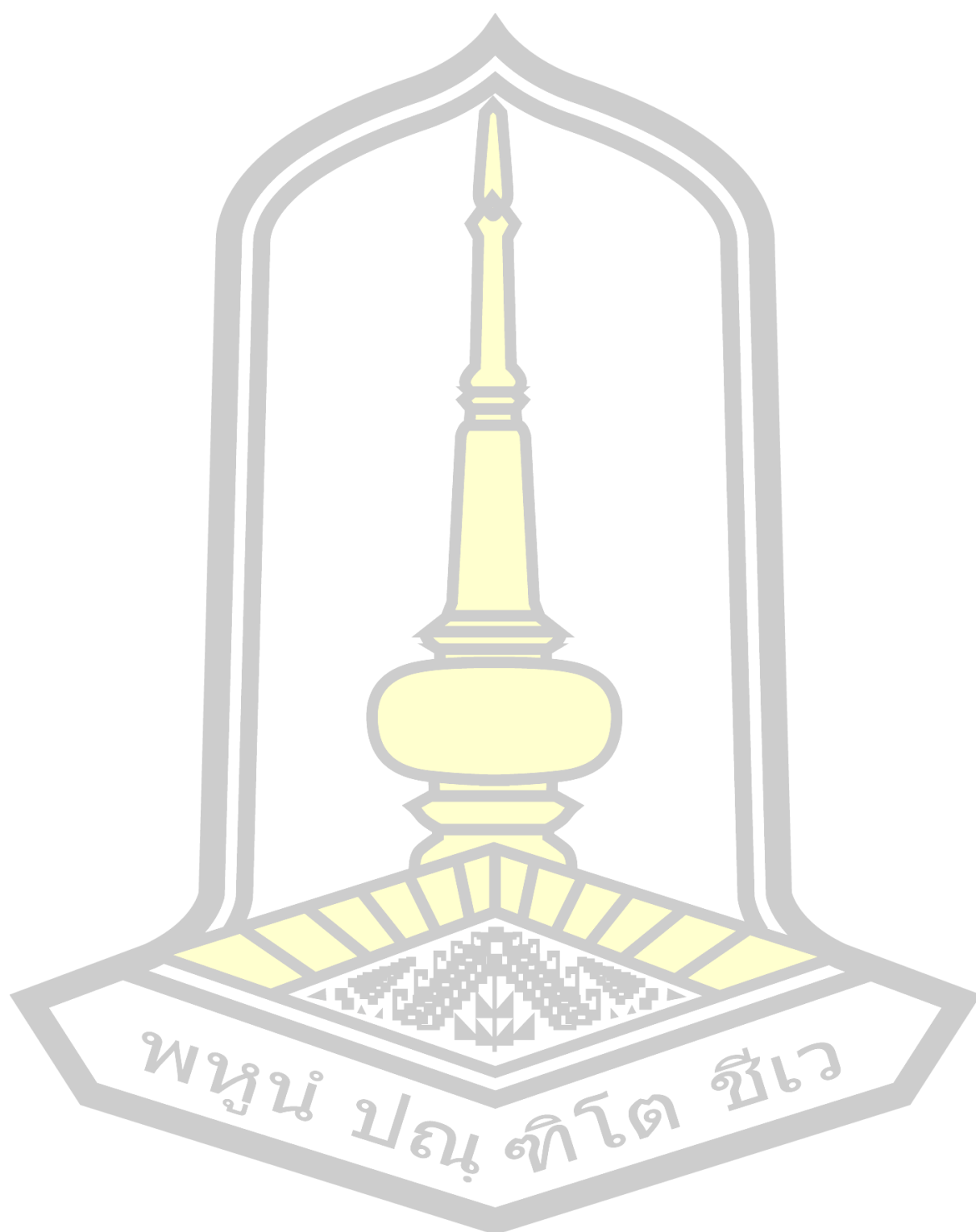


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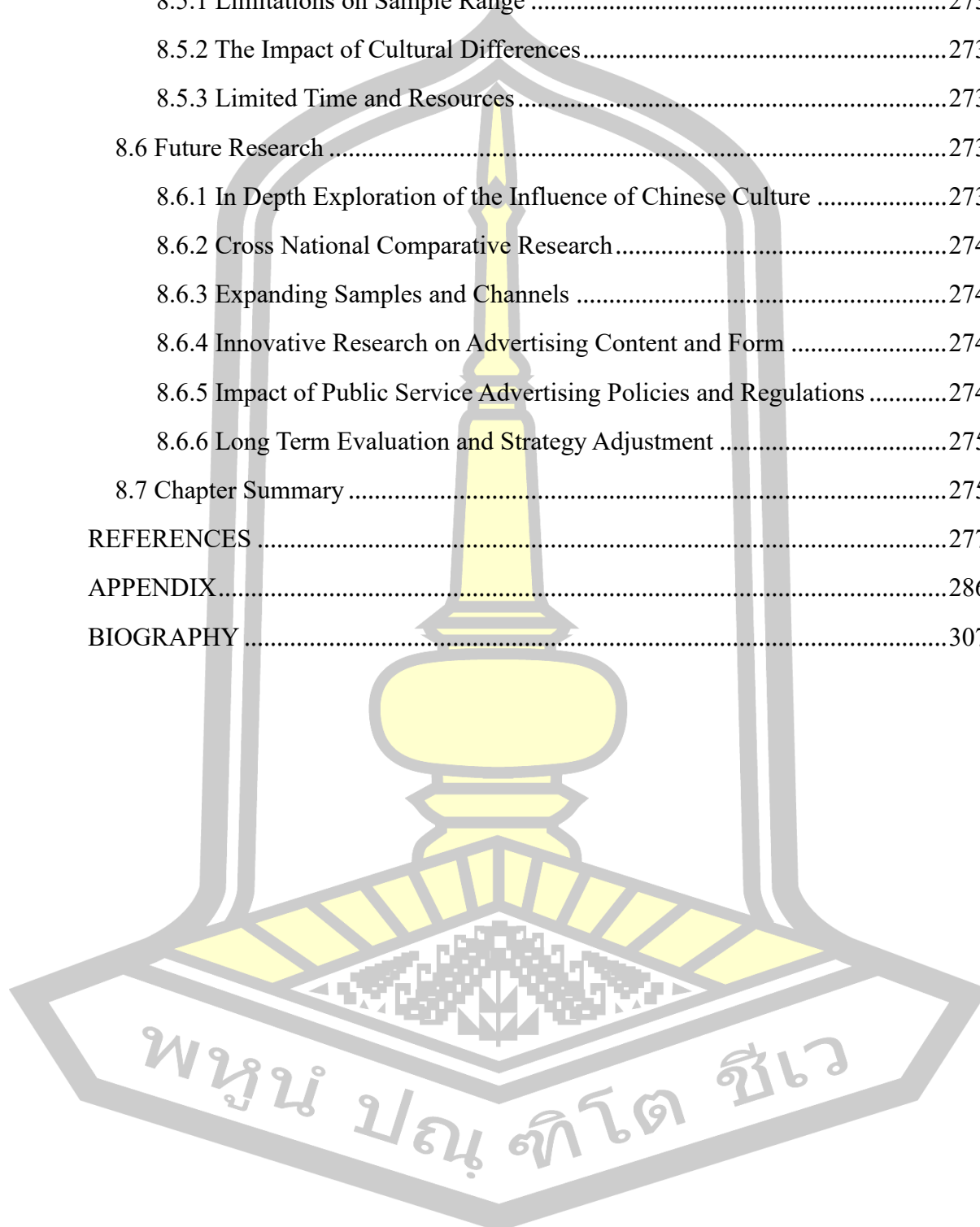
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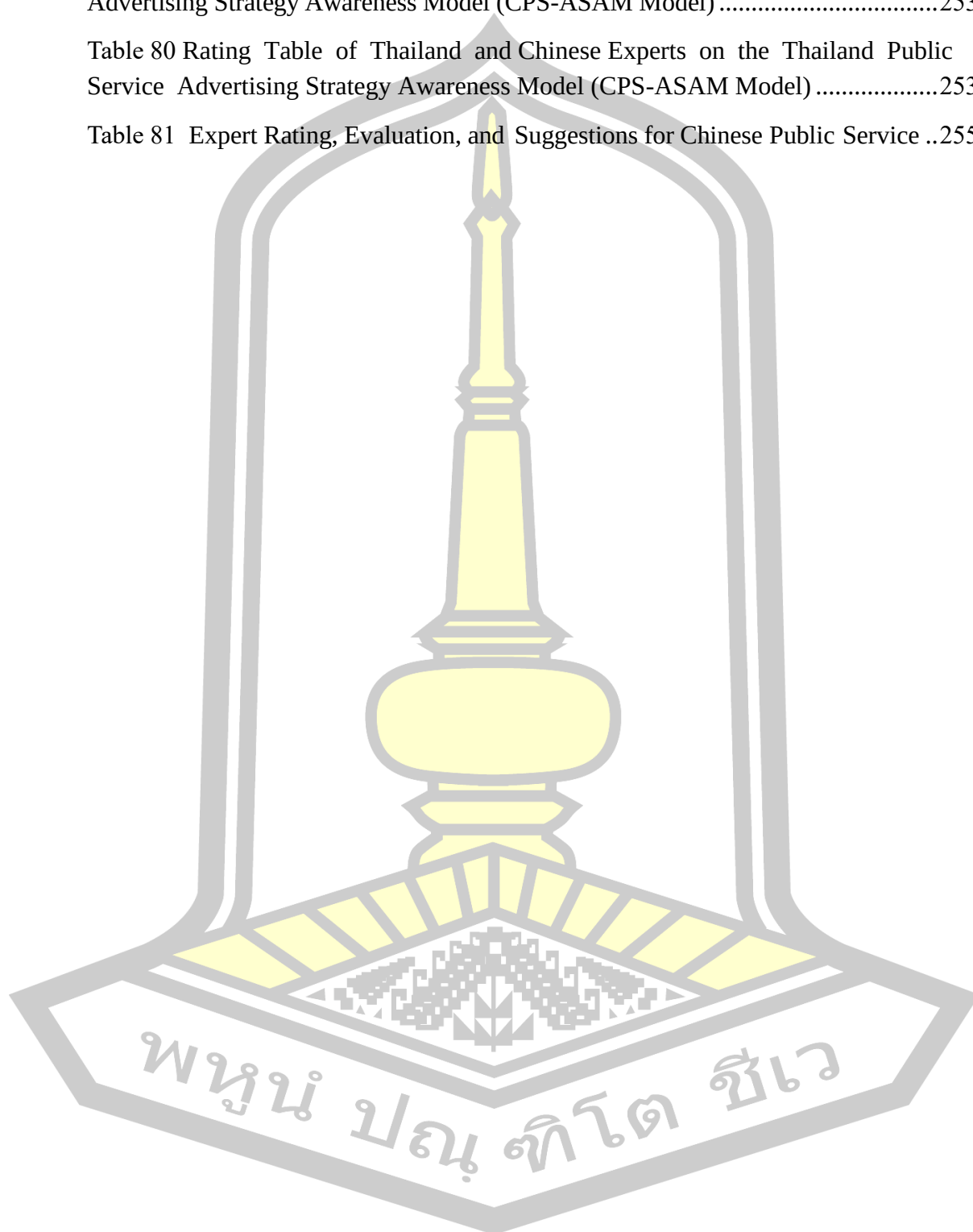
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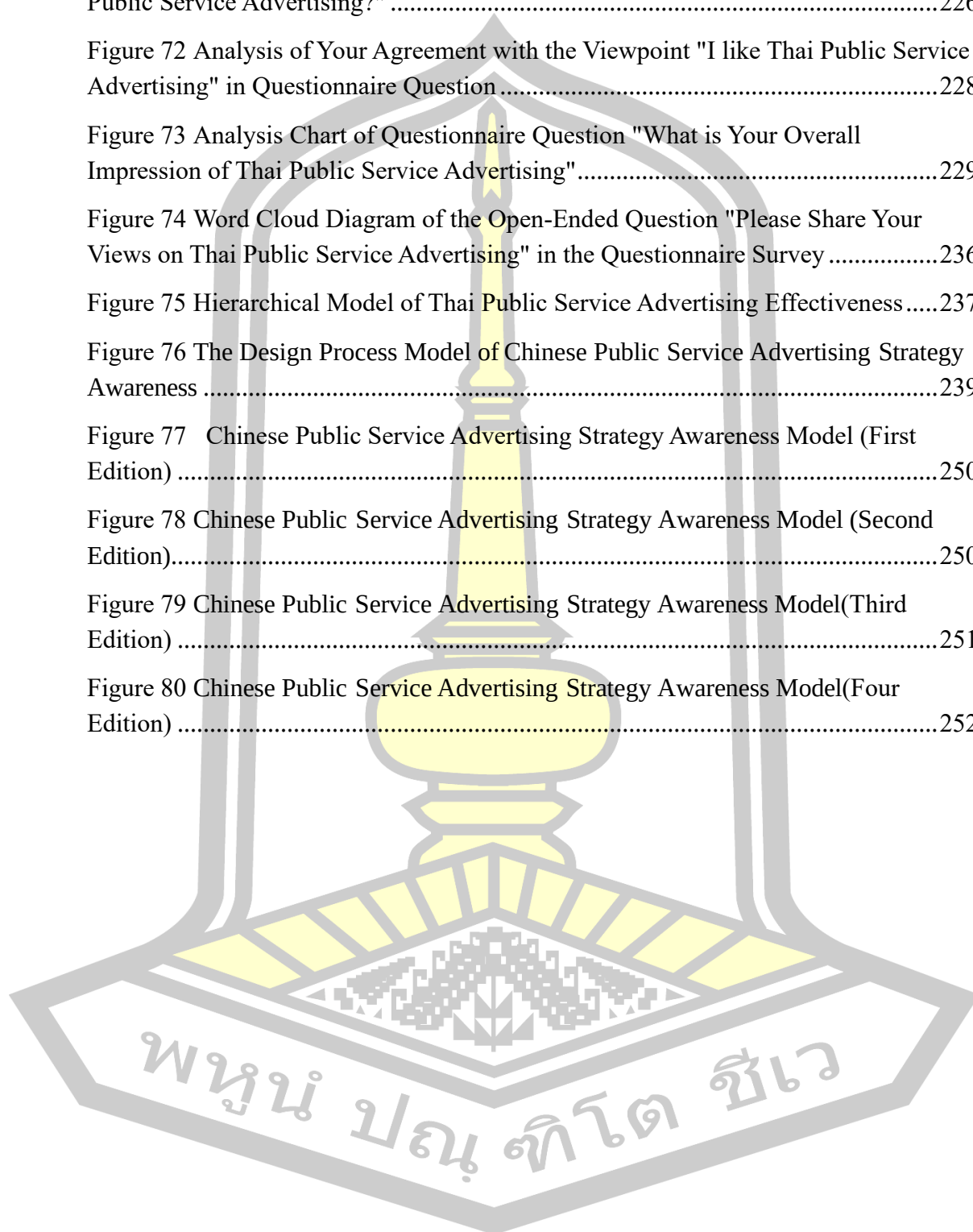
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Chapter 1

Introduction

1. 1 Background Problem

In modern society, due to rapid economic development and cultural integration, people's values and morals have become more diverse. With the development of society, competition is becoming increasingly fierce, leading to people's inner world becoming complex and diverse. Public service advertising, with their vivid forms of expression, profound moral content, and relevance to the characteristics of daily life, are easy to resonate with the audience. Public service advertising can spread positive energy, change the views and perspectives of the audience, and play its unique guiding role. By using creative forms of expression and attractive content, the values conveyed by public service advertising can achieve social effects that change people's cognition, attitude, and behavior. The viewpoints conveyed by public service advertising can not only improve morality of the audience, but also promote the civilized and orderly development of the entire society(Han, 2018). Therefore, the significance of public service advertising in today's society cannot be ignored.

With the continuous improvement of public awareness, it has become increasingly difficult for pure commercial advertising to gain public recognition. Public service advertising aims to promote social civilization and progress, highlighting the non-profit nature of advertising through the advertiser's responsibility to society. When a company conducts public service advertising, it not only demonstrates its sense of social responsibility, but also helps to shape a positive image of the company and improve its position in the public. Previously, many companies only focused on economic value, but now it is becoming increasingly clear that while creating rich economic profits, companies may also have negative impacts on the human ecological environment. The survival of enterprises is closely linked to the sustainable development of the entire society. Enterprises should bear more social responsibility and pursue deeper social values. Only by maintaining the overall social environment can the survival environment of enterprises be guaranteed(Morrison., 2007).Therefore, using public service advertising to disseminate social ethics and moral concepts is also a key part of demonstrating corporate social responsibility.

Thai film and television advertising has stood out and won numerous awards at international advertising festivals such as Asia Pacific, New York, and Cannes, earning praise in the global advertising industry. Li (2009) pointed out that Thai advertising is developed and advanced in Southeast Asia and around the world. Compared to other Asian advertising, Thai advertising have their own characteristics. Nearly half of advertising executives from other Asian countries agree that Thai advertising is the most original and creative(He, 2019). Thai film and television advertising have diverse creative ideas and diverse styles, either humorous or deeply moving, with excellent advertising effects. According to the 2018 advertising creativity evaluation agency Gun Report, the top ten countries with the most creative advertising in the world are the United States, the United Kingdom, Australia, Germany, France, Brazil, Japan, Argentina, Thailand, and Canada.

The author used the keyword "Thai public service advertising" to search on Baidu and obtained approximately 3440000 results. On Sina Weibo, the topic of "# Thai Public Service Advertising" has been read 113 million times; In major video websites in China, such as Tencent, iQiyi, and Youku, search results for "Thai advertising" have exceeded 20000. Whenever a highly anticipated Thai advertising is released, it always attracts widespread attention and discussion on Weibo and WeChat. According to the playback data and comment analysis of Thai public service advertising on relevant platforms, it can be seen that the dissemination effect of Thai public service advertising on the internet is significant. These advertising evoke emotional resonance among the majority of viewers, triggering their cognitive and evaluative behaviors. After watching public service advertising, the majority of viewers will recognize the social issues and core information presented in public service advertising, connect them with the actual situation, and reflect on them. Some viewers, after watching, are able to take action to change the current situation, indicating that Thai public service advertising do have a certain level of infectivity(Guan, 2019).

Thai public service advertising attract audiences through their creative storytelling, use sincere emotions to touch people's hearts, and provide appropriate suggestions and perspectives for the audience. These outstanding public service advertising have a significant impact on guiding the public to establish correct moral values and promoting social progress. Like China, Thailand is located in the East Asian cultural circle and is also a developing country. The successful dissemination of Thai public service advertising has positive reference value for the dissemination of Chinese public service advertising.

Although China's public service advertising has made significant progress after more than 30 years of development, there are still many excellent works. However, compared with other countries with developed advertising in the world, there is still a significant gap in operation mode and mechanism construction, and there are many problems that need to be explored and solved. In fact, the overall quality of Chinese public service advertising creation is not high. In terms of content, public service advertising have obvious political connotations and are closely related to current affairs, but they lack realism. In terms of creative strategy, most advertising use factual narratives and lack creativity. Although they can convey event information, their sustained influence is relatively low. After the event ends, public attention quickly decreases, such as various traditional festival public service advertising. In terms of artistic expression, most public service advertising stand on a moral high ground and tend to use theoretical preaching for direct promotion. How to overcome the difficulties of Chinese public service advertising and create unforgettable high-quality works is not only an urgent task for the development of public service advertising, but also a key strategy for cultural dissemination.

In addition, the quality of a country's public service advertising reflects its cultural soft power, as well as the comprehensive quality of its people and the level of social development. In the context of current economic globalization, cultural communication has become the core issue of countries. Cultural communication not only occupies the central position in the cultural integration of countries, but also appears particularly important in the "the Belt and Road" strategy. Unlike commercial advertising, public service advertising highlights its value in international cultural

exchange and responding to global challenges due to the trend of globalization and the promotion of new media technologies.

Thai public service advertising has received widespread attention due to its unique creativity and exquisite production techniques, becoming a star in the global advertising industry. Moreover, Thai public service advertising reflects its diverse cultural background, retaining the excellent cultural traditions of its own nation while also incorporating advanced western culture, forming a unique ethnic culture. Thai public service advertising adheres to the concept of localization, integrating storytelling, emotional storytelling, humor and other appeal methods, and enriching its advertising expression forms, enhancing the attractiveness of Thai public service advertising internationally. In recent years, with the advantages of online communication, many Thai public service advertising have gained widespread attention on social media in China. Official media such as People's Daily, Guangming Daily have also reprinted these advertising. Among them, "Violent Landlady" received 17000 likes from netizens on the official Weibo account of People's Daily. These advertising are based on daily stories and showcase the values of the Thai people from the perspective of ordinary people. They not only highlight the strong cultural characteristics of Thailand, but also reflect social phenomena and have gained widespread public recognition.

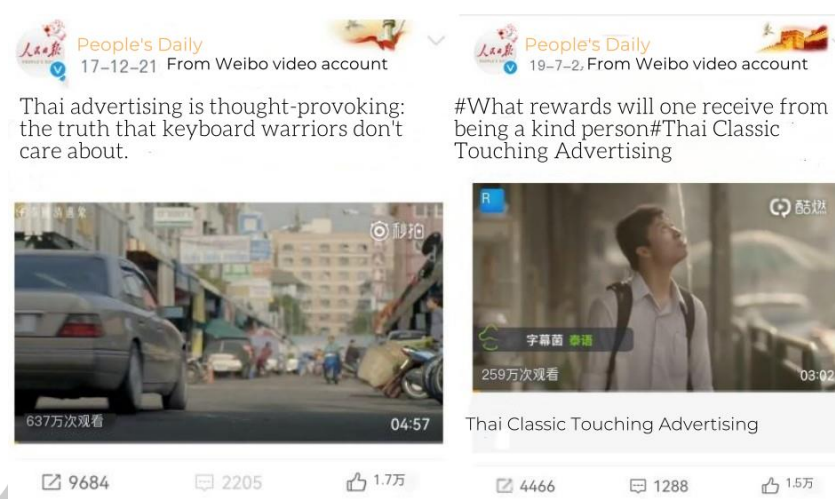


Figure 1 Screenshots of Thai Public Service Advertising on Weibo Search (Daily, 2019)

Chinese public service advertising still faces some challenges that cannot be ignored: the execution mode is relatively basic, the planning and broadcasting of advertising are still led by the government, and the participation of enterprises is still at a relatively low level; In addition, the content of public service advertising is severely similar, lacking creativity, and there is still a certain gap in overall production quality and advertising influence compared to other advertising powerhouses.

Not only will it help China create more outstanding public service advertising works, but it will also be beneficial for fully exploring the potential and responsibilities of public service advertising.

According to a survey, popular Thai advertising in China have the following characteristics:

1) Relaxed and Humorous

Humor is a very common feature in public service advertising in Thailand. It is widely used in advertising to attract the attention of the audience, improve advertising memory, and convey positive social information, allowing the audience to accept the information conveyed by the Advertising in laughter. For example, Krung Thai Bank in Thailand's advertising "The Little Dog Pays Back" tells the story of a little dog's gratitude to a man and showcases a series of "gratitude actions" by the little dog through exaggerated and interesting plots.



Figure 2 Thailand Kiatnakin Bank Advertising "Dog Pays Gratitude"
(Thailand, 2020)

2) Reverse Technique

In Thai public service advertising, reversal is also a commonly used creativemethod. Generally, in the middle and later stages of advertising, unexpected turns are made to turn the plot in unexpected directions, thereby attracting more attention and thinking from the audience. For example, the Thai 7-11 supermarket advertisement "Violent Landlady" actively conveys relevant social information through plot reversal and audience reflection on social events.



Figure 3 Thailand 7-11 Supermarket Advertising "Violent Landlady"
(Master, 2020)

3) Emotional Resonance

Thai public service advertising is characterized by "moving emotions", often touching the audience's heartstrings through deeply moving emotional elements to achieve the goal of resonating and conveying positive social values.

The plot of the Thai Life Insurance advertising "Garbage Man" is very touching, full of the beauty and warmth of family relationships.

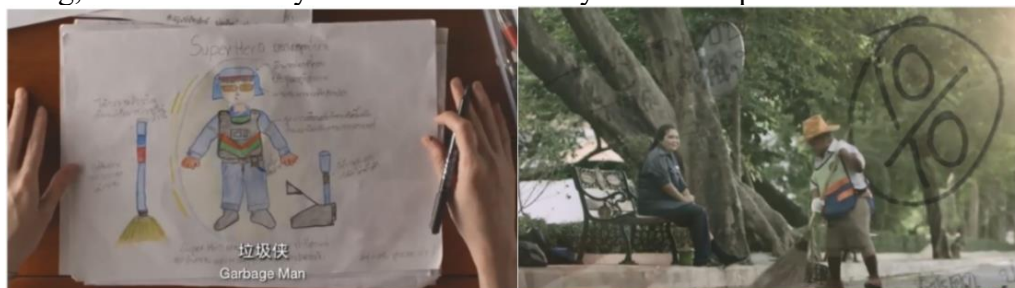


Figure 4 Thai Life Insurance Advertising "Garbage Man"
(Television, 2022)

1.2 Research Question

1.2.1 How to extract key success model from successful cases of public service advertising in Thailand and China?

1.2.2 What key elements should be integrated into the new model of Chinese public service advertising dissemination to have an impact on the production level of Chinese public service advertising?

1.2.3 How to improve the production level of Chinese public service advertising by adopting the new model of Chinese public service advertising dissemination?

1.3 Research Objectives

1.3.1 Study and Analyze the Strategies Awareness Model in Thai Public Service Advertising and Chinese Public Service Advertising, including Extracting Key Elements from Successful Cases in both Countries.

1.3.2 Developing the New Strategies Awareness Model of Public Service Advertising in China

1.3.3 Evaluative and Approving the New Strategies Awareness Model of Public Service Advertising in China

1.4 Research Significance

1.4.1 Theoretical Significance

1.4.1.1 By comparing Thai and Chinese public service advertising, extract the success factors of Thai public service advertising and enhance the awareness of Chinese public service advertising strategies

1.4.1.2 Theoretical framework for constructing a strategic awareness model of Chinese public service advertising

1.4.2 Practical Significance

1.4.2.1 Collect Data and Analyze the Enlightenment of the Communication of Thai Public Service Advertising on the Production and Communication of Chinese Public Service Advertising.

1.4.2.2 Establish a New Communication Model and Improve the Production Technology and Communication Model of China's Public Service Advertising.

1.5 Research Framework and Content

This study aims to develop a strategic awareness model for Chinese public service advertising, mainly achieved through the following steps.

1.5.1 Build Theories and Models Related to Public Service Advertising

Through detailed organization of relevant theories on public service advertising, Chinese public service advertising, Thai public service advertising, and the effectiveness of public service advertising, in-depth research is conducted in the academic field of public service advertising. At the same time, research and reference relevant advertising theories and models, and based on this, construct a new Chinese public service advertising strategy awareness model.

1.5.2 In Depth Interviews with Advertising Experts, Scholars, and Advertising Creative Personnel.

Through in-depth interviews with advertising experts, scholars, and creative personnel, consulting with experts and scholars on their views and attitudes towards public service advertising in China and Thailand, including how to interpret the Thai public service advertising model, how to view the reasons for the success of Thai public service advertising, how the dissemination effect of Thai public service advertising is, and how Chinese public service advertising can learn from the success factors of Thai public service advertising.

1.5.3 Questionnaire Survey

Analyze the reasons why Chinese audiences love Thai public service advertising through a questionnaire survey. The purpose is to understand the Chinese audience's understanding, attitude, effective communication channels of Thai public service advertising, and the reasons why they believe these advertising are successful, in order to provide reference for implementing successful public service advertising strategies in China.

1.5.4 Observation and Statistics Method

By using statistical methods, observe and analyze 20 public service advertisements in Thailand and 30 public service advertisements in China, and calculate the number of views, likes, shares, and comments on the advertisements. Studied the duration, theme, and copywriting of successful public service advertising cases in Thailand and China.

1.5.5 Case Analysis Method

Using semiotics and narratology, this study examines the success factors in the production of public service advertising in Thailand, explores the cultural, social, and emotional backgrounds behind them, and explores how to stimulate audience enthusiasm in the dissemination process. Study successful cases of Chinese public service advertising and explore the key elements of their success. Based on the above analysis, the characteristics and reasons of public service advertising dissemination in Thailand are summarized. Using the successful experience of public service advertising in Thailand, combined with China's social and cultural background, reasonable suggestions are proposed for the future development of public service advertising in China.

1.5.6 Problem Discovery

Summarize and evaluate research results to identify existing issues and challenges in the awareness of Chinese public service advertising strategies.

1.5.7 Construction of a New Model for Public Service Advertising

Based on research, a new awareness model for public service advertising strategies is being constructed. The new model should take into account China's cultural and socio technological background, while also drawing on the successful experience of Thai public service advertising.

1.5.8 Evaluation and Testing of New Models

Invite advertising scholars, experts, and creative professionals from China and Thailand to evaluate and test the new public service advertising model, collect feedback, and adjust the model to ensure its practicality and effectiveness in practice.

1.5.9 The Adapted Process of the New Strategic Awareness Model

Describe in detail how to apply the new model to the practice of public service advertising in China, and explain the expected impact and results.

The ultimate goal of this study is to propose a comprehensive and practical strategic awareness model for Chinese public service advertising. This model will be based on in-depth research and rich data analysis, validated and tested by industry experts. We hope that through this research, we can significantly improve and develop China's public service advertising practices.

1.6 Research Terminology

The following are research terms, including Public Service Advertising, Advertising Strategy Awareness, Semiotic and Advertising Communication Effect.

1.6.1 Public Service Advertising

Public service advertising is a non-profit type of advertising whose core purpose is to serve the public interest. Public service advertising can be divided into two categories: narrow and broad. In a narrow sense, public service advertising mainly refers to a form of advertising in which all organizations or individuals disseminate public interests and moral values, without pursuing commercial interests. In a broad sense, public service advertising not only emphasizes public interest and moral values, but also includes commercial interests. Although this broad definition of public service advertising integrates commercial elements, it still maintains the core attribute of public service advertising, which is to serve the public interest.

1.6.2 Advertising Strategy Awareness

Advertising strategy awareness refers to the ability to understand and apply advertising strategies, involving the understanding and application of strategic thinking in the process of creating, executing, and evaluating advertising. Advertising strategy awareness not only requires a deep understanding of advertising strategy, but also includes a clear understanding of the main objectives of advertising, such as increasing brand awareness, promoting product sales, changing public perceptions of specific issues, and deeply grasping the interests, behaviors, needs, and expectations of the target audience. In addition, evaluating and providing feedback, collecting and

analyzing advertising effectiveness data, and making timely adjustments to strategies are also part of advertising strategy awareness. In the field of public service advertising, advertising strategy awareness also needs to consider how to effectively convey public service information through specific strategies, such as storytelling that can evoke emotional resonance among the audience, in order to achieve the goal of changing audience attitudes or behaviors.

1.6.3 Semiotic

Semiotics is an interdisciplinary research field that focuses on the formation, use, and interpretation of symbols and their systems, through in-depth understanding of various forms of communication and expression of symbols. Semiotics focuses on exploring how symbols play a role in society, culture, and human cognitive awareness, especially in the special form of advertising where understanding and analysis of symbols and symbol systems are particularly important. In the field of public service advertising, semiotics helps to understand how symbols in advertising are established, disseminated, and received, thereby optimizing the production and evaluation of public service advertising.

1.6.4 Advertising Communication Effect

Advertising communication effect refers to the direct or indirect impact generated by advertising activities through media dissemination. This influence is not only reflected in the dissemination of advertising information, but also in the contribution to sales and the impact on social morality, cultural education, and moral environment. The impact of advertising can be considered from three aspects: dissemination effect, economic effect, and social effect. Public service advertising aims to enhance social moral awareness and promote the development of public interests, and its effectiveness evaluation focuses more on the enhancement of public social awareness and changes in actual behavior. Therefore, whether it is commercial advertising or public service advertising, the core of advertising communication effectiveness lies in how the advertisement reaches and influences the target audience, including the dissemination of information, audience cognitive reactions, and behavioral changes.

1.7 Research Variables

The conceptual framework for the research on "The Strategic Awareness Model for Public Service Advertising in China" may use several theories and interpret them based on marketing and advertising literature. Here are some relevant theories and concepts that can be integrated into the framework. The relationship between the independent and dependent variables is expressed as follows:

1.7.1 Independent Variables

1.7.1.1 Elaboration Likelihood Model (ELM)

ELM is a central theory in persuasion and advertising research. It proposes two routes to persuasion: central (high elaboration) and peripheral (low elaboration). In the context of advertising, the ELM can help understand how the cognitive processing of advertising messages influences strategic awareness and consumer behavior.

1.7.1.2 Hierarchy of Effects Model

This model explains the sequential stages that consumers go through when exposed to advertising, from awareness to action. Understanding these stages can help develop strategic awareness models that guide consumers along the advertising funnel.

1.7.1.3 Cognitive Response Theory

Cognitive response theory explores how consumers' thoughts, feelings, and mental processes in response to advertising messages shape their attitudes and behaviors towards the brand. Integrating this theory can provide insights into the impact of advertising elements on strategic awareness.

1.7.1.4 Brand Equity Models

Brand equity models, such as Aaker's Brand Equity Model or Keller's Brand Equity Model, help understand the components and dimensions that contribute to a brand's value in the minds of consumers. These models can guide the development of strategic awareness by focusing on building positive brand associations.

1.7.1.5 Consumer Decision-Making Process

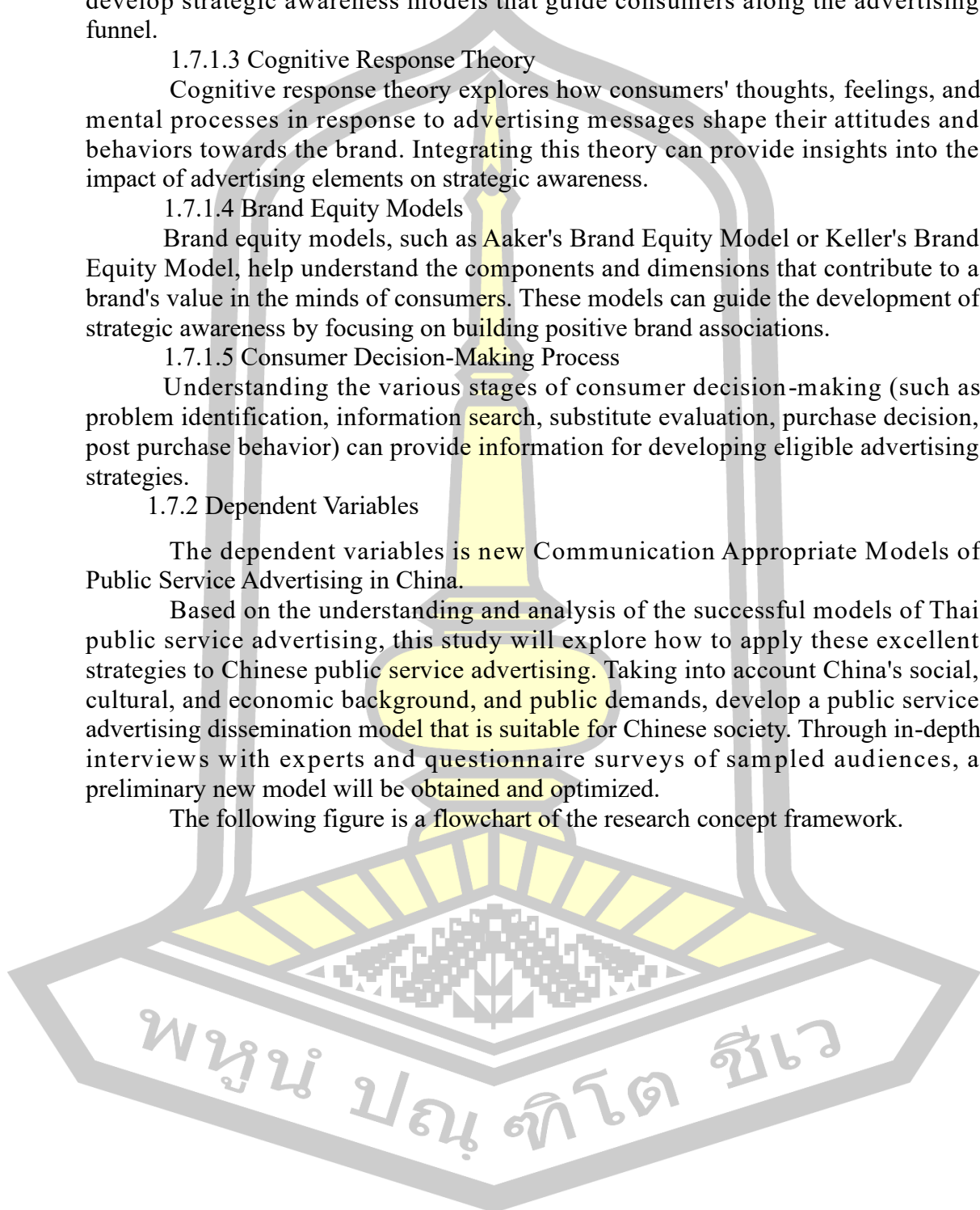
Understanding the various stages of consumer decision-making (such as problem identification, information search, substitute evaluation, purchase decision, post purchase behavior) can provide information for developing eligible advertising strategies.

1.7.2 Dependent Variables

The dependent variables is new Communication Appropriate Models of Public Service Advertising in China.

Based on the understanding and analysis of the successful models of Thai public service advertising, this study will explore how to apply these excellent strategies to Chinese public service advertising. Taking into account China's social, cultural, and economic background, and public demands, develop a public service advertising dissemination model that is suitable for Chinese society. Through in-depth interviews with experts and questionnaire surveys of sampled audiences, a preliminary new model will be obtained and optimized.

The following figure is a flowchart of the research concept framework.



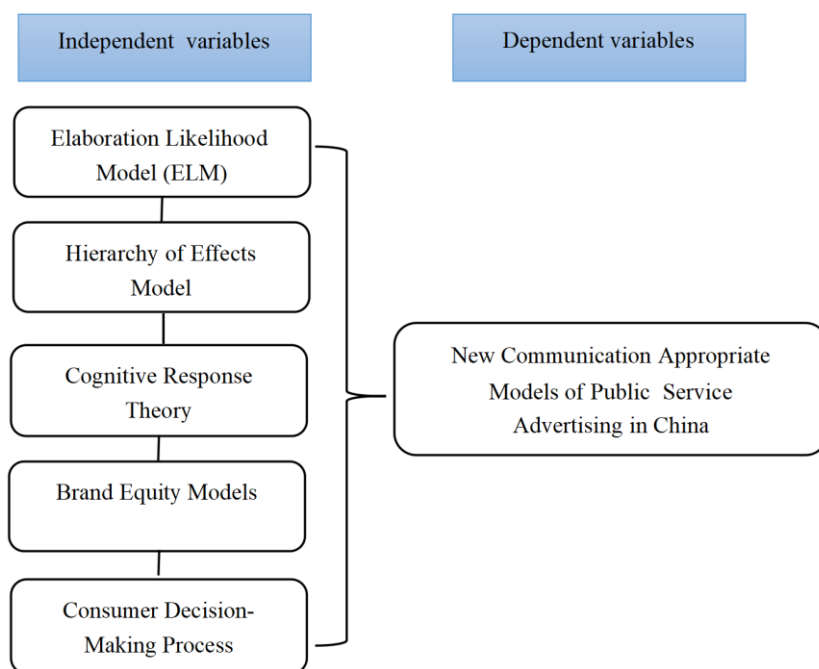
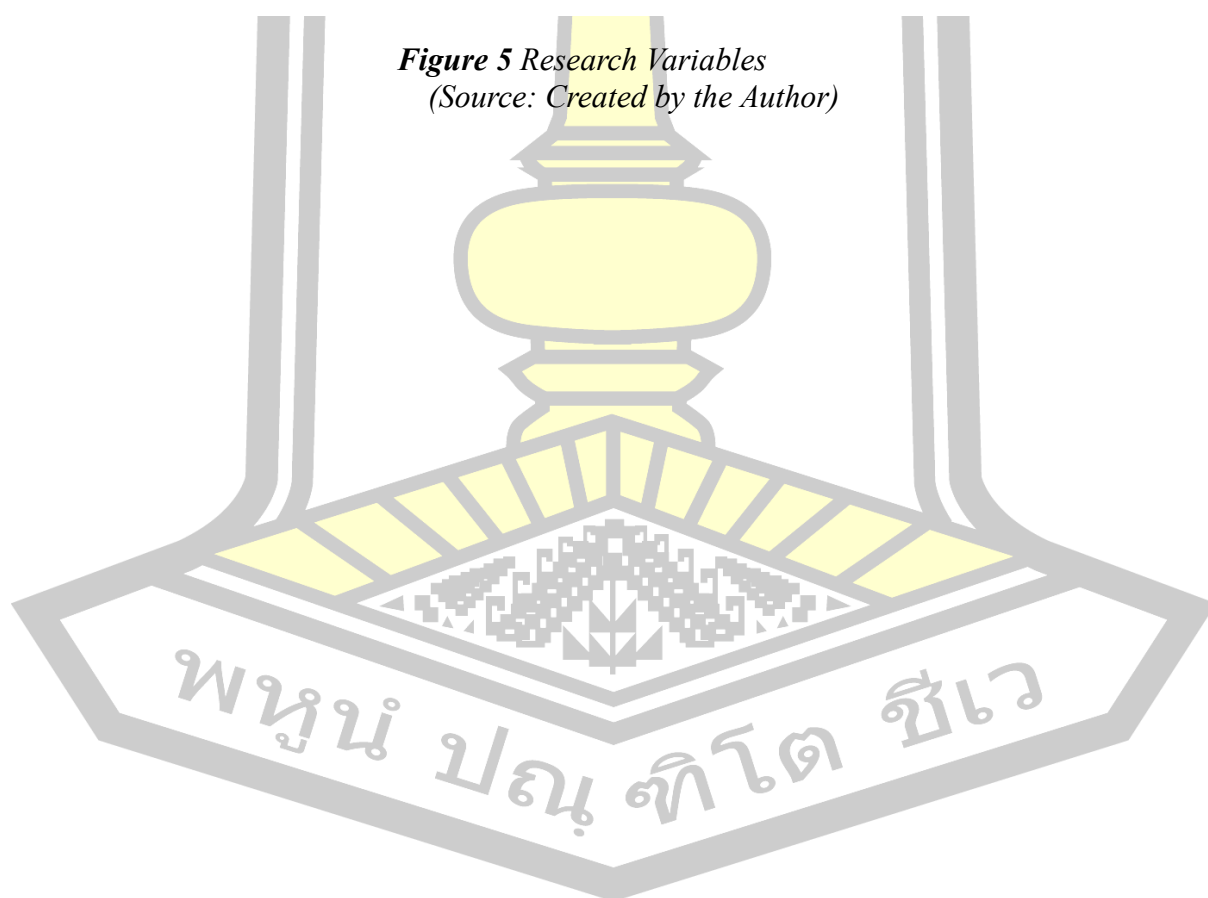


Figure 5 Research Variables
 (Source: Created by the Author)



Chapter 2

Literature Reviewed

This chapter is a comprehensive research review aimed at delving into multiple fields in the advertising field. Firstly, this review starts with the research field of advertising, exploring the concept, classification, and function of advertising. Subsequently, in-depth research was conducted in the field of public service advertising, providing a detailed introduction to the concept, types, functions, and research status of public service advertising in China and other countries. In particular, research was conducted on the development status, existing problems, and development strategies of public service advertising in China, as well as policy research on public service advertising in China and Thailand. Next, this study turns to the field of Thai advertising research, including Thai advertising cases and creativity, and conducts in-depth analysis of Thai advertising from the perspectives of narrative and themes. In addition, the field of advertising communication effectiveness research is also an important part, including advertising effectiveness models, research on the communication effectiveness of specific types of advertising, and exploring the issue of advertising communication effectiveness from different perspectives, especially the study of public service advertising communication effectiveness. Finally, this study also reviews the theoretical research on advertising semiotics, including semiotic related theories and their applications in advertising. At the same time, it also includes research on narratology, advertising strategies, and advertising models. The research in these theoretical fields provides comprehensive and in-depth support for this study. In recent years, advertising and public service advertising have been widely discussed by the academic community. When sorting out the literature, this thesis, on the one hand, uses CNKI database, Google Academic Search, etc. as the source of literature, and on the other hand, refers to academic books in related fields. Based on the development characteristics of advertising and public service advertising in Thailand and China, this thesis analyzes the application of communication , advertising semiotics, in public service advertising in Thailand, Focus on the differences in the communication strategies and effects of public service video advertising between the two countries. Summarizing the successful experience of Thai public service advertising will promote the development and dissemination of Chinese public service advertising.

The research content encompasses various domains, including:

1. Research Field of Advertising
2. Public Service Advertising Research Field
3. Thailand Advertising Research Field
4. Research Field of Chinese Public Service Advertising
5. Research on Cultural Values in Thailand and China
6. Research Field of Advertising Communication Effect
7. Theoretical Research on Advertising Semiotics
8. Research on Narrative Theory
9. Research on Advertising Strategy
10. Research on Advertising Models

The following figure is the outline of this chapter's literature review:

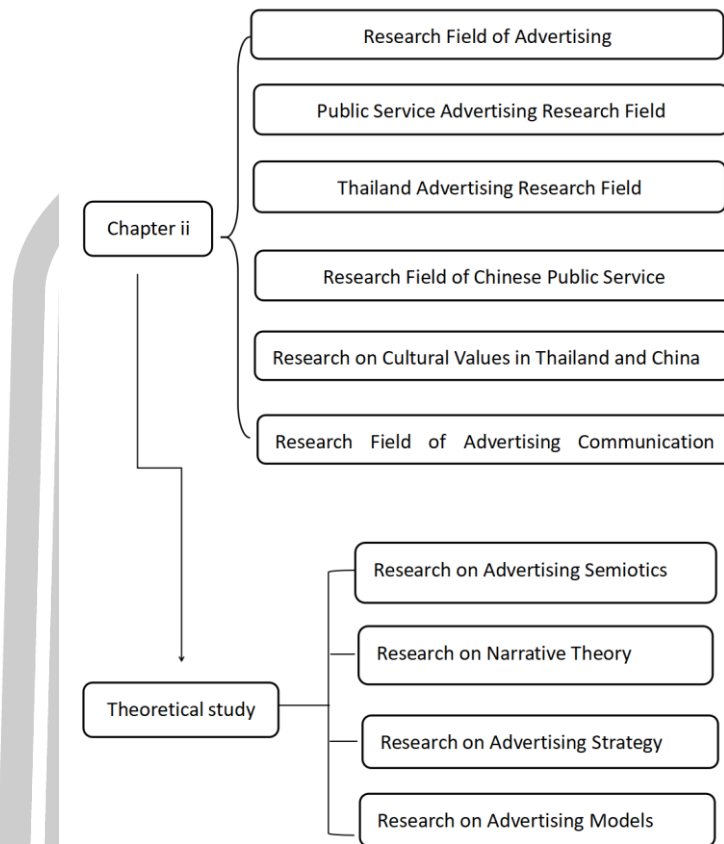


Figure 6 *Outline of Literature Review in this Chapter*
(Source: Created by the Author)

2.1 Research Field of Advertising

There are many research fields of Advertising. According to the research content of this thesis, it mainly summarizes the concept, classification and function of advertising. The following figure is the outline of the literature review in this section:

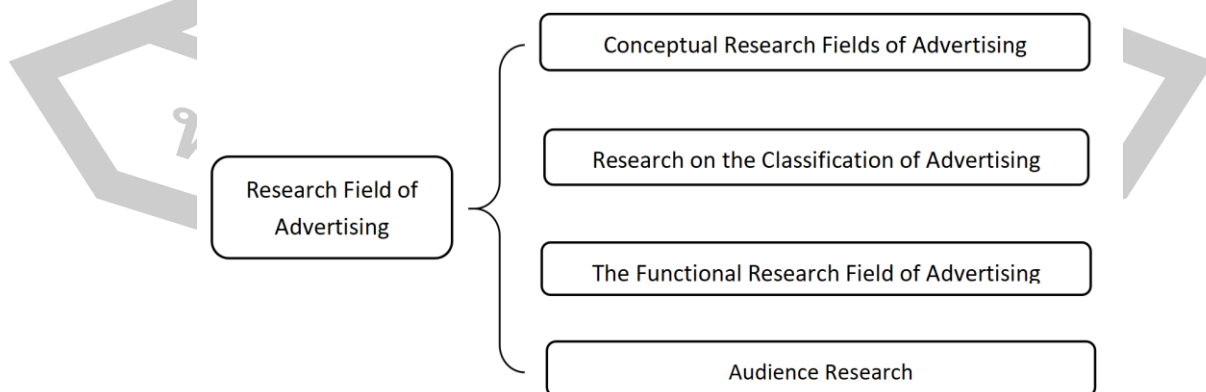


Figure 7 *Outline of Literature Review in this Section*
(Source: Created by the Author)

2.1.1 Research Field of Advertising Concept

In the history of advertising, there are many versions of the definition of advertising. The following figure shows some representative advertising concepts.

Table 1 Advertising Concept List
(Source: Author's Organization)

Time	Name of Scholar/Work	Proposed Advertising Definition
1932	Advertising Age	The advertiser shall pay the cost to publicly display information about personal goods, services or sports through printing, writing, dictation or drawing, and propose to achieve the purpose of influencing and facilitating sales, use, voting or approval.
1963	American Marketing Association Definition Committee (AMA)	Advertising is a kind of introduction and publicity activity conducted by a clear advertiser on the basis of paying for his/her ideas, goods or services by means of non interpersonal communication.
1994	Normative Dictionary of Modern Chinese	Publicity forms of introducing goods, service contents, cultural and sports programs, etc. to the public through various media.
2002	Jef I. Richards, Catherine M. Curran	Advertising is a kind of communication activity planned by identifiable information sources, which aims to persuade the recipient to take some action now or in the future, paid, and completed through intermediaries.
2005	Concise Encyclopedia Britannica (Chinese Version)	Advertising is away of spreading information. Its purpose is to promote goods and services, influence public opinion, win political support, promote a cause or cause other reactions desired by advertisers. Advertising information is delivered to the audience or audience that it wants to attract through various publicity tools, including newspapers, magazines, television, radio broadcasting, poster ads and direct mail. Unlike other forms of information transmission, advertising must be paid by the advertiser to the media that transmits the information.
2015	Ziming Luo	Advertising is a process in which advertisers spread commodity information through various media.
2015	Gayle Kerr, Jeff Richard	Advertising is a paid form of media communication designed with identifiable sources, which is used to persuade recipients to act now or in the future.
2016	Michael Darren and Sarah Rosengren	It is initiated by the brand and aims to influence people's communication behavior.
2016	Gang Chen	Advertising is a communication activity from an identifiable source, through the production and release of well connected content, to communicate and interact with people living, with the intention of making people change their cognition, emotion and behavior.
2016	Shihe Gui	From the perspective of the evolution process of advertising definition, it is closer to marketing communication.

Time	Name of Scholar/Work	Proposed Advertising Definition
2018	Advertising Law of the People's Republic of China	A commercial Advertising in which a commodity operator or service provider, at its own expense, directly or indirectly introduces, through a certain medium or form, the goods it sells or the services it provides.
2019	Junjie Ding	Advertising is an information dissemination activity about goods (products, services and views) that can be carried out by identifiable investors through various media and through paid, organized, comprehensive and nonhuman persuasion.

Before 1890, the definition of advertising in Western society generally referred to news about goods or services, which is the concept of broad advertising. Since then, the broad concept of advertising has continued to be used. In 1932, the American advertising magazine "Advertising Age" explained that advertisers pay a certain fee to publicly publish information about goods, services, or activities through printing, writing, oral description, or drawing, with the aim of influencing and promoting the use of goods for sale, and voting or approving in political activities(Aruns, 2001).

Advertising, literally in Chinese, means to advertise widely. The definition of advertising in the Modern Chinese Standard Dictionary is a form of public promotion that introduces goods, services, etc. to the public through various media. This definition mainly analyzes the characteristics of commercial advertising, but does not include the characteristics of non commercial advertising. The Chinese version of the Concise Encyclopedia Britannica defines advertising as a form of disseminating information, aimed at promoting product information or conducting political propaganda by paying a certain fee to the media, in order to promote political support and generate the desired impact for advertisers. The definition of advertising by the American Marketing Association is that it is a mass communication method in which advertisers promote their ideas, goods, or services at a certain cost. The advertisers here not only include commercial institutions, but also non commercial institutions, and this concept mainly discusses the content of commercial advertising. The definition of advertising in the Advertising Law of the People's Republic of China is the form in which commercial operators or service providers promote their goods or services through media or other forms by bearing certain expenses.

Advertising can be divided into commercial advertising and non commercial advertising. Commercial advertising refers to advertising activities related to the profit-making activities of enterprises, while non commercial advertising refers to non profitable forms of advertising, such as public service advertising, government public announcements, and non commercial personal advertising. The difference between commercial advertising and non commercial advertising lies in whether they have profit-making characteristics and the payment method of advertising costs(Ziming Luo, 2015).

Many scholars in China have also put forward their own views. Ziming Luo (2015) believes that advertising is the process in which advertisers disseminate product information through various media, and its connotation and extension are relatively broad. With the development of communication technology, the

combination of advertising and economy is becoming increasingly close. In any form of commercial advertising, advertisers will pay relevant fees and bear corresponding legal and social responsibilities. Moreover, compared to the previous definition of advertising, he believes that with the development of the Internet, advertising should not be limited to mass media. Gui (2016) believes that from the evolution process of advertising definition, it is becoming increasingly close to marketing communication. Junjie Ding (2019) proposed that "advertising is the dissemination of information related to products or services through various media forms and certain remuneration by identifiable advertisers."

In the 21st century, with the development of network technology, the form of media and the habits of consumers in accessing media have changed, and the marketing strategies of enterprises have also changed. Therefore, some scholars have also begun to rethink the definition of advertising. Gayle Kerr from Queensland University of Technology in Australia and Jeff Richard from Michigan State University in the United States proposed a new concept in 2015 based on interviews with advertising industry experts and scholars: advertising is a paid form of media dissemination from identifiable sources, aimed at convincing recipients to engage in corresponding behavior in the present or future. In 2016, Michael Darren and Sarah Rosengren from the Stockholm School of Economics in Sweden proposed a minimalist introduction to advertising: "Advertising is initiated by brands and aims to influence people's communication behavior."

From the various advertising experts and scholars mentioned above, it can be seen that the definition of advertising varies depending on the purpose, perspective, and era of advertising.

And with the development of the times. Originally, commercial advertising had to be based on profit as a condition for advertising, with advertisers paying fees, rather than commercial advertising, which was not aimed at profit and generally did not require paying or paying very little advertising fees. In modern society, due to differences in economic influence, consumer acceptance of advertising has changed, and the difference between commercial and non commercial advertising is narrowing. On the one hand, many companies sponsor a certain number of public service advertising, which penetrate certain commercial information, but consumers generally do not dislike them; On the other hand, the sense of social responsibility of enterprises is also increasing. Some companies spread social morality related content in commercial advertising, and the public welfare characteristics in commercial advertising are more obvious. Such advertising help to strengthen the attractiveness to consumers and also improve the reputation of enterprises.

2.1.2 Research on the Classification of Advertising

Advertising are classified according to different needs and cognition, using various methods and standards based on audience, advertiser type, advertising content, advertising media, advertising function, and other aspects. Overall, the classification of advertising is mainly based on two understandings: one is the understanding of advertising, and the other is the need for practical application.

Table 2 Summary of Classified List of Advertising
(Source: Author's Organization)

Time	Name of Scholar/Work	Proposed Advertising Definition
1932	Advertising Age	The advertiser shall pay the cost to publicly display information about personal goods, services or sports through printing, writing, dictation or drawing, and propose to achieve the purpose of influencing and facilitating sales, use, voting or approval.
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2019	Junjie Ding	Advertising is an information dissemination activity about goods (products, services and views) that can be carried out by identifiable investors through various media and through paid, organized, comprehensive and nonhuman persuasion.

According to different audiences, advertising can be divided into consumer advertising and industry advertising. Consumer advertising mainly targets the audience who purchase goods or services for themselves and ultimately consume the product. Industry advertising is an advertising aimed at manufacturers, intermediaries, or related professionals. For manufacturers, it is called industrial advertising; Advertising for medical and related industries is called medical advertising.



Figure 8 National Advertising in Jiuyang (Jiuyang, 2023)

According to the specific scope of advertising dissemination, it can be divided into local advertising, regional advertising, national advertising, and international advertising. Local advertising is an Advertising aimed at local dissemination. Local advertising can provide information on local geographic location, business hours, promotions, and more. In China, a large number of advertising in restaurants, shops, supermarkets, education and training institutions are all local advertising.

Regional advertising only targets a specific region in China, falling between local and national advertising.

National advertising is usually published by product companies. Although national advertising does not necessarily have to be spread nationwide, it usually spreads in most parts of the country. Such as National Advertising for Superpower, National Advertising for GREE, National Advertising for Qingdao Beer, etc.

International advertising refers to advertising published in multiple countries, and in the context of economic integration, more and more products are expanding from their country of origin to other countries. Such as Coca Cola international advertising, Huawei international advertising, etc.

According to the media form of advertising, it can be divided into newspaper advertising, magazine advertising, radio advertising, television advertising, outdoor advertising, online advertising, transportation advertising, search engine video advertising, video advertising, website advertising, live streaming advertising, etc.



Figure 9 Chengdu Taikouli LED Advertising (GUCCI, 2023)



Figure 10 Defu Biscuit Product Advertising (Defu, 2023)

According to the different product lifecycles, advertising can be divided into informative advertising, competitive advertising, informative advertising, and foundational advertising.

According to advertising effectiveness, it can be divided into cognitive advertising, comprehension advertising, conviction advertising, and action advertising. Cognitive advertising aims to encourage consumers to recognize product advertising. Understanding advertising to make consumers aware of product information and performance. Believing in advertising, through certain means, is an advertising that moves the audience to purchase a product. Action advertising is an advertising that directly promotes products to the audience in a store or retail segment.

According to the appeal mode of advertising, the classification method of arousing consumer purchasing needs and taking purchasing actions based on a certain expression method adopted by advertising is mainly divided into emotional appeal advertising and rational appeal advertising.

Emotional appeal advertising mainly refers to the use of emotional persuasion methods, such as humor and emotion, to create a good impression on consumers about their products. Emotional appeal emphasizes the emotional requirements of advertising, guides consumers to generate strong emotions, and aims to establish a good brand image and a beautiful atmosphere. Rational appeal advertising refers to the use of rational persuasion methods in advertising, expressing the characteristics and advantages of the product through advertising forms. Rational appeal, focusing on showcasing product functions and persuading consumers in a direct manner, to solve consumer problems.



Figure 11 *"Lao Du" Small Emotional Appeal Advertising*
(Du, 2023)



Figure 12 *Public Service Advertising "Chopsticks"*
(CNTV, 2014)

Advertising can be divided into commercial advertising and non commercial advertising based on whether it has a profit motive.

Commercial advertising is a common form of advertising, where advertisers are often product or service providers who promote their products or services to customers through certain rewards and media in order to achieve profitability. This is a narrow definition of advertising.

The purpose of non commercial advertising is to spread ideas and ideas, produced by social institutions, social organizations, government agencies, etc. Public service advertising is an important form of non commercial advertising. The purpose of public service advertising is to make the audience aware of social issues, influence their thoughts and attitudes, change their behavior, and promote the resolution of social problems. In addition to public service advertising published by non-profit organizations, some companies also convey their attention and attitude towards social issues in their advertising.

According to the function of advertising, it can be divided into product advertising and corporate image advertising. The purpose of product advertising is to increase product awareness, promote product sales, and use product related forms of expression to persuade consumers to purchase. It is a form of advertising. Product advertising can directly generate transaction effects and is one of the main types of advertising published by enterprises. Such as advertising for Dove cookies, Pepsi Cola, etc. Corporate image advertising is an advertising aimed at establishing a company's image, maintaining its reputation, and increasing its visibility, thereby

indirectly achieving the goal of selling products. Corporate image advertising enhances the audience's impression of the company by introducing its situation. Although there is no direct promotion of the product, it can produce indirect and good results. Brand advertising refers to advertising aimed at establishing a good brand image of a product, spreading brand personality, and increasing brand sales. Conceptual advertising is an advertising in which enterprises express their opinions on issues that are beneficial to their own survival and development, combined with public interests, in order to attract the attention of the audience and gradually establish a certain consumption concept and habit (P. Chen, 2015), in order to obtain long-term benefits.

2.1.3 Research Field of Advertising Function

William Arens said that the role of advertising includes four aspects. One is that advertising can communicate production and sales, promote consumer demand and product sales. Secondly, advertising is conducive to the competition of enterprises, promoting their production and sales. Thirdly, advertising has a positive impact on product prices in the long run. Fourthly, advertising can influence consumer choices and needs (Junjie Ding 2019).

Chen (2015) mentioned the role of advertising, which can accelerate the circulation of products and promote economic development for enterprises. Advertising can promote and meet the needs of consumers. Advertising is a key link in driving the development of enterprises. Advertising can beautify the environment, such as the impact of neon advertising on the beautification of cities. Advertising can spread correct moral behavior concepts and influence and change the behavior of the audience. Advertising spreads government information and communicates between the government and the audience. However, false and vulgar advertising can have a negative impact on society.

Ziming Luo (2015) talked about the function of advertising: advertising has the function of disseminating product information and establishing brand image for advertisers. Advertising has the function of disseminating specific product information to consumers, guiding them to make purchases, and creating fashion and popularity for consumers. Advertising has the function of promoting the development of the media industry for advertising media, and advertising costs can in turn provide funding for the development of the media. Advertising has the function of influencing public attitudes and culture in society, and it often creates popular advertising slogans or guides or influences people's lifestyles. He believes that advertising also has some negative effects, such as false advertising that violates the Advertising Law, deliberately exaggerating the functions of products, some vulgar advertising that can affect social morality, and now some advertising, especially online advertising, interfere with people's normal learning, work, or life.

In short, the function of advertising has both positive and negative impacts. Positive impacts include macro impacts on the economy and society, as well as micro promoting effects on advertisers, consumers, and advertising media.

2.1.4 Audience Research

Some scholars also conduct research from the perspective of public service advertising audiences. There are many perspectives for studying the audience of public service advertising, focusing on advertising communication from the perspective of audience cognition, studying the correlation between audience

psychology and public service advertising performance techniques, and paying attention to the emotional and behavioral impact of the audience. Park, Turner, Pastore, Chitiyo, and Yoh (2016) used cognitive response methods to process information for audiences exposed to special Olympic public service advertising information. Gan (2015) analyzed the correlation between public service advertising performance techniques and audience psychology in the context of new media, including fear based, humorous, situational contagion based, rhetorical, and so on. Cho (2021) takes public service advertisements in China and South Korea as the object, and based on Hofstede's cultural dimension theory, considers the impact of gender differences in television public service advertisements on the attitudes and behaviors of audiences in China and South Korea under different cultural conditions. Under the influence of the background environment, the audience shows a good response to public service advertising in terms of emotional effects and perception, which are related to fear, comedy, and empathy (Huo&Cheng, 2023). The audience's response factors to public service advertising, According to a survey conducted by Çubuk and Aydınlioğlu (2023) , audiences have different preferences, including "attractive copy and images," "positive stories," and "dramatic and impactful stories."

2.2 Research Field of Public Service Advertising

2.2.1 Research on the Concept of Public Service Advertising

Due to differences in political systems and national conditions, countries have different understandings of the definition of public service advertising.

Table 3 *Summary of Public Service Advertising Concept*
(Source: Author's Organization)

Scholars/Institutions/Works	Concept of Public Service Advertising
American Advertising Commission	Public service advertising, originally called public service advertising brackets, aims to improve the public's understanding of prominent social problems, so as to influence the public's views and attitudes towards these problems, change the public's words and deeds, and thus promote the solution or mitigation of social problems.
Diantong Advertising Dictionary	Public service advertising in Japan, known as "public advertising", refers to the advertising that enterprises or groups express their functions and responsibilities to the society, and show that what they pursue is not only to make profits from business, but also to ask and participate in how to solve social and environmental problems, and explain this intention to consumers.
(Japan)Stick Zefu	With regard to the public and social problems held by the people, society and the country, as well as the problems that may occur in the future, through the media, it is a kind of self issued advertising communication to encourage the general public to pay attention to, understand, enlighten or inspire the problems, and call on them to give assistance and action to solve these problems.

Scholars/Institutions/Works	Concept of Public Service Advertising
Chinese Advertising Dictionary (1996)	The social public produces and publishes advertising that are not for profit. Through the transmission of certain ideas, it appeals to pay attention to social issues, regulate their own behavior with guidelines, and support or advocate various social services.
Ping Gao (1999)	Public service Advertising is a non-commercial Advertising serving the public interest, which aims to spread some public service concepts by means of advocacy or warning, and promote the construction of social spiritual civilization.
Zehong Pan (2001)	Public service advertising is aimed at the general public, aiming at the current situation and bad trends, through short and light advertising forms and special expression techniques, to arouse the public's appreciation interest, conduct goodwill persuasion and guidance, rectify mistakes, establish new trends, influence public opinion, dredge social psychology, regulate people's social behavior, maintain social morality and normal order, promote social health, harmony and order, Advertising for the purpose of achieving the harmonious and sustainable development of man and nature.
Mingxin Zhang (2004)	Public service advertising refers to the advertising activities that do not take profit as the direct purpose, and use artistic expression techniques to spread the beneficial social concepts to the public, so as to promote the change of their attitude and behavior.
Zhongpu Tang (2004)	Public service advertising refers to the advertising activities jointly promoted by the government, associations, media, enterprises and advertising companies in order to promote the public interest, arouse people's concern about various practical problems in society, and call on people to solve or improve these problems with practical actions.
Gang Chen (2007)	In abroad sense, public service advertising refers to advertising that spreads public service content. There are several forms of expression for the definition of this kind of advertising, such as public service advertising, which refers to a public communication form that uses advertising techniques to spread public welfare ideas, serves the public and is not for profit; Public advertising are all kinds of advertising issued by social public institutions, such as Greenpeace, Social Protection Association and other social organizations, aiming at the social issues they care about; Opinion advertising refers to the enterprise group's attitude towards a certain social phenomenon, indicating the enterprise's personality in the society. This kind of public service advertising conveys public service content, but the enterprise name is directly handed over in the advertising.

Scholars/Institutions/Works	Concept of Public Service Advertising
Huixing Chen (2008)	Public service advertising refers to organizations, units and individuals, such as governments, media, enterprises, advertising companies, social organizations, etc., which are not for profit, spread their beneficial ideas, behavior patterns and moral standards to the public through television media, so as to arouse the public's attention to social issues, strengthen or change the public's values, guide and regulate the public's behavior, and thus promote the improvement of people themselves, It is an activity to realize the harmonious development of man and man, man and nature, man and society.
Linqing Liu, Qunpo He (2017)	In the narrow sense, public service advertising is an advertising work and advertising operation model issued by all organizations or individuals for non-profit purposes, with the content of publicity and maintenance of public morals, current political concepts, and public interests. In a broad sense, public service advertising is an advertising work and advertising operation model issued by all organizations or individuals to promote and maintain public morals, current political concepts and public interests. In a broad sense, public service advertising includes commercial and profit making factors. Although it is not pure public service advertising, it also has the main elements of public service advertising and plays a decisive role in promoting the development of public service advertising.
Lin Yang, Yining Li (2019)	Public service advertising refers to an advertising activity that, with the direct purpose of not making profits, guides the public to pay attention to a certain social problem through various forms, cultivates the public awareness and humanistic spirit of the public, so as to publicize and maintain public morality, regulate people's words and deeds, and promote the establishment of a good social atmosphere. This concept is a relatively broad definition of public service advertising based on the actual situation in China. The narrow sense of public service advertising completely excludes commercial and profit factors, but the current public service marketing conducted by enterprises also has certain elements of public service advertising, so it is also included in the scope of discussion.

The public service advertising proposed by the American Advertising Commission, originally known as public service advertising, aims to promote audience awareness of social issues, influence their views and attitudes towards social issues, change their mindset, and ultimately achieve the goal of solving social problems.

Public service advertising in Japan, also known as "public advertising", is defined by the Diantong Advertising Dictionary as: a business or social group that expresses its responsibility to society by expressing to the public not only the pursuit of corporate profits, but also concerns social and environmental protection issues (Huang, 1997). The definition of public service advertising by Uematsu (Japan) is that certain individuals, society, and government use media to raise public

awareness of social issues, call on people to solve such problems, and engage in advertising and communication activities to help and solve them.

Both the United States and Japan emphasize in their definitions that an important aspect of public service advertising is to raise public awareness of social issues and promote their resolution or mitigation. However, due to differences in national conditions, historical and cultural backgrounds, and social development levels, although China has already put public service advertising into communication practice, in fact, the concept of public service advertising has different definitions from different perspectives.

The definition of public service advertising in the Chinese Advertising Dictionary (1996) is: an Advertising created and published for the general public, which conveys certain concepts, calls for public attention to social issues, and transforms it into one's own behavior, supporting or guiding various social morals(D. Wang, 1996).

There are many definitions in the research of Chinese public service advertising. Gao (1999)believes that public service advertising is a non-commercial advertising that serves the public interest, uses guidance and admonition to spread some beneficial social concepts, and promotes socialist spirit.

Pan (2001) defined public service advertising in the first systematic study of public service advertising in China, "Introduction to Public Service Advertising", as follows: Public service advertising is aimed at the public, targeting practical problems and bad behavior, using short advertising forms and special techniques to attract public attention and guide them, in order to change public attitudes, regulate public behavior, and maintain socialist moral values.

Tang (2004) believes that public service advertising can be jointly implemented by the government, social organizations, enterprises, media, and advertising companies. In order to promote the resolution of social problems, attract public attention to social issues, and advocate for people to use practical actions to solve advertising activities.

Linqing Liu (2017)believe that narrow definition public service advertising is a non commercial advertising form published by social institutions, groups or individuals to promote social morality, political concepts, and public interests. Broadly speaking, public service advertising includes commercial elements. Public service marketing advertising is a fusion of commercial advertising and public service advertising. Although it is not just a simple public service advertising, it also has the key elements of public service advertising and can promote the development of the public service advertising industry.

Yining Li (2019)defined the concept of public service advertising as an advertising activity that guides audiences to pay attention to social issues through artistic forms, cultivates public social awareness, promotes social civilization, regulates public behavior, and promotes the formation of a good social atmosphere. Narrowly defined public service advertising has no commercial factor. But with the continuous changes in the economic situation and audience acceptance psychology, many companies now also have certain elements of public service advertising in their public service marketing, so they are also considered public service advertising, that is, enterprise type public service advertising.

2.2.2 Types of Public Service Advertising

Yining Li (2019) mentioned that China's public service advertising can be divided into three types according to the subject, media and advertising theme. At present, the types of public service advertising based on the delivery subject are mainly media type, government type and enterprise type, which reflects the diversity of public service advertising disseminators; Among the types of public service ads based on advertising media, traditional media public service ads account for a large proportion, but emerging media public service ads represented by the Internet are developing rapidly; The diversified types of public service advertising based on advertising themes highlight the important role of public service advertising in reflecting practical problems and guiding public opinion. The following table classifies public service advertising according to different classification standards.

Table 4 *Classification of Public Service Advertising*
(Yining Li, 2019)

Classification Methods and Standards of Public Service Advertising	Classified Content of Public Service Advertising
Release Subject	Media based public service advertising
	Government oriented public service advertising
	Social organization public service advertising
	Corporate public service advertising
	Personal public service advertising
	Joint launch
Advertising Media	Newspaper public service advertising
	Magazine public service advertising
	TV public service advertising
	Broadcasting public service advertising
	Outdoor public service advertising
Advertising Theme	Public service advertising of new media
	Political public service advertising
	Public service advertising for moral education
	Public service advertising
	Public service advertising for environmental protection
	Carry forward traditional cultural public service advertising
	Public service advertising on charity and relief

Classification Methods and Standards of Public Service Advertising	Classified Content of Public Service Advertising
	National image public service advertising and city image public service advertising

2.2.2.1 Types of Public Service Advertising Based on the Delivery Subject

One is media type public service advertising. In modern society, media plays an important role in mass communication, responsible for supervising public opinion, providing popular literature and art, serving economic development, and promoting the development of social public interests. Media based public service advertising is the first form of public service advertising in China. In 1986, the public service Advertising "Saving Water" filmed and broadcasted by Guiyang TV Station was the first media type public service Advertising in China. In 1987, China Central Television launched the program "Advertising" and produced and broadcasted a series of public service advertising related to social issues. Since then, public service advertising in China has gradually developed.

The second is government type public service advertising. Due to the function of public service advertising in advocating social morality, concepts, words and actions, governments around the world also consider public service advertising as an important means of political communication. The theme of using public service advertising is mostly the promotion of policies and regulations, or some specific departmental related themes. Like the public service Advertising "Emphasizing Civilization and Creating a New Culture" launched by various levels of civilization offices in China. In foreign countries, such as the US government's smoking cessation and environmental public service advertising. In China, the operation of government type public service advertising is mainly undertaken by the government. This type of public service advertising focuses on the promotion of government information, and needs to be strengthened in terms of expression form and creativity. Moreover, this type of advertising is greatly influenced by policies and has a certain degree of timeliness.

The third is social organization type public service advertising. In various countries around the world, there are numerous social organizations and groups. Such as UNICEF, International Committee of the Red Cross, World Wildlife Fund, Wildlife Rescue Organization, etc. Social organizations place public service advertising on topics such as cherishing and protecting wildlife, protecting the natural environment, and caring for minors, arousing people's attention to public welfare awareness and support for public welfare undertakings. National public service advertising for elderly care, such as those launched by the China Population Welfare Foundation. Regional emergency rescue public service advertising, such as those placed by local Red Cross societies. The theme content of such public service advertising is usually related to the functionality of the publisher, and the creativity and planning of Chinese social organizational public service advertising in this regard need further development.



Figure 13 Wildlife Conservation Public Service Advertising of Wildlife Rescue Organization
(Monsters, 2020)



Figure 14 Yierkang's Corporate Public Service Advertising "The Country is Thriving Step by Step"
(Yierkang, 2018)

The fourth is enterprise oriented public service advertising. In the 1990s, with the rapid development of the economy and advertising, the sense of social responsibility of enterprises became stronger and stronger. Some companies have realized that public service advertising is a beneficial way to enhance their corporate image and have begun to try to participate in public service advertising. In 1995, China Central Television stipulated that the company name could appear for no less than three seconds at the end of a public service advertising "Advertising" that was funded by enterprises. As a result, corporate public service advertising is increasingly favored by many enterprises. The classic public service advertising of this period was "Washing Mom's Feet" invested and filmed by Harbin Pharmaceutical Group's Sixth Pharmaceutical Factory in 1999, which caused a sensation nationwide.

The fifth is personal public service advertising. Due to the high production cost and complex production techniques, personal public service advertising are relatively rare. The most famous classic work is the public service Advertising "Expression of Love" produced by Zhang Deyuan in 2016.

2.2.2.2 Types of Public Service Advertising Based on Advertising Media

Including newspaper public service advertising, magazine public service advertising, television public service advertising, radio public service advertising, outdoor public service advertising, new media public service advertising, etc. New media public service advertising is increasingly becoming an important form of public service advertising, including H5 public service advertising, micro film public service advertising, website public service advertising, and other types. Its biggest feature is interactivity, where the audience can actively utilize new media such as video websites, Weibo, WeChat, etc. to engage in positive, effective, and experiential interactions.



Figure 15 Outdoor Public Service Advertising "Dream Baby"
(C. N. Network, 2013)



Figure 16 Tencent Public Welfare H5 "Children's Gallery" Advertising
(S. Network, 2017)

2.2.2.3 Types of Public Service Advertising Based on Advertising Themes

One is political public service advertising. One important function of public service advertising is to promote the spiritual and moral development of the public, and it is also an important tool for political propaganda. In Western countries, political advertising and public service advertising are different, they are two different types of advertising. In China, such public service advertising are based on recent national policies to attract public attention to targeted policies. Public service advertising with themes such as "promoting righteousness and harmony", "promoting civilization and fostering new trends", and "40th anniversary of reform and opening up" belong to

political public service advertising. In recent years, functional governments at all levels in China have actively changed their promotional methods, from early slogans to emotional appeals. They have used various forms of artistic expression in public service advertising and filmed a series of such public service advertising in popular and popular ways to attract the attention of the audience.



Figure 17 2023 National Conscription Public Welfare Promotional Video
(Federation, 2023)

The second is moral public service advertising. This type of public service advertising includes four levels. The first level is social morality, which refers to the morality of social groups in public life. Such as helping others, protecting the environment, abiding by laws and regulations, etc. The second layer is professional ethics, including honesty and trustworthiness, dedication to work, fairness in handling affairs, and serving the people. The third layer is the morality of marriage and family. Including respecting the elderly and caring for the young, mutual love and assistance, neighborhood unity, etc. The fourth layer is value education, such as in advertising about the values of self-improvement, self-reliance, hard work, and fearlessness. This type of public service advertising, China can learn from Thailand's public service advertising, using storytelling, emotional appeals, and other methods to reduce preaching and make it easier for the audience to accept the viewpoints they want to promote in the Advertising.

The third is public service public service advertising. Public service advertising with this type of theme are rich in content, including health, safety, life, and other aspects. Health is the first element of people's lives. In public service advertising, attention is paid to health content, including scientific diet, physical exercise, smoking and drinking cessation, psychological regulation, etc. In terms of safety knowledge, the main focus is on traffic safety, such as courtesy driving, prohibition of drunk driving, fatigue driving, etc.

The fourth is environmental protection public service advertising. This type of public service Advertising refers to content related to environmental protection, such as protecting forests, caring for animals, saving water, not littering, not discharging wastewater, and not making noise.



Figure 18 Advertising of Thailand Health Promotion "Eating Seasonal Vegetables"
(Gift, 2020)



Figure 19 Thai Public Service Advertising with over 100 Million Clicks on the Entire Network
(Sport, 2019)

The fifth is traditional cultural public service advertising. This type of theme is a characteristic of Chinese public service advertising, and traditional Chinese culture is a precious treasure of this country with a long history. China has always attached great importance to the promotion of traditional culture and festivals through public service advertising. Such as the "24 Festivals" series of public service advertising, Chinese filial piety public service advertising, traditional festival public service advertising, etc. Since 2013, the annual CCTV Spring Festival Gala has been broadcasting carefully crafted public service advertising related to Spring Festival customs during prime time, becoming a highlight of the Gala.

The sixth is public service advertising with charitable assistance themes. This type of theme includes public service advertising that help impoverished students, respect the elderly and assist the disabled, care for vulnerable groups, and pay attention to emergencies. The most typical example of this type of public service Advertising is the 1991 Hope Project public service Advertising "I Want to Go to School". The little girl's clear big eyes revealed her thirst for knowledge, bringing a spiritual shock to the public. Public service advertising for unexpected events, such as the fight against SARS in 2003, the Wenchuan earthquake in 2008, numerous enterprises, media, and advertising companies produced many inspiring public service advertising. In 2020, in the fight against the epidemic, many enterprises and media

also produced relevant public service advertising at the first time to encourage people to overcome difficulties. This type of public service Advertising not only consolidates people's hearts, but also showcases the strong image of the Chinese people to the world.



Figure 20 Zhihu: Anti Epidemic Public Service Advertising for "33"
(MarketingStrategist)



Figure 21 Project Hope Public Service Advertising
(Daily, 2019a)



Figure 22 Guizhou City Publicity Video
(C. G. Network, 2022)

The seventh is national image public service advertising and urban image public service advertising. The main purpose of national image public service advertising is to establish a national image, including the country's geographical features, customs and traditions, economic development, people's living standards, technological strength, cultural life, etc. Like the 2023 Chinese national image film PRC. City image public service advertising showcases the unique image of a city, including its historical and cultural heritage, humanistic qualities, economic and technological

level, and other aspects. The purpose is to promote the city's image and promote sustainable economic and cultural development. In 2023, when the countdown to the Asian Games was 100 days, Hangzhou released a city image film called "Trending". The film focuses on "trendy culture", with grand and exquisite visuals that capture the subtle aspects of the city, and the content complements each other (Linqing Liu, 2017).



Figure 23 China National Image Network Promotion Film "PRC"
(Client, 2023)



Figure 24 Hangzhou Asian Games Image Promotional Video "Trending"
(C. R. a. T. Network, 2023)

Liu and He (2014) believe that public service advertising are classified according to their thematic content. It can be divided into moral, current affairs, environmental protection, national and city image advertising, and other types. According to the media format used, it can be divided into newspapers, magazines, radio, television, outdoor, online, and mobile public service advertising.

Song (2017b) mentioned that according to different standards, public service advertising topics can be divided into several categories. Classified by promotion time, it can be divided into long-term topic selection and short-term topic selection. Long term topic selection refers to a topic that has been promoted for a long time and can be promoted multiple times, such as environmental protection, poverty alleviation, civilized morality, traffic safety, etc. Short term topic selection usually refers to the production and publication of public service advertising with relevant themes in the event of a sudden event or social problem. When the event ends or the problem is solved, the promotion is basically over. According to the classification of promotional regions, it can be divided into international issues, national issues, urban issues, rural issues, etc. Classified by the topic content, it can be divided into

environmental protection, helping others, safety knowledge, social ethics, and disseminating social knowledge and information.

With the development of the times, the form and content of public service advertising are becoming increasingly diverse, and the themes are becoming more diverse. The audience's understanding of public service advertising is also constantly strengthening. Public service advertising, as a form of advertising serving the public. It continues to play an irreplaceable role in advocating correct values, spreading civilized moral concepts, and popularizing various knowledge.

Tansuhaj (1995) Crowley discussed the socio-cultural examination of public service advertising (PSA) in Thailand, viewing PSA as a medium and reflection of changes in social needs and cultural values. Through interviews, it was found that PSA have received positive evaluations in terms of environmental protection, health and safety. The thesis points out that the themes and content of PSAs typically reflect social values. In addition, attitudes towards PSA themes vary depending on education, age, and traditional values. The study categorizes Thai PSAs into four themes: environmental protection, cultural protection, health and safety concerns, and political concerns.

The following is a table according to the classification of Yushu Song.

Table 5 *Classification of Public Service Advertising*
(Song, 2017a)

Classification Methods and Standards of Public Service Advertising	Classified Content of Public Service Advertising
Release Subject	Media based public service advertising
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	Personal public service advertising
	Joint launch
Advertising Media	Newspaper public service advertising
	Magazine public service advertising
	TV public service advertising
	Broadcasting public service advertising
	Outdoor public service advertising
	Public service advertising of new media
	Political public service advertising
	Public service advertising for moral education
	Public service advertising

Classification Methods and Standards of Public Service Advertising	Classified Content of Public Service Advertising
Advertising Theme	Public service advertising for environmental protection
	Carry forward traditional cultural public service advertising
	Public service advertising on charity and relief
	National image public service advertising and city image public service advertising

2.2.3 Overview of Research on Public Service Advertising Function

Song (2017b) believes that public service advertising is an important means of educating citizens and promoting society. Through public service advertising, promote national policies, behavior, moral concepts, and values, promote truth, goodness, and beauty, in order to influence the words, deeds, and beliefs of the people. In China, public service advertising, as the main form of publicity, has three main functions: first, it serves as a means of publicity and education; second, it serves as a means of social mobilization; third, it serves as a warning and appeal; fourth, it serves as a means of disseminating knowledge; and fifth, it serves as a means of cultivating civilization. The sixth is the role of image promotion.

Woori.chow (2018) pointed out that the function of public service advertising is to undertake the function of spreading correct ideas and regulating social behavior. The second is the function of propaganda and education. The third function is to spread the fine traditional Chinese culture. The fourth is the function of spreading moral ethics. The fifth is the function that excellent public service advertising can bring aesthetic value. They believe that the social function of public service advertising is direct, but the economic function is indirect and requires a longer period of time to increase the audience's favorability towards the enterprise, thereby increasing economic benefits.

Compared with Thailand, although the research on public service advertising in China started relatively late, with the development of society, Chinese scholars have also achieved fruitful results in their research on public service advertising. The author has conducted a careful study of literature and materials to summarize the current research status of public service advertising. This study searched for 4572 academic papers related to public service advertising using the CNKI database. The author has reviewed and summarized relevant literature and found that currently, the research on public service advertising in the Chinese academic community focuses on the following perspectives: firstly, research on foreign public service advertising, mainly including the United States, South Korea, Thailand, Germany, etc. The second is to study the current development status, existing problems, and development strategies of public service advertising in China. The third is the study of the function, role, and value of public service advertising. The fourth is the research on the content narrative and expression forms of public service advertising. The fifth is research on the dissemination of public service advertising. Six is the audience research of public

service advertising. The seventh is the research on the operation mode of public service advertising.

2.2.4 Foreign Public Service Advertising Research

Research on public service advertising in other countries mainly focuses on men from the United States, South Korea, Thailand, Germany, and other countries. Woori.cho(2018)conducted a comparative analysis of the themes, advertising appeals, and advertising purpose types of Chinese and Korean television public service advertising. Chu (2017)found that research on public service advertising in the United States mainly focuses on communication studies and empirical research.

Li Liefeng (2020)believe that German public service advertising is mainly studied from the perspectives of participants, public demand expression, and the development of new network technologies.



Figure 25 CCTV Public Service Advertising "Packaging"
(CNTV, 2013)



Figure 26 CCTV Public Service Advertising "Expression of Family Love"
(Video, 2019)

2.2.5 Public Service Advertising Policy Research

2.2.5.1 Research on China's Public Service Advertising Policy

The development track of China's public service advertising policy. Through the text analysis of policies related to public service advertising since 1986, Y. Liu (2015)believed that China's public service advertising policy has roughly experienced three stages.

Table 6 *China's Public Service Advertising Policy Development Form*
(N. C. M. Liu, 2015)

Stage	Time	Content
Policy germination period	1986-1995	Media Public Service Advertising Practice.
Policy exploration period	1996-2002	Constantly sum up experience and begin to explore the formulation of public service advertising management policy.
Policy development period	Since 2003	Administrative norms involving public service advertising are increasing.
		Industrial planning
		Organizing public service advertising theme activities is still an important administrative means.

1) Policy Germination Period (1986-1995)

In the mid-1980s, China's public service advertising industry entered a period of rapid development, and media and advertising associations became important forces in this period of development. At this stage, many media activities and administrative awards lay the foundation for the development of public service advertising policies in the future.

(1) Media Public Service Advertising Practice

In 1987, China Central Television produced the first public service advertising television program in China, "Advertise Broadly". The purpose of this program is to spread various beneficial concepts, behaviors, and guidelines to the public through reminders, warnings, and persuasion, in order to promote the formation of a good social atmosphere. The broadcast effect of "Spread it widely" was very good, and in the following years, many television stations across the country also launched special programs for public service advertising. In addition, in October 1994, the first National Special Research Conference on Television Public Service Advertising was also held to discuss various issues related to public service advertising and provide ideas for policy makers on public service advertising.

(2) The Administrative Support of "Promoting Production by Awarding"

During this period, national departments had not yet implemented public service advertising related policies, but the media and advertising industry had already established public service advertising related awards, which in turn promoted the formulation and development of public service advertising policies. In April 1990, the National Television Advertising Impression Award was selected, and the Public Service Advertising Award was added. In October 1992, the third National Advertising Exhibition established the "Public Service Advertising Award" for the first time. Subsequently, many television stations, enterprises, and advertising production companies gradually began to think about how to produce good public service advertising.

2) During the Policy Exploration Period (1996-2002)

During this period, due to the needs of social and economic development, various sectors across the country began to participate in the production of public service advertising. The relevant departments have also begun to explore the formulation of public service advertising policies, forming four important document policies. A breakthrough is that if a company invests in public service advertising, the company name and logo can be marked at the end. The management department conducts an annual selection of excellent works for public service advertising. Some cities have begun to explore the formulation of public service advertising management policies, such as Shanghai and Dalian.

3) Policy Development Period (since 2003)

(1) Administrative Norms Involving Public Service Advertising are Increasing.

During this development period, in 2004, the national regulatory authorities issued a notice on strengthening the production and broadcasting of radio and television public service advertising, providing guidance on the principles, creative content, themes, and incentive methods of public service advertising. Some local governments have also successively formulated relevant public service advertising management policies, such as Shenzhen. Outdoor public service advertising is a part of urban civilization management. Since 2006, major cities have also begun to introduce relevant policies on outdoor public service advertising.

(2) Industrial Planning

During this period, in 2008, relevant national departments issued the Guiding Opinions on Promoting the Development of the Advertising Industry, which aimed to address the lack of rapid development and reward mechanisms in public service advertising in the past. This document proposes to "promote the development of public service advertising", on the one hand, to improve the level of public service advertising production, and on the other hand, to strengthen the system of public service advertising construction. In 2012, the 12th Five Year Plan for the Development of the Advertising Industry was issued, which required improving the impact of public service advertising, enhancing the development mechanism of public service advertising, encouraging academic research on public service advertising, and selecting excellent works of public service advertising. The incentive policy for enterprises to engage in public service advertising is a tax incentive method.

(3) Organize Public Service Advertising Themed Activities

Organizing various themed public service advertising activities is still an important means to promote the development of public service advertising. The types of departments that organize various public service advertising activities are also increasing, such as the National Defense Education and Propaganda Committee and the National Anti Fraud Center. In addition to common themes such as "promoting civilization and fostering new trends" and "traditional festival culture," public service advertising targeting unexpected events have also been created and broadcasted in regular activities. In 2008, after the Wenchuan earthquake, the General Administration of Press and Publication issued a notice on organizing the publication of the theme

public service advertising activity "Our hearts are connected, breathing together, sharing a common destiny, and achieving the great victory of earthquake relief".

According to Chen He (2015), although China's public service advertising policies are still developing and the relevant system is not yet perfect, it has been found that these policies and regulations mainly target the main body of public service advertising activities. Below are the main bodies of public service advertising.

A.For Advertisers

The management policies for advertisers encourage and supervise at the same time. One is to encourage advertisers to actively participate in the public service advertising industry, but at the same time, strict supervision should be imposed on behaviors that claim to be commercial advertising and receive relevant discounts under the guise of producing public service advertising.

B.For Advertising Operators

Public service advertising operators refer to individuals or organizations who design and produce advertising. Chapter 2 of the Measures for the Administration of Broadcasting and Television advertising requires "adhering to the correct value orientation and producing excellent content". In the local public service advertising management documents, there are also regulations on the copywriting, visual images, media forms, and other aspects of public service advertising.

C.For Advertisers

Advertisers include various traditional and new media, and relevant policies mainly focus on time slots, layout, proportion, etc. Ensure the release of public service advertising from a professional perspective. As stated in the "Notice on Further Improving Public Service Advertising Promotion" issued in 2002, different requirements were made for broadcasting, television, newspapers, journals, and the Internet, with a 3% ratio set, including publication time, publication period, and publication layout (Chen He 2015).

Zhang (2017) pointed out that the development of public service advertising in China is gradually entering a normal development channel. In May 2012, the State Administration for Industry and Commerce issued the 12th Five Year Plan for the Development of the Advertising Industry, proposing to enhance the influence of public service advertising and improve public service advertising policies. The new Advertising Law issued in 2014 and the Interim Measures for the Promotion and Management of Public Service Advertising in 2016 once again clarify the concept of encouraging and developing public service advertising by the state.

2.2.5.2 Research on Thai Public Service Advertising Policy

Zhiqing Zhou (2019) pointed out that Thailand has a relaxed environment for the production and regulation of public service advertising. Thailand has no limit on the duration of television advertising, which can last up to 5 minutes and allow producers to fully narrate an advertising. At the same time, companies producing public service advertising can enjoy tax benefits. In terms of management, Thai public service advertising is not only subject to supervision from the National Radio and Television Commission and relevant government departments, but also to supervision from the Thai Advertising Association and the Television Advertising Review

Committee. The main body of Thai public service advertising includes government agencies, media, public welfare organizations, advertising companies, commercial advertisers, etc. Due to the good dissemination effect of public service advertising, many advertisers are willing to use the form of public service advertising to improve the reputation of the enterprise.

Yamei (2009) pointed out that the advertising regulatory systems of different countries vary according to differences in political systems, economic models, culture, and so on. The Chinese government has strict censorship standards for the content and values of public service advertising. According to the Advertising Law, advertising that have not been reviewed by the reviewing authority cannot be published. The advertising content must comply with legal norms and moral standards, and promote socialist values. Due to this requirement, the subject matter of Chinese public service advertising is limited. Many public service advertising are produced according to the requirements, resulting in a serious pattern phenomenon. advertising lack creativity and innovative forms. Moreover, Chinese public service advertising prefer to use celebrity advertising preaching to force persuasion, and with varying levels of advertising production, it is difficult for public service advertising to influence audiences. Therefore, there is still a certain gap in the dissemination effect of Chinese public service advertising compared to other strong countries in public service advertising.

The public service advertising environment in Thailand is relatively free, and since 1992, Thailand has changed its regulatory and governance structure. In 1994, the Thai Advertising Association joined forces with four major television stations to establish a Television Advertising Review Committee, whose responsibility is to supervise television advertising. In addition, in order to promote the comprehensive development of advertising in Thailand, relevant departments have also called on the Thai public to participate in advertising supervision. If inappropriate advertising, such as those that violate laws and ethics, are found, they can be supervised through phone calls, emails, and other means.

The advertising regulatory system in Thailand is relatively comprehensive, involving both government departments and advertising associations, as well as the participation of public opinions. Compared to Chinese public service advertising, it is mainly regulated by the government and has less participation from the general public. Chinese public service advertising can learn from this approach and absorb popular content, combined with creative forms, which can better stimulate the generation of effective public service advertising.

Wang (2020) believes that Thailand's relatively free advertising creation environment greatly increases the enthusiasm of different enterprises to participate in public service advertising production, and enriches the content expression of public service advertising, injecting fresh content into public service advertising creativity. For enterprises, cleverly connecting commercial content through public service advertising can also establish a good brand image. Moreover, there are no clear restrictions on the duration of playback in the relevant laws on public service advertising control in Thailand, which can help Thai public service advertising tell a complete story and improve the creative level of advertising. Moreover, the narrative style of advertising can also be diversified to enhance their attractiveness.

Wang (2017) found through research that the agencies involved in advertising regulation in Thailand include the National Radio and Television Commission of Thailand, the Television Advertising Review Committee, the Thai Advertising Association, the Food and Drug Administration and the Consumer Protection Association.

1) Supervised by the National Radio and Television Commission of Thailand according to Law

The National Radio and Television Commission of Thailand regulates advertising through three methods, including internal review, social agency review, and public supervision. Internal review refers to the initial review of television advertising content by committee staff based on corresponding standards. Social institutional review refers to relying on social forces for supervision. Public supervision refers to the ability of Thai citizens to provide feedback on inappropriate television advertising through phone calls, emails, and other means.

2) Thailand Advertising Association and TV Advertising Audit Committee Implement Industry Self-discipline

The Thai Advertising Association was established in 1966, and one of its responsibilities is to regulate the content of television advertising. The Television Advertising Review Committee is jointly established by the Thai Advertising Business Association in conjunction with Thai Television Channel 3, 5, 7, and 9. Its function is to monitor the orderly progress of television advertising. In Thailand, advertising must undergo pre approval and formal review by the Television Advertising Review Committee before they can be aired. The Thai Advertising Association is responsible for supervising and encouraging relevant departments to use advertising policies for review. After the Advertising is broadcasted, if inappropriate advertising are found, the Advertising Professional Standards Committee (composed of consumer representatives, advertising association representatives, media representatives, advertising professionals representatives, and market association representatives) will regulate them by accepting complaints, written warnings, and administrative penalties for improper advertising.

3) Relevant Government Departments Strictly Supervise the Advertising of Special Products

In Thailand, the advertising of healthy food (including food, drugs and medical appliances), cosmetics, dangerous goods and products prohibited by law from publishing commercial advertising shall be approved by the Food and Drug Administration of the Ministry of Health of Thailand. For healthy food, the advertising company shall submit content such as script and advertising slogan for approval before the advertising broadcast; After the advertising film is produced, it should be shown to the TV advertising review committee for review. If it is not approved by the committee, it cannot be broadcast. After the advertising is broadcast, the Food and Drug Administration has the right to stop broadcasting advertising that violate the regulations. Generally speaking, the Food and Drug Administration will also conduct a comprehensive assessment on whether the goods violate the social and cultural customs of Thailand, in addition to reviewing the advertising content in terms of use, efficacy and quality. The Food and Drug Administration is the only government department except the National Radio and

Television Commission that has the right to conduct preliminary examination and formal review of TV advertising before they are broadcast.

4) The Consumer Protection Committee Strengthened Consumer Protection

This committee is the final step in participating in advertising supervision and management. After the advertising content is broadcasted, the committee conducts supervision through the Consumer Advertising Protection Bureau, mainly checking whether the advertising content placed on various media complies with the provisions of the Consumer Protection Law on advertising, as well as receiving complaints from consumers about losses suffered from advertising and reports from the public about false advertising, exaggerated usage, or violation of morality. The committee has established corresponding channels for consumer demands, such as setting up columns on the official website to receive public responses to television advertising opinions. The Consumer Protection Committee makes a decision to stop or modify advertising that violate regulations in accordance with the Consumer Protection Law. Wei Yue (2018) believed that good advertising must have a good environment. An important reason for the rapid development of film and television advertising in Thailand is the strong support of the government. The Thai government has introduced many relevant laws and regulations to maintain the normal development of the advertising industry. In 2016, a new advertising decree was officially passed, which completely prohibits the publication of alcohol advertising in newspapers, television and other media, and prohibits any form of outdoor alcohol advertising. At the same time, the Thai government has also invested a lot of financial support for the shooting of public interest advertising. Loose policies and large amounts of funds have provided a very favorable creative environment for the development of Thai public service advertising, which has effectively promoted the leapfrog progress of Thai advertising.

2.3 Thailand Advertising Research Field

Exploring the title of "Thailand Advertising" in CNKI database, there are 24 academic papers, which cover the time range from September 2007 to July 2022 by searching "advertising in Thailand" in Google Academic. The research topics are roughly divided into the following categories:

2.3.1 Research on Advertising Cases in Thailand

Dang (2019) analyzed the advertising and communication strategies of Thai life insurance companies, pointing out that this series of advertising full of humanistic care conveys the image of an insurance company that is dedicated to love and serves customers wholeheartedly to the audience. These advertising stories are vivid, emotionally sincere, touching, and generate emotional resonance. Advertising has shaped a trustworthy life insurance brand image. Chang (2018) analyzed the narrative techniques in emotional advertising in Thailand, using the Thai life insurance Advertising "Opportunities" as an example. Thai advertising excels at telling touching stories to audiences, sharing life philosophy, various life experiences and values in storytelling, making people moved and shed tears.



Figure 27 Thai Life Insurance Advertising "Unknown Hero"
(Lei, 2019)



Figure 28 Thailand Advertising "Giving is the Best Communication"
(Hongwei, 2020)

2.3.2 Research on Advertising Creativity in Thailand

Many scholars have conducted research on advertising creativity in Thailand. Yu (2021) analyzed that the main themes of Thai advertising are "love" and "inspirational", with two styles of humor and warmth. The works incorporate both local Thai elements and Western elements. Z. Li (2017) summarized creative methods for Thai film and television advertising, including the use of animal elements such as dogs. Analyze the case of humorous film and television advertising in Thailand, including highlighting the main subject of the image, laying the foundation for introducing humor in the following text; Creative composition; Comfortable colors; Cleverly utilizing sound effects to enhance a sense of humor. Z. Liu (2006) analyzed the reasons for Thailand's high-level advertising creativity, including diverse and unique culture, open economy and government environment, and high-quality audience. Deng (2019) analyzed the use of creative expression techniques in Thai advertising, and found that inspirational advertising often feature reversals. Beauty advertising often use abnormal exaggeration techniques.

2.3.3 Analyzing Thai Advertising from the Narrative Perspective

H. Cui (2018a) proposed that Thai micro film advertising presents a narrative perspective of impersonality and diverse perspectives, and breaks the narrative structure of traditional films, presenting a changeable narrative structure combining time and space. In terms of narrative techniques, it skillfully uses suspensions, foreshadowing, etc., and its content is arranged ingeniously without redundancy. The theme of Thai micro film advertising also involves all aspects,

including emotional public service ads and a large number of commercial ads introducing products. Smart narration serves the development of the story, highlighting the narrative strategy of combining the theme of the story with the brand concept. Sun (2020) took "narrative transmission" as the theoretical basis, combined with specific cases, to analyze how Thailand's excellent public service advertising narrate and what dimensions affect the audience, so as to achieve a good "persuasion effect" and successfully transmit emotions, attitudes and ideas. It aims to provide suggestions for China's "narrative public service advertising".

2.3.4 Analysis of Thai Advertising from the Perspective of Advertising Theme

H. Cui (2018b) proposed that Thai microfilm advertising have diverse narrative perspectives and a combination of time and space. In terms of narrative techniques, suspense, foreshadowing, etc. are often used, and the content arrangement is compact and not redundant. The theme of Thai microfilm advertising involves multiple aspects, including emotional public service advertising and commercial advertising. The narrative is clever and serves the development of the advertising story, demonstrating the narrative skills of combining the advertising theme with brand concepts. Sun (2020) analyzed the narrative techniques of Thai public service advertising through the theory of narrative transmission, influencing the dimensions of the audience and achieving good results. They successfully spread emotions, attitudes, and concepts, with the aim of providing suggestions for "narrative type public service advertising" in China.

2.4 Research Field of Chinese Public Service Advertising

In the academic discussion of Chinese public service advertising, researchers have focused on exploring four key areas, including creativity, advertising function, cultural symbols and narrative strategies, as well as the impact of new media technology on public service advertising.

2.4.1 Research on Creative Public Service Advertising in China

In exploring the field of public service advertising, scholars have conducted in-depth research on the creative expression, cultural orientation, and communication strategies of public service advertising. Zhang (2014) used CCTV's excellent public service advertising in recent years as an example, combined with the principles of audio-visual language analysis and advertising studies, to deeply analyze the unique aspects of CCTV's public service advertising in creativity, dissemination, and production. They also drew on successful cases abroad to search for insufficient information, providing reference for the future development of public service advertising. Yang (2018) selected CCTV's "the Belt and Road" public service advertising, analyzed its creative performance strategy, and believed that with the implementation of the "the Belt and Road" strategy, public service advertising should always adhere to the correct cultural orientation and the "people-oriented" principle. Public service advertising cleverly utilizes Chinese elements and innovates

communication strategies, not only promoting traditional culture and characteristics, but also increasing advertising coverage and attention, effectively promoting the vigorous development of public welfare in the new era and contributing to the progress of China's social civilization. Liu (2016) selected CCTV public service advertising as a sample and proposed a strategy for effectively disseminating Chinese elements in public service advertising. And propose how Chinese elements can keep up with the trend of the times in the era of new media; And how to use Chinese elements for innovation in public service advertising, thereby promoting traditional Chinese culture and distinctive Chinese culture, and strengthening the coverage and attention of public service advertising in China.

2.4.2 Research on the Functions of Chinese Public Service Advertising

Scholars have also explored the functions of Chinese public service advertising. Li (2019) believe that public service advertisements in China play an important role in the construction of political and cultural identity due to their aesthetic appeal of both audio and visual elements, as well as the persuasive power of emotional and logical integration. Yuan(2017) believes that China is still in a stage of continuous development, and exploring how to achieve media ideological and political guidance through public service advertising has high practical significance in this context. Public service advertising, as a means of information dissemination, has a close connection with ideological and political guidance. Therefore, guiding ideological and political education in modern society through public service advertising can achieve twice the result with half the effort. There are various forms of public service advertising, and its unique design effect reflects the advantages of public service advertising in guiding ideological and political education in modern society. The design effect of public service advertising should be improved, and the infectious power of public service advertising should be used to promote the development of ideological and political work, so that ideological and political work is no longer a boring educational work. Zhao(2020) pointed out that public service advertising plays an important role in the prevention and control of the COVID-19 by actively playing the guiding function, educational function and social function. It plays an important role in publicizing prevention and control knowledge, cultivating people's healthy living habits, and enhancing people's confidence in overcoming the epidemic. The guiding functions of public service advertising include three aspects: value orientation, public opinion orientation, and behavior orientation; The educational function includes three aspects: popularizing prevention and control knowledge, promoting social virtues of helping the needy, and promoting the public's

awareness of ecological civilization; The social function of public service advertising is reflected in the sociality of its creation, dissemination, and content.

2.4.3 Current Situation of Public Service Advertising in China

The current situation of public service advertising in China has also received attention from scholars. Wang(2019) analyzed the current development status and existing problems of public service advertising in China, discussed the future development direction of public service advertising, and proposed suggestions to address these issues. Xiong(2018) explored the issue of material selection in contemporary Chinese public service advertising and found that the most prominent problem is the lack of timeliness. He proposed that the material selection of public service advertising needs to be expanded horizontally and deeply excavated vertically, closely linked to the pulse of the times and reflecting the characteristics of different eras.



Figure 29 CCTV Public Service Advertising "Packaging"
(CNTV, 2013)



Figure 30 CCTV Public Service Advertising "Expression of Family Love"
(Video, 2019)

2.4.4 The Impact of New Media Technology on Chinese Public Service Advertising

Researchers have also explored how public service advertising can seize the new opportunities brought about by technological development in the context of the new media era and respond to the challenges arising from it. Yu (2019) believe that the advent of the era of intelligent media brings challenges to the development of public service advertising, and also endows it with new growth vitality. The future development of public service advertising can expand towards intelligence, popularization, and platformization, develop diverse subjects, and effectively integrate media resources. At the same time, there are many practical problems with the generalization of the main body of public service advertising, and the involvement of new media in the production and distribution of public service advertising, which requires dual regulation of self-discipline and law to provide a good development ecology for public service advertising. Zhang(2019) believes that in order to enable audiences to receive public welfare information more quickly and effectively, it is necessary to be good at capturing and utilizing the new characteristics of media integration in the new media era, relying on technology, and more accurately insight into user psychology. By analyzing and studying the new characteristics and advantages of public welfare advertising in the context of new media, more theoretical basis can be provided for the creative expansion and effective dissemination of public welfare advertising in the new media era. Qiao(2019) takes the world's first "AR Endangered Zoo" public service advertising as an example to explore innovation in technology assisted new media public service advertising.

The research on Chinese public service advertising mainly focuses on its creativity, function, current situation, production, and new media technology. However, there is relatively little research on the symbols, narrative, and evaluation effects of public service advertising in a wide range of research fields. In addition, the comparison of the effectiveness of public service advertising in cross-cultural contexts, the acceptance and response of different social groups to public service advertising, and the adaptability and effectiveness of public service advertising in multicultural societies are also areas that have been less explored.

2.5 Research on Cultural Values in Thailand and China

Cultural values refer to a value system formed by a nation in the long-term development process, which includes various concepts, norms, and standards, and can have a profound impact on the behavior of the people. The following text analyzes and studies the cultural values of two important Asian countries, Thailand and China, in order to deepen the analysis of their cultural similarities and differences.

2.5.1 Thai Cultural Values

Fundamentally speaking, Thai culture can be summarized by the term "religion", as Thailand's social system, culture, and customs all revolve around the development of religion (Hui Chen, 2014). Morrison (2007) proposed that Thai culture includes emphasizing self-esteem and values, gratitude and reciprocity, and emphasizing harmony in interpersonal relationships. Song (2015) analyzed the impact of Thai cultural values on Thai enterprises, including honesty and trustworthiness, kindness towards others, emphasis on harmonious interpersonal relationships, encouragement of selfless dedication and accumulating good deeds, gratitude and reciprocity, and putting people first. Chen (2016) emphasized that Thai cultural values have diversity, as well as strong inclusiveness and openness. Shen (2022) pointed out that 95% of Thai citizens believe in Buddhism, and they are indifferent, open-minded, and full of happiness in their dealings.

2.5.2 Chinese Cultural Values

In the development process of Chinese culture, Confucianism is the mainstream ideology, emphasizing virtues such as benevolence, righteousness, morality, obligation, loyalty, and harmony. In the *Analects*, Confucius emphasized benevolence and righteousness, referring to care, compassion, and tolerance towards others (J. Zhang, 2022). D. Zhang (1985) proposed the idea of "unity between heaven and humanity", which includes the fact that humans are products of heaven and earth, the relationship between nature and human spirit, and the equivalence between natural laws and moral principles.

In recent years, scholars have proposed that social values have successfully transformed while adhering to traditional culture. Wu (2024) emphasizes the importance of traditional Chinese cultural values in modern society, believing that they are of great significance for building modern social civilization. Li (2024) believes that we should uphold the cultural value standard of "people-oriented" and lead the revival of Chinese national culture. As a traditional cultural value system in China, the national culture is also presenting new values in the new era. Lin (2023) believes that in the new era, Chinese national culture and its core values have also undergone certain changes, presenting unique new connotations and values. In the context of cross-cultural communication, Wang (2009) found that the Chinese concept of harmonious values, which has universal value, has a distinct contemporaneity. In cross-cultural communication, it can highlight themes that reflect the relationship between humans and nature, between humans and society, and between humans.

2.5.3 Comparison of Cultural Values between China and Thailand

Both Thailand and China are Asian countries with similarities in cultural values, such as valuing and inheriting traditional culture, valuing kindness, filial piety, education, and etiquette (Yang, 2020).

But there are also some differences in cultural values between the two countries. The cultural values of Thailand are based on Buddhism, and the daily etiquette, culture, ideology, and art of the people are all related to Buddhism. The values of dedication, good karma, and evil karma are also prominently reflected in Thai public service advertising. And China also has religious beliefs, but the impact of religious beliefs on people's lives is very small. China is based on Confucianism and emphasizes the concept of "harmony between man and nature" established on the basis of a collective social structure, while Thai cultural values emphasize individualism and one's own achievements (D. Zhang, 1985).

By studying and comparing the cultural values of Thailand and China, the uniqueness and diversity of the two countries' cultural values are reflected. This also provides a research foundation for studying the success factors of Thai public service advertising, combining Chinese culture, and applying it in the production of Chinese public service advertising.

2.6 Research Field of Advertising Communication Effect

Jia (2019) analyzed the theme of public welfare in Thailand and conducted in-depth research on its themes through advertising cases, including family ties, attention to different classes, religious beliefs, and addiction to the internet. It can also be seen that with the development of society, new trends and hotspots have emerged in Thai public welfare advertising. Nie (2018) analyzed that common themes in Thai public welfare film and television advertising are family affection, helpfulness, hard work and motivation, traffic safety, family education, and opposition to online violence, reflecting the main social issues in Thailand and spreading mainstream values. Excellent Thai public service film and television advertising attract the attention of audiences with their unique and detailed stories, and subtly influence their concepts.

2.6.1 Discuss the Effect of Advertising Communication from Different Perspectives

Shiyu Guo (2015) taking mobile advertising as an example, discussed how emotional types, product attributes and strength of arguments affect advertising communication effect through two experiments. Through the research, it is found that the matching of abstract emotion and search attribute and the matching of specific emotion and experience attribute will significantly enhance the advertising communication effect (attribute communication effect, advertising information credibility, advertising evaluation, and behavioral intention). Sullivan (2019) studied

and summarized the value of social media for online advertising communication effect through in-depth analysis of the characteristics of social media information communication, and then proposed to build a mechanism to achieve advertising communication effect based on the context of social media.

2.6.2 Research on the Communication Effect of Public Service Advertising

There is relatively little research in the academic community on the effectiveness of public service advertising, and most scholars focus more on the effectiveness of public service advertising in a certain city or medium. C. Wang (2006) proposed effective ways to enhance the effectiveness of public service advertising in Bengbu City by evaluating the effectiveness of audience participation in public service advertising, using media combinations to improve the dissemination effect of public service advertising, using innovative advertising expression techniques to improve the level of advertising production, paying attention to feedback from all parties and strengthening supervision at multiple levels after entering the market. C. Wang (2006) summarized the current situation of public service advertising in Zhuhai, pointed out the existing problems, and proposed solutions to provide reference for the development of public service advertising in Zhuhai.

In the era of new media, scholars have also studied the effectiveness and value realization of public service advertising in the era of integrated media. Wan (2017) analyzed the concept, significance, dissemination characteristics, and advantages of the changing ecological environment in the era of integrated media, and proposed suggestions for the development of public service advertising from the perspectives of channels and trends. Hou (2012) analyzed the factors that affect the effectiveness of implantable advertising in Chinese films and proposed measures to promote the optimization of advertising effectiveness. The effectiveness of public service advertising is reflected in its impact on the public's cognition, attitude, and behavior. Y. Song (2017a) believes that the effectiveness of public service advertising can be evaluated based on its impact on the audience. According to the audience's response, the effectiveness of public service advertising can be divided into three levels: cognition, attitude, and behavior.

One is the cognitive effect. The cognitive effect of public service advertising is reflected in the audience's understanding of the information in public service advertising, clarifying the demands of public service advertising, and understanding or strengthening the problem demands raised by public service advertising. The ultimate goal of public service advertising dissemination is the attitude and behavior of the audience. There are many elements that affect the cognitive effect of advertising, including the quality of the advertising work, such as the content appeal and expression form of public service advertising, including media factors, such as the number of advertising released, the size of media influence, the use of high-quality media communication resources, important media, prime time slots or main pages to receive attention and high attention. Some public service advertising deepen the audience's impression and achieve good cognitive effects through repeated release, Optimizing effects through cognitive frequency.

The second is attitude effect. The audience's cognition influences attitude and plays a crucial role in the formation of attitude. Due to the particularity of public service advertising, the public is more likely to identify with its values, and most

audiences will approach public service advertising with a positive attitude. Even for different types of public service advertising, the attitudes of the audience are not the same. For example, some public service advertising, due to their excellent production and high level of creativity, are loved by the audience and evoke emotional resonance. Moreover, the audience will spontaneously share and comment on them through social media. Some public service advertising, due to their low production level and outdated content, are not attractive to the audience. The audience's attitude towards public service advertising is directly related to the achievement of public service advertising goals, that is, it affects the audience's attitude and behavior. Some public service advertising aim to arouse the emotions of the audience, spread correct values to the audience, resonate, and change or adjust certain concepts and attitudes of the audience.

The third is the behavioral effect. Behavioral effect refers to the impact on the behavior of the audience, causing behavioral changes. The behavioral effect of public service advertising refers to the audience's understanding of the advertising purpose, adjusting their behavior according to the advertising guidelines, and responding to the advertising demands through actions. The impact and role of public service advertising on behavior have been recognized by the audience. When conducting major social activities, public service advertising can call for and lead social action. In daily life, public service advertising also have a significant impact on the audience's daily behavior, such as filial piety to parents, helping others, and so on. The three levels of public service advertising effectiveness are interrelated, and most public service advertising can cause changes in the audience's concepts and emotions to a certain extent after perceiving the audience, thereby affecting their behavior. The behavioral effects of public service advertising may have a lag, and after achieving the expected results in the initial stage, public service advertising activities will also have a long-term impact on the audience's moral concepts, safety knowledge, environmental awareness, etc.

The factors that affect the effectiveness of public service advertising are shown in the table below. One is the communication subject, including advocates, sponsors, and spokespersons for public service advertising activities. The second is the theme, strength of evidence, and way of appeal. The degree of overlap between advertising themes and issues of public concern affects the effectiveness of communication. If the theme proposed by public service advertising is about social issues that the audience is concerned about, the audience's anxiety expressed by advertising appeals, and touching the pain points of the audience, such advertising are easy to attract audience attention and emotional resonance. The third is creativity. Exciting advertising forms can shock the audience visually and psychologically. Advertising excellence can enhance the audience's cognition, arouse their recognition, and enhance the recall of advertising. It can allow the audience to spontaneously share public service advertising, and enhance their influence through multiple communications. The fourth is media release. The type of media, media visibility, communication power, and competitiveness can affect the effectiveness of communication. The media preferences of the audience can also affect the reach rate of advertising. The time, location, frequency, and other factors that affect the effectiveness of public service advertising are also factors. The fifth is the target audience for dissemination. Public service advertising has a wide range of

dissemination targets, and audiences of different ages, genders, professions, social classes, cultural levels, life experiences, and values will have different impacts on the information reception of public service advertising. Six is the social environment. The common needs of social members, the interests of the public, social issues, social contradictions, and the formation of a strong public opinion atmosphere, as well as the powerful effects of political communication and social organization mobilization, and the will of the people, are all important influencing factors.

The effectiveness of public service advertising is the result of multiple factors working together. Multiple factors need to work together to achieve better results. Therefore, it is important to pay attention to the various factors that affect the effectiveness. In each dissemination process, these factors can play a positive role and achieve optimal results. The factors that affect the communication effect of public service advertising are shown in the following table.

Table 7 *Factors Affecting the Effect of Public Service Advertising*
(Song, 2017a)

Factors Affecting the Communication Effect of Public Service Advertising	Communication subject
	Theme, argument strength and appeal model
	Originality
	Media release
	Propagating objects
	social environment

First, the communication subject, including the initiator, sponsor and spokesperson of public service advertising activities. The second is the theme, the strength of arguments and the way of appeal. The coincidence of the theme and social concerns affects the communication effect. If the problems raised by public service advertising are realistic problems of social concerns, the social anxiety expressed by advertising appeals, and the touch of social pain points, such works are easy to attract public attention and resonance. The third is creativity. Wonderful creativity can make public service advertising have visual impact and psychological impact. Excellent creativity can improve the awareness, recognition and recall of advertising. Only in this way can the audience share the public service advertising spontaneously, and the public service advertising can expand its influence in the multiple communication of sharing. Fourth, media release. The media category, the communication power and influence of the media can affect the communication effect. The audience's media preference for selective contact will also affect the arrival rate of advertising. The time, position and frequency of public service advertising are also factors that affect the advertising effect. Fifth, the objects of communication. The objects of public service advertising are not only the masses regardless of age, gender, occupational class and educational level, but also the different group attributes of individual audiences of a certain group. The cultural background, infrastructure, life experience, value orientation are basically the same or there are certain differences, which will have a direct or indirect impact on the information reception of public service advertising. The sixth is the social environment. The common interest demand of the whole society, prominent social problems, social

contradictions and their widespread influence, the scope of public opinion with the same structure of public opinion and media opinion, the strong voice formed by political propaganda, social group mobilization and social and cultural trends are all factors that cannot be ignored. The effect of public service advertising is often the result of a variety of factors working together. Obtain a certain factor in specific public service advertising communication activities and play a major or important role. However, without the synergy of many factors, it may be difficult to achieve the desired goal and achieve good results. Therefore, we should attach importance to each factor that affects the effect, and strive to play a positive role in each stage of the communication process to maximize the effect.

The evaluation methods of public service advertising effect mainly include investigation method and experiment method. Common survey methods include questionnaire, literature, interview, observation and focus group. The commonly used experimental methods include comparative experiment and cognitive neuroscience experiment.

2.7 Theoretical Research on Advertising Semiotics

2.7.1 Semiotic Related Theoretical Research

The founders of semiotic theory, Saussure and Pierce, laid a solid theoretical foundation for this field. Saussure proposed the core concept of symbols - "signifier and signified", and elaborated on this concept in depth. On the basis of this, Pierce proposed the symbol triad, which is subdivided into objects, explanatory terms, and representative terms. Based on the characteristics of symbols, it further distinguishes indicator symbols, pictorial symbols, and symbolic symbols. Roland Barthes and Baudrillard explored the meaning formation of symbols. Bart studied various symbolic phenomena and things, explained the generation of meaning, and proposed the concepts of direct meaning, connotative meaning, and mythology in the process of symbolic meaning. Baudrillard, inspired by Bart's memory, proposed that in a consumer society, goods not only have usage value and exchange value, but also symbolic value. In a consumer society, goods must first become symbols and possess symbolic meanings before they can be consumed.

Search for semiotics related research on CNKI, mainly including theoretical research on semiotics and the application of semiotics to study various types of advertising. The theoretical research of semiotics mainly includes: Huang (2020) exploring the "narrative matrix" in advertising from a semiotic perspective. This matrix is based on the "narrative" theory of Greimas and Zhao Yiheng, defining five complete advertising symbol meanings and three incomplete advertising symbol meanings. The elements involved in advertising authenticity include the sender, text, and receiver. Therefore, truth conformity theory, truth integration theory, and community knowledge theory have become different and complementary theoretical perspectives for understanding the "truth telling" of advertising.

Rao (2019) pointed out from a semiotic perspective that "pan advertising" is a significant change in advertising in the context of new media. Pan advertising transforms advertising from explicit communication content to the subject of implicit information. D. Zhang (2019) pointed out that semiotics can explore various things that have universal significance in viewing nature. Roland Barthes is valuable for his

ability to break free from the framework of elegant literature and incorporate popular culture into his analysis. However, semiotics, in analyzing popular culture, places too much emphasis on the interpretation of symbols and neglects the production or encoding of symbols that are equally important as the production of meaning. Influenced by Saussure's linguistics, structuralism emphasizes synchronicity in research but neglects diachrony, thus limiting the research perspective of semiotics.

Rao (2017) observed that the authenticity of advertising has always been a concern. But most research focuses on the "conformity theory" with objective facts, believing that advertising must be consistent with facts. "Conformity theory" cannot cover all advertising content, especially those parts that cannot be verified by experience, and this part of the content is very large. Semiotics scholars represented by Pierce, starting from the interaction between text and community interpretation, propose the "true knowledge" viewpoint, believing that true knowledge is the product of collective exploration. The "true knowledge" of semiotics Concepts provide a new perspective to address the issue of authenticity in the advertising industry. Based on the "view of true knowledge", it is believed that the authenticity of advertising includes three levels: conformity with objective facts; Maintain consistency within the text; The advertising text must comply with the requirements of explanatory group cognition and communication ethics. The three levels together constitute the complete answer to the authenticity of advertising.

Liang (2017) pointed out that current advertising research faces problems such as unclear disciplinary boundaries, insufficient academic attempts, and weak systematicity. Semiotics, as a meta theory, not only has high adaptability in advertising practice, but also has broad scalability at the academic level. Through the symbolic relationship between signifier and signified, as well as the symbolic relationship of aggregation and combination, the internal formation principles of symbolic meaning can be explored; By combining intertextual research, the ideology of symbols, and the dream making mechanism of symbol creation, one can gain a deeper understanding of the ways in which advertising cultural meaning is created. Therefore, the use of semiotics research can bridge the micro and macro theories of advertising, forming a more complete theoretical system of advertising.

The following is a literature review on the use of semiotics to study various advertising. Wenli Tang (2019) focus on the concept of hollow symbols in semiotics, and understand the definition, meaning, and application of white space in advertising by studying the phenomenon of white space in advertising. Through the analysis of the concept of empty symbols, identify their relationship with blank space, and based on this, explore the practical application of empty symbols in advertising. Taking advertising of brands such as MUJI, BMW, and Nianhua Bay as examples, this thesis discusses the types of advertising that use white space as a design technique, and explores how to maximize the effectiveness of white space in advertising. After summarizing the application of semiotics in modern advertising design, Z. Huang (2018) discussed in detail the advertising of Tibetan highland barley beer, Guilin sanhua wine, Shangri la Tibetan wine, and Xizang glacier mineral water, and analyzed the use of symbols of traditional ethnic cultural elements and the effects. Man Wang (2015) from the perspective of semiotics, explain the relationship between signifier and signified in brand symbols, analyze the intrinsic meaning and symbolic value of brands, and further explore the process of symbolic meaning in film media.

2.7.2 Research on Advertising Semiotics

Semiotics can be used to explore various factors in mass media, such as language, images, traffic signs, flowers, music, etc (Seiter, 1992). Advertising semiotics focuses on using semiotic theories to guide or interpret advertising content. In foreign academic circles, research on advertising semiotics mostly focuses on studying the deep meanings conveyed by advertising. Barthes (2004) explored the characteristics of image rhetoric and elaborated on the deep meaning of advertising images based on the key concepts of "extension" and "connotation" in his work "In Image Rhetoric". Williamson (2021) in his book "Decoding Advertising: Ideology and Meaning in Advertising," detailed the symbolic core of products in the economic system of commodities, exposed the hidden ideology in advertising, and how audiences participate in the construction of advertising meaning. Sutter Jaharley's work "Advertising Symbols" explores the relationship between advertising and goods, the purpose of goods, the commodity system, and the exchange system of goods, with a focus on analyzing how advertising combines social value systems to construct meaning (Barthes, 2004).

The participation of semiotics scholars has led to a more detailed application of their research methods, taking advertising semiotics research into a more specific operational stage. In Nathan Bignell's 1997 publication of "Media Semiotics," a special chapter titled "Advertising Semiotics" was established to interpret advertising and its challenges from a semiotic perspective. Ron Bisley and Marcel Darrell collaborated to write "Persuasive Symbols: Advertising Semiotics", which was a rare work in the field of advertising semiotics at that time. The two authors point out that a work on advertising semiotics needs to effectively enhance the understanding of advertising as a persuasive form, otherwise there is no need to publish it. They aim to systematically analyze advertising from a semiotic perspective.

Through a review of foreign research, it can be found that foreign scholars have conducted in-depth explorations of semiotics and advertising semiotics based on their own historical background, mainly focusing on theoretical and cultural aspects, with relatively low attention to specific advertising operations.

Semiotics only began to be introduced to China in the 1980s, so the study of semiotics in China started relatively late. Subsequently, semiotics gradually became associated with various fields, closely linked to various aspects such as culture, economy, and advertising. In terms of works, Wu (1997) "The Symbolic World of Advertising" is the earliest and earliest work in China to explore the aspect of advertising symbols. He not only elaborated on the basic theories of semiotics, but also applied linguistic semiotics to the analysis of specific advertising texts, pioneering a new path in domestic advertising research.

Zhao (2016) 's Semiotics: Principles and Inferences has had a profound impact on the development of semiotics in China, breaking through the framework of Western semiotics and providing vivid and clear explanations of core concepts such as "symbol", "meaning", "text", "symbol", and "system". Rao (2015)'s "Advertising Semiotics Course" utilizes the basic knowledge of semiotics to explore in detail advertising texts and rhetorical analysis. S. Li (2004)'s "Advertising Semiotics" combines semiotics and advertising theory to reveal how advertising, as a carrier of discourse and ideology, affects people's thoughts and consciousness, and reveals the essence of advertising symbols.

In terms of relevant literature and materials, the author conducted a review of domestic thesis and journal literature related to advertising semiotics on CNKI and found that academic research on advertising semiotics mainly focuses on the following two aspects:

One is to use semiotics to analyze the communication and marketing strategies of a certain brand or category of products. S. Song (2020) used MUJI as a research sample and delved into its poster advertising texts from the perspective of advertising semiotics from 1984 to 2014, studying how MUJI conveyed brand concepts and shaped brand tone through advertising design. J. Pan (2017) used the "shift acceleration" of symbols in advertising semiotics as a theoretical framework to analyze the car symbols in the 007 series of movies and clarify the semiotic content marketing methods they contain. Liang (2017) studied television advertising under the background of cultural changes in the past 40 years of reform and opening up, exploring the basic content and research methods of semiotics in the study of television advertising images under the background of cultural changes.

The second is to explore the mechanism and evolution of advertising from a semiotic perspective. S. Zhang (2019) used semiotics to explore the dialogue structure and process of native advertising from the perspective of intertextuality, advocating for enhancing the value of advertising texts and the presentation form of accompanying texts.

Liang (2017) pointed out that in the new media environment, advertising development faces many challenges. Through semiotics, not only can we deeply analyze the mechanism of generating meaning in advertising texts, but it can also help advertising to construct a more comprehensive theoretical system. He emphasized that the concept of "advertising symbols" has been established, and research on advertising symbols in China has begun to enter the empirical analysis stage. However, the analysis of the meaning of the text is still insufficient.

He mentioned that in Professor Li Siqu's work "On the Humanistic Perspective of Advertising Communication Studies" in 2000, the concept of "advertising semiotics" was explicitly proposed. Subsequently, related research also conducted in-depth analysis of advertising texts, which had a positive impact on the interpretation of advertising by both creators and audiences.

Other studies have also involved the historical development of advertising semiotics. For example, Xiaobo Zhao (2003) divided the development of advertising semiotics in China into introduction period, growth period, and prosperity period in his paper "Theoretical Development and Practical Application of Advertising Semiotics in China". He believed that before the publication of Professor Wen Hu's monograph "The Symbolic World of Advertising" in 1997, China had not yet conducted in-depth research on semiotics and advertising. He further clarified that the positioning between the 1997 "The Symbolic World of Advertising" and Professor Li Siqu's series of papers in 2000 was in the growth period. Bai (2022) believes that the exploration of advertising semiotics in China involves multiple aspects such as the development process, theoretical exploration, and practical application of advertising. It is quite common to use semiotic analysis in advertising research at the practical level, but most of the research focuses on brands or products, which is not completely in line with the trend of advertising development.

2.8 Research on Narrative Theory

French structuralist semiotics scholar Todorov (1969) proposed the name "narratology" and referred to it as the discipline of studying narrative works. On the basis of Todorov, French narratologist Gerald Genette continued his research and referred to narratology as stylistic narratology.

Narrative studies are the exploration of the patterns and performance of narrative articles (Rowland, 1987). Narrative studies are the exploration of the construction of narrative texts (Chatman, 1978). Narratology is the theory of narrative texts (Schmid, 2010). Narrative studies, also known as narratology, refer to the theory of studying narrative, mainly influenced by structuralism. Divided into two categories: "Classic" and "Post Classic". Classic narrative studies focus on the elements of narrative works, the relationships between structures, and the laws of integration. Post classical narratology studies the relationship between narrative construction characteristics and audience discourse. Studying the significance of narrative works, paying attention to the relationships between the author, the work, the reader, the context, and society (Shi, 2022).

Narrative theory is known as the theory of narrative structure. Narrative theorists are known as those who analyze the components of narrative concepts to study structures or reveal structural descriptions, and then attempt to determine functions and relationships. They distinguished almost all theories about narrative, story, and discourse. Two types of narratology have emerged here. The first one is discourse narratology, which analyzes the preference for tone and style that determines the form or implementation of narrative texts. In addition, discourse narratology is also interested in practical features that provide context for performance within the social and cultural framework of the text or behavior. Contrary to discourse narratology, story narratology focuses on organizing the actual units of event flow and themes around guiding elements and event chains, and deploying them. Advertising is considered a narrative form and placed in a subordinate position (Cavazza, 2006). However, as researchers move forward along the path of narrative theory, it is found that they pay particular attention to literary narrative. There is currently no systematic research on advertising narrative (Yilmaz, 2019).

In the 1960s and 1980s, classical narratology (also known as structuralist narratology) focused on textual research and was an important stage of development in narrative studies. Based on the research object of structuralist narratology, Prince divided it into three schools: one is represented by Todorov, with the main characteristics of narrative as the research focus. The second is that the French author, Genette, takes narrative discourse as the research object. The third is represented by Chatman and Prince, whose research takes into account both structure and discourse. Narrative studies, which tells the skills of storytelling, provide insights into the narrative structure. Narrative studies have developed a text source or information effect model based on everyday language rather than artistic creation (Liskin Gasparro, 1996). Advertising and literature have structural similarities, and narrative theory is proposed as a relevant resource to enable researchers to focus on presentation form issues that are not addressed in communication theory (Stern, 1991).

Jahn (2021) introduced the background knowledge, basic theories, and narrative genres of narratology. Through charts and case studies, help readers gain a deeper understanding of how to analyze narrative from different perspectives. In particular, the guide has updated many new research guidelines and charts in version 2.3, such as a multi part mind map on how characters perceive events, from what perspective, and how to depict characters in specific contexts. This material is a valuable resource for scholars and students in the fields of literary theory, narrative analysis, and related disciplines, as it provides a clear and concise explanation of the theories of narratology, and demonstrates their application through practical case analysis.

Yan (2006) explored the epistemology of narrative theory, particularly in relation to "narratology". The article first explores the construction of objects in narrative theory and the problems that arise when the theoretical object encounters experience or historical data (such as "first person" and "third person" narratives). The second part focuses on the issue of "forgery" in Popper's concept of science or scientific theory, particularly examining Genette's claim that all narratives are in the first person, which is in contrast to Ann Banfield's narrative and free indirect style theory. Finally, the thesis explores the reductionism of narrative theory, which reduces narrative theory to more general sciences such as linguistics. The thesis advocates not only that narratology can interpret narratives, but also that there are other theoretical contributions that are rich in epistemology. In addition, the article also mentions that due to historical reasons, the novel not only provides one, but two examples of narratives, traditionally referred to as "first person" and "third person" narratives.

Liskin Gasparro (1996) analyzed the performers in advertising by applying the framework of literary theory. Firstly, the thesis uses drama theory and narrative theory to divide the "viewpoints" of advertising into three categories: first person narrators, third person narrators, and dramatic characters. The form and functional characteristics of each type were discussed through advertising examples. Secondly, based on the ways of expression in advertising, the thesis divides them into three categories, which correspond to the three main literary genres: poetry, drama, and novel. For example, the first person narrator is equivalent to the narrator in a lyrical poem, the third person narrator is equivalent to the narrator in a novel, and advertising without a narrator showcase their story through character interaction and dialogue, similar to drama. The thesis also suggests the need for further research to understand mixed and mimetic forms. In addition, the thesis emphasizes the importance of selecting the best "who" to present information for developing more effective communication strategies.

Studied how the semiotic meaning of clothing printing advertising is created, and analyzed how readers interpret these advertising meanings.

The research results show that the color dimension, spatial organization dimension, and lighting dimension in advertising are carefully selected and applied to the content dimension or various elements within the advertising. These dimensions are combined with the expressive content dimension in advertising or the abstract content in advertising. The feeling conveyed by each clothing advertising varies depending on its inspiration or the meaning conveyed through the advertising, covering its unique features, arousing people's interest, and generating a desire to wear clothing or decoration. In summary, this study explores how clothing advertising

construct meaning from a semiotic perspective and analyzes how readers interpret the semiotic significance of these advertising.

Wojtyna (2018) explores post classical narratology and its development and transformation in contemporary narrative theory. Narrative studies, as a discipline, are the study of narrative structures and characteristics. In recent years, with the development of society and technology, narratology has also been constantly evolving. The article first mentions that post classical narratology was not influenced by the decline or end of the prefix "post" (such as "postmodernist" in postmodernism), but was active and continuously developing. Unlike traditional narratology, which mainly focuses on novels from the 18th to 20th centuries, post classical narratology focuses on a wider range of media and narrative practices, such as drama, film, conversational storytelling, hypertext novels, comics, dance, music videos, advertising, history, news stories, etc.

In addition, the methodological orientation of post classical narratology has also undergone changes. In addition to focusing on new media and genres, it also combines methods from other disciplines such as discourse analysis, cognitive research, feminism, postcolonialism, marxism, queer theory, and rhetoric. At the same time, post classical narrative scholars no longer attempt to develop a fixed grammatical structure for narrative, but instead use narrative tools for interpretive research. The article concludes by mentioning some emerging directions in narrative studies in recent years, such as non natural narratology and behaviorist narratology, and exploring the future development direction of this discipline: whether it will tend towards stability or diversification.

After the 1980s, both post classical and classical narratology coexisted (Wojtyna, 2018). The study of narratology in China consists of two parts: theoretical research and applied research. One is theoretical research. proposed and analyzed two different ways of thinking in China and the West, as well as the differences and influences of society, history, and culture in narrative structure. By discussing and analyzing the five aspects of structure, time, perspective, imagery, and critic in narratology, from characteristics to viewpoints, and from cases to summaries.

Fu (2015) summarized the innovation of classical narratology, post classical narratology, Chinese narratology, and Chinese narratology in the introduction section of his monograph "Chinese Narrative Studies". Fu (2015) believes that the two signs of the revival of classical narratology are the "cognitive turn" and the "interdisciplinary trend". The innovation of Chinese narratology includes expanding the scope of investigation, examining time in advance, transforming research methods, changing original concepts, and incorporating localized knowledge.

Nie (2004) pointed out that the characteristics of narratology include internality, scientificity, and abstraction. And analyze the research objects and methods of narrative studies.

Zhu Yuanhong proposed the role of narration, including the ability to explain scenes in the absence, the way people tell the world, and the way people interact Q. Nie (2004). Ren é t's "Narrative Discourse" mentions that narrative time includes both text time and story time. The rhythmicity of narrative structure is reflected in timing, duration, and frequency. Traditional narrative theory focuses on the narrative work itself, including three factors: characters, plot and links.

Chinese scholars have applied narratology to advertising research. A total of 900 articles were searched on CNKI using the keyword "narrative advertising" as the theme. The main research content Xiong (2013)'s research on the narrative of Chinese public service advertising images. R. Li (2019) analyzed micro movie advertising from a narrative perspective. Nan Hu (2010) proposed that advertising image narrative has become a new focus of narrative development, including visual directness, supplementary graphics and text, and strong technical characteristics. Q. Wang (2012) analyzed the narrative time, form, and characteristics of film and television advertising, discussing them from three aspects: frequency, timing, and duration. Sun Hui (2012) studied narrative types in television advertising, including zero focus, internal focus, and external focus. Discuss the significance of different narrative types in advertising on their sales effectiveness and aesthetic function. S. Wang (2008) believes that narrative is an important feature of television advertising, and narrative television advertising gains audience recognition through internal emotional means. Scholars have also analyzed the narrative characteristics and strategies of public service advertising, such as C. Hu (2021b), Zhang (2023), and X. Cui (2018) analyzing the narrative strategies of public service advertising in the Spring Festival Gala. Chunyu Guan (2022) and Lu (2016) analyzed the narrative characteristics and dissemination effects of public service advertising using the Yellow River Award in China as an example. Niu (2019) analyzed the cultural composition of Thai video public service advertising from two aspects: emotional narrative and identity recognition.

In summary, in addition to further studying the theory of narratology, scholars have also begun to pay attention to the interdisciplinary research between narratology and advertising, including the narrative types, narrative characteristics, and narrative strategies of advertising. Scholars have also conducted research on the narrative characteristics and dissemination effects of public service advertising. Some scholars have also begun to study the emotional narrative of Thai public service advertising. Therefore, analyzing Thai public service advertising using narrative theory can further expand the research field of narratology and provide further space for the study of Thai public service advertising.

2.9 Research on Advertising Strategy

Advertising strategy is the action and strategy taken by a company in its advertising activities to achieve optimal results. Advertising strategy is a means to achieve advertising goals, the foundation for completing advertising planning, the key to achieving advertising effectiveness, and also a weapon for enterprises to engage in competition. There are many types of advertising strategies, including advertising business strategies, advertising promotion strategies, advertising promotion strategies, etc. Choosing advertising strategies should follow the principles of information, prediction, feasibility, system, and optimization. Factors such as market conditions, product conditions, consumer conditions, and advertising objectives should also be considered. And when there are changes in the market, business operations, consumption forms, advertising objectives, etc., advertising strategies should be quickly adjusted according to certain principles (Lou, 2022).

The meaning of advertising strategy, refers to an important component of a company's business strategy. It is the guiding ideology and overall design of

advertising activities formulated by a company during its planning period without achieving its business goals. Advertising strategy is a specific strategy of a company's business strategy and an important component of promotional strategies. The purpose of promotion is to stimulate consumers' purchasing desire. In order to sell products as soon as possible, companies generally have two promotional strategies, namely the push strategy and the pull strategy(Lou, 2022).

Cao Yunming pointed out that advertising strategy refers to the means and methods used by advertisers in advertising activities to achieve greater results. Advertising goals are the prerequisite for formulating advertising strategies, and advertising strategies are the methods and means to achieve advertising goals. Under the conditions of market economy, market competition is becoming increasingly fierce. As one of the competitive means for enterprises, advertising not only has a large number but also has different situations. Advertising strategy has become the key to the success of enterprise advertising activities, and is a favorable weapon for enterprises to participate in competition, expand the market, and promote sales (YunmingCao, 2022).Mentioned that advertising strategy is an important means to achieve advertising goals, the foundation and condition for achieving advertising planning, the key to determining advertising effectiveness, and a powerful weapon for enterprises to establish reputation and engage in competition (Kangzhuang He, 2008). The characteristics of advertising strategy, as pointed out by Lou Binglin, include global, long-term, directional, and competitive aspects (Lou, 2022).

The role of advertising strategy includes being an important means of achieving advertising and business goals, a fundamental condition for completing advertising planning, a key factor in determining advertising effectiveness, and a favorable weapon for enterprises to establish reputation and engage in competition. Advertising strategy is a specific plan and method formed by analyzing and planning advertising content, methods, media, time, space, etc. based on market conditions, competitive conditions, and changes in the characteristics of the product itself, in order to achieve corporate advertising goals(Lou, 2022). The role of advertising strategy, which is an important means of achieving advertising and business goals. Advertising strategy is the fundamental condition for achieving advertising planning. Advertising strategy is the key to determining advertising effectiveness. Advertising strategy is a favorable weapon for enterprises to establish their lives and engage in competition(YunmingCao, 2022).

Common advertising strategy categories include advertising product strategy, advertising market strategy, and advertising implementation strategy. Each category is further subdivided into specific strategies, which are used in advertising activities according to specific circumstances(Kangzhuang He, 2008).Advertising strategy mainly includes advertising product strategy, advertising market strategy, advertising timing strategy, and advertising media strategy. From the perspective of the planning process of advertising planning, there are four main factors that have the deepest impact on the selection and formulation of advertising performance strategies, namely target market situation, competition situation, product situation, and psychological changes of advertising audiences. According to the relationship between advertising strategies and these four aspects, advertising strategies can be divided into four types, namely advertising target market strategy, advertising Porter's generic strategies, advertising product strategy, advertising object psychological strategy, etc.

The journal literature review of advertising strategies covers multiple aspects of research. Firstly, research emphasizes that advertising strategy is an important decision for enterprises to achieve advertising goals, requiring thorough investigation and analysis of the enterprise itself and external environment to develop long-term, comprehensive, and guiding advertising decisions. Zhanming Jin (2006) mentioned that advertising strategy is a plan to attract and persuade customers to purchase products or services. The basic elements of this plan are the product itself and its advantages, customers and their characteristics, the relative advantages of alternative routes that can provide customers with an understanding of the product, and the selection of results for optimizing given budget constraints. To be precise, a successful advertising strategy requires clear goals, in-depth understanding of the market environment, effective ranking of advertising methods, and wise choices based on available resources. Advertising strategy is the specific way and measure to achieve and implement advertising strategy. A carefully planned advertising strategy can not only convey the advantages of the product, but also persuade customers to choose their own product instead of competitors' products. Common advertising strategies are divided into three categories: advertising market strategy, media promotion strategy, and advertising performance strategy.

Secondly, with the rise of the internet, advertising strategies in industries such as agricultural products and dairy products are facing new challenges. It is necessary to broaden advertising channels, increase internet marketing awareness, and improve advertising effectiveness. Ruibing Zang (2021) mentioned that advertising in the agricultural product industry is relatively backward. Taking Inner Mongolia H Agricultural Development Co., Ltd. as an example, the thesis found that the company's advertising strategy has problems such as lack of internet marketing awareness and insufficient investment in marketing expenses. In response to these issues, several suggestions were put forward, including expanding promotional channels, promoting two-way communication, and improving brand building, to provide efficient advertising strategies for H Company and related agricultural product industry enterprises. Junmin Li (2021) mentioned that due to the impact of the media industry on consumer behavior, dairy companies have to pay more attention to advertising strategies, and how to achieve maximum advertising effect will inevitably become a focus of their business activities. This thesis summarizes the advertising strategies of domestic and foreign dairy enterprises in old media and new media, then makes a comparative analysis of them, and analyzes the problems of China's dairy product advertising strategies. On this basis, draw on the advertising strategies of foreign dairy companies and propose optimization suggestions for advertising strategies of Chinese dairy companies.

Thirdly, targeting specific consumer groups, such as young women, research focuses on exploring their psychological characteristics and purchasing motivations, providing a basis for developing targeted marketing strategies. Peng (2021) mentioned that in the context of the continuous rise and development of new media, the development of advertising is gradually becoming diversified, and the consumption level of young female consumers is also constantly improving, which has led to a huge consumer market. In order to fully meet the consumption needs of young female consumers, the thesis studied the psychological characteristics, purchasing motivation, and other related content of young female consumers, Develop marketing

strategies for corporate advertising that target the psychological characteristics of young female consumers.

Fourth, the research on advertising strategies of liquor enterprises shows that in the new media era, Integrated marketing communications communication strategies and virtual IP advertising strategies have become effective means to attract consumers to enhance brand influence. These studies provide valuable references for advertising practitioners and marketing decision-makers, helping them develop more effective advertising strategies.

Lang Wang (2022) mentioned that in addition to the innovation and improvement of production technology, enterprise transformation and reform should actively use the Integrated marketing communications communication model with advertising as the core. This thesis discusses how to do well in Integrated marketing communications communication of liquor enterprises' advertising from two aspects: on the one hand, Jiangxiaobai's advertising horizontal integrated marketing communications communication strategy for products, focusing on how to do advertising promotion in the integration of series of product brands; On the other hand, it is the vertical Integrated marketing communications communication strategy, which mainly discusses how Jiangxiaobai uses multiple media platforms to integrate resources and promote the brand. Lang Wang (2022) mentioned that, with the arrival of the new media era, liquor enterprises want to stand out in the fierce network communication. In addition to the innovation and improvement of production technology, they also need to use advertising to attract consumers, promote the linkage between goods and consumers, and drive enterprise development and transformation. In recent years, in the highly competitive liquor industry, creating virtual IP advertising is an effective means to attract young people. Taking Jiangxiaobai as an example, this thesis analyzes the current situation of its virtual IP advertising, and proposes further image differentiation, multi-channel exposure, and online and offline scene integration strategies to help Jiangxiaobai continue to lead the wave of "liquor rejuvenation", expand brand influence, and improve its industry position.

2.10 Research on Advertising Models

Since the birth of the advertising discipline, advertising models have been extensively studied and developed. These models mainly aim to depict how advertising convey information and influence consumers' cognition, emotions, and behavior. The foundation of advertising model research lies in understanding the process and mechanism of advertising communication.

2.10.1 AIDA Model

This model is one of the earliest advertising models, where AIDA represents Attention, Interest, Desire, and Action. The AIDA model assumes that consumers must first pay attention to advertising before purchasing a product or service, then develop interest in the product or service, then develop a desire to purchase, and finally take purchasing action.

2.10.2 DAGMAR Model

Refers to the market communication model for advertising targets, emphasizing consumers' cognition, perception, and behavioral responses to

advertising. This model emphasizes the importance of setting clear, measurable, and achievable advertising goals before executing advertising campaigns. Based on the understanding that advertising only performs communication tasks, Koli strongly convinced advertisers that measuring advertising effectiveness based on communication effectiveness is a reasonable foundation, established a hierarchical model of advertising communication effectiveness, and advocated that quantitative indicators that can be scientifically measured must be established at each stage, in order to ultimately measure and measure advertising communication effectiveness.

2.10.3 Lavidge and Steiner's Hierarchy of Effects Model

This model includes six stages: knowing, understanding, believing, liking, trying, and purchasing. This model provides more detailed information on how advertising affects consumers' cognition, emotions, and actions.

2.10.4 Elaboration Likelihood Model (ELM)

This model focuses on two ways for consumers to process advertising information, namely the core path and edge path. The way consumers process information depends on their motivation and ability.

2.10.5 Brand New Touchpoint Consumer

Malthouse (2016) first proposed an advertising model of "brand new touch point consumer". This model believes that a brand is not only a symbol of goods and services, but also a transmitter of a company's image and value. By constantly innovating touchpoints, brands can better interact with consumers and achieve rapid dissemination of information. Meanwhile, consumers can gain a deeper understanding and acceptance of the brand through these new touchpoints to obtain brand information.

2.10.6 In Telligence Advertising Model

Gu (2020) proposed the In telligence advertising Model (hereinafter referred to as IAM), which constructs the internal and external levels according to "users - Internet platform - brand", which originates from Integrated marketing communications communication frontier and Chinese practice. Intelligent advertising on the internet platform has exceeded the advertising of Mass communication, and innovatively has the ability of direct marketing activities. Alibaba named it the AIPL model in 2019 (pay attention to Awareness, Interest, Purchase, Loyalty).

An effective advertising strategy awareness model for Chinese public service advertising should consider how to effectively disseminate social public welfare information and guide the public to form positive social behavior. Advertising strategies should be centered around the public's cognition, emotions, and behavior, in order to guide the public to adopt positive social behavior. The model should include how to design and implement effective public service advertising strategies, including selecting appropriate advertising forms, using effective communication channels, and evaluating advertising effectiveness.

2.10.7 Consultation on the Evaluation of "China's Public Service Advertising Strategy Awareness Model"

The theory of educational technology was published by the Association for Educational Communications and Technology in 1994 (Barbara Hills, 1999). The

definition of educational technology is the systematic application of systems and resources designed, developed, used, managed, and evaluated in the educational process, emphasizing a systematic approach. The five categories of educational technology include design, development, utilization, management, and evaluation, which are both independent and mutually penetrating. This theory mainly includes four dimensions:

2.10.7.1 Appropriateness: Whether the solution meets the requirements of the problem.

2.10.7.2 Consistency: Whether the plan is carried out according to the established goals.

2.10.7.3 Feasibility: Is it possible to implement the plan?

2.10.7.4 Effectiveness: Can the implementation of the plan bring benefits?

To sum up, we can see that the existing research results mainly show the following characteristics:

First, In recent years, China's research system on public service advertising has gradually taken shape. Most scholars focus on analyzing specific content, expression methods, creativity and social functions of public service advertising. From the perspective of research methods, most of them adopt qualitative research methods to analyze public service advertising based on relevant theories or phenomena, and few of them go deep into the reasons behind them.

Second, scholars mainly focus on the research of public service advertising communication in developed countries, and pay less attention to public service advertising communication in developing countries. Moreover, Chinese scholars' research on Thai public service advertising focuses on the micro level, mainly analyzing the characteristics and communication strategies of Thai public service advertising, and lacking comprehensive research on Thai public service advertising communication system. Scholars also seldom make a comprehensive comparative analysis of Thai public service advertising and Chinese public service advertising.

Third, for the research of advertising communication effect, most of the topics are about the communication effect of commercial advertising, and few scholars discuss the communication effect of public service advertising. In addition, the research on the communication effect of public service advertising is mostly about a certain media form or the effect of public service advertising in a certain city, and the research on the improvement path of the communication effect of public service advertising is less.

Fourth, there are more brands and commercial advertising analyzed with semiotics and advertising semiotics, but less public service advertising.

Fifthly, in the field of narratology, scholars have paid more attention to literary narrative, while systematic research on advertising narrative has not yet been fully developed.

Sixth, the original advertising strategy has been studied more in commercial advertising, and less in public service advertising.

Therefore, based on previous research, this article will start with the current trend of Thai public service advertising in China and trace its roots. This article

summarizes the current development status of public service advertising in Thailand and analyzes the reasons for the successful dissemination of public service advertising in Thailand through case analysis. Then, the successful production strategies of Thai public service advertising were studied through advertising semiotics and narratology, and the dissemination strategies of Thai public service advertising were explored through methods such as questionnaire surveys and in-depth interviews. At the same time, study typical cases of Chinese public service advertising and explore their production strategies. And through comparative analysis and research on video public service advertising between China and Thailand, combined with China's social and cultural background, and drawing on the successful model of Thai public service advertising, it will help us create a strategic awareness model for Chinese public service advertising, and contribute some inspiration and experience to the production and dissemination of Chinese public service advertising.



Chapter 3

Research Design

This chapter mainly elaborates on participants and sampling methods, covering two stages: the first stage is to collect data to develop the model, and the second stage is to apply the theory. Among them, the first stage includes two groups of participants, namely key information providers and ordinary participants. The second stage focuses on key information providers. The methodology of research is divided into four steps: Step 1 is literature research and theoretical analysis; Step 2 is the collection and analysis of data; Step 3 is the development of the model; Step 4 is evaluation and improvement. In terms of research tools, we used various tools, including observation statistics, advertising case study form, questionnaire, in depth interview form with expert group, focus group interview form for students majoring in advertising theoretical model and in depth interview tables for assessment and improvement. The development method of research tools is divided into two stages: the first stage includes observation note tables, coding schedules, in depth interview tables, and questionnaires; The second stage includes a theoretical model and in depth interview tables. In addition, the study also involves various variables, including independent and dependent variables. The data collection process includes the collection of typical cases of public service advertising in Thailand and China, questionnaire survey data, in-depth interviews, and focus group interviews. Data analysis includes both qualitative and quantitative analysis.

3.1 Participants and Sampling

In this research, the samples will be taken according to research objectives. It will be done in two stages as follows:

Stage 1 (for collecting data to develop the model):

First Group: Key informants

- (1) Experts group in advertising industry in Thailand (3 people)
- (2) Expert group in communicating education in Thailand (3people)
- (3) Experts group in advertising industry in China (3 people)
- (4) Expert group in communicating education in China (3people)
- (5)Advertising major students in Thailand (8people)
- (6)Advertising major students in China (8people)

Through purposeful sampling, people with outstanding achievements in the advertising field will be selected, and they will contribute to the analysis of the communication effect of Thai public service advertising.

Second Group: Participants

Sampling of audiences in China more than 500 people.

The sample is selected from the young people aged 18-30 in China. The young people in this age group are the new force on the Internet. They will contribute to the research on the communication mode of public service advertising in Thailand.

Stage 2 (for theory application):

Key informants

- (1) Experts group in advertising industry in Thailand (3 people)
- (2) Expert group in communicating education in Thailand (3people)
- (3) Experts group in advertising industry in China (3 people)

(4) Expert group in communicating education in China (3people)

They will comment on the development models of the above stages through purposeful sampling selection.

3.2 Research Methods

Given the above, this study focuses on studying the communication strategies of Thai public service advertising and improving the communication effect of Chinese public service advertising by analyzing the successful reasons, communication models and communication methods of Thai public service advertising. In the research, we focus on the transmission model of typical public service ads in Thailand and discuss the specific content analysis of typical ads. This thesis analyzes the communication effect of public service advertising in Thailand, and puts forward a model for improving the communication effect of public service ads in China. Finally, this study will provide a theoretical basis for how to improve the communication effect of public service advertising in China.

Taken the research objectives and research framework into consideration, this research will apply different methods in different sections as showed in the following Figure.

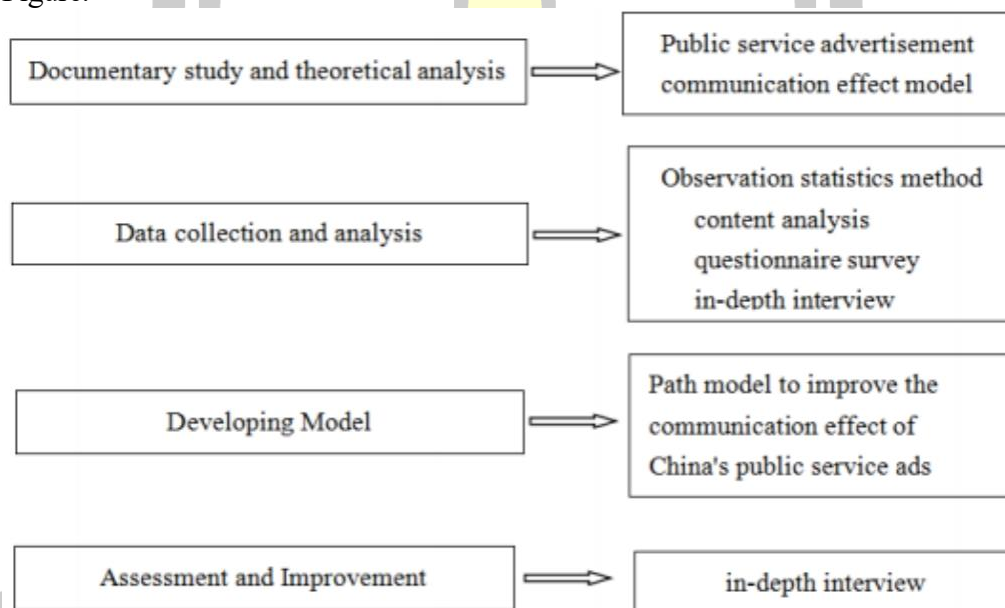


Figure 31 Research Methods
(Created by the Author)

Step 1 Documentary Study and Theoretical Analysis

Through the collection of relevant monographs and periodical papers, we have accumulated a large number of theoretical materials related to "public service advertising" "Thai public service advertising" "Chinese public service advertising" "cross-cultural communication" "communication effect" "narrative theory" and "advertising semiotics". Systematically classify and summarize the collected materials, master the main content and themes of public service advertising, the characteristics of Thai public service advertising, and the

advantages and disadvantages of Chinese public service advertising, and provide a background basis for the follow-up study of the communication strategies of Thai public service advertising and the promotion of the communication effects of Chinese public service advertising.

Step 2 Data Collection and Analysis

The research method of this part is divided into the following four stages:

Phase I: Collection of typical public service advertising in Thailand-observation statistics method

Bilibili is one of the mainstream video websites in China, allowing users to upload, watch, share, and comment. On influential Chinese video platforms such as Bilibili, Tencent Video, iQIYI, and Youku, data was collected for 20 Thai public service advertising from 2015 to 2022, which had high viewership, likes, and numerous comments. This data reflects the significant impact and positive reception of these advertising in China. Similarly, using the same criteria, 30 exemplary Chinese public service advertising were compiled, demonstrating their strong dissemination and resonance within China.

Phase II: Analysis of typical public service advertising in Thailand-content analysis

At the current stage of this study, key characteristics of successful dissemination of Thai public service advertising are analyzed through case studies. By using case analysis method, this study thoroughly examined the broadcast duration, title, theme, and emotional appeal of Thai public service advertising, revealing the key characteristics of these advertising achieving good communication effects. The same method has also been applied to the analysis of Chinese public service advertising, aiming to uncover the core factors behind obtaining high views of public service advertising in China. This comparative analysis helps us to have a more comprehensive understanding of the commonalities and differences in effective dissemination of public service advertising between Thailand and China.

Phase III: Research on the communication strategy of Thai public service ads-questionnaire survey

At this stage, this study attempts to answer the following questions through questionnaire survey: the audience's awareness of Thailand's typical public service advertising cognition in Chin, the penetration of values and ideas, and the analysis of the reasons behind it, such as culture, media communication and audience. This study will adopt the method of questionnaire survey, and the respondents are 18-30 years old young people in China. Because young people are the new force of social development and the main group of the network.

Phase IV: Research on the communication effect of Thai public service advertising -- in-depth interview method

At this stage, this study attempts to answer the following questions through in-depth interviews:

(1)The dissemination content, models, methods, and strategies of public service advertising in Thailand.

(2)What are the differences in the creative strategies of public service advertising between Thailand and China?

(3)What inspirations, suggestions, and strategic references can Thailand's public service advertising communication strategy bring to China?

(4) As for the specific implementation plan, this study conducted in-depth interviews with Thai advertising experts, scholars, advertising creative directors and figures in the advertising industry. Interview experts' views on the successful communication of Thai public service advertising, interpretation of advertising models, analysis of communication strategies, etc.

Step 3 Developing Model

Based on the collection and analysis of the above data, we will conduct in-depth analysis of public service advertising in Thailand and China, and adopt a mixed method to establish a new communication model to improve the dissemination effect of public service advertising in China. This model will comprehensively consider the influence of factors such as creativity, culture, media, audience, and methods. This study has theoretical guidance and practical significance for constructing new communication models and improving the dissemination effectiveness of public service advertising in China. Steps for developing advertising models:

(1) Goal determination: Clarify the task objectives of the advertising model and establish a new communication model to improve the communication effectiveness of Chinese public service advertising.

(2) Data organization and processing: Collect advertising related data, organize and transform the data to ensure that it is suitable for analysis.

(3) Feature extraction and model selection: conduct feature extraction, design and extract features related to advertising tasks, and select an appropriate in-depth learning model.

(4) Model training and evaluation: Use training data to train the model, and then evaluate the performance of the model using test data.

(5) Optimization and deployment: Optimize the model based on the evaluation results and deploy the optimized advertising model to the actual communication environment.

Step 4 Assessment and Improvement

The last part proposes possible ways to improve the effectiveness of public service advertising in China. Theoretical application is the process of applying the above theories and models to solve practical problems. This section will use in-depth interviews and logical analysis.

Through expert evaluation of data, social media feedback, and views, combined with literature analysis, analyze the reasons for the success of Thai public service advertising, and interview advertising experts from Thailand and China to understand their original ideas. On this basis, construct and apply a model framework to the Chinese advertising market, evaluate its applicability, consistency with the Chinese market, and whether it can achieve success in the Chinese market.

(1) Completeness

The model framework is based on expert evaluation data, social media feedback, and playback volume, while combining literature analysis to ensure the integrity of the model. By interviewing Thai advertising experts to gain a deeper understanding of their original ideas, we aim to make the model more comprehensive.

(2) Applicability

When applying the model to the Chinese advertising market, it is necessary to consider factors such as China's culture, social background, and consumer behavior. Although the successful elements of Thai advertising can provide reference for

Chinese advertising, moderate adjustments are needed in application to adapt to the preferences and habits of Chinese audiences.

(3) Is it in line with the Chinese market?

When evaluating the applicability of the model in the Chinese market, it is important to consider whether the model conforms to the values and cultural characteristics of the Chinese audience. If the elements in the model align with the values and culture of the Chinese market, then advertising is more likely to resonate with the audience and achieve success.

(4) Will the model be successful if applied to the Chinese market?

The final evaluation will focus on the actual effectiveness of the model application. Monitor indicators such as advertising volume, social media feedback, brand awareness, and product sales in the Chinese market to evaluate the success of advertising. If advertising can achieve positive feedback and results in the Chinese market, then the application of the model can be considered successful.

Throughout the evaluation process, it is necessary to fully consider the reasons for successful advertising in Thailand and the differences in the Chinese market, and make corresponding adjustments to ensure the effectiveness and applicability of the model. At the same time, attention should also be paid to elements such as emotional expression and story telling in advertising to ensure that they resonate emotionally with Chinese audiences, thereby increasing the success probability of advertising.

3.3 Research Instruments

The research instruments to be used in this study are as follows:

- 1) Observation statistics
- 2) Advertising case study form
- 3) Questionnaire
- 4) In-depth interview form with the expert group providing information

(1) Chinese and Thai scholars studying advertising (3 people in China and Thailand).

(2) Thai core staff of advertising companies (3 people), Chinese core staff of advertising companies (3 people).

- 5) Focus group interview form for students majoring in advertising

(1) Thai Advertising Students (8 people).

(2) Chinese Advertising Students (8 people).

- 6) Theory model

- 7) In-depth interview tables for assessment and improvement

(1) Chinese and Thai scholars studying advertising (3 people).

(2) Thai core staff of advertising companies (3 people), Chinese core staff of advertising companies (3 people).

3.4 Method of Developing Research Instruments

According to research framework, there are two stages in my study, then I also explain the research instruments which are applied to from two stages.

3.4.1 Research Instruments in Stage 1

This study will adopt a mixed approach to develop the model in the process of data collection and analysis, the research instruments are showed in the following figure.

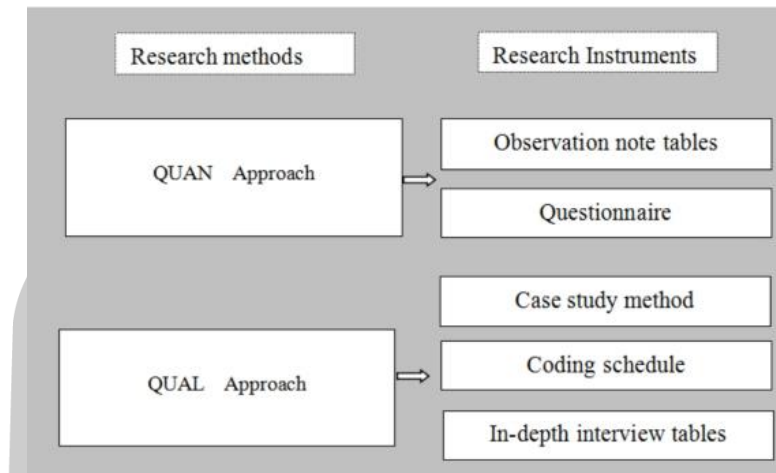


Figure 32 *Research Methods and Instruments of the Main Part*
(Created by the Author)

Observation Note Tables : This article analyzes the advertising texts on major video platforms such as Bilibili, Tencent Video, and iQIYI. The study focuses on Thai public service advertising with significant social impact in China from 2015 to 2022. By comprehensively evaluating key indicators such as viewership, likes, and comments, the study selected 20 Thai public service advertising as representative samples for in-depth analysis. In addition, considering the richness of Chinese public service advertising on Chinese video websites, the study adopted similar evaluation criteria and selected 30 advertising from Chinese video platforms. These advertising, based on metrics such as viewership, likes, and comments, form part of the research sample.

Coding Schedule: Firstly, establish a sample database and use relevant semiotic and narrative theories to classify and construct the advertising text encoding table. Then, quantify elements such as the title, advertising theme, characters, scene symbols, and the attractiveness model used in the advertising. Manually record these indicators and analyze them using data analysis software.

In-depth Interview Tables: In my research, I focus on interviewing advertising experts from Thailand and China. These experts were carefully selected through a purposive sampling method based on their relevance to my research topic. To delve into the perspectives of different types of interviewees, I will design specialized in-depth interview questionnaires for them. These interviews are semi-structured, combining closed-ended and open-ended questions, aimed at exploring diverse opinions and insights. Through the perspectives of these experts, I hope to better understand the factors behind the successful dissemination of public service advertising in Thailand and the unique views of Chinese audiences on the social and cultural issues involved in Thai public service advertising.

Questionnaire: The questionnaire was distributed to more than 500 Chinese young people aged 18-30. The questionnaire includes closed-ended questions and open-ended questions. To investigate the cognition of young people in China on Thai

public service advertising, the penetration effect of ideas, the penetration of advertising values, and the popularity of advertising language. Analyze the results of the questionnaire and the specific problems, and dig out the reasons behind the problems, such as culture, channels and audiences.

3.4.2 Research Instruments in Stage 2

A new theoretical model has been established through the collection and analysis of the first stage data to improve the dissemination effectiveness of public service advertising in China. Then, the next step is to collect relevant data and evaluate and improve the theoretical model through evaluations from advertising experts in Thailand and China.

The research tools at this stage include theoretical models and in-depth interviews.

Theory Model: The theoretical model is a graph of my research results, which is derived from the data collection and analysis in the first stage. Including the analysis of the communication strategy of Thailand's public service advertising and the new model to improve the communication effect of China's public service advertising. In this process, the presentation of the theoretical model is the first step of data collection before in-depth interviews. I will send this theoretical model to different types of respondents in different ways. According to their information receiving preferences, get them from their common social media, e-mail or official appointment.

In-depth Interview Tables: After the theoretical model is proposed, in-depth interviews will be conducted. Invite scholars and core staff from advertising companies in both Thailand and China to evaluate the effectiveness of the theoretical model. A semi-structured interview was designed to provide information on the feasibility of the theoretical model. We will use all the information obtained from in-depth interviews to evaluate and improve the theoretical model, and then identify possible ways to improve the effectiveness of public service advertising in China.

3.5 Research Variables

3.5.1 Independent Variable

An independent variable is a variable manipulated by researchers and is usually used to explain changes in the dependent variable. In the "A Strategies Awareness Model for Public Service Advertising in China", variables that predict the success of public service advertising include "information clarity", "creative expression", "advertising media", and "fit between products and public service advertising".

3.5.2 Dependent Variable

The dependent variable is new Chinese public service advertising strategy awareness model. It is based on the understanding and analysis of the successful models of Thai public service advertising, this study will explore how to apply these excellent strategies to Chinese public service advertising. Taking into account China's social, cultural, and economic background, and public demands, develop a public service advertising dissemination model that is suitable for Chinese society. Through in-depth interviews with experts and questionnaire surveys of sampled audiences, a preliminary new model will be obtained and optimized.

3.6 Data Collection

Before writing the thesis, the author first conducted a literature search on literature and concepts related to public service advertising, Thai advertising, Thai public service advertising, symbolism, and narratology, mainly using the China National Knowledge Infrastructure database and reading shows to search for relevant Chinese literature. In addition, relevant foreign research literature was obtained through Google Academic Search. Conduct in-depth exploration of the research topic using existing literature.

To ensure the representativeness and typicality of the research samples, this study conducts an in-depth analysis of advertising texts from video websites such as Bilibili, Tencent Video, and iQIYI. Based on key indicators like viewership, likes, and comments, this research selected the 20 most influential Thai public service advertising from 2015 to 2022 as samples. Additionally, considering the breadth and richness of Chinese public service advertising on Chinese video websites, 30 Chinese public service advertising were selected using the same criteria to enhance the depth and breadth of the study. The first step of the research was to establish a sample database. Applying semiotics and narratology theories, these advertising texts were encoded and categorized, and elements like titles, themes, characters, scene symbols, and appeal models were quantitatively analyzed in detail. These indicators were also recorded and analyzed in depth. The focus of this thesis is to explore the key factors behind the successful dissemination of Thai public service advertising in China and to deeply analyze the key reasons for the popularity of typical Chinese public welfare advertising cases domestically.

The questionnaire survey was conducted to explore the success of public service advertising in Thailand and the reasons for their dissemination. The questionnaire was designed and distributed among people aged 18-30 years in China. It is planned to collect more than 500 questionnaires in China. Obtain first-hand information, investigate and study the audience characteristics of Thai public service advertising, the impact on the audience's concept and behavior, the creativity of public service advertising, media communication strategies, and the content that Chinese public service advertising should learn from Thai public service advertising.

Use in-depth interviews to explore the successful strategies of public service advertising in Thailand. These data collection are the data collection and analysis of in-depth interviews with Thai public service advertising stakeholders, these stakeholders include: (1) 3 Thai academic advertising, (2) 3 Chinese academic advertising, (3) 3 Thai creative directors, (4) 3 Chinese creative directors. Finally, analyze the collected data to understand the overall needs of public service advertising stakeholders.

By organizing focus group interviews, explore the characteristics of Thai public service advertising and the similarities and differences between Thai and Chinese public service advertising. The core of these research methods lies in collecting and analyzing data from group interviews with students majoring in advertising in Thailand and China. These stakeholders include eight students majoring in advertising in Thailand and eight students majoring in advertising in China. Through the perspectives of these professional students, understand the different expressions and audience acceptance of public service advertising creativity in the two countries.

3.7 Data Analysis

All analysis will be on the basis of the data collected. It includes quantitative analysis and qualitative analysis.

The first stage (qualitative data analysis).

First, the researchers used literature analysis, including search keywords (public service advertising, Thai public service advertising, Chinese public service advertising) and key theories (advertising semiotics, communication effects, advertising strategy). Collect, sort out and analyze the data, form a certain understanding of the research topic, find problems, find perspectives, conduct deep-seated discussions, and finally help solve the problems.

Second, through video websites such as Tencent video, Iqiyi and Bilibili, a total of 20 Thai public service advertising between 2015 and 2022 were collected, taking into account such factors as broadcast volume, likes and popularity. In this process, this study will analyze the title, theme, emotional appeal, entry point and other indicators of advertising. Through the comparison of data, analyze the factors that affect the communication effect of Thailand public service advertising, such as the difference of communication theme, communication path and communication content. Then, a preliminary conclusion is formed, and a model for improving the communication effect of China's public service advertising is established to provide a basis. On the Bilibili video website, taking into account data such as views, likes, and comments, 30 typical Chinese public service advertising were collected as research samples. In addition, detailed statistics and organization are conducted on the titles, themes, duration, and slogans of public service advertising. Using semiotics and narrative theory, analyze the visual, auditory, textual symbols, themes, prototypes, etc. in advertising. The aim is to study the strengths of Chinese public service advertising and combine the advantages of Thai public service advertising with inspiration, laying a theoretical foundation and practical guidance for creating a Chinese public service advertising strategy awareness model that is suitable for China's national conditions and culture.

Third, through in-depth interviews, the interviewees include (1) Chinese and Thai scholars studying advertising (3 people in China and Thailand). (2) Thai creative directors (3 people), Chinese creative directors (3 people). In this process, this study will explore the reasons for the successful dissemination of Thai public service advertising in China and the differences in the dissemination effects of public service advertising between China and Thailand. To provide support for the establishment of a model to improve the communication effect of public service advertising in China.

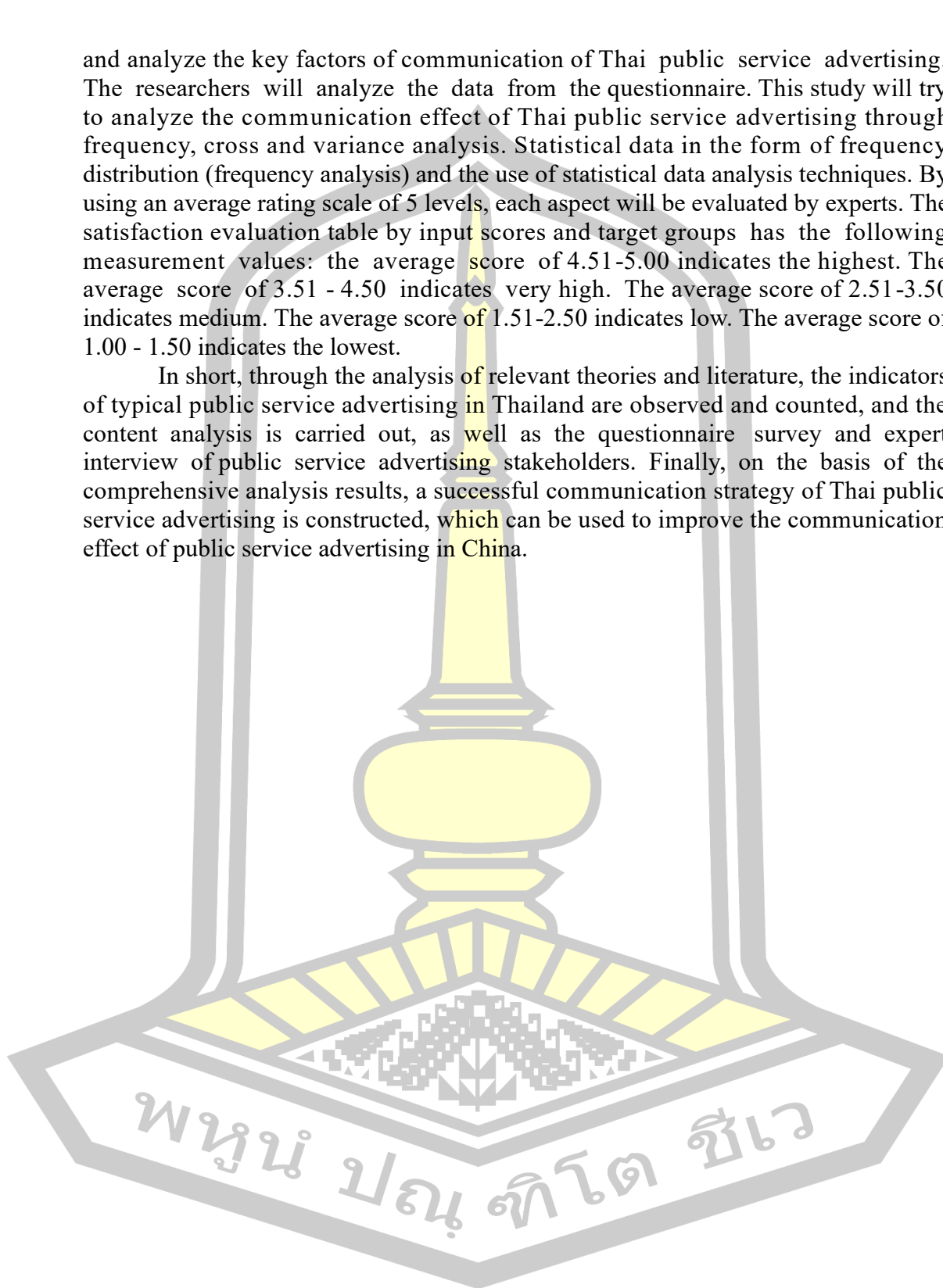
The second stage (quantitative data analysis).

Firstly, the researchers conducted a statistical analysis of 20 typical Thai public service advertising and 30 typical Chinese public service advertising collected. The statistical indicators include the reach, broadcast volume, like volume and forwarding volume of advertising. After the data are encoded and verified, frequency analysis and descriptive analysis will be conducted. This study attempts to further understand the basic information of samples through frequency analysis; The purpose is to find out the central trend of the data through descriptive analysis.

Second, Through the sampling survey of Thai public service advertising audiences in China, more than 500 young people aged 18-30 are selected to study

and analyze the key factors of communication of Thai public service advertising. The researchers will analyze the data from the questionnaire. This study will try to analyze the communication effect of Thai public service advertising through frequency, cross and variance analysis. Statistical data in the form of frequency distribution (frequency analysis) and the use of statistical data analysis techniques. By using an average rating scale of 5 levels, each aspect will be evaluated by experts. The satisfaction evaluation table by input scores and target groups has the following measurement values: the average score of 4.51-5.00 indicates the highest. The average score of 3.51 - 4.50 indicates very high. The average score of 2.51-3.50 indicates medium. The average score of 1.51-2.50 indicates low. The average score of 1.00 - 1.50 indicates the lowest.

In short, through the analysis of relevant theories and literature, the indicators of typical public service advertising in Thailand are observed and counted, and the content analysis is carried out, as well as the questionnaire survey and expert interview of public service advertising stakeholders. Finally, on the basis of the comprehensive analysis results, a successful communication strategy of Thai public service advertising is constructed, which can be used to improve the communication effect of public service advertising in China.



Chapter 4

Key Finding1

Due to the length of the article, the author divides the research and analysis of key successful modes of communication in public service advertising in Thailand and China into Chapter 4 and Chapter 5. The main content of Chapter 4 is to study the success factors in typical public service advertising cases in Thailand and China through case analysis, using narrative and semiotic theories. Chapter 5 analyzes the success factors, reasons, characteristics, and dissemination effects of typical public service advertising cases in Thailand and China through literature and theoretical analysis, in-depth interviews, focus group interviews, and questionnaire surveys.

4.1 Research and Analyze Key Success Models from Thai Public Service Advertising Cases

4.1.1 Method

This study mainly focuses on Thai public service advertising that spreads in China. Through typical case collection, questionnaire surveys, in-depth interviews and other research methods, the study investigates the dissemination content and effectiveness of Thai public service advertising in China, in order to explore the reasons for its popularity in China. The aim is to provide some reference and inspiration for the production and dissemination of Chinese public service advertising. The research samples are all Thai public service video Advertising, which are loved by audiences due to their creativity and emotional appeal. They have also won international awards for their high quality and influence. Moreover, video advertising can contain more information than other forms of advertising, rely more on various symbols to display meaning, value narrative structure and plot, and is suitable for the display of advertising semiotics theory (Lv, 2022). Moreover, video advertising can contain more information than other print Advertising, rely more on various symbols to display meaning, and attach importance to narrative structure and plot, making it more suitable for the display of advertising semiotics and narrative theory.

In this study, the empirical analysis of public service advertising was conducted using data analysis method. Due to the similarity in cultural and historical backgrounds of Asian countries, there will be more similarities between the expression of public service advertising and the public response, providing a more consistent and comparable basis for this study. Firstly, by conducting keyword searches on Bilibili, a leading video platform in China, we searched for playback data of public service advertising in more developed Asian countries such as Thailand. The results showed that using "Thai public service advertising" as the keyword search, the highest views reached 890000, far exceeding the views of public service advertising in other countries, such as Singapore, Japan, and South Korea, with the highest views of 38000, 11000, and 63000, respectively. On Weibo in China, with the topic of "Thai public service advertising," the reading volume reached 1.443 million, far exceeding other Asian countries, such as "Singapore public service advertising," "Japan public

service advertising," and "South Korea public service advertising," with a reading volume of 1348, 282000 and 29000 each. In addition, a literature search for corresponding keywords was conducted on CNKI, and the number of articles related to "Thai public service advertising" reached 38, which also exceeded the number of articles in other Asian countries, such as Singapore, Japan, and South Korea, where the number of articles on public service advertising was 2, 13, and 29, respectively. This indicates that the Chinese audience and academic community have shown high attention to the dissemination effect of Thai public service advertising in China.

According to researchers, Bilibili has a relatively large video coverage, which can include almost all public service Advertising worldwide. And Bilibili is a popular website among young people in China, who are also the main group of the internet. According to the 2022 analysis report released by Bilibili, the proportion of young and willing consumers on Bilibili is over 75%, and the proportion of highly educated individuals is 10% higher than the average level of the entire network (Bilibili, 2023). The target audience of Chinese public service advertising is mostly young people, as they spend most of their time browsing information online (Livingstone, Bober, & Helsper, 2005). Moreover, young people not only receive information quickly, but also engage in content creation and information sharing on social media platforms. They have a high sensitivity to fashion and social issues, and when they identify with a certain social concept, they may become disseminators, further expanding the influence of public service advertising. Moreover, compared to the previous generation, young people are more receptive to new ideas and information. Through public service advertising, it is easier to influence them and cultivate a sense of social responsibility among young people. Based on the above reasons, this study chooses Bilibili's data as the main reference.

In order to ensure the typicality and representativeness of the research sample, this study selected the period from 2015 to 2022 as the research interval. Since 2015, Thai public service advertising has attracted widespread attention in China and demonstrated its unique charm and influence (Jiang, 2021). This study mainly focuses on the playback volume and interaction data of Thai public service advertising on the Bilibili platform. Generally speaking, Thai public service advertising with relatively high views generate more user behavior data such as likes, comments, and shares. Therefore, this study only collected data on Thai public service advertising with views exceeding 10000. Using case analysis method to study Thai public service advertising, a total of 8 indicators were established when establishing the analysis framework. Firstly, the basic information of advertising is the name, advertiser, advertising theme, and advertising length, providing a fundamental description for the research; Secondly, metrics such as views, likes, shares, and comments can reflect the audience's acceptance and influence of Advertising, making them an effective way to evaluate advertising effectiveness (Fedotova, 2023). This study conducted an in-depth analysis of Thai public service advertising by collecting and observing these data (See Table 8).

Table 8 Collection Table of Typical Cases of Thai Public Service Advertising
(Source: Created by the Author)

NO .	Advertising Name	Advertisers	Advertisin g Theme	Advertising Length	Playback Volume	Like Count	NO. of Forwards	NO. of Comments
1	Violent landlady	7-11	Preventin g online complianc e	5:11	807,000	49000	3499	1483
2	Unknown hero	Life insurance	Molar	3:04	390,000	15,000	3422	381
3	Environmental challenges	Bar b. Q plaza	Environm ent protection	3:01	713,000	71,000	1189	434
4	If you give me a bill and make me give up on you	7-11 Supermark et	School education	8:40	510,000	14,000	6132	981
5	My father is a scaffold	Metropolita n Life Insurance	Fatherly love	3:27	272,000	11,000	5664	230
6	A little girl who cannot be locked down	Kleenex issue (USA)	Motivatio n	6:33	262,000	6,238	1567	248
7	A bowl of egg Fried Rice	CP Food	Home Education	2:52	228,000	7,774	3613	232
8	My blind teacher	7-11 Supermark et	Education	10:43	215,000	5,826	1813	315
9	Beggar's graduation	Vizer camera	Gratitude	5:29	174,000	5,699	197	324
10	Death is not the end, but another continuatio n	7-11 Supermark et	Education	9:27	170,000	289	1518	251

NO .	Advertising Name	Advertisers	Advertisin g Theme	Advertising Length	Playback Volume	Like Count	NO. of Forwards	NO. of Comments
11	Try a little harder	Nestle Coffee	Home Education	4:27	97,000	1,395	1690	52
12	Giving is the best way to communicate	True Communication	Molar	2:58	88,000	9,796	196	353
13	Son, how long will you stay when you come back this time?	Five Star Roasted Chicken	Family affection, companionship	4:48	67,000	2,858	526	145
14	If I were a girl	Sunsilk Shampoo	Transgender beauty pageants, marginalized individuals	4:02	65,000	1,599	378	82
15	Pineapple Popsicle	AIS communication	Home Education	2:28	64,000	3,153	380	176
16	Gratitude dog	Taijing Bank	Repay Kindness	2:27	59,000	217	28	33
17	What value does graduation have for you?	CP	Filial Piety	6:30	46,000	1,450	1206	91
18	Children don't need the best dad	Thai Insurance	Family Love	3:01	25,000	339	332	14
19	Auditory child	7-11 Supermarket	Education	11:17	21,000	929	159	65

NO .	Advertising Name	Advertisers	Advertisin g Theme	Advertising Length	Playback Volume	Like Count	NO. of Forwards	NO. of Comments
20	Dreams triggered by bean sprouts	AIS communica tion	Home Education	3:00	17,000	188	795	14

Through screening of comprehensive data, these public service advertising are: Violent Landlady, Beggar Paying Gratitude, Try a Little, Giving is the Best Way of Communication, Unknown Hero, A Bowl of Egg Fried Rice, Pineapple Popsicle, If You Give Me One Billion to Let Me Give Up You, Dog Paying Gratitude, Dream Caused by Bean Sprouts, etc. In addition to the basic number of views, likes, and comments, there are 20 advertising in China that receive more feedback from audiences and have a significant impact.

In addition, this study sorted out relevant literature on public service advertising audiences, communication effects, and semiotics both domestically and internationally, and compiled a semi-structured interview outline. Then, using sampling survey methods, the interviewees were determined. Among the 12 selected interviewees, 6 are from Thailand and 6 are from China. This includes senior advertising scholars and core staff of advertising companies. Senior advertising scholars refer to scholars who have published important research results on public service advertising in the academic community, while core staff of advertising companies refer to individuals who participate in important decision-making and creative development in advertising companies. The criteria for selecting interviewees take into account the professional background of public service advertising and have at least five years of rich research or practical experience in the field of public service advertising. They can provide in-depth and multi perspective insights for public service advertising research, which helps to ensure the depth and breadth of the research. The interview covers the characteristics, strategies, audience insights, dissemination effects, and interpretation of success factors of Thai public service advertising, as well as the differences between Thai and Chinese public service advertising. The code table for interviewees is as follows:

Table 9 Interviewee Code Information
(Source: Created by the Author)

Interviewee	Unit Name	Number of interviewees	Interviewee Code
Chinese Advertising Scholars	Professor Shengdong Lin from Renmin University of China Professor Xiuqin Zeng from Xiamen University Professor Shengliang Lin from Jinan University	3	A01, A02, A03
Core Staff of Chinese Advertising Companies	Sun Tao, Co-founder of China Qunyushan Consulting Wang Longzhi, General Manager of Zhenchuan Youdao (Xiamen) Cultural Media Co., Ltd	3	B01, B02, B03

Interviewee	Unit Name	Number of interviewees	Interviewee Code
	Xu Jieqi, General Manager of Xiamen Yichuan Network Technology Co., Ltd		
Thai Advertising Scholar	King Mongkut's Institute of Technology Ladkrabang, Associate Professor Dr. Raksan Wannawattawong Rajamangala University of Technology Rattanakosin, Assistant Professor, Srisuda Songkroh Rajamangala University of Technology Rattanakosin, Assistant Professor, Dr. Surakij Prangson	3	C01, C02, C03
Core Staff of Thai Advertising Companies	Yell Advertising, co-founder, Dissara Udomdej Ayungfilm, Advertising Director, Boonyawat Tharawatnitis Clapscene Film Bangkok, Advertising Producer, Budskorn Kittitnantaoanya	3	D01, D02, D03

4.1.2 Narrative Analysis of Typical Cases of Thai Public Service Advertising

The concept of narratology first appeared in 1969 in the French philosopher Todorov's *Rhythm of the Decameron*. It is a discipline that studies narrative, narrative structure, and how these two affect reader perception. The emergence of narratology means that "storytelling" has become an important topic, including character setting, plot objects, fictional literature, etc., all of which are within the research scope of narratology (Xu, 2021). Thai public service advertising contains profound cultural connotations and social backgrounds. Through case analysis, this study interprets advertising samples and explores how the meaning in advertising is constructed through language and symbols.

In order to study the current situation and dissemination of Thai public service advertising in China, this study will conduct in-depth analysis from multiple dimensions such as the source of advertisers, advertising themes, advertising narrative structure, advertising duration, and the role of character prototypes in advertising (Cao, 2023), with the aim of showcasing the uniqueness of Thai public service advertising and its cultural and social connotations behind it. The source of advertisers is the basis for exploring the purpose of Thai public service advertising, and then analyzing the social responsibility and values it reflects. The selection of advertising themes is usually closely related to values and social hot topics, which can provide a deeper understanding of the hot topics and value intentions of Thai society. The narrative structure and duration of advertising are directly related to the effectiveness and efficiency of information dissemination. Analyzing these two points can help us better improve our ability to produce public service advertising. The application of advertising character prototypes can reflect social and cultural symbols and character positioning, which is beneficial for better understanding the characters and story creation in advertising.

In the analysis of advertising cases, it can be found that storytelling is the main form of Thai public service advertising. Utilize symbols such as visuals, sounds, vocals, and scenes within a few minutes to create relevant advertising images. Therefore, in order to attract audience attention in a short period of time, Advertising will have a high level of requirements for narrative structure and elements.

1) Exploring the Sources of Advertisers

The source of advertisers and their advertising performance are important analytical dimensions. In China, most public service advertising are placed by non-profit organizations on public media, while the proportion of commercial brand advertisers participating is relatively low. However, many public service advertising in Thailand are more integrated with commercial elements. The sources and placements of these advertising are mostly dominated by business owners, covering multiple industries and fields, including durable goods (cameras), fast-moving consumer goods (food), services (communication, insurance, banking, supermarkets), and so on. For example, 7-11 supermarkets, Vizer cameras, Nestle Foods, True Communications, Life Insurance, CP Foods, AIS Communications, Krung Thai Bank, and others have not only enhanced the company's brand image but also spread positive social information through the production and placement of public service advertising. This model reflects the characteristics of Thai public service advertising, where companies play a positive role in the placement of public service advertising. Among the categories of advertisers, supermarkets represented by 7-11 and fast-moving consumer goods represented by CP food have the highest quantity, with five each; The number of financial industries represented by Thai life insurance is four, ranking second; There are three communication products represented by AIS communication, ranking fourth. Among them, except for a small number of three brands such as Kleenex tissue, which are non Thai local brands, Thai local brands account for up to 85%. When conducting in-depth interviews, interviewee A01 introduced that local Thai brands are better able to understand the audience's needs and produce Advertising that meet the preferences and high acceptance of the audience.

Table 10 *Statistical Table of Typical Cases and Categories of Public Service Advertising in Thailand*
(Source: Created by the Author)

Category	Advertiser Name	Quantity
Supermarket	7-11 (5)	5
Fast Moving Consumer Goods	CP Food (2), Kleenex tissue, Nestle coffee, Sunsilk shampoo	5
Finance	Life insurance, Metropolitan Life Insurance, Thai Insurance, Thai Bank	4
Communication Products	AIS communication (2), true communication	3
Catering	Bar. b. q plaza, five-star roasted chicken	2
Electronic Product	Vizer camera	1

Chen (2022) mentioned that public service advertising can have commercial elements. Although public service advertising and commercial advertising are two different types of advertising, under certain conditions, commercial factors can be presented in public service advertising. In Thailand, the creative subjects of public service advertising are diverse, including government, social organizations, enterprises, etc. In public service advertising, companies as advertisers commonly include insurance companies, communication companies, food companies, banks, etc. Although Thai public service advertising are mostly commercial in nature, their purpose is to appeal to the audience's sense of social responsibility through public service advertising without commercial traces, so that the audience can have a strong emotional connection and resonance with the brand. Although this approach implies the purpose of commercialization, it actually deepens the connection between the audience and the brand, promoting the audience's favorable impression of the brand. Like the 7-11 Supermarket Teacher's Day series advertising, use real teacher story cases to tell the guidance that teachers bring to students. This advertising strategy effectively links the brand with public service advertising, promotes the dedication of teachers, resonates with the audience, and enhances the company's visibility and reputation.

The purpose of enterprises is to obtain commercial benefits, but Thai enterprises are not solely focused on earning profits. The philosophy of the enterprise includes promoting social development and progress, and actively giving back the benefits obtained to society. The sense of responsibility and positive feedback of modern Thai enterprises towards society have established a good social image for the company (F. Song, 2015). During in-depth interviews, many expert interviews have supported this viewpoint. As mentioned by interviewee D02, Thai public service advertisers are mostly driven by companies, as they aim to create a positive image and demonstrate their sense of social responsibility. On the one hand, it can improve advertising effectiveness and audience acceptance; On the other hand, one can also enjoy tax incentives and policy support from the Thai government. Interviewee B01 also mentioned that although Thailand is a developing country and the level of development of enterprises is not as high as that of Western countries, due to the Buddhist culture of "repay kindness and be kind", it is natural for Thai enterprises to produce public service advertising and disseminate beneficial public service information.

Compared to Thai companies, interviewee A03 believes that "Chinese companies are more competitive and value short-term sales results more. However, Thai public service advertising stories emphasize brand building. The purpose of Chinese companies investing in public service advertising is still for profit, just to catch big fish in the long run. Many Chinese companies lack patience and are related to market volatility. Only some large companies will do it."

2) In Depth Analysis of Advertising Themes

Theme also refers to "thematic ideas", The main content expressed by a work through depicting real life and creating an artistic essence is the focus of the work. It is the result of the creator's observation, experience, analysis, and research on real life, as well as the extraction of themes (Ding, 2002).

The theme of advertising is the central idea of advertising narrative and the core of advertising. Advertising themes are usually conveyed through the narrative

structure, characters, story, visual elements and other factors of advertising. Narration is the discourse on a story centered around a theme, which can guide the development of the narrative, provide emotional communication for the audience, and disseminate deep information (Vicente, 2004). Compared with other countries, the characteristics displayed in Thai public service advertising are incomparable to other countries. Emphasizing the expression of emotions and the presentation of values, deeply attracting and touching the audience (Xiaowen Hou 2020).

Through analysis, research has found that the concepts advocated by Thailand's public service advertising themes have universal commonalities, mainly focusing on emotional appeals and reflecting social reality, such as focusing on online morality, family ethics, filial piety, moral norms, self-improvement and motivation, which can attract the attention of the audience and have a good communication effect. In addition, through emotional appeals and deeply ingrained advertising plots, it triggers emotional resonance among the audience and enhances the influence of advertising.

(1) Ethics in the Internet Society

With the development of network technology and social media, the occurrence of online violence is becoming increasingly common, and moral issues in online society have also attracted attention from Thai society. At the beginning of the advertising "Violent Landlady Girl", a fierce boss girl, accompanied by two followers, comes to the market with great force, moves away the meat from the meat vendor, and even smashes him. And this scene was captured by passing customers and spread on social media. Netizens are condemning the misdeeds of the landlady and searching for this market, calling on people not to go to the landlady's vegetable market to buy groceries. In a short period of time, the vegetable market is bustling with people. In the latter half of the advertising, through the narration of the video, the audience finally knows a lot of the "history" of the landlady. It turned out that she invited deaf, mute, and poor vendors to her vegetable market. She asked someone to remove the scale from the meat vendor because he had stolen less than two pounds multiple times and refused to change his mind. The advertising ultimately calls on the audience, "Don't judge others solely based on the side of the story you know, create a better society with an open heart."

"Violent Landlady" uses a reversed storyline to make the audience more intuitively feel the harm caused by online violence. Advertising guide viewers to think: Will they make premature accusations or judgments due to out of context online videos or information? It also reminds the audience that sometimes the media selectively reports based on their own understanding or in order to attract attention, requiring the audience to be more cautious in judging online information. This is not only a public service advertising against online violence, but also emphasizes the importance of tolerance and understanding between people.

(2) Family Affection

Family affection is a basic emotion linked by blood, and it is the most basic emotion of human beings. Family affection is an eternal theme, and this is also true in Thai public service advertising that focus on family emotions. Thailand's public service advertising praises the eternal kinship in its unique way, discusses the love of father, mother, brother and sisters, and shows their deep feelings. Many Thai

advertising about family relationships start from small details of life, telling the emotions between family members from the smallest details.

Take "A Bowl of Egg Fried Rice" as an example. When the girl ran away from home and passed a Fried Rice stall, she was stopped by the landlady and made a bowl of egg Fried Rice for her to eat. The girl is eating egg Fried Rice, which tastes familiar. In the story, the girl reminisced about the countless meals her mother had cooked for her, and couldn't help but choke. The girl's emotions and memories also deeply moved the audience, making them cherish and appreciate the efforts of their family more.

In "Filial Piety First", a little girl with a disabled leg is seen participating in a marathon race to support her family and her sick father. She receives a prize money and uses a cane to sign up for the race. After enduring countless hardships, she finally reaches the finish line. The contestants and onlookers are moved by her filial piety. The advertising conveys the concepts of gratitude and filial piety through the protagonist's persistence and filial piety.

(3) Emphasize Education

Valuing education is a universal value in various countries, and in Thailand, respecting teachers and valuing education is a principle that the people have always adhered to. Thai public service Advertising often emphasize the role of knowledge, the dedication of teachers, and the eagerness of students to learn. Most of these types of public service advertising showcase the impact of education and changes in people's lives through details.

In the advertising "If I Give Up You One Billion", a wealthy businessman plans to spend one billion Thai baht to buy a school. The principal's eyes are gentle and resolute, and he will not waver in the face of huge wealth. Because only this school nearby accepts children from the poor, if the principal sells the school to merchants, the poor children will have to drop out. The principal's persistence and patience contain a firm belief in education, which moves the audience.

(4) Enthusiastic in Helping Others

Being enthusiastic about helping others belongs to the social morality of interpersonal relationships. With the continuous changes in the social and economic structure, life and psychological pressure are constantly increasing. Modern society requires the principle of social interaction based on mutual assistance, civilization, and unity. In addition, Thai people are deeply influenced by Buddhist culture, and being enthusiastic about helping others is their life creed. Many public service advertising promote friendliness. The public service advertising "The Unknown Hero" and "Giving is the Best Communication" are classic works among them.

The protagonist of "Unknown Heroes" helps the old lady who sets up a stall on the road with a cart, helps the beggar mother and daughter, gives the stray dog chicken legs, and sends bananas to the elderly lady who lives alone. He doesn't expect anything in return, but they repay him with warmth and kindness. This advertising conveys a warm and touching concept of care to the audience from the details of life. The noodle shop owner in "Giving is the Best Communication" helps the little boy through difficulties, just like he helps others. But many years later, when he suddenly fell ill, his daughter was unable to afford the high medical expenses. The boy he had helped in the past happened to become his attending doctor and paid for his expenses.

These two touching stories convey the concept of "reincarnation of the heavenly way", showcasing the mutual transformation between the donor and the recipient, deeply moving the audience and further emphasizing the view that good is rewarded with good.

(5) Strive for Progress

Maslow said that self actualization is a manifestation of human agency and the realization of human value (Ma, 2006). Thai people have a gentle and tranquil personality, and are easily satisfied with life. Therefore, public service advertising with the theme of "striving for progress" encourage people to strive for progress and win the attention of audiences with inspirational content. These types of public service advertising are not intended to meet people's emotional needs, but to bring the audience's emotions into reality and work (Ernest Lingren, 1979). For example, the little boy in "Try a little harder" is not very talented in football. The coach commented that he "needs to watch again", but his mother still encouraged him to "try a little harder every day". The little boy heard his mother's encouragement, kept practicing, and finally won a crucial point for his team at a critical moment. Seeing this advertising, the audience was also moved by the resilience of the little boy and the encouragement of his mother. They deeply felt that as long as they had a firm belief and continued to persist, they could overcome difficulties and reach the other side of success.

The diversification of public service advertising themes not only attracts the attention of the audience, but also conveys the values of truth, goodness, and beauty, stimulates the kindness of the audience's conscience, calls on the public to take on social responsibility more actively, and makes society a better place.

3) Analysis of Advertising Narrative Structure

Narrative structure refers to the ways and methods of storytelling, which is a key issue in the study of narratology (Zhang, 2021). From a temporal perspective, narrative structures can be divided into linear narrative and non-linear narrative (Sun, 2020). According to statistics, in the collected typical Thai public service advertising cases, non-linear narrative is the main approach, accounting for up to 70%. Linear narrative accounts for 30% (see Table 11).

Advertising has always derived different texts based on the stable paradigm of "lack seek possess" (Siqu Li, 2004). Linguist Greimas proposed the "semantic matrix", which suggests that in any semantic structure, there exists a semantic axis S1-S2, and this basic semantic relationship constitutes the fundamental relationship. Stories can be added with narrative materials to make them more engaging. The narrative content of the film is similar to flesh and blood, and the narrative structure is similar to the skeleton, which can express the stylistic characteristics of influence (X. Li, 2000). The same goes for advertising.

This study takes time and space as the starting point, combined with the characteristics of Thai public service advertising, and divides typical cases into linear narrative and nonlinear narrative.

(1) Linear Narrative refers to the layout and arrangement of the story in the order of its development: cause development climax ending. The narrative is closely connected like a line, entering in sequence and advancing through a continuous and gradual storyline (X. Guo, 2008). Linear narrative structure refers to the progression of

the plot based on time or the natural development of the story or plot. The audience can easily understand the content and core of the narrative, and naturally depict character images in the story plot. This is a conventional narrative structure.

Table 11 Collection Table for Nonlinear Narrative of Typical Public Service Advertising in Thailand
(Source: Created by the Author)

NO.	Nonlinear Narrative	Theme
1	Violent Landlady lady	Network ethics
2	Beggar's gratitude	Moral
3	If you give me one billion and make me give up on you	Education
4	My dad is a scammer	Family, Affection
5	An indestructible little girl	Inspirational
6	Death is not the end point, but another continuation	Education
7	Son, how long will you stay when you come back this time?	Family, Affection
8	If I were a girl	Inspirational
9	What value does gratitude have for you?	Moral
10	Children don't need the best dad	Family Affection
11	Giving is the best way of communication	Moral
12	A bowl of egg Fried Rice	Family
13	Make a little progress every day	Family
14	My blind teacher	Education

Table 12 Collection Table for Linear Narrative of Typical Public Service Advertising in Thailand
(Source: Created by the Author)

NO.	Linear Narrative	Theme
1	Pineapple Popsicle	Family Inspirational
2	Dreams triggered by bean sprouts	Family Inspirational
3	Unknown hero	Moral
4	Gratitude dog	Moral
5	Environmental challenges	EnvironmentProtection
6	Autistic children and teachers	Education

For example, the narrative of the advertising "Dreams Triggered by Bean Sprouts" is also in chronological order. The little girl found that bean sprouts were easy to sell, so with the encouragement of her mother, the two of them found tools and conducted experiments. After multiple practices, they finally grew very good bean sprouts. The audience can also easily obtain the core idea that the advertising wants to express in the narrative.

"Children and Teachers with Autism" tells the story of a student with autism, Chao, who gradually adapts to school life under the care and care of the teacher in chronological order. It showcases the image of a caring, caring, and patient good teacher.

The level of economic development in Thailand varies, and the quality and cultural level of its citizens are also uneven. How to make the audience understand the narrative ideas of advertising and expand the dissemination of advertising requires that the advertising works conform to the audience's cognition and spread the advertising works to the maximum extent. Linear narrative, on the other hand, uses chronological or logical sequence of events to narrate, which is in line with the public's aesthetic level and cognition. It can be accepted by audiences with different professional backgrounds and knowledge cultures, maximizing the audience's acceptance of the story content while also receiving the perspective of public service advertising (Sun, 2020).

(2) Nonlinear narrative refers to breaking a single line without following a sequential narrative pattern. By editing and piecing together plots from different timelines, the development of the story is not singular, but more complex and diverse (R. Zhang, 2011). Dissolve the temporal or causal relationship of a single story.

In the public service advertising "Violent Landlady", the audience only knows the true face of the boss through the comparison before and after, and the addition of narrative memories. The reversal of the plot has caused a turning point in the audience's emotions and deepened their impression.

In "If I Give Up You One Billion," the advertising adopts a reverse chronological approach, where the female principal lying on the bed in her later years recalls her past at school. The advertising presents a caring image of the principal in multiple aspects in front of the audience through the principal's self narration and actor's performance. This story is warm and touching, in the form of reverse narration and memories, arousing the audience's admiration for the old principal.

The advertising "Giving is the Best Communication Method" follows a non-linear narrative approach. The little boy's mother was sick and wanted to buy medicine, but there was no money at home. He was caught stealing medicine at the pharmacy by the landlady on the spot. The boss of the noodle stand saw it, paid for the medicine and gave the boy Rice-meat dumplings soup. On a day 30 years later, the noodle vendor was still busy and would still deliver noodles to the arriving beggars. But he suddenly fell ill. His daughter couldn't afford the expensive medical expenses, so she had to sell small noodle stalls. However, when she woke up next to her father's bed the next day, she found that the medical expenses had been cleared to zero, and there was a message inside that the medical expenses had been paid for 30 years ago through cough medicine and vegetable soup. She remembered that the attending doctor looked very similar to the little boy 30 years ago. In the advertising screen,

memories and reality are intertwined. And the audience was also moved by the small noodle stall owner's "good deeds are rewarded". In non-linear narrative, the development of the main storyline is relatively clear, with the causal development of events as the order. In terms of plot, attention is paid to the design of suspense, hiding some of the truth in the plot, causing confusion in the concept. Through solving the mystery, the narrative effect is achieved, which resonates with the audience's emotions (David Bodwell, 2012).

The non-linear narrative structure adds highlights to the storyline of public service advertising through methods such as reversal, suspense, reverse narration, and interlude, increasing the audience's love and acceptance of public service advertising. Through the analysis of typical cases of Thai public service advertising, the importance of narrative structure in public service advertising creativity can be seen. Whether choosing a linear or non-linear narrative structure, it is important to match the advertising target and audience. The linear narrative structure of information and story coherence allows the audience to easily follow the development of the advertising plot. However, non-linear narrative structures are more complex, and through various narrative techniques such as reversal, reverse narration, interlude, and suspense setting, they bring more changes to the advertising plot and surprise the audience with a viewing experience. The narrative structure can increase the expressive power of public service advertising, thereby promoting the dissemination of public service information.

4) Analysis of the Impact of Advertising Duration on Communication

Effectiveness

The duration of Chinese public service Advertising is generally shorter, within 60 seconds (Qiu, 2017). Thai public service advertising, in order to have enough time to tell the story, usually last for 2-6 minutes. Among the twenty typical public service Advertising analyzed, there are six with a duration of 2-3 minutes, three with a duration of 3-4 minutes, three with a duration of 4-5 minutes, two with a duration of 5-6 minutes, and four with a duration of more than 8 minutes. There are 14 public service advertising with a duration of more than 3 minutes, accounting for up to 70%, which can show that the creators and audience of the advertising have a high acceptance of long public service advertising (see Table 13).

Thai public service advertising mainly focus on storytelling, emphasizing a sense of camera and narrative rhythm, and generally have a longer duration. In general, the longer an advertising is narrated, the more ample time is available to tell a good story and tell touching storylines. And pay attention to the rhythm of the story, balance the transmission of themes, theories, and values, call for ideas, make the advertising have strong infectivity, and achieve good communication effects. Moreover, according to surveys, the cost of local television media in Thailand is not very high, and advertising time during non prime time periods can sometimes reach several minutes. Through in-depth interviews with Thai people, it is understood that Thai people are not averse to longer lasting advertising (Fan, 2018). In focus group interviews with advertising students from Thailand and China, both countries expressed that if the advertising content is interesting and attractive, they are also willing to watch long advertising. Thai students stated that if a public service

advertising has a longer duration, there are usually two versions. One is a television advertising version, which has a shorter duration. If the audience is interested after watching it, they can explore the complete version on the company's website or YouTube, which can also increase the browsing volume and click through rate of the company's website and advertising.

Table 13 *Statistical Table of Typical Public Service Advertising Duration in Thailand*
(Source: Created by the Author)

NO.	Duration	Advertising Name	Quantity
1	2-3 minutes	1. Giving is the best way of communication 2. A bowl of egg Fried Rice 3. Pineapple Popsicles 4. Gratitude to the little dog 5. Dreams triggered by bean sprouts 6. Unknown Heroes	6
2	Over 8 minutes	1. If you give me one billion and make me give up on you 2. Death is not the end point, but another continuation 3. My blind teacher 4. Children with autism	4
3	3-4 minutes	1. Environmental challenges 2. Children don't need the best dad 3. My dad is a scammer	3
4	4-5 minutes	1. If I were a girl 2. Work a little harder 3. Son, how long will you stay when you come back this time?	3
5	5-6 minutes	1. Violent Landlady lady 2. Beggar's gratitude	2
6	6-7 minutes	1. What value does gratitude have for you? 2. The little girl who cannot be knocked down	2

The following is an analysis of the duration of three typical Thai public service advertising cases:

(1) The duration of the advertising for "The Beggar's Gratitude" is 5 minutes and 29 seconds, with a playback volume of 174000 on Bilibili. The theme is kindness and gratitude, looking at people from multiple dimensions.

At the beginning of the video, there is often a beggar lying at the entrance of a shop. The shop owner hates this beggar and often scolds him. His daughter and neighbors are puzzled and criticize his behavior. One day, the shop owner woke up in the morning and found a beggar urinating outside the shop door, beating him away. The daughter asked her father, but the beggar did not provoke him. The shop owner was lost in deep thought.

Starting from 1 minute and 45 seconds, the shop owner opened the door every day but was surprised not to see the beggar for three consecutive days. The neighbor shop owner told him that the beggar had already left. He didn't feel good, he thought of the camera in the store. In the surveillance footage of the camera, he saw himself punching and kicking beggars. One night, a beggar was picking up trash at the

entrance of the store, stopping those who wanted to spray advertising in front of the store. I also saw the daughter's kindness in delivering food to beggars. The shop owner also discovered from the surveillance footage that he had wrongly blamed the beggar. He thought the strange smell was that the beggar was urinating outside the shop, but the truth was that someone was urinating outside the shop and the beggar beat him away. One night, two thieves were about to steal and pry into the store door when the beggar discovered them and came forward to stop them, only to be killed.

At the climax of the plot, starting from 4 minutes and 42 seconds, the shop owner who discovered the truth shed tears of regret. At the end of the advertising, the copy reads, "There is still a lot of truth that we see but don't see." The advertising not only conveys the values of kindness and gratitude, but also encourages people to view people or things comprehensively, reject prejudices, and get along with people more sincerely.

(2) The duration of the advertising for "A Little Effort" is 4 minutes and 27 seconds, with a playback volume of 96000 on Bilibili. The theme is to convey encouragement to children through a simple yet profound message of "making a little progress every day."

A son who is not very talented in football, the teacher evaluated him as "very determined", "not very good at foundation", and "can observe for a while more". My son was a bit discouraged, but my mother kept encouraging him, "You used to not know how to head a ball, but now you have improved," and "You improve a little every day". My son is very encouraged and whenever he has free time, he practices basketball. Finally, in an important game, my son finally scored a crucial point. The educational methods encouraged by mothers have contributed to the progress of children.

"Striving a little harder" is not only an encouragement for children, but also a transmission of educational concepts to society. For children, it is not just about blindly pursuing grades, but encouraging them to make progress and grow every day. This educational approach is beneficial for children to establish sound values and encourage them to develop their own abilities. Advertising convey a message of hard work and growth by depicting the protagonist and mother's perseverance and perseverance.

(3) The duration of the advertising for "The Gratitude of the Dog" is 2 minutes and 27 seconds, with a viewership of 59000 on Bilibili. The theme is a simple story of gratitude, advocating for "good deeds are rewarded with kindness, and charity is given generously".

The male protagonist fell in love at first sight with a beautiful girl while buying meatballs. At this moment, a little dog beside his feet gently patted him and looked at the meatballs in his hand with envy. He gave the meatballs to the little dog and then left. The little dog began its journey of gratitude. Wash the tires of the protagonist's car, help him occupy a parking space, and finally, help him connect with the girl he has a crush on. The slogan of advertising is "simple small investment, unexpected high return".

The advertising utilizes the 3B principle of advertising creativity (Beauty, Beast animal, Baby), and the series of gratitude behaviors of the puppy make netizens laugh and marvel at the high "reward" of a small kindness. The advertising also uses metaphorical techniques. Krung Thai Bank is like a grateful little dog, requiring only

small investments, such as the male protagonist's string of meatballs, and the profits are like a grateful little dog's gesture, pushing forward layer by layer until it helps the male protagonist meet his beloved girl again. Advertising expresses the demand for goodness to the audience and cleverly expresses the core idea of advertising.

In summary, the narrative technique of Thai public service advertising emphasizes a sense of camera and rhythm in storytelling, while also taking into account the transmission of themes, theories, and values, as well as the call for ideas, in order to achieve good communication effects. Therefore, there needs to be a certain duration requirement. If it is too short, it is impossible to unfold the story and emotional contagion in order to achieve the deep purpose of advertising. In Thai public service advertising, it is possible to establish emotional connections within a short period of time at the beginning and provide unexpected endings at the end, making the advertising highly infectious.

5) Exploration of the Role of Advertising Character Prototypes

Swiss psychologist Jung was the first to mention the concept of "prototype", which is the unconscious display of collective characters that have accumulated unconsciously in human history over a long period of time. L. Liu (2006) believes that the prototype characteristics of advertising images can be manifested as being consistent with the personality traits that consumers possess or pursue. Prototype experience is extracted from primitive experience and mythology, becoming a symbol and metaphor for certain types of literary works. Therefore, advertising, as a form of cultural presentation, also has prototypes. There are a large number of repeated images, especially character images, in advertising. These character images have certain similar characteristics and can be summarized as concise but categorized symbols. Prototypes play an important role in advertising, just as they do in ancient mythology. Jung mentioned that it is normal for people to admire the power of these prototypes because their inherent characteristics are attractive and persuasive. These materials from ancient times have provided the foundation to support modern advertising. And what promotes resonance between the audience and the viewpoints and attitudes in public service advertising is the connection between symbols and the subconscious plot of the audience.

Liu (2006) summarized 12 advertising prototypes through research, including: Enjoyer, Emotional Woman, Charming Woman, Hermit, Caregiver, Hero, Wise Man, Joker, Desperado, Mortal, Little Angel, and Female Warrior. Lingling Chen (2016) summarized the narrative prototypes of Thai film and television advertising, including parent prototypes, lover prototypes, beauty prototypes, and children prototypes.

The prototype characters play a communication role in the narrative of public service advertising. During the process of watching advertising, audiences often immerse themselves in the prototype of the advertising and resonate with it. Thai public service advertising carefully examines the audience's acceptance psychology, selects unique character prototypes in the story, explores moral, educational, conscience and other issues through the unique narrative and storytelling of the advertising, and realizes the connection between the concepts and prototypes that public service advertising wants to spread, making it easier for the audience to accept the information being disseminated. In analyzing typical Thai public service advertising, the prototypes mainly include the prototype of loving father and mother, the prototype of caregivers, and the prototype of innocent children.

The prototype of loving father and loving mother is often used in advertising around the world. In the prototype of China, from the ancient "Three Movements of Meng Mu" and "Inscription of Mother-in-law" to various modern stories about mothers, such as "cutting the liver to save the child", all reflect the greatness of maternal love. In the analysis of typical Thai public service Advertising, the prototype of fatherly and motherly Advertising accounts for 43%. Like the mother in "Work Hard", facing her son with mediocre football talent, she never gave up and always encouraged him to work harder. Encouraged by his mother, his son scored a crucial goal in a crucial match and won the game. In "A Bowl of Fried Rice with Eggs", the mother, from childhood to adulthood, diligently prepares every meal for her daughter. When her daughter recalls her mother's cooking, the audience in front of the screen also feels grateful for her mother's selfless contribution to her children. The mother in "Pineapple Popsicles" and "Dreams Triggered by Bean Sprouts", although not highly educated, can lead by example and educate her children through small things in life. The father in "Children Don't Need the Best Dad", although deaf and mute, tries his best to take care of his daughter and finally gains her understanding.

The mothers and fathers in these prototype advertising have different professions, educational levels, and ways of loving their children. But they can infect children with ordinary, delicate, and great love, and also give the audience a deep sense of maternal love. As the plot progresses in the advertising, emotions burst out at the end of the advertising, and the advertising successfully completes the dissemination of ideas.

The caregiver prototype accounts for 30% of the typical Thai public service advertising analyzed. The caregiver prototype in the West is best exemplified by Hector in the Iliad and is widely recognized as a good man. Hector took on the task of defending his country in times of crisis, taking care of his family, being brave and strategic, and ultimately died in battle. Like the image of emperors in ancient Chinese mythology, many are also images of caregivers. As Emperor Yan Shennong taught people to sow seeds in order to obtain food and livelihood.

The image of a caregiver represents loyalty and reassurance, often neglecting oneself and helping others as much as possible, making it highly infectious. As the noodle stall owner of "Giving is the Best Way to Communicate", facing the weak, he is not stingy with help and has been like a day for thirty years. When he suddenly fell ill and had no money to treat it, the little boy he helped years ago happened to be his attending doctor who paid for his medical expenses. The ordinary commoner in "The Unknown Hero" often spends most of his money on supporting girls who have dropped out of school, helping street vendors push carts, giving bananas to elderly women who live alone, and giving his chicken legs to stray dogs despite his low income... Although they are ordinary, they are very trustworthy and secure.

Children are the future of a country, innocent and lovely, full of curiosity and imagination about the world, but they are also objects that need protection. Therefore, in public service advertising, children generally appear together with their parents. The innocence, liveliness, innocence, and agility of children deeply moved the audience.

In a Thai public service advertising, the little girl in "My Dad is a Scammer" uses a speech to tell herself that her dad "deceived" her by saying she is not hungry, has a stable job, and has enough money. All of this was discovered by her well

behaved, careful, and considerate daughter. The little girl shows an extremely keen insight into family relationships, and the audience is often moved by this innocence and experiential power.

In the public service advertising "Environmental Challenge", the girl "asked" her father and store staff, "Have we finished eating food?" The father and store staff racked their brains to find ways to make full use of food and tableware, and also raised the same question to the audience. Girls play the role of reminders, reminding adults to pay attention to morality and responsibility, and thus rethink their behavior.

The role played by children is in stark contrast to that of adults, and children have become a driving force for audience thinking in these advertising.

The prototypes of Chinese female warriors include Mulan and Mu Guiying. Mulan concealed her identity and joined the army on behalf of her father, completing the mission of killing enemies. 12 years later, after the victory, the emperor wanted Mulan to become an official, but she politely refused. She wanted to go home and show filial piety to her parents. The brave and filial Mulan has become the image of a female warrior and heroine in people's hearts. In history, the female general Mu Guiying, along with the Yang family general, killed enemies on the battlefield and achieved numerous military achievements.

The public service advertising "The Unbreakable Little Girl" is adapted from the real experience of Thai MMA champion Rika Ishige. During her high school years, Rika Ishige suffered from campus violence by her classmates and chose to participate in a comprehensive combat competition to become stronger. In the competition, fight against one's tall and powerful men and achieve victory. Rika Ishige is not only an exploration of physical strength, but also a defense of self dignity and value, as well as a manifestation of resistance against campus violence and gender bias.

The above four types are common prototypes in Thai public service advertising, and others such as heroes, wise men, and perfect women also appear in Advertising.

Table 14 Statistical Table of Prototype Applications of Typical Public Service Advertising in Thailand
(Source: Created by the Author)

NO.	Advertising Title	Advertising Prototype
1	Make a little effort	Compassionate father and mother type
2	A bowl of egg Fried Rice	Compassionate father and mother type
3	Pineapple Popsicle	Compassionate father and mother type
4	Dreams triggered by bean sprouts	Compassionate father and mother type
5	Son, how long will you stay when you come back this time?	Compassionate father and mother type
6	Children don't need the best dad	Compassionate father and mother type
7	Giving is the best way of communication	Caregivers
8	Unknown hero	Caregivers
9	If you give me one billion and make me give up on you	Caregivers

NO.	Advertising Title	Advertising Prototype
10	Autistic child	Caregivers
11	Environmental challenges	Innocent children
12	My dad is a scammer	Innocent children
13	An indestructible little girl	Female warrior
14	What value does gratitude have for you?	Female warrior

In the narrative of Advertising, the use of prototypes can enable the audience to achieve a fusion of visual sensory experience and prototype intention while watching the advertising, playing an emotional resonance role, making it easier for the audience to identify and accept the viewpoints conveyed by public service Advertising.

6) Metaphors

The nature of metaphor is the way of thinking that uses one idea to understand another idea (Lakoff and Johnson, 1980). Metaphor is a language expression strategy that conveys or deepens a certain meaning or idea by connecting one thing or concept (source domain) with another unrelated thing or concept (target domain). Metaphor involves the redistribution of signifier and signified. In public service advertising, the use of metaphors has brought about significant changes in the audience's lifestyle and understanding, enhancing the effectiveness of advertising information dissemination. Using semiotic principles to target the audience's psychology and provide specific indicative meanings to symbols, making advertising more persuasive. The audience can satisfy their psychological needs by receiving the symbolic meaning behind the symbols of things.

Metaphors not only help deepen the theme of advertising, but also reveal the cultural significance behind them. For example, in the advertising "Strive a Little", the difficulties encountered during football training metaphorically represent the difficulties in life, while the encouragement from the mother metaphorically represents the encouragement and support from society or others. This highlights a social value of maintaining a persistent attitude in the face of difficulties, while also requiring external support.

In the advertising "Dreams Triggered by Bean Sprouts", the growth of bean sprouts symbolizes personal development and efforts in life, while dreams symbolize personal goals and directions for the future. This advertising demonstrates cultural value, that is, through unremitting effort and struggle, one can achieve their dreams. In the advertising "Gratitude Dog", the dog symbolizes kindness, loyalty, and gratitude, while gratitude represents a return on kindness, reflecting a social and cultural concept of understanding gratitude and giving back.

Through these examples, it can be seen that metaphors not only enrich the expression of advertising, but also reveal the deep social and cultural meanings behind advertising.

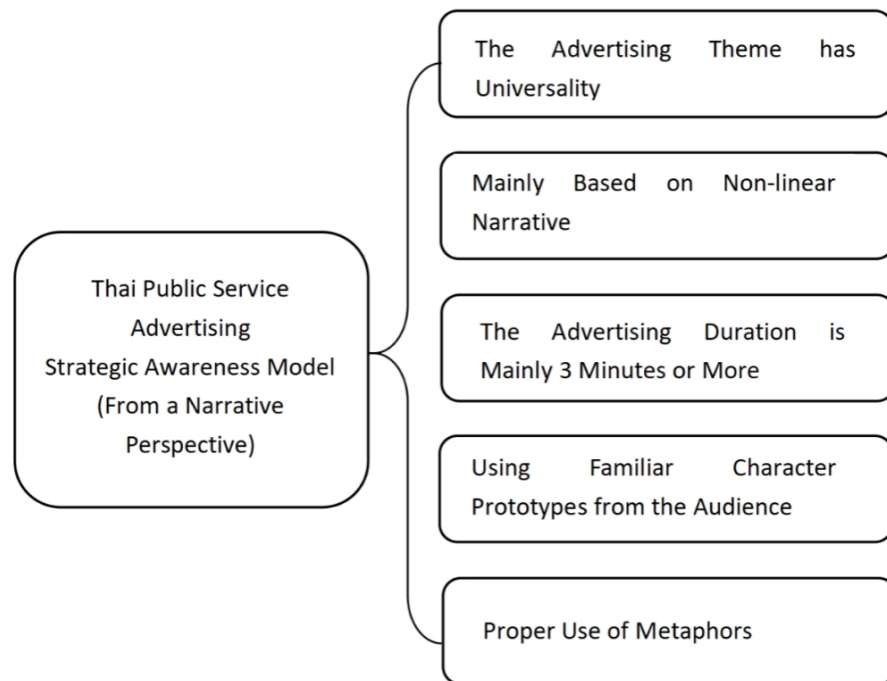


Figure 33 Thai Public Service Advertising Strategy Awareness Model (Narrative Perspective)
(Source: Created by the Author)

4.1.3 Interpretation of Thai Public Service Advertising from a Semiotic Perspective

Advertising semiotics mainly studies the composition, function, dissemination, and response of advertising symbols. In semiotics, symbols are divided into signifier, signified, and signified. The signifier refers to the form of symbols, such as images, sounds, words, etc. The signified refers to the object represented by the signifier. Meaning refers to the emotions, attitudes towards life, social significance, etc. represented by the signifier, and the product of this behavior is the symbol (Siqu Li, 2004). Semiotics studies the symbol systems in texts and the laws that arise from the discovery of these systems (Wu, 2003). The thesis mainly analyzes the symbol application of Thai public service advertising from visual symbols, auditory symbols, and textual symbols.

Table 15 Classification of Typical Public Service Advertising Symbols in Thailand
(Source: Created by the Author)

Visual Symbols	1. Character symbols: landlady, teacher, student, vendor, mother, children, coach, transgender person 2. Scene symbols: life scenes, educational scenes, sports scenes, digital/technological scenes
Auditory Symbols	Monologues, dialogues, voiceovers, sound effects
Text Symbols	Advertising slogan, advertising subtitles

1) Distinctive Visual Symbols

(1) Scene Symbols with Local Characteristics

Scene symbols are a type of visual symbol that serves as an important background for storytelling. In a certain social and cultural context, a specific scene is given a specific meaning, and this "scene" becomes a "symbol" (L. Wu, 2019).

In the in-depth interview, interviewee A03 mentioned that "Thai public service advertising is easy to understand, even if you don't understand Thai, you can understand the content of the advertising through scenes and nonverbal symbols". This highlights that in Thai public service advertising, the selection and application of symbols can enhance the overall communication effect of the advertising. In Thai public service advertising, scene symbols often choose life scenes or natural scenes, which are closely related to daily life and have specific social significance, providing a social background for advertising narration. This scene can be divided into several categories, including life scenes, educational scenes, sports scenes, and digital/technological scenes.

Firstly, life scenes are the foundation of Thai society. For example, the scene symbols displayed in "Pineapple Popsicles" include poor family environments, noisy markets, snack stalls, traditional cross legged dining tables, etc., which not only reflect daily life but also reflect the basic composition and cultural characteristics of Thai society. As mentioned by interviewee C03, Thai public service advertising scenes usually choose places with Thai characteristics. Moreover, these scenes showcase the attitudes of Thai society towards poverty, family, and life wisdom by showcasing the economic situation and lifestyle of families. Advertising conveys to the audience that even with limited living conditions, success can still be achieved through hard work and hard work. The scene symbols here reveal the importance and emotions that Thai society places on effort and wisdom, family and maternal love (Buriyameathagul, 2013).

Secondly, educational scenes include schools and classrooms, while sports scenes include football fields, playgrounds, etc., which also carry important symbolic meanings. The scenes such as school, football field, and home in "A Little Effort" not only serve as crucial stages for the growth of young boys, but also imply that education and sports are the key to their growth. These scenes are not only physical environments, but also symbols of children's learning, growth, and realizing their dreams. Through these scenes, the important value of hard work, hard work, and family support in personal growth in Thai culture is conveyed (Deveney, 2005).

Once again, social media and violent scenes, as shown in the advertising "Violent Landlady", remind people of the influence of public opinion and the importance of information authenticity in the information society. These scenes also reflect Thai society's reflection on the information age and contemplation on online morality (Guzzetti, 2015).

The scenes of Thai public service advertising are realistic, natural, and down-to-earth, making people convinced. In the in-depth interview, interviewee D01 also mentioned, "Due to Thailand's economic strength, there won't be too much budget to produce advertising, but the most authentic side will be presented in the advertising, such as the scenes of the lower level personnel in 'Unknown Heroes'".

(2) Civilized Character Symbols

In the visual symbols of public service advertising, characters are the main constituent factor, which is conducive to the narrative presentation and emotional expression of the advertising (Dessart, 2018). They not only promote the development of advertising narratives, but also strengthen the dissemination of emotions.

The character symbols in Thai public service advertising are not only superficial social roles, but also represent the social groups, cultural concepts, and social values of a certain class (see Table 16). Character symbols include commoners, ordinary people, identities such as street vendors, shop owners, mothers, children, teachers, and some vulnerable groups such as beggars, poor people, and impoverished students. By focusing on these vulnerable groups through the lens, they can evoke sympathy and support from the public. The selection of character symbols in Thai public service advertising is an important reason for their success. In an in-depth interview, interviewee A01 mentioned that "the selection of civilian characters in Thai public service advertising, natural performances by non professional actors, allows audiences to emotionally resonate after watching." There are also special character symbols, such as transgender individuals and children with autism. The advertising "If I Were a Girl" tells the story of the protagonist (Tiffany, the runner up of the 2017 Transgender Beauty pageant) who has been pursuing beauty since childhood. When she reached university, she finally achieved her dream and became a transgender. The advertising reflects the real social reality. During the process of the protagonist becoming a transgender person, he encounters misunderstandings from his family. In the end, he finally receives his father's understanding and encouragement to fulfill his dream. The advertising "Autistic Children and Teachers" tells the story of a teacher helping an autistic child learn through love, patience, and learning. This type of advertising provides social care for special character symbols.

In the case, the teacher, as a character symbol, not only represents the teacher community, but also signifies Thailand's respect for knowledge and morality. These advertising showcase the role of teachers both inside and outside the classroom, not only imparting knowledge, but also guiding students to learn how to be a good person, reflecting the multiple symbolic meanings of teachers. For example, in the public service advertising "Death is not the End, but Another Continuation", the role of a teacher goes beyond traditional teacher responsibilities and becomes a guide for students' emotions and morals. This expression not only expresses the love of teachers for their selfless dedication to students, but also reflects the expectations and respect of the entire Thai nation towards teachers. In addition, the scene of the Teacher Worship Festival further strengthens the cultural and social significance of teacher character symbols, and students kneel and bow to teachers, reflecting Thailand's tradition of respecting teachers and valuing education (Bunwirat & Crocco, 2019).

Table 16 Symbol Analysis Table for Typical Cases of Thai Public Service Advertising
(Source: Created by the Author)

Advertising Cases	Character Symbols	Advertising Content Display	Cultural Symbols
Violent Landlady	Landlady	A reversal plot where the surface is fierce but actually kind.	Thailand's culture of compassion and helping others.

Advertising Cases	Character Symbols	Advertising Content Display	Cultural Symbols
If Give Me One Billion to Give Up You	Principal	Resist the temptation of wealth and persist in running schools.	Thailand values education and the selfless dedication of educators.
Pineapple Popsicles and Dreams Triggered by Bean Sprouts	Mother	Strive for self-improvement in adversity and have a positive impact on children.	Emphasize the values of family education.
Unknown Heroes	Worker	Be kind and generous, even if the economy is not prosperous, willing to help others.	The benevolence and generosity in Buddhist culture.

Table 17 Dialogue of Characters in Thai Public Service Advertising "Make a Little Effort"

(Source: Created by the Author)

Character	Character Dialogue	Scene
Mom	Coach, how did M perform?	Football Stadium Reception Hall
Coach	M?Oh, he showed great determination.	
	But his foundation is not very good.	
	His heading technique is basically zero.	
	Let's observe more days, shall we?	
	Sorry.	
Mom	I talked to your coach today.	Of one's own unit
	He said you have been working hard all along.	
	Before that, you wouldn't even know how to use your head to head the ball?	
	But you can do it now and then.	
	Try a little harder	
	Just a little touch is enough.	
Mom	Does it hurt?	Football field
Son	I can't catch up with others.	Football field
Mom	It's okay	Football field
	Just strive to surpass the person right in front of you.	
	Just a little bit is enough.	

Table 18 Thai Public Service Advertising "Dreams Triggered by Bean Sprouts"

Character Dialogue

(Source: Created by the Author)

Characters	Character Dialogue	Scene
Mom	Ju, what are you looking at?	Market
Daughter	Mom, why are bean sprout sellers so good?	
Mom	Because there is only one stall selling bean sprouts?	
Daughter	Can we plant and sell it?	

Characters	Character Dialogue	Scene
Mom	Well, let's give it a try.	Of one's own unit
Mom	I hope you grow tall like bean sprouts.	
Mom	It's okay, let's try again.	
Daughter	Will we succeed this time?	
Mom	Let's give it a try	
Daughter	Mom, what's wrong with you? Why are you crying?	
Mom	What? I didn't cry?	
Mom	Are you ready?	
	Will it succeed? Mom?	
Daughter	Let's give it a try.	
Mom	Should we try planting something else?	
Daughter	Let's give it a try.	

Table 19 Character Dialogue of Thai Public Service Advertising A Bowl of Egg Fried Rice

(Source: Created by the Author)

Character	Character Dialogue	Scene
Snack stall owner	Child, come here. Do you want something to eat?	Food Stand
Girl	I don't have any money on me.	
Snack Stall Owner	Sit down, I'll get you something to eat.	
Girl	Why are you so good to me?	
Snack Stall Owner	I didn't, really. It's just a plate of Fried Rice. I tell you something, there is someone who is even better to you than me. Although she may be very nagging towards you. Not taking good care of oneself. Very picky again. We disagree with everything she does. Here, Fried Rice with fried eggs, no onions.	
Girl	How do you know my taste.	
Snack Stall Owner	The person who told me they like you is also the one who desperately wants you to go home. Can you give your mother a call?	

2) Analysis of Auditory Symbols in Thai Public Service Advertising

Sound is also a way of disseminating information, playing a promoting role in expressing emotions and promoting plot development. In advertising, auditory symbols play an important role. The auditory symbols in film and television advertising refer to all the sound elements that can be heard in the advertising (Pirhonen & McAllister, 2006), which have a wide range, including monologue, dialogue, narration, sound effects, background music, etc. Tavassoli and Lee (2003) argue that "the addition of auditory elements can complement visual factors and work together with the sensory system to promote the expression of plot." Auditory and visual symbols construct the narrative structure of advertising, which strengthens the ideas and emotions expressed in advertising. Auditory symbols can compensate for the shortcomings of film and television images, ensure the completeness of the narrative, enhance the content of advertising stories and promote the development of

the plot (Liao, 2010). As stated by Shengmei Li (2007), whether it is monologues, dialogues, or background music, they are indispensable tools in film and television. They can convey the ideas of characters, save production costs, and accurately disseminate information.

(1) The Role of Dialogue in Shaping Characters

Dialogue is the conversation between two or more actors (Fedotova, 2023) speaking at an advertising scene. In the advertising "If I Give Up You One Billion", a combination of the female principal's self-narration and dialogue from other characters showcases a student-centered and resilient teacher image. The auditory symbols here emphasize educators' dedication to education and reflect Thai society's respect towards educators.

The primary function of dialogue is to express the characters' thoughts, emotions, and personality traits in advertising, thereby promoting the development of the story plot. For example, the advertising "Dreams Triggered by Bean Sprouts" showcases a girl's encouragement and support from her mother through auditory symbols in dialogue, thus striving to achieve her dreams. Similarly, in the advertising "Strive a Little", the character dialogue also showcases the little boy's mother not giving up, encouraging him to "improve a little bit every day". With his mother's encouragement, the boy was greatly encouraged and persisted in training, ultimately achieving good results (see Table 20).

Table 20 Dialogue of Characters in Thai Public Service advertising "Make a Little Effort"

(Source: Created by the Author)

Character	Character Dialogue	Scene
Mom	Coach, how did M perform?	Football Stadium Reception Hall
Coach	M? Oh, he showed great determination.	
	But his foundation is not very good.	
	His heading technique is basically zero.	
	Let's observe more days, shall we?	
	Sorry.	
Mom	I talked to your coach today.	Home
	He said you have been working hard all along.	
	Before that, you wouldn't even know how to use your head to head the ball.	
	But you can do it now and then.	
	Try a little harder.	
	Just a little touch is enough.	
Mom	Does it hurt?	Football field
Son	I can't catch up with others.	Football field
Mom	It's okay	Football field
	Just strive to surpass the person right in front of you.	
	Just a little bit is enough.	

(2) The Expressive Role of Monologue in Advertising

Inner monologue refers to an actor expressing their inner thoughts through self-expression. In Advertising, monologues are often integrated with the visuals. For example, in the advertising "Work Hard", the mother's inner monologue not only provides the audience with background information about the protagonist's son practicing ball, understands the mother's thoughts, saves narrative time, but also shows us the image of a mother who pays for the child and cares about his growth, promotes the development of the story plot, and shapes the character image of a persistent mother and a son who strives for progress.

Table 21 Inner Monologues of Characters in Thai Public Service Advertising "Strive a Little"

(Source: Created by the Author)

Characters	Inner Monologue	Scene
Mom	Am I the worst mom in history?	Football field
	Am I telling him a lie?	Of one's own unit
	Am I harming him?	Football field
	I may not be the best mother	
	Because I don't want my child to always get first place	
	I just hope he can surpass me every day	
	Just a little by myself	

(3) The Role of Narration in Advertising Narrative

Voiceover adds richness and depth to the narrative of advertising. As a frequently used narrative technique in public service advertising, it often manifests as a first person "self narration" or a third person narration of a story or event (Shengmei Li, 2007), adding emotion and depth to advertising. Moreover, the addition of voiceovers gives people a visual sense of dialogue with the audience, achieving good communication between the advertising and the audience (Fan, 2018).

The advertising for "Unknown Heroes" uses auditory symbols to highlight the theme of the advertising, which is to believe in kindness, through narration. The narration not only conveys profound life philosophy, but also emphasizes the different pursuits of material and spiritual pursuits, resonating with the audience and the advertising (see Table 22).

Table 22 Voiceover for the Public Service Advertising "Unknown Hero"

(Source: Created by the Author)

Lens	Voiceover
The protagonist quietly leaves after delivering bananas to the elderly lady who lives alone, and the old lady opens the door.	What will he gain if he does it every day.
The protagonist eats, feeds chickens, worships Buddha, and waters flowers at home.	He didn't gain anything, didn't become wealthier, didn't appear on TV, and still remained nameless.

Lens	Voiceover
The flowers on the street, with his help, bloomed new flowers. He helped the street vendor push the cart and helped him wear a hat.	It hasn't become more famous either.
The protagonist was moved to tears when he saw the sponsored little girl successfully enrolling in school	Because what he gains is emotions.
The protagonist smiled on his face after giving the puppy chicken legs.	Seeing happiness.
The protagonist is eating bananas at home.	Can understand.
The old lady who gave bananas to the protagonist took the initiative to hug him.	Get love.
The master princess moved the smiling faces of the elder sister who gave up her seat and the beggar who received his support.	Get things that money cannot buy.
Flowers watered with water bloom into beautiful flowers; The begging daughter teaches her mother knowledge.	Get a more beautiful world.
Butterflies perched on flowers; Beautiful sunset scenery.	What is your greatest pursuit in life.
The logo of Thai life insurance	Believe in doing good deeds.

(4) The Role of Sound Effects in Character Development

Sound effects can render the atmosphere of the camera and enhance realism. For example, in the advertising "A Bowl of Egg Fried Rice", the sound effects and symbols of Fried Rice, the owner of the snack stand, make hungry girls feel warm at home. In the advertising "Violent Landlady", various auditory symbols such as dog barking, braking, and falling scales add a tense atmosphere to the advertising. The use of sound makes the advertising more realistic, promotes the development of the plot, and allows the audience to better empathize with the boss, understand her inner goodness and the virtue of helping others, and promote the audience to re understand this character (see Table 23).

Table 23 Sound Effects of Public Service Advertising "Violent Landlady"
(Source: Created by the Author)

Lens	Sound Object	Sound Effects
Car driving into the camera (from afar)	Car audio system	Whoosh
Boss and subordinates (close-up)	Automobile	brake
Boss getting off the car (close shot)	Automobile	Bang
Dogs in the Market (Panorama)	Dog	Wang
The sound of a vendor opening coconuts (close shot)	Knife open coconut	Pup

Lens	Sound Object	Sound Effects
The sound of the boss lady throwing the scale (far view)	The scale fell to the ground	Pa Pa
The sound of netizens typing (close shot)	keyboard	Pi Li Pa La

In public service advertising, the use of auditory symbols can enhance the dissemination of information, attract audience attention, and resonate with the audience. Moreover, auditory symbols can complement visual symbols, enhancing the infectivity and attractiveness of advertising information.

3) Life Oriented Textual Symbols

In the field of semiotics, writing is an important symbol. Although text appears relatively infrequently in advertising, it is an important component of visual symbols in advertising. Moreover, as mentioned by interviewee C03 in the in-depth interview, the textual symbols used in Thai public service advertising are easy to understand and can be understood by the general public. As in the text symbol in "Dreams Triggered by Bean Sprouts", after repeated challenges and failures, the mother still says "let's try" to her child. At the end of the advertising, the theme or slogan of the advertising is displayed: "Mother's encouragement makes children full of confidence". Introduce sincere and encouraging suggestions through everyday and plain language.

Thai public service advertising slogans are usually displayed at the end, accompanied by the logo of the company or brand, playing a role in elevating the theme. It is not only a brief expression of brand information, but also a reflection of brand culture (Liu, 2015). Public service advertising mainly spreads to the audience through audio-visual language and creates emotional resonance, thereby accepting the concept of public service advertising dissemination and even changing one's attitude and behavior. Among them, written symbols are an important component of audio-visual language and have a more persuasive effect (Yu, 2003). In the advertising comments, netizens' comments showcase the changes in their cognition and attitude towards Thai public service advertising (see Table 24).

Table 24 Text Symbol Analysis Table for Typical Cases of Thai Public Service Advertising
(Source: Created by the Author)

Advertising Name	Text symbols	Displayed Information	Display of Comments from Netizens
A Bowl of Egg Fried Rice	Remember to take care of every bite of your food	The daughter recalls her mother's love for herself, reflecting the greatness of maternal love.	"We always feel grateful to the person who gave us a bowl of rice, but we are overly harsh on the person who has been in charge of our food for over a decade."
Unknown Heroes	Believe in doing good deeds	The protagonist silently does good deeds, reflecting his self-worth.	"Giving is happier than receiving."

Advertising Name	Text symbols	Displayed Information	Display of Comments from Netizens
Violent Landlady	Don't judge others solely based on the side of the story you see, create a better society with an open heart.	Advocate people to understand the whole picture of things and approach things with a more inclusive heart.	"I won't comment on the whole picture of an unknown matter, but the most difficult thing is to know if what I know is the whole picture, so don't easily judge others."
"Make a little effort"	Defeat yourself and make a little progress every day	Advocate a positive and upward attitude towards life.	"Effort always pays off!"
Dream triggered by bean sprouts	Family education stimulates the infinite potential of learning	Emphasize the importance of parents teaching by example.	"Mother's encouragement makes children full of confidence!"

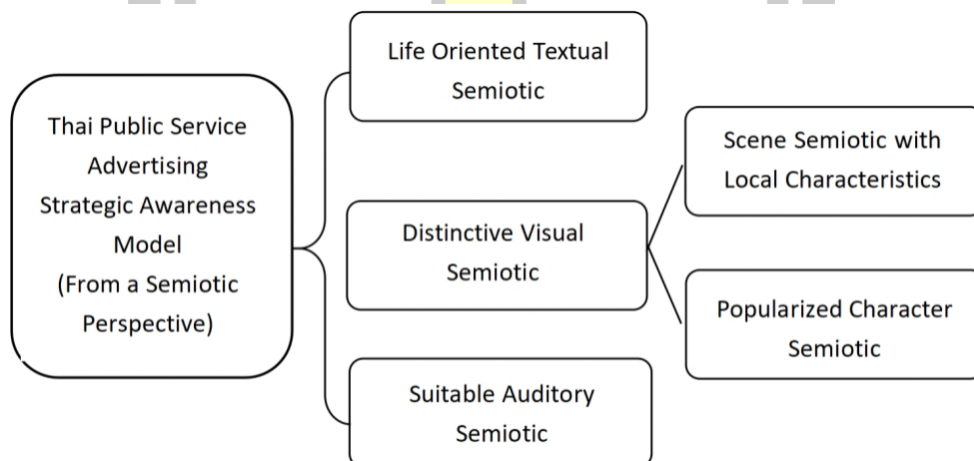


Figure 34 Thailand Public Service Advertising Strategy Awareness Model (Semiotic Perspective)
(Source: Created by the Author)

4.1.4 Communication Strategy and Effect Analysis of Typical Cases of Thai Public Service Advertising

This section explores the dissemination subjects, content, and channels of Thai public service advertising through the 5W theory; And through data analysis, including audience response and interaction indicators, quantitatively study the effectiveness of public service advertising dissemination; Finally, through effectiveness analysis, evaluate the effectiveness of Thai public service advertising in promoting social awareness, attitudes, and behaviors, and demonstrate its role in increasing audience attention and understanding of social issues.

1) Analysis of Public Service Advertising Communication in Thailand from 5W Perspective

The 5W theory is the first systematic exposition of the communication process by American scholar Lasswell. In 1948, Lasswell mentioned in his paper "The Structure and Function of Communication in Society" that the process of communication is constructed using five key elements. Including: who, what was said, through what channels, to whom, and how effective the dissemination was. "Who" refers to the disseminator, the producer and disseminator in the dissemination process. "Say what" refers to the content being disseminated, which refers to meaningful information. "Which" refers to the channels through which it is disseminated, such as television media, online media, etc. "Who" refers to who spreads, that is, the audience. "What effect" refers to the effect of information dissemination through channels on the audience's cognition, attitude, and behavior. This effect refers to the measurement of the dissemination effect of a development activity (Guo, 2011).

(1) Analysis of Thai Public Service Advertising Dissemination Entities

There are many dissemination entities for public service advertising in Thailand, mainly produced and published by government agencies, various social organizations, and enterprises. Responsible for conceptualizing, producing, and publishing, conveying socially meaningful and responsible values. Various media are important participants in the dissemination of Thai public service advertising. Secondly, there are enterprises, including insurance companies, banks, communication companies, retail companies, food companies, etc. In the typical Thai public service advertising collected by the author, the dissemination subjects include Thai Life Insurance, 7-11, AIS Communication, CP Food, Thai Bank, Nestle Food, etc.

Although businesses prioritize commercial interests, with the development of society and changes in audience aesthetic psychology, they also have a longer-term vision. CSR (Corporate Social Responsibility) is often mentioned in management studies (Lindgreen & Swaen, 2010), which is clearly reflected in Thai public service advertising. Many companies in Thailand also take on social responsibility, incorporating public welfare concepts such as morality, helping others, and gratitude into their advertising, and using innovative forms of expression for "soft" promotion. For enterprises, short-term economic benefits are certainly important. However, in the long run, the promotion of public service advertising can enhance the influence of enterprises. For example, Thai Life Insurance Company showcases the company's sense of responsibility and enhances its reputation by creating public service advertising such as "Unknown Hero", "Garbage Man", and "Street Concert".

In the in-depth interview, interviewee D02 mentioned that the main companies in Thailand's public service advertising dissemination are mainly local Thai enterprises. The reason is that local brands have a better understanding of Thailand's local culture and values, making it easier to spread information to audiences. In Thailand, public service advertising producers will consider the different levels of cultural knowledge among the public, mainly focusing on ordinary people as the protagonists, and using storytelling to incorporate the concepts to be disseminated, making the advertising easy to understand. Moreover, compared to simple live

broadcasts of commercial advertising, the public also prefers the form of public service advertising.

(2) Analysis of Thai Public Service Advertising Dissemination Content

The advertising creation environment in Thailand is relatively relaxed, and the advertising culture atmosphere is healthy. In addition to Thailand's traditional local culture, it also incorporates foreign cultures. Thai public service advertising has a rich variety of creative themes, with dissemination themes mainly including morality, education, security, online violence, and other topics. It covers topics ranging from social hot topics of concern to personal efforts and inspirations. These themes reflect the concerns of the country, society, and the public, and are presented in creative forms to attract the attention of the audience.

Table 25 Statistical Table of Thai Public Service Advertising Themes
(Source: Created by the Author)

NO.	Advertising Name	Advertisers	Advertising Theme
1	Violent Landlady lady	7-11	Network Ethics
2	Beggar's gratitude	Vizer Camera	Gratitude
3	Make a little effort	Nestle Coffee	Home Education
4	Giving is the best way of communication	True Communication	Moral
5	Unknown hero	Life Insurance	Moral
6	A bowl of egg Fried Rice	CP Food	Home Education
7	Pineapple Popsicle	AIS Communication	Home Education
8	If you give me one billion and make me give up on you	7-11 Supermarket	School Education
9	Gratitude dog	Taijing Bank	Gratitude
10	Dreams triggered by bean sprouts	IS Communication	Education
11	Environmental challenges	Bar. B. Q Plaza	Environmentprotection
12	My dad is a scammer	Metropolitan Life Insurance	Family Affection
13	An indestructible little girl	Kleenex Tissue	Inspirational
14	My blind teacher	7-11	Education
15	Death is not the end point, but another continuation	7-11	Education
16	Son, how long will you stay when you come back this time?	Five Star Roasted Chicken	Family Affection
17	If I were a girl	Sunsilk Shampoo	Gender identity and acceptance of gender diversity
18	What value does gratitude have for you?	CP Group	Family Affection
19	Children don't need the best dad	Thai Insurance	Family Affection
20	Autistic children and teachers	7-11	Education

Thai public service advertising often feature ordinary people as the main characters, using creative and narrative techniques to spread the message of public

service advertising through the design of content and plot. The advertising "If I Were to Give Up You One Billion" uses a narrative style of reverse narration, self narration, and recollection to tell the story of the principal, in order to ensure that poor students near the school can receive education, refusing the request of wealthy businessmen to purchase the school for a large sum of money, buying clothes for students affected by the disaster at home, providing free tutoring, and continuing until retirement. The advertising "The Beggar's Gratitude" uses a suspenseful and reverse narrative to convey the concept of gratitude and gratitude to the audience.

In the content of Thai public service advertising, there are many emotional communication themes, focusing on the emotions of the public, such as family, friendship, love and other micro emotions, such as maternal love. Starting from the details of personal life, it directly touches the hearts of the audience and causes emotional resonance. For example, the public service advertising "A Bowl of Egg Fried Rice" produced by CP Food in Thailand tells about a girl who quarrels with her mother and runs away from home. When she was hungry, she came to a Fried Rice stall. As she was about to leave, the stall owner stopped her and cooked an egg Fried Rice for her. After listening to the stall owner, I realized that when she left home, her mother took her photo, looked for her everywhere, and begged the stall owner to make an egg Fried Rice for her if she saw a girl. The girl listened to the vendor's words and remembered the countless meals her mother had cooked for her from childhood to adulthood, tears streaming down her face. The audience in front of the screen, upon seeing the advertising, will also remember their mother's love for them, deeply touched. Although the advertising story only lasts for 3 minutes, it can reflect the profound maternal love from the subtle aspects.

Thai public service advertising also pay great attention to family education content and are good at obtaining the educational value of parents' words and deeds in family education. In the public service advertising "Pineapple Popsicles" produced by AIS Communications in Thailand, mothers who have not received school education teach their children how to handle pineapples hand in hand. As there was no extra money at home to buy popsicles, my mother thought of using pineapple to put in ice cubes and make popsicles. The child thought of selling pineapple popsicles, but encountered difficulties. Her mother encouraged her to learn how to sell goods and learn problem-solving skills.

For example, in the public service advertising "Dreams Triggered by Bean Sprouts" produced by AIS Communication, mothers and children work together to find materials, tools, and explore the knowledge of bean sprout cultivation. Although they experience failures along the way, the mother is full of encouragement to "let's try" and always motivates her daughter. In the end, they successfully plant bean sprouts. As the slogan goes, "Family education stimulates children's infinite potential," Thai public service advertising use positive and emotional methods to inspire the general public.

Thai public service advertising are also adept at tapping into the virtues of ordinary people helping others, such as the Thai life insurance advertising "Unknown Hero", where the male protagonist silently and as much as possible helps those in need around him, although he has not become famous or wealthy as a result. But they gained deep emotional connections and psychological happiness.

Thai public service advertising often starts from the perspective of ordinary people, conveying the advertising concept through the interpretation of ordinary people, and reaching the hearts of the audience directly. Not only does it focus on the charitable acts of ordinary people helping others, but it also pays attention to the excellent qualities of those at the bottom of society.

For example, in the advertising "The Beggar's Gratitude", the shopkeeper's daughter kindly provides food to the beggar. Although the beggar's appearance is not pleasing, he silently guards the shop in an unnoticed corner and helps the shop owner solve problems. This advertising conveys to the audience that one should not only evaluate a person based on their appearance, but also pay attention to their inner qualities and moral cultivation.

(3) Analysis of Public Service Advertising Communication Channels in Thailand

The dissemination of public service advertising usually involves a variety of media, including traditional television, radio, newspaper media, as well as modern online platforms and social media. These media and channels have different characteristics, different audience groups, and diverse communication methods.

In the questionnaire survey conducted by the author, 47.9% of the respondents stated that they would watch Thai public service advertising through Bilibili, making it the top medium to long video platform. 62.4% of the respondents chose to watch it on Tiktok, which is currently the most popular short video platform in China. 47.9% of respondents choose Weibo, which is an important public opinion platform in China.

It can be seen that different platforms can attract different proportions of audience to watch Thai public service advertising, which inspires us to consider different communication channels when making public service advertising to cover a wider audience. Among medium to long video platforms, Bilibili consistently ranks first, indicating that it is a great platform for disseminating public service advertising with a high duration or storyline. 62.4% of the respondents chose to watch public service Advertising on Tiktok, which shows the appeal of short videos to the audience. Public service advertising producers can consider how to create advertising with strong impact or abundant emotion in a short time and a long time. As an important platform for public opinion in China, Weibo has also been chosen by 47.9% of respondents. It can be seen that Weibo can also serve as a platform for people to discuss public service advertising information and improve audience awareness of public welfare.



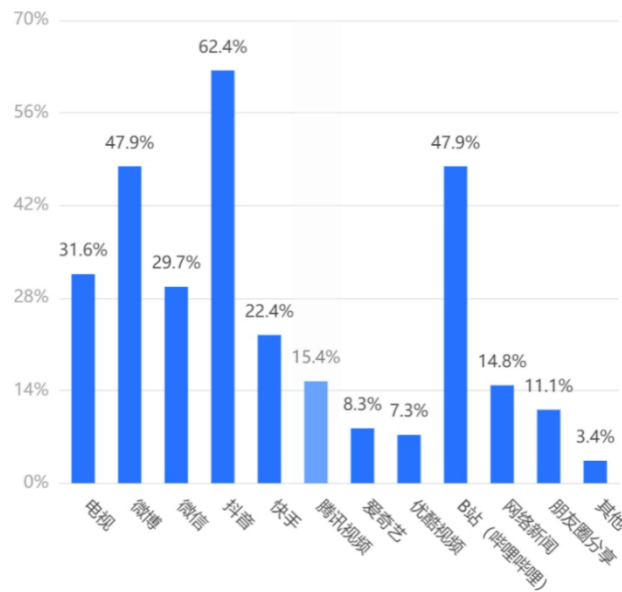


Figure 35 Questionnaire Title: "Do You Know the Channels of Thai Public Service Advertising" Image
(Source: Created by the Author)

The choice of communication channels is closely related to the effects they produce. Firstly, the choice of communication channels is closely related to the media preferences of the audience. For example, for the elderly population, television media remains an important choice, which is a medium they are familiar with and easily accept. For young people, public service advertising will use social media to spread to young audiences, and use online media to quickly, conveniently, directly, and interactively connect with young audiences. In an in-depth interview, interviewee D03 mentioned that most young Thai people do not watch TV now, mainly elderly people. There are two versions of public service advertising in Thailand. One is the TVC version, which is relatively short and will prompt on the TV screen. The complete version can be viewed on the brand's YouTube, so that the audience can pay attention to the brand's YouTube, increase the brand's attention on YouTube, and increase the exposure of public service advertising.

2) Data Analysis on the Effectiveness of Public Service Advertising in Thailand

Usually, after an advertising reaches the audience, it will generate a series of reactions. In communication studies, information dissemination will produce certain effects along a certain path, affecting the audience from three levels: cognition, emotion, and action. Obviously, after watching public service Advertising, the audience will take corresponding actions towards the emotional reactions triggered by the advertising content, which may include liking behavior, commenting behavior, and forwarding (dissemination) behavior. From this perspective, Thai public service advertising has achieved a certain effect in triggering audience discussions. This study further decomposed the action effect into several indicators: likes, comments, shares, etc. Through in-depth analysis of these indicators, we can determine the actual role of Thai public service advertising in triggering action effects.

In the in-depth interview, interviewee A01 mentioned that the dissemination effect of Thai public service advertising is very good. When teaching, sometimes I search online for materials related to Thai Advertising, videos, and TV public service Advertising. When I see many comments below, I envy them. Thai public service Advertising are very good, and I made such a good public service advertising. I have also used many Thai public service advertising as examples during class.

The use of narrative techniques in text can enhance the effectiveness of information dissemination. Through in-depth interviews, this study further explores how textual narrative techniques affect the dissemination of textual information. The views of the respondents are very similar, as they believe that the expression of the story in the text can convey potential consciousness such as emotions, attitudes, and values to the audience. For example, interviewee B02 said, "In terms of dissemination effectiveness, there is no doubt that both of us Chinese people are talking about Thai advertising, which country will achieve this. This has already exceeded national borders. Its original target audience is already willing to click on it. Regarding people, there must be many changes. Through storytelling, various values are slowly infiltrated into you. The effect is definitely very good."

After watching public service advertising, the audience will ask questions in the comment section or bullet comments, associate relevant news events or their own experiences, and interact with the dissemination subject and other audiences. Participate in production through collective participation and share (Zhai, 2018). The comment with the highest number of likes in the public service advertising "Violent Landlady" reads, "Spreading rumors without cost and unequal information acquisition is inevitable. Most netizens have enjoyed the benefits of the rapid development of the internet, but not everyone has a high level of self-cultivation and the ability to distinguish information sources." This comment has a total of 8485 likes and 103 replies. The response with the most likes was "information asymmetry. Many people feel like they are doing the right thing, but in fact, many things are intentionally taken astray and other information is erased to make everything unreasonable reasonable." It reached 417 likes. Moreover, a "hot review" will also be displayed in the upper left corner, which will attract more viewers to watch. By opening the barrage, you can see the barrage of the audience in any frame of the video. For example, at 3 minutes and 15 seconds, when the owner saw a video that misunderstood her, a barrage of "Thinking of Grandpa Sugar Water" appeared, with 19 likes.

(1) Sharing

Thai public service advertising are loved by audiences, and on video websites, netizens can share their favorite public service advertising through forwarding (see Table 26). Public service advertising have received a large number of reposts, indicating their high recognition and support from the audience. As shown in the table below, the first place received 6132 shares, while the second place also received 5664 shares. This indicates that the content of Thai public service advertising has touched the audience's emotions and promoted them to share these emotions and likes with more people. This kind of dissemination not only expands the influence of public service advertising, but also reflects the strong dissemination power of public service information on online platforms in the era of new media.

Table 26 Statistical Table of Bilibili User Forwarding Volume for Thai Public Service Advertising

(Source: Created by the Author)

NO.	Advertising Title	Forwarding Volume
1	If you give me one billion and make me give up on you	6132
2	My dad is a scammer	5664
3	A bowl of egg Fried Rice	3613
4	Violent Landlady lady	3499
5	My blind teacher	1863
6	Make a little effort	1690
7	An indestructible little girl	1567
8	Death is not the end point, but another continuation	1518
9	What value does gratitude have for you?	1206
10	Environmental challenges	1189
11	Unknown hero	1186
12	Dreams triggered by bean sprouts	795
13	Son, how long will you stay when you come back this time?	526
14	Gratitude dog	388
15	Pineapple Popsicle	380
16	If I were a girl	378
17	Children don't need the best dad	332
18	Giving is the best way of communication	196
19	Autistic children and teachers	159
20	Beggar's gratitude	20

(2) Discussion

Through the analysis of Bilibili video website data, it is shown that Thai public service advertising can trigger widespread discussion among audiences. The discussion includes the creative style, presentation format, and content of Thai public service advertising. The discussion is not limited to advertising itself, but also extends to the social issues and phenomena involved in advertising. For example, issues such as online violence and family education. This demonstrates the impact of Thai public service advertising. Advertising professionals have expressed that they can learn the characteristics of Thai public service advertising, such as storytelling, a narrative approach that emphasizes small stories, how to choose appropriate real stories to adapt into public service advertising, and how to express delicate emotions over a longer period of time. Non advertising professionals generally form an impression of Thai public service advertising as "touching" and "attractive".

(3) Like

Like is one of the most direct forms of audience feedback on advertising content, particularly common on social media and video websites. In the case of Thai public service advertising, receiving likes is also a sign of recognition for the advertising. According to the theory of use and satisfaction, the audience will actively

choose their favorite video content to meet their needs. Like is a symbol of their satisfaction with the advertising and also indicates that the advertising meets the audience's emotional needs, such as gaining inspiration and feeling empathy (Liu, 2004). Thai public service advertising will receive a large number of positive likes on video platforms for a long time, showing the audience's liking for them. According to social identity theory (Zuo, 2006), liking is also a way for the audience to express their identity. In public service advertising, the audience strengthens the relationship between the advertising content and the audience through liking, expresses their identification with the information in public service advertising, and promotes emotional resonance. The following is a statistical table of user likes for Bilibili public service advertising in Thailand:

Table 27 Thailand Public Service Advertising Bilibili User likes Statistics Table
(Source: Created by the Author)

NO.	Advertising Title	Like Count
1	Environmental challenges	71000
2	Violent Landlady lady	49000
3	Unknown hero	47000
4	If you give me one billion and make me give up on you	14000
5	My dad is a scammer	11000
6	Giving is the best way of communication	9796
7	A bowl of egg Fried Rice	7774
8	An indestructible little girl	6238
9	My blind teacher	5826
10	Beggar's gratitude	5692
11	Pineapple Popsicle	3153
12	Son, how long will you stay when you come back this time?	2858
13	If I were a girl	1559
14	What value does gratitude have for you?	1450
15	Make a little effort	1395
16	Autistic children and teachers	929
17	Children don't need the best dad	339
18	Death is not the end point, but another continuation	289
19	Gratitude dog	217
20	Dreams triggered by bean sprouts	188

Among them, "Environmental Challenge", "Violent Landlady", "If Give Me One Billion, I'll Give Up You", "Unknown Hero", "If Give Me One Billion, I'll Give Up You", and "My Dad is a Scammer" received a high number of likes, indicating that these two Advertising have aroused strong emotional resonance among the audience. "Giving is the Best Way of Communication", "A Bowl of Egg Fried Rice", "The Little Girl Who Can't Beat Down", "My Blind Teacher", "Beggar's Gratitude", "Pineapple Popsicle", "Try a Little" and so on have won a moderate number of praise, and also caused a certain emotional response from the audience.

(4) Comment Volume Analysis

If public service advertising can impress the audience, it needs to trigger emotions and also stimulate emotional feedback from the audience, that is, the audience is willing to like, comment, and share. On video websites, the number of comments reflects the audience's participation and interactivity in advertising. According to social exchange theory, audiences can gain psychological satisfaction or gain recognition from other netizens by commenting, that is, sharing their own views and feelings. Therefore, the amount of comments can reflect the audience's emotional resonance and the coverage of social interaction. By analyzing the number of comments on advertising, exploring their dissemination effectiveness and impact, such as discussing social issues, triggering one's own emotions, feeling deeply involved, and putting them into action.

In terms of comment volume, "Violent Landlady" and "If I Were to Give Up You One Billion" have higher comment volumes, with 1483 and 981 respectively. This indicates that these two advertising not only have strong appeal, but also trigger intense discussions and interactions among the audience.

The amount of comments on advertising such as "Giving is the Best Way of Communication", "Beggar's Gratitude", "A Bowl of Egg Fried Rice", "Pineapple Popsicle", and "Unknown Hero" is medium, which shows that advertising have also attracted certain attention and emotional resonance of the audience.

The comments on "Gratitude Dog", "Dreams Triggered by Bean Sprouts", and "Children Don't Need the Best Dad" were relatively low, and did not generate a large number of discussions and interactions among the audience.

Table 28 Statistical Table of Bilibili User Comment Volume for Typical Cases of Thai Public Service Advertising
(Source: Created by the Author)

NO.	Advertising Title	Comment Volume
1	Violent Landlady lady	1483
2	If you give me one billion and make me give up on you	981
3	Environmental challenges	434
4	Giving is the best way of communication	353
5	Beggar's gratitude	324
6	My blind teacher	315
7	Death is not the end point, but another continuation	251
8	An indestructible little girl	248
9	A bowl of egg Fried Rice	232
10	My dad is a scammer	230
11	Pineapple Popsicle	176
12	Unknown hero	164
13	Son, how long will you stay when you come back this time?	145
14	What value does gratitude have for you?	91
15	If I were a girl	82
16	Autistic children and teachers	65
17	Make a little effort	52
18	Gratitude dog	33

NO.	Advertising Title	Comment Volume
19	Dreams triggered by bean sprouts	14
20	Children don't need the best dad	14

(5) Comment Text Analysis

In this section, we will delve into the different feedback from the audience on Thai public service advertising. Through the analysis of comments, we will showcase the interaction between advertising and the audience, and analyze the impact of advertising on audience concepts, attitudes, and behaviors. Through the analysis of typical public service advertising comments in Thailand, it can be clearly observed that the majority of the audience's comments on these advertising are positive, expressing recognition of the creativity and content of the advertising. There are also many audiences who express their emotions and emotional resonance towards the advertising in the comments. This kind of positive impact touches the audience's emotions, stimulates their goodwill and enthusiasm. Understand the positive feedback from the audience through the following comments and data.

The proportion of positive feedback in "Violent Landlady" is 75%, and in "Unknown Heroes" it is 73%. In the review of the advertising "Work Hard a Little", netizens "Crawling is healthier" mentioned: "Although I have watched this advertising and know the plot, I can't help but cry after watching it many times." Netizens "My bed cannot do without how I break it" mentioned: "I like this mother's way of education."

Table 29 Bilibili Review Form for "Violent Landlady"

(Source: Created by the Author)

	Positive Feedback Number	Neutral Deedback Number	Negative Feedback Count	Other Feedback Numbers
Quantity	1112	104	119	148
Proportion	75%	7%	8%	10%

Table 30 Bilibili Review Form for "Unknown Heroes"

(Source: Created by the Author)

	Positive Feedback Number	Neutral Feedback Number	Negative Feedback Count
Quantity	35	11	2
Proportion	73%	23%	4%

This article delves into several typical reviews of Thai public service advertising, including "Violent Landlady", "Unknown Hero", "Giving is the Best Communication", and "Pineapple Popsicle". The audience's feedback is mainly reflected in their recognition of the advertising content, emotional resonance, and changes in behavior.

A. There are a total of 1483 comments on Bilibili's "Violent Landlady". It has sparked widespread discussion among the audience, recalling their own personal

experiences, or contacting news events, celebrities, etc., expressing different views on online violence.

Some users affirmed the content and significance of the advertising, expressing their love for it. Here are some related comments:

This video is dug up and posted by the uploader every year, and the comments are basically the same every year. Many people watch it every year, indicating that this video is meaningful and that we are reflecting every year, demonstrating the success of this advertising. This seems to be a very early advertising, I don't remember the specific content, but as soon as I see it, I can vaguely recall that sense of shock. Thai advertising is invincible.

Some netizens expressed their admiration for the advertising, saying, "Thai TV dramas may be interrupted by advertising, but I like them." I almost cried, Thai advertising have always been okay. I browsed it on Weibo many years ago and it was really great.

Among them, some users contacted news events for analysis, and the following are some related comments:

Like "Ah. The little girl with pink hair a few days ago was also..." "Dr. Deyang An, I remember the whole process very clearly. The pear video, which was taken out of context, was certainly detestable. However, netizens who want to be the moral emperor, like the people in the video, always play the role of a righteous envoy and stand at the high ground to criticize others."

Some users also mentioned how to solve such problems more rationally. For example, "To remain silent is to maintain goodwill, and to refrain from commenting on something without knowing the root cause." It is important to have independent thinking. Now the region can be displayed quickly. In a while, the relevant departments will be able to directly find the detailed address. The cost of spreading rumors is too low. When you see some online clips, it's best to let the bullet fly for a while, which may cause a reversal.

Some netizens have contacted the actual situation of the Chinese internet and put forward their own opinions. For example, "A true portrayal of the Internet!" Some netizens expressed their attitude and commented, "I don't know the whole picture, so I won't comment."

A netizen expressed their reaction after watching the advertising in action, such as "After watching this video, I have decided not to make comments that attack others in the future."

A few netizens have shown a negative attitude, expressing concerns and dissatisfaction with the current situation of the internet. The following are some related comments: "The fundamental reason is not that netizens speak irresponsibly, but that spreading rumors has zero cost." "Nowadays, both self media and mainstream media like to have a rhythm. "As expected. But the reality is much worse than this." "It's too real... so I won't comment on this kind of thing."

Some netizens also compared the landlady in the advertising with the landlady in the Hong Kong movie "Kung Fu", both of whom have a fierce appearance but a kind heart.

B. Unknown Hero has a total of 48 comments on Bilibili. Among them, there were a total of 35 positive feedbacks, and most of the comments from netizens were

positive and kind, expressing their gratitude and acknowledging the efforts of the male protagonist. Here are some related comments:

I thought our advertising skills had improved when I saw it on the bus, until I saw Thai. I was a little touched. Thank you for sharing. It is more joyful to give and accept. Doing a small kindness every day will bring immense joy to both your body and mind. Don't neglect kindness for its sake. The little girl who went to school moved me deeply. I have seen it a long time ago, but I just enjoy watching it. It would be great if people were really like this. The grandmother who sold breakfast at the end also gave an extra gift, which was very warm.

Only two netizens expressed negative feedback, stating that in reality, if this person really exists, it may be at a disadvantage. Here are some related comments:

Just take a look, if you really do this, you will be exploited to death. Once you did, but later you didn't. Life is like this. Other comments are full of questions about the content and some irrelevant content.

C. Bilibili has 157 comments on "Giving is the Best Communication". Most netizens are moved by the positive energy and goodwill in Advertising. Here are some related comments:

I have watched this countless times, but every time I watch it, I cry... Many public service advertising or brand advertising in Thailand are really great, hitting people's hearts." Touching, especially the sentence, it was already paid thirty years ago, and tears burst down my face." What I am concerned about is that boy. He needs to work hard in order to have the ability to repay those who have truly helped him. "Kindness is a noble belief and virtue. If we really want every bit of kindness to be rewarded well, this utilitarian goodness has lost its purity."

Some audiences also shared their experiences of good deeds and doing good deeds, expressing that kindness is a noble character. Here are some related comments: I have always believed that helping others without expecting anything in return is something I should do since I was young. Doing good deeds accumulates blessings, and good luck will definitely come to my door. Since I started elementary school, I donated my only fifty yuan pocket money during the Wenchuan earthquake. I usually help teachers, but when I encounter beggars, I give them some change. When I was in junior high school, a few male classmates in the same class made mistakes and may be punished. As a class committee member, I couldn't sit idly by, honing the teaching director every day. Later, The punishment was only lifted after standing outside the office for an afternoon. When I was in my third year of high school, I encountered an epidemic and donated 3000 yuan of New Year's money that I had originally planned to buy a computer. During the summer vacation, I volunteered to serve the people as soon as possible. After entering university, I volunteered every time there was a holiday, and I did not require a certificate. Students who encountered difficulties at home would also donate money to help them draw CAD drawings for free. The reason why I believe that good people have good results is because I have really met good results, and my college entrance exam scores are not ideal, But my desired college score plummeted, and I successfully went to a good university. In my freshman year, I won a 3070 graphics card in a lottery, three yellow eggs in an Ark lottery, and so on. In summary, as the saying goes, if you only do good, all your blessings are on the way.

There are also 23 comments pointing out that this story is similar to the school reading comprehension question they had previously done, "The Story of a Cup of Milk." It is worth noting that this article is likely created after this advertising and was inspired by it.

Table 31 "Giving is the Best Communication" Bilibili Comment Form
(Source: Created by the Author)

	Positive Feedback NO.	Neutral Feedback NO.	Negative Feedback Count	Not Important
Quantity	91	44	20	2
Proportion	58%	28%	13%	1%

The advertising for Pineapple Popsicles is a story about leading by example in the family. There are a total of 84 comments on Bilibili. More than 50% of netizens acknowledge the educational approach of mothers in the advertising and reflect on it. The relevant comments are as follows: "Love and care, combined with the correct method." "Saying is better than doing. The behavior of parents who speak and act in agreement is the best example for their children." "The most important thing in education is to lead by example. Nowadays, many education only rely on words and deeds, and students are too busy to have the heart and energy to experience example. Parents also do not have the patience to lead by example."

Many netizens hold an appreciative and approving attitude towards the mother in the advertising. The following is a related comment: "If this mother had the opportunity to study, she would probably become a high-quality talent."

But some netizens hold a negative attitude towards the educational environment, such as the following comment: "What's the use? We only look at the scores, and the scores are not enough. After finishing middle school, there is enough time to sell popsicles."

Table 32 Bilibili Review Form for "Pineapple Popsicles"
(Source: Created by the Author)

	Positive Feedback NO.	Neutral Feedback NO.	Negative Feedback Count	Not Important
Quantity	59	12	3	12
Proportion	70%	14%	4%	14%

(6) Changes in Audience Attitudes and Behaviors

The positive values and positivity conveyed by advertising have triggered reflection and attitude changes among the audience. Many netizens expressed in their comments that after watching the advertising, they planned to change their mindset and behavior. Indicating that advertising not only successfully resonates with the audience's emotions, but also encourages them to take positive actions. Here are some representative comments:

In the comments on "Violent Landlady", netizens said, "After watching this video, I have decided not to make comments that attack others in the future." In

"Giving is the Best Way to Communicate," some netizens also commented, "What I care about is that boy. He needs to work hard to have the ability to repay those who have truly helped him."

(7) Connecting Advertising with the Real World

The audience of Thai public service Advertising often associate the content of the advertising with their real-life experiences. Some share their real experiences and insights, some compare the advertising with real-life events, and some deeply contemplate the things displayed in the advertising. The advertising establishes a strong cognitive and emotional connection with the audience. The following comments indicate this viewpoint:

Netizens commented on "Violent Landlady", They have always been able to shoot Advertising, and I have been exposed by the internet. Because of a misunderstanding, all high school students came to scold me. I was really shocked and didn't take half a day, but I chose to ignore it. No matter how others misunderstood me, I don't care because as long as I apologize and explain to the parties involved, and as long as someone knows what kind of person I am, I can continue to face life calmly. In the advertising "Strive a Little", a netizen commented, "Actually, the most correct way to encourage children is to surpass themselves, not to compare with others, because everyone's starting point and talent are different. When I educate my daughter, I want to see the process of your hard work, and I don't look at the results. This way, there is no pressure on children, but they can achieve good results in every exam."

(8) Praise for the Quality of Thai Public Service Advertising Creation

From the comments, it can be seen that a considerable number of netizens expressed their appreciation and amazement for the quality of Thai public service advertising. Believing that Thailand has excellent public service advertising production, it is a model for the Chinese advertising industry to learn from. Here are some related comments:

A netizen commented, "Domestic television should display more of these public service advertising." In the advertising for "Violent Landlady", a netizen commented, "I feel that Thai advertising is much better than our advertising." A netizen commented: "This video is uploaded every year, and the comments are basically the same every year. Many people watch it every year, indicating that this video is meaningful and that we are reflecting every year, demonstrating the success of this advertising." In the advertising for "Vizer Camera", a netizen mentioned, "Thailand's advertising creativity is not covered up, many classics can be called art." The netizen mentioned, "The advertising creates the feeling of a movie."

(9) Comparative Analysis of Public Service Advertising between Thailand and China

While the audience recognizes Thai public service advertising, some also express their different views and explore the different characteristics of Thai Chinese public service advertising. Here are the relevant comments:

The comment from netizens on the public service advertising "Vizer Camera" is that "the advertising creativity is good, and it is closely related to the national situation. If it is done in China like this, the company can go bankrupt." Netizens point out that "the advertising is good, but this kind of camera is usually not placed on TV stations because it is too long." A netizen pointed out, "The main reason is that the

advertising time is too long. In China, it seems that advertising fees are calculated based on the length of time." Netizens pointed out that "domestic advertising cannot last for such a long time."

(10) A Small Portion of Negative and Critical Comments

Although most of the comments have shown positive and positive feedback, there is also a small portion of the audience who have expressed negative or critical views. The phenomenon displayed in advertising is considered too idealistic, or there may be some problems or challenges that may arise if the events in advertising occur in reality. Here are some related comments:

In the advertising for "Vizer Camera", a netizen mentioned, "But isn't that a bit cliché d? And it's a bit too long, isn't it?" In the comment on "Giving is the Best Way to Communicate, A netizen commented, "In real life, if you keep doing good things, others will get used to it. One day, when you are tired or for any reason not doing it, everything you have done before will be erased, which is true." In the advertising "Giving is the best way to communicate," a netizen commented, "Unfortunately, the plot of good people getting good news mostly only appears in videos."

3) Analysis of the Communication Effect of Thai Public Service Advertising

In this section, we will analyze the dissemination effect of Thai public service advertising in China, and study the impact of public service advertising from three aspects: cognitive effect, attitude effect, and behavioral effect, through qualitative methods.

(1) Cognitive Effect Analysis

There is a larger audience of young people with a higher level of acceptance and exploration of things at Bilibili. Of the three levels of advertising effectiveness, cognitive effectiveness is the first level achieved by advertising (Mehta, 2000). Cognitive effects focus on the audience's perception and understanding of advertising information, including awareness, information, etc. (Olson, 1982). In addition, Thai public service advertising has high creativity and novelty, with high viewership, which makes them more likely to attract the attention of young people. Moreover, high-volume advertising is more likely to engage young audiences in discussions, thereby deepening the cognitive effects of advertising.

For example, public service advertising such as "Giving is the Best Way to Communicate" and "Unknown Hero" have received enthusiastic discussions from netizens. A netizen mentioned their previous blood donation experience in a comment that resonated emotionally with the saying, "Giving is the Best Way to Communicate." Another netizen expressed that every time he watched "Unknown Hero", it moved him deeply. The advertising successfully conveyed the message of love and dedication. By analyzing the comments on typical Thai public service advertising, we can understand the audience's interpretation of public service advertising, explore whether the advertising has successfully disseminated information, whether the audience has received the information conveyed in the advertising, and learn new knowledge.

We further explore the awareness of Thai public service advertising in China through in-depth interviews. The respondents have a very similar view, believing that Thai public service advertising makes the audience aware of Thai public service advertising due to its exquisite narrative, warm stories, and touching character symbols. For example, interviewee B02 said, "Regarding dissemination effectiveness,

there is no doubt that both Chinese people are talking about Thai advertising. Which country will achieve this? This has crossed national borders. The original target audience of Thai public service advertising was already willing to watch these advertising actively, and the impact on the audience is far-reaching. The effect of telling stories and slowly penetrating various values into the audience is very good."

In addition, according to our survey data, up to 98.3% of respondents reported having seen Thai public service advertising, which further proves the high awareness of Thai public service advertising in China, indicating that Thai public service advertising has been widely spread in China in recent years. According to the data, the audience watches these advertising on Tiktok, Bilibili, Weibo and other media. This reflects the primary situation of young Chinese audiences using media platforms and also means that these media have played an essential role in promoting the dissemination of public service advertising in Thailand. It can be seen that the choice of media may also affect the audience's acceptance and the effectiveness of advertising dissemination.

From the results of the questionnaire survey, among the 20 typical public service advertising cases, the most popular one is "Violent Landlady"; the second and third are "Unknown Hero" and "A Bowl of Egg Fried Rice", respectively. The number of choices for "What Value Gratitude Has for You" is 50, accounting for only 9.4%, the lowest proportion and the emotional resonance with the audience is not high, making it less popular than other public service advertising. It can be seen that the popularity of each advertising varies based on a combination of factors such as playback volume. It may also be related to advertising content and target audience. In addition, other factors may affect its dissemination effectiveness, such as advertising duration, advertising themes, etc. Due to space limitations, these potential factors have not been further explored in the article.

(2) Attitude Effect Analysis

The attitude effect refers to the audience's inner evaluation and psychological and emotional response to a specific dissemination of information after receiving it. And the possible changes in viewpoints or emotions may arise (Nicolas Hamelin 2017).

The attitude effect is also significant in advertising communication. Thai public service advertising has gained audiences' love on Chinese video websites and left a deep impression. Most audiences express their passion for the advertising content and actively share their opinions in the comment section. The comments show that most of the audience's acceptance and liking of Thai public service advertising reflects their identification with the advertising. Through analysis, it can be concluded that the reasons why audiences like Thai public service advertising include creativity, production quality, and the positive values conveyed.

The comments on the advertising "Unknown Hero" sparked praise from netizens for "Thai advertising is great" and "Thai advertising is heartwarming". In the advertising "A Bowl of Egg Fried Rice", netizens commented: "I heard from my teacher that all Thai TV stations are better looking at advertising than TV dramas, so the advertising is very long, and the audience will have no objection." In the advertising "Dreams Caused by Bean Sprouts", a netizen commented, "This story is a real story, it's really good. It demonstrates the power of family education, making such a story into advertising for everyone to benefit together. We should also learn from

this example." In the advertising review, it can be seen that the advertising triggers the audience's thinking and generates positive emotional feedback. For some audiences, the content in the advertising resonates emotionally with their actual experiences, leading them to develop new perspectives on specific aspects of life.

This study aims to gain a deeper understanding of the acceptance of Thai public service advertising among Chinese audiences through in-depth interviews. The respondents generally hold similar views and highly evaluate the dissemination effect of Thai public service advertising in China, especially their clever narrative techniques, attractive storylines, and thought-provoking civilian character images. For example, interviewee A01 mentioned, "The dissemination effect of Thai public service advertising is very good. I often search for Thai video public service advertising online when preparing for classes. I noticed that these advertising comment areas are full of praise, and many netizens expressed envy for Thailand's ability to produce such excellent public service advertising. I have also used Thai public service advertising in the classroom as teaching materials multiple times."

(3) Behavioral effect analysis

The goal of advertising is not only to disseminate information but, more importantly, to promote specific behavioral changes in the audience (Vakratsas & Ambler, 1999). Thai public service advertising often focuses on ordinary people, showcasing the principles of life through them. Their themes are primarily about transmitting truth, goodness, beauty, and positive energy. Studying the feedback of advertising audiences, such as comments on video website advertising, and exploring the strategic awareness behind Thai public service advertising is an effective method to understand advertising effectiveness. For example, some netizens said that after watching the advertising "Violent Landlady" and "A Bowl of Egg Fried Rice", they had a new understanding of the network's public opinion and the relationship with their families, and prompted them to change and think about their willingness to act. For example, in the comment section of the advertising "If I Were to Give Up You One Billion", a netizen suggested, "As a future teacher of the people, I hope I can also truly love education." Another netizen mentioned, "I graduated from a normal university this year and strive to become a good teacher in teaching and educating people." It is consistent with the message conveyed in the advertising of love and respect for education. It is compatible with Bandura and Walters'(1977) social learning theory, which states that learning is achieved by observing the behavior of others, also known as "observational learning".

4.1.5 Analysis of the Underlying Reasons for the Successful Dissemination of Thai Public Service Advertising

Through in-depth analysis of the reasons for the successful dissemination of Thai public service advertising, research has found that the success of Thai public service advertising is not only due to its creativity and narrative, but also because it deeply reveals and interprets Thailand's religion, culture, and values, achieving resonance between advertising dissemination and social culture.

1) Religious Beliefs

Buddhism is the national religion of Thailand, with over 94% of the population believing in Buddhism (Thailand Overview, 2013). It is a country where almost all people believe in Buddhism, and Buddhism has a significant impact on people's thoughts, morals, values, ways of thinking, and lifestyles. Buddhism

emphasizes the principle of "knowing kindness and repaying it", which means repaying the kindness of others and having a sense of responsibility. In Buddhism, there is a humanistic care for all beings, which is consistent with the sense of social responsibility of enterprises (Song Fan, 2015). Thai scholar Piye Anumanrachadong (2014) stated in his work that if one word is used to refer to Thai culture, it is "religion". This is because all cultures, arts, social systems, and customs in Thailand are developed and integrated around religion.

In Thai public service advertising, advocating social responsibility is not only a reflection of Buddhist spirit, but also a reflection of corporate values, establishing a good image of the enterprise. Compared to China, a considerable proportion of Thai public service advertisers are commercial advertisers, reflecting the values and social responsibility of enterprises. Through public service advertising, the spirit of the enterprise is reflected, and the reputation of the enterprise is improved unconsciously. The advertisers of Thai Life Insurance hope that the public can help each other and show the hope and value of life, such as the "withered wood in spring" in "The Unknown Hero", which also attracts butterflies; The rescued girl returned to school to study; The street vendor who helps every day also gives gifts to customers. The use of the protagonist's "little love" to evoke the "great love" of the public reflects the humanistic care of advertising.

Under the influence of Buddhism, Thai people have a very gentle personality and can always feel the kind smile of Thai people. In Thai advertising, Thai people's smiles and kindness can be seen at any time. The "Ten Rites" in Thailand can also be seen everywhere in Advertising.

In "The Unknown Hero", when the mother and daughter beg, they perform a ten fold salute to passersby, and when the male worships a Buddha statue, they perform a ten fold salute. In "If I Give Up You One Billion", students give the principal a ten fold salute.

In Buddhism, "good is rewarded with good, evil is rewarded with evil", "accumulate virtue and do good, be kind and generous", and "treat others with kindness". Only by being kind in the heart can one receive blessings. As in the case of the male protagonist in "The Gratitude Puppy," a series of "gratitude" behaviors by the subsequent puppy are due to an occasional act of kindness. As in "Giving is the Best Communication", a benevolent act by a noodle shop owner many years ago. When he unfortunately suffered a stroke and was hospitalized, and his family had no money to pay for medical expenses, the little boy he had helped before had become a doctor, not only treating him but also paying for his medical expenses. Advertising call on people to provide assistance to the difficulties they encounter within their means.

Thai public service advertising often use Buddhist teachings to promote messages of goodwill, love, mutual assistance, and self-reliance.



Figure 36 *The Ten Rites in Thai Public Service Advertising*
(Y. Network, 2017)

2) Thai Advertising Culture

Many public service Advertising in Thailand do not include product information in their Advertising, only the logo appears at the end of the advertising.

Advertising strategy can make the audience focus more on the information conveyed in the advertising, rather than just commercial promotion, making it easier to link and resonate with the audience's emotions.

The Thai government has stopped censorship of advertising since 1995 and only retained its supervisory function, thus shifting the advertising industry from government management to self management. The creative environment for public service advertising in Thailand is relatively relaxed, with a wide range of advertising themes, a wide range of emotional appeals that the audience can accept, rich advertising creativity, fewer restrictions on advertising production companies, a relaxed atmosphere, a relatively long advertising production cycle compared to China, and a large potential for development.

3) Thai Family Culture

Thai society attaches great importance to family relationships, and the love and mutual assistance among family members are an important part of family culture. Many public service advertising in Thailand showcase the strong emotions between family members, conveying public service messages through the beauty and warmth of family emotions. The traditional cultural customs in Thailand are based on family and require respect for the elderly, love for the young, and respect for monks (Chunlan Wu, 2016).

In "A Little Effort", his son's talent for playing football was limited, and his mother did not give up. She encouraged him to improve a little every day, and his son persisted in training. Finally, at a critical moment on the field, he used the overhead ball to win a crucial point for the team.

In Pineapple Popsicles, the girl wanted to eat popsicles, but her family was poor and her mother didn't have any extra money to buy popsicles. However, she came up with a way to put her own pineapple on ice to create a delicious "pineapple popsicle". My daughter accidentally said, "This delicious thing can be sold." So, her mother encouraged her to start learning how to observe and sell pineapple popsicles in daily life. The mother's words and deeds are important guidance for her daughter.

4.1.6 Analysis of the Correlation between Thai Public Service Advertising Themes and Social Hotspots

The themes of Thai public service advertising mostly reflect the changes of the times and the concerns of society, which can evoke strong resonance among the audience. The following is an analysis of the main social hotspots.

1) Network Ethics

In recent years, with the development and popularization of social media, online violence has increasingly become a topic of concern for young people. Many young people have experienced unfair treatment on online platforms.

The Social Blue Book once released data showing that 1 out of every 3 adults has experienced online violence incidents. Not only that, online violence is also extremely widespread among young people. Unicef warns that 70.6% of young internet users aged 15 to 24 worldwide are facing threats of online violence, bullying, and harassment. For online violence, the perpetrators usually resort to methods such as verbal abuse, humiliation, threats, curses, human flesh searches, malicious P-maps, etc. to carry out online attacks. Mild cases include being scolded to the point of withdrawing from the internet, fear of socializing, and severe cases of depression, even at the cost of their lives (Guangming Daily, 2023). In China, due to the increasing social pressure and the emphasis on face, online violence may have a significant impact on the parties involved.

Therefore, the public service advertising "Violent Landlady" evokes deep empathy among young people, and the online violence phenomenon presented in the advertising is similar to the online phenomenon in social reality. In order to enhance the visual effect, the creator added reversal, contrast and contrast before and after in the narrative style, immersing netizens in the story plot. In the comments of netizens, positive effects can be seen, and many netizens think of similar social phenomena or their own experiences, proposing measures to solve the problem. Some netizens also reflect on their daily actions and adjust their attitudes and behaviors.

2) Education Issues

Thai people attach great importance to children's education, and Thailand's education expenditure ratio is as high as 20.3%, far higher than that of North America and Western Europe 5.7%. Moreover, the education of Thai students includes not only their knowledge and abilities, but also character and moral shaping. In China, education has always been a hot topic of discussion (Youaipu Study Abroad Service, 2022).

The traditional "exam oriented education" and academic pressure in China have also led many people to reflect on the ways and methods of education. Thai public service advertising "Work Hard" shows a boy who loves football, but his talent is mediocre. His mother is not discouraged and always encourages him to work hard or surpass the people in front of him. The boy was encouraged by his mother, did not give up, studied hard, and finally won a crucial point for the team at the last moment. "Pineapple Popsicles" and "Dreams Triggered by Bean Sprouts" also showcase different educational concepts and methods, encouraging children, leading by example, and imparting practical life experiences, which resonates with many young people's pursuit of more comprehensive and humane education.

3) Gratitude Culture

Gratitude is a universal value, and in Thai culture, due to the influence of religious beliefs, people generally believe that in order to receive more blessings from the Buddha, one should maintain a grateful heart. Gratitude culture is reflected in

many aspects of Thai social life. After the end of classes, meetings, and award ceremonies, teachers will teach students to remain silent for a while, feel the dedication and love of their loved ones, and be grateful for all the life they currently have (Zen Buddha, 2022).

In traditional Chinese culture, gratitude culture is also an important part of it. Stories such as "Knotting grass and holding a loop", "The kindness of knowing things", and "The kindness of dripping water should be repaid with a gushing spring" show that gratitude is not only a virtue, but also a fundamental principle in human behavior. However, in the rapidly developing society, relationships between people may become increasingly distant. However, people still yearn for sincere communication and harmonious interpersonal relationships in their hearts. The Advertising "Giving is the Best Communication" and "The Beggar's Gratitude" showcase sincere kindness and sincere gratitude for the changes in people's lives and concepts. Although people's pace of life is fast, they still crave for family, friendship, and social responsibility. Therefore, the kindness from strangers in the advertising deeply moved young people and resonated deeply.

4.1.7 Characteristics of Thai Public Service Advertising

Based on interviews with advertising teachers and core staff of advertising companies in Thailand and China, combined with literature analysis and case studies, this study summarizes the following characteristics of Thai public service advertising:

1) Reverse

A remarkable feature of Thai public service advertising is the setting of suspense, with a significant reversal between the ending and the beginning of the story. Make the audience feel like their minds are wide open. Storytelling advertising requires telling the story, setting suspense, reversing the plot, and reaching a climax in a short period of time. It is not easy to showcase the attractiveness of the story, which greatly tests the scriptwriting skills of the advertising producer. "Divine reversal" has become an important label in Thai public service advertising. If the audience may have the impression of beggars as dirty, impoverished, and thieving, the beggar in the advertising "The Beggar's Gratitude" is similar to the audience's perception in the front and back sections, but in the latter half, the plot undergoes a major reversal. The beggar is a person who knows gratitude and is clear about good and evil, and even sacrifices his own life to protect the property of the shop owner. Making the audience regretful and moved, also reversing the previous impression of beggars, and narrowing the distance between advertising and the audience.

2) Humor

Thai public service Advertising use humorous techniques to face adversity and encourage people to smile and face life. For example, in the advertising "Environmental Challenge", the father and daughter are having a meal and chatting at a barbecue restaurant. Suddenly, the girl asks her father, "So did we finish the food?" Then, the father and the clerk tell the girl how to save food in life through a series of interesting and humorous ways. The conversation did not preach, but it conveyed environmental knowledge and messages through the interaction between the girl, father, and the salesperson. In the first half of the advertising "My Dad is a Scammer", the daughter uses an English speech to describe her father, and the scene humorously

displays the warm interaction between the father and daughter, laying the foundation for the subsequent plot.

3) Emotional Resonance

Since the 1980s, marketing experts have discovered that emotions are not just derivatives of advertising effectiveness. Emotion is a key element in attracting audiences to watch advertising, and is an important point for further cognition and behavior (Kotler & Keller, 2006). Thai public service advertising are emotionally rich, mainly analyzing the relationships between people and their emotional connections. In "Children Don't Need the Best Dad", the father, who is mute, was mocked by his classmates at school and later committed suicide. The father begged the doctor to save her and gave her a blood transfusion. After the daughter woke up, she finally understood her father's hard work. The teacher-student relationship in "Children with Autism and Teachers". The teacher specifically went to the library to search for information on how to interact with autistic children in order to help them adapt to school life. They also discovered the shining points of the child and gradually helped the child adapt to school life.

During the interview, B02 mentioned: The most powerful aspect of Thai people is their ability to express emotions. Many of their advertising depict the love and concern of humanity, including vulnerable groups. This is a common element among humans, and it is very clear. Moreover, it is a public advertising of Western foreigners in an Eastern context, similar to the West. We still feel that there is a cultural barrier when you tell it. Of course, its storytelling content, but its living environment, streets, and so on. Some physical objects are different from us, but in Thailand, they don't have as many obstacles, so this emotion can explain people's preferences in society very clearly.

During an interview with D01, it was mentioned that: If we talk about one of the overall characteristics of Thai advertising, the first emotion is emotion, which is our Thai advertising. When Thai people shoot advertising, we like to use emotions, whether it is funny, emotional, sad, or motivating. We actually create based on emotions. It is because Thai people and Thai culture like to go beyond emotions. We can directly express the current emotion, so it is directly reflected in our advertising, which can be seen in a humorous or emotional form.

It will mobilize one of your emotional senses for differentiation. I went to other countries for interviews, and we found that there are many countries where emotions are not very exposed, but Thai people will expose all of my emotions, which will make everyone feel that Thailand will be more colorful because you can feel all of our emotions and some of our senses

4) Easy to Understand within Advertising

Thai is an Eastern language and belongs to high context languages. However, in advertising, in order to consider the needs of the advertising audience and ensure that the majority of the audience can understand the advertising, in Thai Advertising, easy to understand language is used, coupled with actors performing without any trace, vivid expressions and body language, which can make it easy for the audience to understand the content that the advertising wants to express.

5) The Ability to Tell Stories

"Art originates from life and is higher than life." In the typical collection of public service advertising in Thailand, 8 of them are adapted from real stories, accounting for 40%. The visually realistic scene immerses the audience in the environment, and the story content related to oneself makes the audience easily empathize and resonate, enhancing the authenticity and infectiousness of the advertising. Like the protagonist of "The Little Girl Who Can't Down", Lika Hideki, who suffered from campus violence at school, but she didn't give up and chose to fight to defeat her opponents and herself, giving confidence and encouragement to the audience in adversity. The narrator narrates her own growth story through self narration, making the audience perceive her strength and courage, and bringing her closer to the audience.

In "My Blind Teacher," Teacher Ace finally became an English teacher at the school through her unremitting efforts and sincerity. His spirit of hard work and perseverance, as well as his struggle against fate, deeply infected the audience. The advertising uses a third person narrative technique to comprehensively shape a hardworking and respected image of a teacher through narration and dialogue.

Table 33 Summary Table of Realistic Story Adaptation of Typical Cases of Thai Public Service Advertising

(Source: Created by the Author)

NO.	Advertising Title	Prototype of Advertising Protagonist	Theme
1	If you give me one billion and make me give up on you	Primary school principal	Education
2	An indestructible little girl	Fighter: Lika Xiushu	Campus Violence
3	My blind teacher	Teacher Ai Si	Education
4	Death is not the end point, but another continuation	Professor Ge Shan	Education
5	If I were a girl	Tiffany (runner up in the 2017 Transgender Beauty pageant)	Pursuing Oneself
6	Pineapple Popsicle	Poonsawat (Sarnrak Project Scholarship Winner)	Education
7	Autistic child	Teacher Su and Chao	Education
8	Dreams triggered by bean sprouts	Netnapa Saelee (Sarnrak Project Scholarship Winner)	Education

Thai public service advertising make good use of storytelling methods. Teacher Sun said in an interview, "The first one is to tell a story, tell a real story, and tell it thoroughly until it can no longer be told. This is actually a very high level of ability, because the first one tests the ability of the entire creator. The second one tests the entire industrial system, from script to execution, to director to actor, you are indispensable. This is a storytelling ability. The second one is actually the reason why people like Thai advertising for so many years, and another point is to talk about reversal. Many public interest advertising in Thailand have inherited one of their

advantages for so many years, which is that their imagination is actually very large. There are some strange and inexplicable angles in the advertising that you can't even think of. He can tell the story in a closed loop. The front of his mind is not too big, and he can round it up in the back. I think this is impressive. But you won't feel bored, and in the end, you can reach a consensus and empathize. This is very impressive

6) Realistic Visual Effects

Thai public service advertising actors have natural and down-to-earth acting skills, without any traces of performance. On the scene, the visual effect is realistic, showcasing the real situation of Thai society and creating a sense of realism for the audience. For example, the Fried Rice stand in "A Bowl of Eggs Fried Rice", such as "The Unknown Hero", where the hero chooses a non professional actor, the camera follows him on the street. When he sees the withered flowers, he naturally places them at the water flow of the eaves. When he sees the aunt pulling the cart, he helps the cart to cross the ridge, and without thinking, he pays the begging mother and daughter. The success of this advertising lies in its visual effect and emotional authenticity.

During in-depth interviews, Interviewee D01 mentioned during the interview: In many developed countries, it is possible to spend money on visual effects to create many very gorgeous effects. However, because Thailand's economy is a physical reality, we do not have too much budget to do this advertising. Therefore, we try our best to present the most authentic side in this advertising, so you can see that it is somewhat similar to the advertising of Thai Life Insurance, which was shot really well. The bottom layer is the true bottom layer, which is a very, very realistic and localized visual effect.

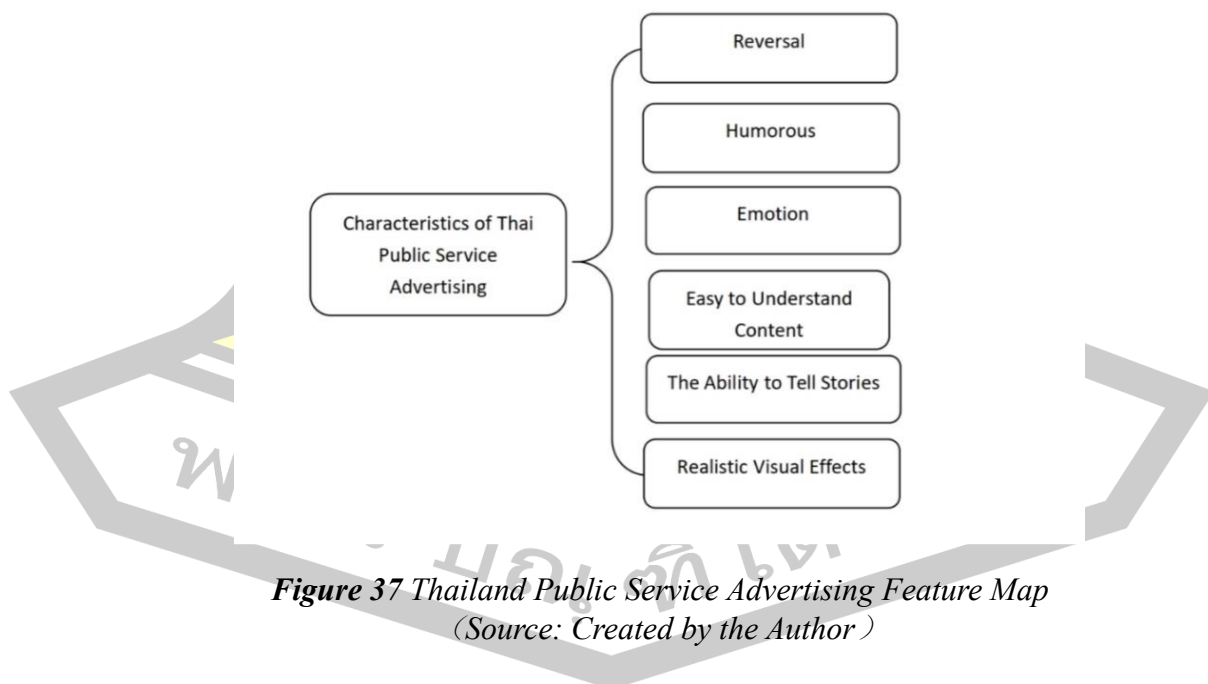


Figure 37 Thailand Public Service Advertising Feature Map
(Source: Created by the Author)

4.1.8 Content of Thai Public Service Advertising Worth Learning from in China

1) Creative Ability

Thai public service advertising usually use a detailed narrative approach, telling fascinating stories that may seem simple and often start with details. However,

their delicate interpretation can evoke strong emotional resonance among the audience. And from these simple stories and words, profound philosophical meanings are drawn. And he is skilled at using emotional storytelling to move the audience, touching the audience's emotions by highlighting warmth, family, or other emotional elements in human nature. Chinese public service advertising can learn this approach to trigger more audience emotions. When producing Thai public service advertising, in addition to ordinary people, they also demonstrate inclusiveness towards different audience groups. When producing Chinese public service advertising, cultural diversity can also be considered to attract more audiences from different backgrounds.

2) Narrative Approach

Thai public service advertising often exhibits its unique narrative structure, choosing linear or non-linear narratives based on the advertising theme. Linear narratives can cater to the viewing habits of the majority of audiences and are relatively easy to accept; Nonlinear narrative breaks the normal narrative style and adopts methods such as reverse narration and reversal. This narrative structure can make the advertising content more gripping and enhance the dissemination effect of advertising information. One important characteristic of Thai public service advertising that is praised by audiences is its emotional narrative, which can attract audience attention and trigger emotional resonance by telling touching stories. In terms of narrative themes, Thai public service advertising focuses on social issues that concern the public, such as online social morality, education, and social morality. Through delicate narration and philosophical interpretation, it triggers the audience's deep reflection on social issues. Chinese public service advertising also pays attention to social issues, and in terms of narrative style, it can draw inspiration from the production form of Thai public service advertising. Thai public service advertising has distinctive personality and background factors in the portrayal of advertising characters, whether the protagonist or supporting role. Clear characterization makes the advertising story more authentic and persuasive. In terms of character setting, Chinese public service advertising can learn from Thailand's setting, making the story of public service advertising more infectious. In terms of visual scene design, Thai public service advertising also adopt natural and living scenes to make the audience feel realistic and experiential, making the content of the advertising more influential.

3) Audience Insights

Audience insight refers to the process by which advertising planners, in the early stages of advertising production, conduct market research, collect and analyze data to help creators better understand their target audience. This includes not only surface features such as gender, age, education, geography, and catalyst habits, but also their behavior, interests, lifestyle, and decision-making process. This insight can help creators better position the market, effectively formulate strategies, create more attractive public service advertisements, and communicate with audiences in a more effective way. In the in-depth interview, interviewees B01 and B02 also emphasized that audience insight is the first step to success in Thai public service advertising, and it is also a valuable reference for Chinese peers.

Moreover, public service advertising in Thailand is rooted in the country's culture and the values of its audience. This approach is conducive to exploring the deep values of the target audience, and gaining insights into the audience helps the advertisement better resonate with them. Thai public service advertising also

emphasize individual responsibility and contribution to society through storytelling. Moreover, the narrative is delicate and attention to details, which not only attracts the audience but also influences their attitude and evokes emotional resonance. Chinese public service advertising can also adopt this approach. China has rich culture and diverse values, deeply explores the cultural connotations of China, combines with the actual development of Chinese society, and uses effective narrative methods to tell the factors of harmony, benevolence, and harmony in Chinese culture, thereby stimulating the audience's sense of social responsibility and improving the persuasive effect of public service advertising.

In addition, considering the differences in different regions and audience groups, advertising creators also need to consider differences when producing advertising. Through research on different audience groups, they can more accurately position advertising content to meet the aesthetic needs of different audiences.

4) Aesthetic and Social Responsibility of Brand Owners

When planning public service advertising, the choice of aesthetics and advertising objectives is crucial for the selection of content, form, and style of public service advertising. The requirements of a company are usually consistent with its operational goals. If the company believes that the current goal is to pursue economic benefits, then the advertising goal will tend to pursue short-term economic effects, while ignoring the long-term effects of advertising in disseminating beneficial social information. Of course, this is different from the goals of each stage of the enterprise. According to Maslow's principle of needs, economic needs belong to the second level of security needs, while serving society belongs to the highest level, that is, the fifth level of self actualization needs. Public service advertising is the highest demand that is fulfilled for oneself. If the brand does not have a deep understanding of public service advertising or does not have a consensus with the advertising production team, the social impact of advertising may also be greatly reduced. On the contrary, if the brand attaches great importance to the creation of public service advertising, it can not only enhance the brand image, but also have a profound impact on the information of the produced public service advertising. During the in-depth interview, interviewee B01 also mentioned a similar viewpoint. He believes that the aesthetic and social responsibility of Thai corporate brands are also important reasons for the achievements of Thai public service advertising. Currently, many Chinese enterprises are still in the stage of pursuing economic benefits, with only large enterprises such as Tencent, Alibaba, and Opel. In recent years, while pursuing economic goals, they have also begun to focus on the production and dissemination of public service advertising. However, in the production of public service advertising, it is necessary to learn from Thailand and balance the brand's economic goals and social responsibility.

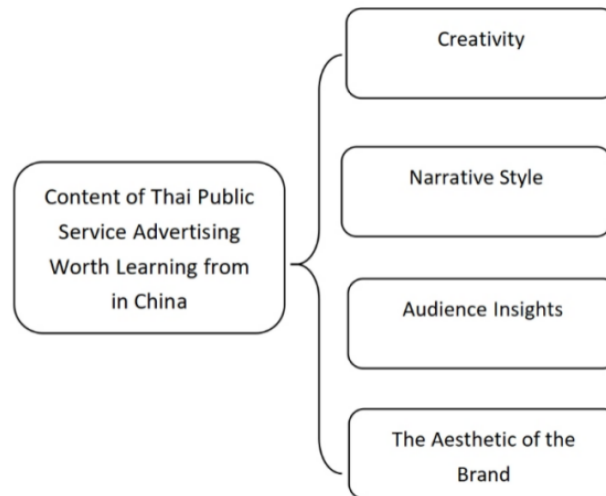


Figure 38 Content of Thai public service Advertising worth learning from in China (Source: Created by the Author)

4.2 Research and Analyze Key Success Models from Chinese Public Service Advertising Cases

This section mainly analyzes the concept of Chinese public service advertising, using typical cases of Chinese public service advertising and semiotic theory to interpret the visual, auditory, and textual symbols of Chinese public service advertising. Using narrative theory, explore the advertisers, themes, narrative methods, metaphors, and prototype characters of Chinese public service advertising. And analyze the Chinese elements reflected in Chinese public service advertising, including material and spiritual cultural elements. Summarize the development trend of public service advertising in China through literature analysis and in-depth interviews, and conduct comparative research on public service advertising in Thailand and China.

4.2.1 Definition of Chinese Public Service Advertising Concept

In China, public service advertising focuses more on pure public welfare and does not aim to sell or promote products. Through the transmission of ideas, it calls on the public to pay attention to social issues and regulate their behavior with behaviors that comply with social norms. It is a non-profit advertising (Yang, 2023). Since the 1990s, some companies in China have also participated in funding or producing public service advertising, while also improving their reputation. The initial way of participating is for advertising companies to produce public service advertising, which are funded by companies that have obtained the right of authorship, annotated with the company name on the advertising, and disseminated in the media.

As public service advertising spreads public welfare concepts through advertising content, it calls on the public to take on social responsibility and establish concepts that are in line with social values. Therefore, the public generally believes that public service advertising should be produced and disseminated by government agencies, official media, or non-profit organizations. The definition of public service advertising in China mostly refers to pure public service advertising published in

official media with the purpose of disseminating public service information, without involving commercial information.

However, in recent years, with the development of China's economy and social progress. More companies are beginning to take on social responsibility, starting from simply pursuing rapid economic growth, and gradually paying attention to the core, spirit, and culture of the enterprise.

Therefore, more companies have appeared to shoot some public service advertising for the organizers. Perlier's public service advertising focus on campus violence and the social value of women, while Tencent's public service advertising focus on issues related to rural education.

During the in-depth interview, interviewee B03 mentioned that in the Chinese concept, the majority of the audience believes that public service advertising are similar to those produced by CCTV media, and public service advertising invested and produced by enterprises are not considered public service advertising. Although, in China's public service advertising policy, corporate public service advertising is one of the important types.

When interviewing interviewee C01, he believed that in Thailand, public service advertising mainly refers to the "social marketing area", while in China, public service advertising mainly refers to political policy force advertising in the industrial sector. It can be seen that there are significant differences in the understanding of the concept of public service advertising between Thailand and China.

4.2.2 Analysis of Typical Cases of Chinese Public Service Advertising

1) Sample Collection of Typical Cases of Chinese Public Service Advertising

In order to better compare the differences in public service advertising between Thailand and China. Search on the Bilibili video website in China using keywords such as "China Public Service Advertising", "Touching Public Service Advertising", "CCTV Public Service Advertising", "Spring Festival Public Service Advertising", "Touching Advertising", and "Tear jerking Advertising" to select public service Advertising with a playback volume of over 350000. Due to the large number and types of public service advertising in China, a total of 30 public service advertising were collected based on search results and literature. The themes of public service advertising are mainly distributed in holiday related public service advertising, family related public service advertising, socialist core values public service advertising, moral public service advertising, etc. There are different types of advertisers, including official agencies (government departments, Central Propaganda Department, Education Bureau, Hainan Police), official media (CCTV, TV station, CCTV public service advertising collection), enterprises (Tencent, Alibaba, Automobile, China Ping An), and other types (self media). The screening of samples is conducted through two dimensions. The first dimension is classified into four types, with advertisers being official institutions, official media, enterprises, and other types (including self media). The second dimension is that the playback volume of public service advertising is over 350000. The above is a collection table of typical cases of Chinese public service advertising:

Table 34 Collection Table of Typical Cases of Chinese Public Service Advertising (
Source: Created by the Author)

NO.	Advertising Name	Advertisers	Advertiser Type	Advertising Theme	Advertising Length	Playback Volume
1	Someone Secretly Loves You	999 Ganmao Ling	Enterprise	Warm Heart, Warmth	4:27	968,4000
2	"The immortal public service Advertising filmed by CCTV in those years couldn't stop tears." (Advertising Collection)	CCTV Advertising Management Center	Official Media	Family affection, returning home during the Spring Festival	23:24	5000,000
3	Divine Chinese Advertising Collection 10	CCTV Advertising Management Center	Official Media	Family affection, returning home during the Spring Festival	18:38	4062,000
4	Buying a Mobile Phone	Tencent Public Welfare	Enterprise	Pay attention to the connection between left behind children and their parents	2:51	2030,000
5	Mom's Waiting	CCTV Advertising Management Center	Official Media	Family affection	1:14	1675,000
6	Being stepped on is not the fate of a cigarette butt, the trash can is its ownership, or not smoking	Hao Fan	Self Media	No smoking	0:46	1140,000
7	Sex education public service advertising "Packaging Paper"	Student Public Service Advertising Works of Sichuan University	Self Media	Education	1:37	1125,000
8	The Symphony of Life	China Internet Development Foundation/ Ant Group	Enterprise	Happiness and convenience in life	2:52	1005,000

NO.	Advertising Name	Advertisers	Advertiser Type	Advertising Theme	Advertising Length	Playback Volume
9	Depression themed public service advertising "Please Don't Leave"	Self Media	Self Media	Depression	5:06	818,000
10	Shh is a public service advertising about domestic language violence.	Student of the School of Film, Television and Media at Sichuan Normal University	Self Media	Domestic Language Violence	2:34	798,000
11	Chopsticks Section	CCTV Advertising Management Center	Official Media	New Year reunion and cultural inheritance	5:01	546,000
12	Anti smoking public service advertising "Famous Paintings"	CCTV Advertising Management Center	Official Media	No Smoking	0:41	766,000
13	Divine Chinese Advertising Collection Turn Your Tears Out (Second Bullet)	CCTV Advertising Management Center	Official Media	Family Affection, Spring Festival	12:59	749,000
14	Commemorating the 80th Anniversary of the Long March Public Service Advertising - Golden Fish Hook	CCTV Advertising Management Center	Official Media	Commemorating the 80th anniversary of the Long March	1:41	688,000
15	Life is just over 76000 meals	Baidu Takeout	Enterprise	Warm and Caring	3:17	633,000
16	Yuan Longping (National Meritorious Figures)	CCTV Advertising Management Center	Official Media	Introduction to Meritorious Figures of the Republic	2:40	517,000
17	Public Service Advertising (Hainan Police)	Hainan Police	Government Sector	Legal Education Knowledge	1:07	484000
18	Divine Chinese Advertising Collection 20 Turn Your Tears Out (Extended Edition)	CCTV Advertising Management Center	Official Media	Family affection, Spring Festival reunion	24:40	476,000

NO.	Advertising Name	Advertisers	Advertiser Type	Advertising Theme	Advertising Length	Playback Volume
19	Collection of CCTV Spring Festival Series Public Service Advertising "Going Home"	CCTV Advertising Management Center	Official Media	Family affection, Spring Festival reunion	8:01	467,000
20	58 points	TAL Public Welfare Foundation/ Xueersi Online School	Enterprise	Rural Education (English Education)	5:28	50,000
21	Garbage Classification	Completion homework for sophomore students on public service advertising	Self Media	Garbage classification	1:33	401,000
22	The Best Meal	Huan Qing	Enterprise	Maternal love	4:26	392,000
23	Not having childhood in the same year	CCTV Advertising Management Center	Official Media	Education	2:55	374,000
24	Blood Keyboard	Self media	Self Media	Refuse online violence	0:30	372,000
25	Family	CCTV Advertising Management Center	Official Media	Love, Responsibility	1:31	361,000
26	Salute to every Chinese who lives a stable life!	China UnionPay	Enterprise	Economic development under the epidemic and self rescue	3:17	360,000
27	Everyone is busy, busy... it's good to be busy	CCTV Advertising Management Center	Official Media	Filial piety, often go home to see	0:58	347,000
28	Mengwa	Education Bureau of the Central Propaganda Department and China Network Television Station	Government Sector	Socialist Core Values	0:46	328,000
29	Jiangxi Fire Public Welfare Advertising	Jiangxi Fire Protection	Government Sector	Fire Safety	8:18	317,000

NO.	Advertising Name	Advertisers	Advertiser Type	Advertising Theme	Advertising Length	Playback Volume
	Collection					
30	CCTV Public Service Advertising (Collection)	CCTV Advertising Management Center	Official Media	Family affection, Chinese New Year reunion	1: 1:24	303,000

Among the collected influential public service advertising, the number of public service advertising produced by official media is relatively high, with 14, accounting for 47%. This is because in China, official media has a great influence on the public, and the audience has a high level of trust in official media. Moreover, official media occupies most of the communication channels.

The official media's dissemination through television channels, especially public service advertising related to the Spring Festival, has a very large viewership and influence. The reason is that China values reunion, and the Spring Festival is the most important festival in China. When the Spring Festival arrives, Chinese people, regardless of whether they are around the world, generally do not have anything important to do and will go home to reunite with their families.

During the Spring Festival, China has a seven day holiday nationwide, and people use this time to gather at home. Television also reports scenes of reunions across the country. At home, everyone will turn on the TV and watch CCTV's Spring Festival Gala and special programs, adding to the lively atmosphere. Therefore, CCTV's ratings are very high. In recent years, public service advertising have been inserted into the Spring Festival Gala every year, with themes generally related to returning home, reunions, and inheriting Chinese culture. During the Spring Festival, the whole family reunites and gathers at home, turning on the TV. In this situation, the ratings are relatively high, which is understandable. The Spring Festival public service advertising conveys a close connection with family, returning home, and Chinese people's homesickness. Therefore, it can resonate more widely.

The author searched on Bilibili using "public service advertising" and "Chinese public service advertising" as keywords, and in order to expand the search scope, they also searched again using "touching public service advertising" and "warm public service advertising" as keywords. Sort by quantitative indicators such as playback volume, likes, and comments. During the process of collecting cases, some special cases were discovered. The CCTV public service advertising collection is very popular among audiences, with multiple collections reaching over 300000 views. There are also some self media, including works from blogger and college students, which have high views on Bilibili. Due to the special nature of the sample, it is based on a playback volume of over 300000, and self media works, including works by big V and college students, are selected one each.

2) Typical Case Study of Chinese Public Service Advertising

(1) Research on Public Service Advertising Collections Produced by Official Media

In China, public service advertising carries out the task of educating audiences and spreading public welfare concepts. Official media, especially CCTV, release and produce public service advertising that focus on social hot topics, traditional cultural inheritance, festival culture, family relationships, etc. They have educational and

inspiring functions. Public service advertising such as "Going Home", "Chopsticks", "Mom's Waiting", etc. deeply touch the audience, make them resonate emotionally, and arouse their desire and cherish for family and family relationships. Therefore, they have attracted widespread social attention and response.

This type of public service advertising is led by official media, and is compared, planned, filmed, and post produced by professional advertising companies, and broadcasted on official media. For advertising companies, this is a great opportunity to increase their company's visibility. Therefore, this type of public service advertising has high quality and a strong response. As in the 2013 film "The Late Arrival of New Clothes", adapted from a true story, the protagonist Wang Zhengnian works in Guangdong for six years. In order to save on transportation costs, he rides his wife on a motorcycle every year, following the motorcycle army, from Guangdong to his hometown in Guizhou for the Chinese New Year. It takes five days and four nights, just for his daughter who is far away from home to wear new clothes. This public service advertising took up to 30 days to shoot, covering four provinces: Guangdong, Guangxi, Henan, and Guizhou. The background music is "Migratory Birds", which symbolizes that people returning to their hometowns for the Chinese New Year are also like migratory birds, causing emotional resonance unconsciously.



Figure 39 CCTV Spring Festival Gala Advertising "Going Home - Late Coming New Clothes" Image (Dusk, 2017)

This advertising was broadcasted during the 2013 CCTV Spring Festival Gala. Due to the influence and high attention of CCTV and the Gala, as well as the excellent quality of public service advertising, especially during the special holiday of Spring Festival, the audience's psychology is more easily moved, and people are more willing to pay attention to and spread advertising content related to Spring Festival and reunion. Therefore, as soon as it was broadcasted, it caused a strong response. Although it has been ten years, there are still many viewers watching and leaving comments on Bilibili. Although they have watched it countless times, every time they see it, they are still moved by the Chinese people's return to their hometowns. Interviewee B01, Director Sun Tao, is the overall planner of "Going Home". In an in-depth interview, he mentioned that the success of "Going Home" is related to the following factors: firstly, it is adapted from a real story and has deep emotional resonance with migrant workers, creating a heated discussion topic between the government and the public. Secondly, in the media environment of 2013, television

media still had an advantage, and public service advertising were inserted in the Spring Festival Gala, resulting in high ratings. Thirdly, compared to other cautionary public service advertising, "Going Home" is actually a realistic theme. In the dissemination environment of public service advertising at that time, there were few such themes, which had universal value, Chinese insight, focused on people's livelihoods, adapted from real stories, and well crafted. Fourthly, it is related to Chinese culture and linked to Chinese reunion culture and festival culture.

With the development of new media, many self media have also participated in the dissemination of public service advertising. At Bilibili, they will broadcast the touching public service advertising from previous years as a collection, expanding the impact of public service advertising dissemination. The playback volume can reach over 200000, some even over 4 million, with a duration ranging from 8-60 minutes, indicating the audience's love and attention to this type of public service advertising.

In short, public service advertising produced by official media, especially authoritative platforms such as CCTV, have received extremely high attention and strong influence in China. The main reason is due to their excellent quality, wide support from the government, society, and the public, diverse communication channels, and precise grasp of Chinese social culture, which have deeply shocked the audience.

(2) Hainan Police Public Service Advertising: Gaining Audience Attention through Contrast and Youthfulness Strategies

In the current development of new media environment in China, official institutions such as Hainan police are vastly different from traditional serious and dull ones. They appear on new media platforms with unique images, especially on Bilibili, which is particularly noteworthy. The audience of Bilibili is mainly young people. Search for the keyword "public service advertising" on Bilibili and you can find a public service advertising (Hainan Police) with a playback volume of up to 484000. Search for the keyword "Hainan Police" on Bilibili and find 8 videos with over 1000000 views and 11 videos with over 200000 views (see Figure 40). There are several key factors behind the attention paid to Hainan police public service advertising.

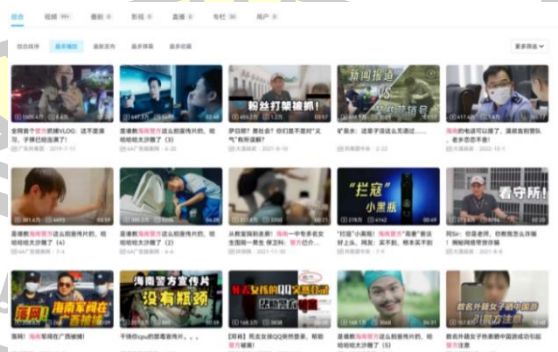


Figure 40 After Entering "Hainan Police" as the Search keyword in Bilibili, the Search Results Page will Appear
(A. A. P. Network, 2023a)

A.Content Interest

Public service advertising videos are full of fun, and the police usually give people a serious, stereotyped, and preaching impression. However, these video

advertising reverse output legal education content or civilized etiquette through humor, reversal, storytelling, and other means. The audience received positive public welfare information in a relaxed and humorous atmosphere. For example, the public service advertising "Is This What Children Can Watch? Hainan Police's Latest Legal Education Promotion Video!" by the Hainan police warns the audience to take responsibility for their lives from a young age by linking childhood behavior with adult behavior through a child's dream. Otherwise, bad habits may develop and lead to negative consequences.

B. The "Contrast Cute" Effect

The legal public service advertising that people usually see are relatively serious and formal, but the Hainan police can capture the psychology of contemporary young people who like "contrast" and use visual effects and narrative techniques that young people like. Create a stunning contrast effect that resonates strongly with young audiences. For example, in the "Hainan Police Funny advertising, This Time Started with Love" by the Hainan police, the advertising features a matchmaker and Cupid trying to match two young couples. However, due to the uncivilized behavior of the boy, the flames of love are extinguished. Through humorous means, remind the audience to pay attention to civilized behavior, otherwise, the upcoming love may be far away.

C. Close to the Aesthetic and Values of Young Audiences

Hainan police public service advertising use fashionable and popular elements favored by young people, energetic editing techniques, and youthful language expressions to name the image of Hainan police as more youthful and personalized, and more in line with the aesthetic and values of young people.

For example, the Hainan police advertising "Another Luxury Legal Popularization advertising! The Hainan police have taken action on prison uniforms" uses humorous language, such as "Classic Regret Blue", "Craftsmanship Iron Window", "Wah Cry Stripe Design", "Supervision of Contracts, Not Supervision of Orders", etc., to describe prison uniforms, reminding the audience not only to obtain information but also to be law-abiding and law-abiding citizens (see Figure 41).



Figure 41 Hainan Police Public Service Advertising "Another Luxury Legal Popularization Advertising! Hainan Police Attack Prison Uniform" (Proposal, 2023)

D. Audience's Catalyst Habits

From the perspective of the audience, with the development of internet technology, the media habits of young internet users have changed. For example, users born after 2000 have accompanied the growth of the Chinese internet. Moreover, with the development of self media and the promotion of media communication methods, the Hainan police, as an official Chinese organization, also consider utilizing their own advantages and convenience in self media for dissemination. The diversification of self media, the style of content dissemination, and the changing media are all seeking ways to tell stories that are more suitable for today's young users, considering ways that young people like and in line with the fragmented reading habits of the audience. From the perspective of the audience towards the development of self media, promoting changes in media narrative techniques.

E. Young Audience's Recognition of China's Core Values

Hainan police public service advertising choose popular elements such as homophonic memes to bring them closer to the audience, linking popular elements with mainstream values. Through a humorous but cautionary approach, they cleverly express core values. The audience's recognition of Hainan police public service advertising promotional videos also reflects the younger generation's recognition of mainstream Chinese values, culture, and language, and their strong sense of national responsibility and identity. The reason for this is that it is a manifestation of cultural confidence and also related to the strengthening of China's national strength.

In short, the Hainan police have won the love of audiences on new media platforms such as Bilibili with their interesting content, cute contrast effect, and youthful aesthetics. From this case, it can be seen that even serious official institutions can successfully attract and influence young audiences by using carefully designed new media strategies. This image not only reflects the innovative image and communication strategy of official institutions, but also provides reference for other official institutions and enterprises.

4.2.3 Interpreting Chinese Public Service Advertising from a Semiotic Perspective

Semiotics is a discipline that explores how symbols and symbol systems construct, communicate, and understand meaning. The founder of semiotics, Saussure, proposed the concepts of signifier and signified. Advertising symbols include signifier (material carrier) and signified (implied meaning). Most Chinese public service advertising contain profound cultural connotations and social significance, and disseminate information through carefully selected symbols. The form and meaning of symbols construct the meaning and connotation of advertising. James Kerry pointed out that communication culture regards human behavior as a text, and our task is to construct an interpretation of this text (Ban, 2020). Advertising is an information dissemination activity that promotes through the systematic operation of symbols, while public service advertising is a form of advertising based on real-life problems, aimed at causing changes in people's attitudes. It is more important in the construction of symbolic meanings (Hu, 2021). In this section, based on semiotic theory, we analyze and discuss Chinese public service advertising through visual symbols, auditory symbols, and textual symbols.

1) Visual Symbols with Chinese Characteristics

The visual symbols in Chinese public service advertising are not only superficial signifiers, but also symbolic, including values, ideals, lifestyles, customs, ideological concepts, etc. (Shen, 2008). In public service advertising, the symbol system is mainly composed of visual non-verbal symbols, with a small number of textual symbols as auxiliary. Visual symbols are created by the communicator based on the audience's understanding of the symbols and their own creativity (Hu, 2021).

(1) Scene Symbols with Local Characteristics

Scene symbols convey specific meanings through specific scene designs, factors, and compositions. Present and disseminate specific information Emotional, cultural, and social connotations.

The use of scene symbols in the public service advertising "Going Home" series is particularly outstanding. The advertising tells the story of four ordinary and unusual families returning home, presenting scene symbols from different regions such as Guangdong to Guizhou, Chongqing to Fujian, Cameroon in Africa to the Mudan River and forests in Northeast China, and Taipei to Shanghai. These scene symbols showcase the journey back home, and each scene is carefully designed to showcase the folk customs and characteristics of different regions. On the journey from Guangdong to Guizhou, migrant workers decide to ride motorcycles back to their hometown in Guizhou together in order to save on transportation costs. Along the way, they pass through national highways, surrounding mountain roads, and small paths back to the village. Although the journey is far away, it cannot stop the joy of people returning home during the Chinese New Year. These concrete and vivid scene symbols emphasize values such as family, reunion, and a sense of belonging, conveying profound emotions and values that transcend different cultures and regions. In "Chopsticks", the selection of scenes such as Xiguan in Guangzhou, Yongding in Fujian, Changning in Shanghai, Dongsheng in Jiamusi, Chinatown in San Francisco, and Xuanhan in Sichuan showcases the diversity of regional culture, and each specific scene contains rich cultural connotations and social significance. The special architecture of Hakka circular earthen buildings in Yongding, Fujian, and the architectural depictions in Sichuan reflect the charm of diverse cultures in various parts of China. As a symbol of the settlement of overseas Chinese, San Francisco showcases their attachment to their homeland.



Figure 42 CCTV Spring Festival Gala Public Service Advertising "Chopsticks" (from Bilibili website) (A. A. P. Network, 2023c)

The scene symbols in "Someone Always Secretly Loves You" include home, company, elevator, street, police station, elevator, hospital, etc. These scenes constitute the narrative of public service advertising scenes, each displaying specific information and meaning. For example, the symbol of home represents warmth and comfort, while hospital scene symbols are usually associated with meanings such as care, life, and hope. The symbol of the police station symbolizes safety and justice, and the company is the scene of work.



Figure 43 Public Service Advertising "There's always Someone Secretly Loving You" (Eric, 2017)

The restaurants in CCTV's public service advertising "Packaging", the rural homes in "Going Home", the journey back home, Africa, Northeast, Taipei, Shanghai, Fujian, shops, etc. These symbols are associated with family, family, and family culture.



Figure 44 CCTV Public Service Advertising "Packaging Chapter" (Conference, 2020)

The scenes in "Symphony of Life" include shops, small workshops, motorcycle repair shops, supermarkets, hair salons, farmers' homes, squares, buses, pet shops, shopping malls, gyms, KTV rooms, airports, high-speed trains, highways, amusement parks, racing tracks, hot pot shops, small shops, overseas, and more. The narrative adopts a parallel narrative approach with multiple scenes, emphasizing the unique composition and value of each individual in the social network when showcasing the life scenes of ordinary people. Different scene symbols are used to demonstrate the convenience brought by Chinese people due to their living expenses.

Chinese public service advertising are adept at utilizing familiar life scenes to evoke emotional resonance among audiences. By using the daily life, behavior, and experience of the audience as a breakthrough point, advertising creation can achieve the goal of dominating the audience's emotions (Siqu Li, 2004).

(2) Rich and Diverse Character Symbols

Characters play an important role in semiotics. Characters represent values, culture, and social status, serving as a link for emotional resonance among the audience. In advertising, the application of character symbols can effectively convey the information of public service advertising and trigger emotional reactions from the audience.

In Chinese public service advertising, the use of character symbols is diverse and represents the diversity and complexity of Chinese society. These character symbols not only convey public service advertising information, but also showcase a rich and vivid cultural picture.

After the reform and opening up in China, there have been significant changes in the structure of urban and rural families, and leaving their hometowns to work in cities has become a choice for many people. Therefore, new character symbols such as left behind children, empty nest elderly, and migrant workers have emerged, and the emotional symbol of the family has gradually been influenced by economic interests. In "Not Having Childhood in the Same Year," a comparison is made between left behind children and urban children in preschool education, including their learning, living environment, and whether they have parental companionship. Both left behind children and urban children are signifiers, demonstrating the public's concern and reflection on rural preschool education.



Figure 45 CCTV Public Service Advertising "Same Year Not Childhood"
(A. A. P. Network, 2022b)

The public service advertising "Busy, Busy... Hurry up a bit" tells the story of a single living mother who starts preparing meals early in the morning, intending to welcome her children back home. However, phone calls come back one by one, and the children don't go home to eat because they have something to do. The mother watches a large table of dishes alone until late at night when the TV program stops broadcasting. The advertising showcases a lonely day for an empty nest elderly person, who is a signifier and a typical mother in China, hardworking and capable. Through the joy of the elderly looking forward to their children returning home to the

loneliness of knowing that their children cannot go home, it prompts the audience to understand filial piety, go home more to accompany their loved ones, and care for the elderly's feelings.

The public service advertising "Mom's Waiting" showcases one's own growth and mother's gradual aging from a child's perspective. At the beginning, the child followed their mother, gradually becoming the mother following behind the adult child, and even being separated by a long distance. Both the child and the mother are signifiers, referring to the aging or even death of the mother after the child grows up. By using the written symbol "Don't love too late, go home and take a look", create emotional resonance among the audience.

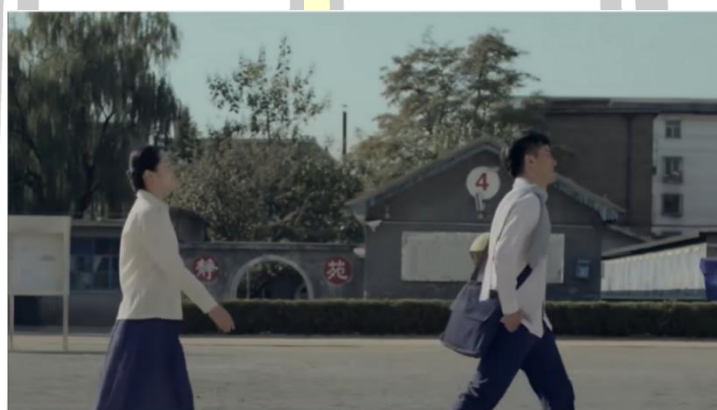


Figure 46 CCTV Public Service Advertising "Mom's Waiting"
(A. A. P. Network, 2022a)

In Chinese public service advertising, the ordinary symbol of a fighter is more common. The character symbols in the advertising "Symphony of Life" include vendors, chefs, hairdressers, Guzheng teachers, farmers, ethnic handicraft artists, choir members, fitness enthusiasts, and young skateboarders, showcasing the rich and colorful daily work and life of ordinary people, connecting the audience with the emotions of public service advertising. The character symbols in "Salute to Every Stable Chinese!" include restaurant owners, farmers, bookstore owners, homestay owners, etc., who carry out self rescue and overcome difficulties through live broadcasts and other means during the epidemic. It reflects the people's spirit of perseverance and fearlessness in the face of difficulties.

In the public service advertising "Someone Secretly Loves You", the character symbols include delivery personnel, white-collar workers in the workplace, police officers, drivers, bookstore owners, tricycle drivers, luxury car owners, etc., revealing the diversity and complexity of Chinese society and social structure, conveying the profound understanding of interpersonal relationships, professional ethics, and social responsibility in public service advertising.

In the public service advertising "Golden Fish Hook" and "Republic Medal Figures", character symbols such as Long March Hero, Republic Medal Figures, and Yuan Longping, the father of Chinese rice, are war heroes who saved the Chinese people and era heroes who ensured the food supply for 1.4 billion Chinese people. They are carriers of Chinese culture and society, representing the Chinese spirit and

the backbone of China's nation. Public service advertising convey the spirit of national self-improvement through these character symbols.

(3) Delicate Color Symbols

Color symbols, as an important visual symbol, can attract the attention of the audience, transmit symbolic information, and have the function of enhancing the atmosphere. In Chinese public service advertising, the application of color is also very particular. In CCTV's public service advertising during the Spring Festival, there are a large number of red symbols. Red is the favorite color among Chinese people, containing the meaning of reunion and celebration, and also arousing people's attachment to home. In CCTV's Spring Festival public service advertising, a large amount of red color is used to enhance the atmosphere of the Spring Festival, such as red lanterns, red couplets, red clothes, red chopsticks, etc. This reflects the Chinese people's preference for colors and highlights the atmosphere of celebrating the Spring Festival, forming emotional communication with the audience. The red wedding attire, red corsage, and other decorations used by the newlyweds in "Going Home - The Anxiety of Passing the Door" symbolize the festive atmosphere of the wedding and contain their longing and pursuit for a new life. In "Dream Baby", red factors are used from the red cotton padded jacket, wintersweet, lanterns, window decorations, Paper Cuttings worn by dream baby, to the characters written in couplets and characters. Displayed a festive, lively, and lively atmosphere. The color design in the picture, such as in "Homecoming Chapter - Late New Clothes," depicts a migrant worker named Wang Zhengnian riding a motorcycle with his wife back to his hometown, slipping on a mountain road. The wife's red clothes contrast sharply with the surrounding gray and white environment, highlighting the hard work on the way back and the joy of returning home.



Figure 47 Public Service Advertising "Going Home - The Anxiety of Passing the Door"
(Du, 2017)

พหุ ประเด็น สื่อ



Figure 48 Public Service Advertising "Going Home - Late New Clothes" (Du, 2017)

2) Auditory Symbols that Enhance the Context

In semiotics, auditory symbols primarily construct the sensory channel of sound. Sound, as a physical form of "signifier," conveys corresponding emotions, that is, "signified." Auditory and visual symbols complement each other and play an important role in constructing the meaning of public service advertising. In Chinese public service advertising, it is good at using familiar auditory symbols to recreate life and make it easier for the audience to accept the information conveyed in the advertising.

For example, the auditory symbols in the CCTV public service advertising "Home Story - Late New Clothes", such as the dialogue "Eat Hot Mantou" in the advertising, convey the wife's love and warmth for her husband. The rumbling sound of motorcycles and the crackling sound of firecrackers respectively represent the joy of migrant workers returning home and reuniting after returning home. Firecrackers are also a cultural symbol in Chinese culture, which can be used for happy events, such as welcoming home and warding off evil spirits. After the protagonist returns home, the sound symbol of a family reunion dinner also reaches the climax of the advertising, demonstrating the Chinese people's emphasis on returning home for the Chinese New Year and the audience's acceptance of the reunion model, thereby improving the dissemination effect of the advertising. According to the director of "Going Home" and interviewee B01, they also purchased Disney's music copyright "Arrival of the Birds" as the background music for the advertising during production, connecting various beautiful details from departure, on the way home, and back home, guiding the audience to decode and achieving good dissemination effects. For example, in advertising comments, a netizen commented that "this background music refers to the migration of migratory birds, which is very artistic and makes people particularly want to go home."

Table 35 Analysis of Auditory Symbols in the Public Service Advertising "Going Home - Late Coming New Clothes"
(Source: Created by the Author)

Character	Lens	Vocal Person/Object	Sound	Language
The Male Protagonist	Downstairs in the early morning Start the motorcycle	Motorcycle	Longlong	
The Female Protagonist	Pack your clothes close Turn off the lights	Switch, button	Ba Da Da a swishing sound	
The Female Protagonist	Get my husband Mantou	The female protagonist		Have a bite of hot Mantou
The Male Protagonist	Confluence with motorcycles from other fellow villagers	Motorcycle	Longlong	Go home now
The Female Protagonist	The male protagonist falls while riding a motorcycle	The female protagonist		Wang Zhengnian!
	Returning to my hometown village	Firecrackers	Pi Li Pa La	
		The female protagonist		This garment is short
		A family gathering for dinner	Guizhou dialect	
		The female protagonist		How about sending my daughter to study in the city next year?
		The female protagonist		Required

In the public service advertising "Going Home - The Anxiety of Passing through the Door", the noisy crowd at the train station, the clanging sound of closing the door, the singing of hometown songs by migrant workers in the train carriage returning home, and the cheering of people returning home on the cruise ship are all familiar auditory symbols of life. These sounds bring people a sense of reality and life, constructing a vivid picture of daily life. In the advertising, the protagonist's mother hums a small tune from her hometown, while the migrant workers sing songs in their hometown dialect. The use of regional sound symbols not only showcases the regional characteristics of China, but also enhances the connection with specific audiences. In the final shot of the advertising, the male and female protagonists held a hometown themed wedding banquet in their hometown of Fujian. Through the auditory symbol of the blessings of family and friends, a couple completed an important ceremony in their lives. The wedding reflects a happy and fulfilling moment in life.

Table 36 *Analysis of Auditory Symbols in the Public Service Advertising "Going Home: The Anxiety of Passing the Door"*
(Source: Created by the Author)

Lens	Vocal Person/Object	Sound	Language
Railway station	Crowd	Noisy Noise	
Train Station Sales Window	Conductor		Please take your tickets
Noodle Shop	The female protagonist	The sound of customers eating and speaking in the store	Have you bought the ticket? Going back to my husband's house is not going back to my home. Your face is here
Noodle Shop	Close	Bang	
On the taxi	Male and female protagonists		Get home
Bao Xianshi	The male protagonist's mother	Hum	
In the train carriage	The male protagonist and fellow villagers	Sing the song of my hometown	
Mother is chopping meat in the yard	The male protagonist's mother		My son has returned
On a cruise ship	People returning to their hometowns	Cheers of joy	
Wedding Banquet	People who eat at banquets	Cheers and applause	

In the public service advertising "Going Home - The Taste of Hometown", the barking of the protagonist's dog is a symbol of loyalty in Chinese culture, symbolizing a welcome to those returning home. The shouting of the protagonist returning to his hometown and the sobbing of his mother seeing her son directly demonstrate the character's inner emotions, making the audience very moved. The auditory symbols of family gatherings, elders giving red envelopes to younger generations, and the laughter of family photos showcase the joy of returning home and reuniting.

Table 37 Analysis of Auditory Symbols in the Public Service Advertising "Going Home: The Taste of Hometown"
(Source: Created by the Author)

Lens	Vocal Person/Object	Sound	Language
The male protagonist and his African colleagues wave goodbye	The male protagonist	The sound of the car starting	Good-bye
Buses	The male protagonist and other passengers	The sound of the car moving	Dumpling
Airport	The male protagonist and colleagues who bid farewell	The noise of the airport	Went home
Beijing Airport	Broadcast	Broadcasting Sound	
Mother Makes Dumplings	Mother	Mother	Old man, when will your son come back?
		Father	I have a letter and it says I will be back in the afternoon.
The protagonist launches a suitcase and slides on the ice	The Protagonist	Ah, ah, ah~~~ Wow, wow, wow~~~ Hahaha~~~	
The protagonist saw the dog at home and the dog recognized him	Dog	Wang Wang Wang Wang	

Lens	Vocal Person/Object	Sound	Language
At home, the mother and son embraced and wiped their tears.	Mother		My son has returned and I miss my mother so much. Mom, go and make dumplings for you.
Family Photo	The whole family	Ah	

In the public service advertising "Going Home - Reunion 63 Years Later", it can be seen from the dialogue of the language symbol character "Has Grandpa's red envelope been written yet?" that "giving red envelopes" is a part of Chinese New Year culture and also showcases communication among family members. In addition, the background music of this advertising still uses "Arrival of the Birds". When grandpa and second grandpa reunite, the music is urgent, and the audience is also influenced by the sound effects, feeling the anticipation of the two middle-aged people meeting after many years. The second half of the advertising is an auditory symbol of family reunion and laughter, interpreting the theme of "going home". Grandpa sent a red envelope in front of his mother's portrait, with the language symbol "Mother, I'm back." This reflects the longing of a wanderer who has been away for 63 years for his mother, which resonates emotionally with the audience.

Table 38 *Analysis of Auditory Symbols in the Public Service Advertising "Going Home: Reunion 63 Years Later"*
(Source: Created by the Author)

Lens	Vocal Person/Object	Sound	Language
Grandpa works out on fitness equipment	Grandfather/Granddaughter		Has Grandpa's red envelope been written yet/ Not yet. A total of 20, right?
Grandpa works out on fitness equipment	Grandfather/Granddaughter		Please help me write another one/Who should I give it to?
On the taxi	Vehicle	The incessant stream of voices	
Shanghai Second Grandpa's Home	Second Grandpa/Grandchild		Finally arrived/Grandpa, we can almost leave now. Oh, yes, it's almost time.
Taipei Airport	Staff/Granddaughter/Grandfather		Hello, where can I go/Go to Pudong, Shanghai/get home
Shanghai Pudong	Grandpa/Second		Big brother

Lens	Vocal Person/Object	Sound	Language
Airport Family meeting and embracing	Grandpa		
In front of the plaques of my grandparents at home in Shanghai	Grandpa		Mother, I'm back.

3) Text Symbols with Chinese Characteristics

Text symbols refer to symbols or symbol systems used to convey information in the form of text, text, or other symbols. Text symbols also carry certain cultural and social meanings. In the process of analyzing typical case studies of Chinese public service advertising, it can be seen that Chinese written symbols are rich in characteristics and contain profound meanings in terms of culture and rhetorical techniques.

(1) Cultural Symbols and Spiritual Sustenance

In advertising copy, slogans often use short sentences to express rich textual symbols. Many slogans use text to construct symbolic symbols that quickly recognize and evoke emotional resonance. Examples such as "Little Warmth", "Going Home More", and "All China, Let the Heart Go Home" convey rich social and cultural symbolic meanings, resonating widely with the audience. The copy of CCTV's public service advertising "Don't love too late" shows a sense of urgency in time, consistent with the widely circulated lyrics "often go home and see" in Chinese society. In the emphasis on filial piety in Chinese culture, "home" has become a cultural symbol, not only a specific place, but also a symbol of family affection. For example, in the advertising "Family, you accompany me to grow up and I accompany you to grow old", the copy reads "There is love, there is responsibility". By emphasizing the cultural symbols of "going home" and "accompanying", individual behavior is elevated to the level of family affection, culture, and morality.

The slogan in the advertising has meaning in a specific social and cultural environment, such as the copy in "Chopsticks" which is "flavorful, delicious, and has a happy Chinese flavor", containing rich cultural connotations. This sentence is not only a sensory description of "taste", but also a "Chinese flavor" that transcends the senses. And through the use of chopsticks, a highly distinctive tool of Chinese culture, it reflects the deep emotions and collective memories of the Chinese people. Chopsticks, as a special symbol of Chinese culture, bear the culinary culture, worldly wisdom, and life philosophy of China for thousands of years. Through the social and cultural symbol of "chopsticks", the "happy Chinese flavor" conveyed by advertising is not only a sensory enjoyment in taste, but also an emotional fusion of home, reunion, traditional culture, and modern civilization. For Chinese people around the world, "chopsticks" are a form of identity and emotional recognition. Wherever they are, "chopsticks" and "Chinese flavor" can evoke emotional awareness in the hearts of Chinese people.

For example, in the slogan "Ordinary Warmth in Life" in the public service advertising "Someone Always Secretly Loves You", "Warmth" not only refers to

sensory experiences, but also symbolizes love and care, conveying a social and cultural expectation. In the fast-paced modern life, people still yearn for good emotional communication, reflecting their value orientation towards family, friendship, and interpersonal relationships.

(2) The Meaning Manifestation of Language Complexity

Under the surface textual symbols, advertising texts use language cues and context to convey the underlying meanings. For example, "Don't let your carelessness become a weapon to hurt me." This sentence on the surface of the copy is about the language harm of "carelessness," but in reality, it deeply discusses the themes of family relationships, understanding, and love. To raise the audience's awareness of domestic language violence. The textual symbol of "Symphony of Life" is "Mobile payment, connecting to the new era, witnessing a better life". The copy points out that using "mobile payment" is convenient, convenient, and convenient for people to travel, which can reflect the improvement of people's living standards.

(3) The Application of Intertextuality

Intertextuality refers to the interaction, interweaving, infiltration, and complementarity between different texts (Li, 2023). In advertising, using intertextuality is a conscious strategy that allows the audience to think about the language in the advertising and attract their attention (Panigrahi & Chandra, 2013). The textual symbols in advertising are also commonly used to borrow and reconstruct symbols or texts, in order to enrich the connotation and meaning of the text. For example, "99 Public Welfare Day, do good things together". Here, "one yuan" not only refers to "one yuan", but also refers to everyone doing good things together, engaging in intertextuality, and creating a complex system of meaning about public welfare, good deeds, and collective behavior. "99" not only refers to the public welfare day on September 9th, but also sounds like "jiujiu", meaning that everyone will work together to do public welfare for a long time. Encourage the audience to achieve social welfare value through persistent small actions.

(4) The Application of Rhetorical Devices

Advertising use rich language expression techniques, such as exaggeration, metaphor, duality, parallelism, etc., to make the advertising text more dynamic (Phartenadze, 2023). Chinese written symbols are broad and profound, adept at using rhetorical devices such as rhyme, symmetry, duality, homophones, and repetition, making them easy to read and containing profound meanings (Lina Chen, 2023). As seen in the Jiangxi Fire Public Welfare Advertising Copy (see Table 39), in the advertising, the phrase "promote me" (tí bá wǒ ya) is used in the advertising. The homophonic sound of "tí bá wǒ ya" suggests the key action of using firefighting equipment, which is to "lift, grip, and press (tí bá wǒ ya)". In the first two advertising, symmetry was also formed, such as "small fire" corresponding to "large fire", "fire extinguisher" corresponding to "fire hydrant", etc. By allowing the audience to experience the charm of language symbols, they also gain knowledge about fire protection. For example, the textual symbol "Chinese Dream, My Dream" in "Dream Baby" repeatedly uses the Chinese character "Dream" to express that everyone's dream is consistent with the dream of their country, and everyone's dream can create the dream of their country together. Public service advertising also adopt a rhyming approach, where "same year" refers to children of the same age, and "no childhood" refers to children whose childhood is different. The text symbol of "Chopsticks

Chapter" is "delicious, flavorful, and has a happy Chinese flavor". We also adopt a "repetitive" approach, where "taste" refers to the taste of food, which is also the taste of happiness. The text symbol of the public service advertising "Shh" is "Don't let your carelessness become a tool to hurt me". The rhyme between "meaning" and "tool" (i) is short and powerful when read advertising "Life is Just Over 76000 Meals! " "Every meal deserves to be treated with care. Baidu takeout, quality of life, safe delivery." The rhyme "wait" and "sell" in "ai" sounds pleasant to the ear and reflects the care of Baidu takeout.

Table 39 *Collection Table for Rhyme of Text Symbols in Typical Chinese Public Service Advertising Cases*
(Source: Created by the Author)

NO.	Advertising Name	Advertising Copy
1	Mengwa	Chinese Dream, My Dream
2	Not having childhood in the same year	Not having childhood in the same year
3	Chopsticks section	Yuzi, Yuwei, Happy Chinese Flavor
4	Shh	Don't let your carelessness become a weapon that hurts me.
5	Life is just over 76000 meals	Every meal deserves to be treated with care. Baidu takeout, quality of life, safe delivery.

Table 40 *Jiangxi Fire Public Welfare Advertising Copywriting Table*
(Source: Created by the Author)

NO.	Advertising Name	Advertising Copy
1	Promote me	Use a fire extinguisher for small fires, and lift and hold it to handle it.
2	I also want to eat lychees	For a large fire, use a fire hydrant and twist it twice to the end.
3	Be a good person and don't charge randomly	Not charging electric vehicles inside the building can lead to disaster if a fire breaks out.
4	Prime Minister, don't panic!	Prevent thick smoke from the fire scene, bend down and cover your mouth and nose in a low position.
5	Mom, hold me again	Keep your home away from fires, and let love no longer be absent.
6	Is Zhang Guan taking care of the fire to save his life?	Thick smoke blocks the way, Zhang Guanli is waiting to save his life.

NO.	Advertising Name	Advertising Copy
7	Why can't my store be occupied?	The store is uninhabited and it is difficult to escape from a fire.
8	Don't get too close	Keep the distance apart and keep warm. When using, keep an eye on the door and turn it off.
9	Let me tell you if there is a fire or smoke	Install a smoke detector and let you know if there is a fire or smoke.

Table 41 Language Analysis Table of Public Service Advertising "Chopsticks Chapter"

(Source: Created by the Author)

Character	Language	Subtitles	Cene	Place
Grandfather and granddaughter	right Is it delicious? Good taste,	Enlightenment	Of one's own unit	Guang zhou Xiguan
Mom and daughter	Mom: Mom, will you teach you how to eat with chopsticks today? Daughter: I can't pick it up. (wiping tears on one side) Mom: Check it out. Daughter: What should I do? Mom: We are Chinese, and Chinese people all use chopsticks, you know? Are you holding onto it? Daughter: Ah, good! Mom: Great! Mom: Is using chopsticks actually quite simple. Have you eaten it? Daughter: (Nodding while enjoying the meal intoxicated.)	Inherit	Of one's own unit	Shang hai Changning
Large family gatherings	(Son picks up chopsticks) Dad: Wait a moment, let Grandpa eat first. Grandpa: Wishing everyone all the best! A table of people: Chinese New Year!	Refined and courteous		Yongding, Fujian
Mom and Returning Son	Son: Mom, I'm back! I haven't come back in three years, I miss you so much! Mom: Stay a little longer this time! (Children pick up a piece of meat.) Mom: I know you love to eat this.	Care	Of one's own unit	Jiamusi Dongsheng
Overseas	Grandpa: (holding the photo	Miss	Of one's	San

Character	Language	Subtitles	Cene	Place
Chinese	album) See you tonight. (On the phone) Goodbye. (Incense the tablet of parents and set up chopsticks) Dad, Mom! It's Chinese New Year, I'm giving you New Year greetings!		own unit	Francisco Chinatown
Uncle Wang and Neighbors	Neighbor's child: Uncle Wang, good New Year! Neighbor Uncle: Hey, Lao Wang! Take a walk and come to my house for dinner. Lao Wang: My family is cooking food. Neighbor Uncle: Ah, for the Chinese New Year and holidays, let's take a walk. Lao Wang: Really, I'm cooking. Neighbor Uncle: I know, just do it. Multiple people, multiple pairs of chopsticks, walk around. Neighbor's Aunt: Lao Wang, why are you so polite?How about more pairs of chopsticks! Neighbor: Today is the Chinese New Year, we are happy! Happy! Lao Wang (putting down chopsticks and wiping tears)	Good-neighbourliness	Courtyard , Home	Xuanhan, Sichuan
	Wife: The dishes are all ready. Husband: In two months, I will become a father.	Xiangshou	Of one's own unit	Licheng, Jinan
	Family: Hot. Grandma: Spread your wings and fly high. Sun Tzu: Every year there is surplus. Grandma: The grain is abundant. Sun Tzu: Long live a hundred years.	Gratitude	In a courtyard house	Dongcheng District, Beijing
At the end		A pair of chopsticks carry the emotions of China for thousands of years. There is a taste of happiness and Chinese flavor.		

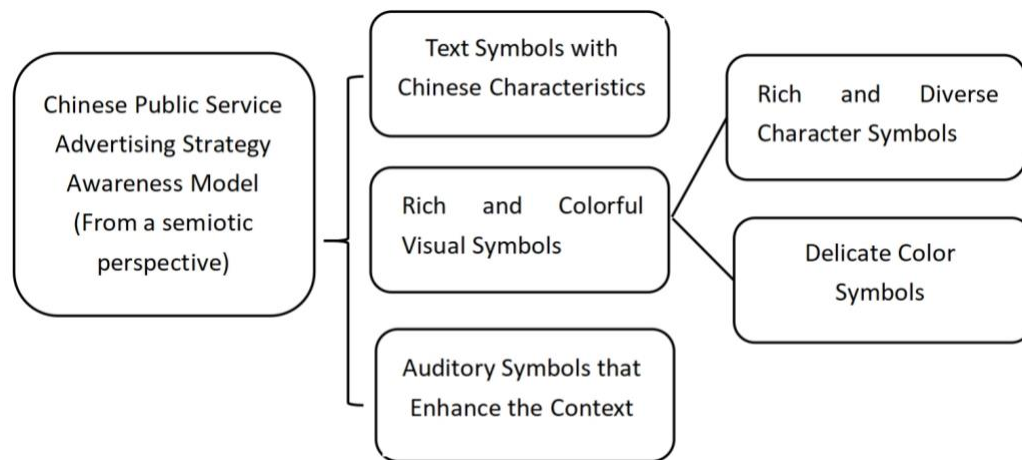


Figure 49 Chinese Public Service Advertising Strategy Awareness Model (Semiotic Perspective)

(Source: Created by the Author)

4.2.4 Interpreting Chinese Public Service Advertising from a Narrative Perspective

Advertising is a social text with literary mythological and narrative effects. In advertising, the combination of advertising and narrative studies showcases themes, social, and economic significance. Advertising texts have multiple readability, and in-depth analysis can help understand their nature and function (Shitemi, 2009). Advertising narrative is the process of using symbols to express real or fictional stories in a certain social and cultural context, in order to convey information about a company or brand (Zhang, 2009). Narrative works are formed according to certain rules, while advertising narratives are formed through the process of being selected, connected, and constructed (Hinchman & Hinchman, 1997).

1) Analysis of the Sources of Advertisers in Typical Cases of Chinese Public Service Advertising

The types of Chinese public service advertising advertisers include party and government agencies, official media, non-profit organizations, enterprises, self media, etc. (Kuang, 2020). According to the table 42, there are 14 official media outlets, accounting for the highest proportion at 46.7%. There are seven enterprises (999 Ganmaoling, Tencent Public Welfare, Ant Group, Baidu Takeout, Xueersi Online School, Huanqing, and China UnionPay), accounting for 23.3% of the total. There are three government departments (the Education Bureau of the Central Propaganda Department, the Hainan Police, and the Jiangxi Fire Department), accounting for 10% of the total, and six self media departments (including works by popular UPs and college students, as well as personal works), accounting for 20%. It can be seen that the production units of public service advertising in China are mainly government departments, with official media producing and disseminating them; Or it can be an advertising company or media production that obtains funding from the company and publishes it after hanging the company's name; Alternatively, if the company pays, the

advertising company can produce it and publish it in the media. Chinese public service advertising are mainly produced by government departments and official media, and advertising production companies and some enterprises have also participated in the creation of public service advertising.

Compared to Thailand, Chinese public service advertising are still mainly produced by official organizations, institutions, and media. Compared to public service advertising produced by enterprises, they have a greater impact.

Table 42 *Statistical Table of Typical Cases of Chinese Public Service Advertising Advertisers*
(Source: Created by the Author)

Advertising Type	Advertisers	Quantity
Official media	CCTV	14
Enterprise	999 Ganmaoling, Tencent Public Welfare, Ant Group, Baidu Takeout, Xueersi Online School, Huanqing, China UnionPay	7
Self Media	Hao Fan	6
Government sector	Education Bureau of the Central Propaganda Department, Hainan Police, Jiangxi Fire Department	3

(1) Public Service Advertising Produced by Official Media

In China, official media has become the main body for producing public service advertising, which means that in China, the main body and influence of public service advertising are mainly controlled by official media. Mainly because in China, official media monopolizes information dissemination channels. In the dissemination of commercial advertising, the official media has strong economic strength, and has numerous high-quality media talents, which gives them advantages in the production and dissemination of public service advertising.

Moreover, China's official media have more resources and communication channels, and have a high reputation in China. Chinese audiences have long developed a strong sense of trust and high dependence on official media. Therefore, the authority of official media makes their dissemination of public service advertising more influential.

Unlike Thailand, China's official media plays an important role in the production of public service advertising, which is not only related to the cultural and social structures of the two countries, but also to the degree of government involvement in public affairs.

(2) Public Service Advertising Produced by Government Departments

Chinese government departments include the Ministry of the State Council, directly affiliated institutions of the State Council, and local administrative organs at

all levels. Among the typical case production units collected, government departments such as Hainan Police, Jiangxi Fire Department, and the Education Bureau of the Central Propaganda Department account for 10%. Although the proportion is not high, government departments are actually a very active part of the main body of public service advertising. Because for a long time, government public service advertising have mostly focused on slogans and rational appeals, which are relatively rigid and mostly moderate, with propaganda slogans as the main focus. This is also one of the reasons why its public service advertising are not very popular with audiences.

However, these public service advertising produced by government departments each have their own characteristics. Since 2015, the Education Bureau of the Central Propaganda Department has been shooting the "Dream Baby" series of advertising, using traditional Chinese clay sculpture works to create a little girl named "Dream Baby" as the spokesperson. The series has seven themes of "country, goodness, diligence, thrift, sincerity, filial piety, and harmony", using nursery rhymes to create a pleasant rhyme and catchy speech. In addition, the public service advertising are interspersed with Chinese traditional cultural elements, such as ink painting, shadow puppets, Paper Cuttings, etc. Widely disseminated through multiple channels such as television, radio, outdoor, and online media, with good results.



Figure 50 Public Service Advertising "Dream Baby" (Laughs, 2016)

For example, in the public service advertising "Let Teenagers Stay Away from Live Streaming and Brush Gifts" by the Hainan police, the little boy brushing the toilet is likened to brushing gifts for the live broadcast room. During the process of brushing, the parents' branded clothes become ordinary T-shirts, the luxury car at home becomes a bicycle, and the luxury house at home becomes a rough house. Use humorous and exaggerated techniques to warn the audience, allowing them to receive the information and legal knowledge disseminated in a relaxed atmosphere.

Jiangxi Fire Department has been shooting creative fire public service advertising since 2018, and the first one is "Promoting Me" from 2018. Drawing inspiration from the story of "Yang Xiu's Death" in the classic Chinese novel "Romance of the Three Kingdoms", using the homophonic "ti ba wo ya" to promote fire knowledge, such as "when encountering a small fire extinguisher," ti ba wo ya

"being able to handle it, with clever ideas and exquisite language art, The audience was impressed and fire safety knowledge was successfully disseminated. From the comment section, it can be seen that the audience has praised the creativity of this advertising, such as commenting, "This is the first time a person from Jiangxi has seen it, and I have to say that the creativity is quite good." "I can't even believe that this is from Jiangxi Province. I believe it when you say it's from Beijing, Zhejiang." "Interesting, impressive, and effective." "Let's talk about it, this shot is more flavorful than some movies and TV dramas." Some netizens also lament that the advertising budget is sufficient, indirectly indicating the effectiveness of advertising dissemination: "This budget is so sufficient." In terms of communication channels, it can be seen from the comments that the advertising dissemination channels are diversified. In addition to television and online media dissemination, it also includes: film placement advertising in cinemas, bus station advertising, subway station advertising, elevator advertising, outdoor advertising in commercial streets, advertising in supermarkets, film placement advertising in KTV, outdoor advertising in school libraries, etc. Netizens said that when they see this advertising in the elevator, they will stay in the elevator until they finish reading it before leaving.



Figure 51 Jiangxi Fire Public Welfare Advertising "Promoting Me" Image
(Protection, 2023)

(3) Public Service Advertising Produced by Enterprises

In China, companies also participate in the production of public service advertising, but the proportion is relatively low and the influence is relatively small. The reason is that with the development of China's reform and opening up, enterprises are more concerned about economic interests. The development process of Chinese enterprises participating in public service advertising has gone from early companies believing that public service advertising had no commercial returns and did not receive sufficient attention, to adopting a wait-and-see attitude, and now to paying attention and participating (Wang, 2006). Wang (2008) believes that corporate participation in the production of public service advertising can be divided into two categories: first, using public service advertising as a supplement and extension of

commercial advertising; The second is a spontaneous behavior of enterprises to promote their own ideas.

Some companies believe that improving their visibility and reputation through public service advertising is often not as fast as using straightforward and popular commercial advertising. In the short term, the economic effect is not significant.

In in-depth interviews, many interviewees also mentioned similar viewpoints, such as A01 mentioned, Some companies may also think that making public service advertising is necessary, but the effect is relatively slow. Moreover, they may think that a good corporate image is not closely related to the product. The most typical example is Taobao, which is very intuitive. They place orders when they see a good product, which is a fast food culture. They may feel that selling things is like this, but also find that this method can make a profit. As long as the quality is good, the price is good, and the express delivery service is good, in fact. Naturally, it can be achieved. For enterprises, producing public service advertising is an optional task A03 said, "Chinese companies are more competitive and value short-term sales results more. The purpose of public service advertising is still for profit, just to fish for big fish in the long run. Many Chinese companies lack patience and are related to market volatility. Only some large companies will do it."

B01 said, In the future, those mature entrepreneurs, some successful entrepreneurs, will generate a new force in the process of feeding back society after their wealth is free. In fact, when all of them are added, it is equivalent to enhancing the enthusiasm, participation, and sense of gain of the whole society. Moreover, as enterprises with economic strength, ability, talent, and resources, they can become a key focus to promote corporate social responsibility or public welfare. An important driving force for the advancement of public welfare projects

In summary, the current situation of Chinese enterprises producing public service advertising is influenced by multiple factors, including their pursuit of economic benefits, their understanding of public service advertising, market strategies, and China's cultural and social awareness. This provides a background and reference for studying the strategic awareness of Chinese public service advertising.

Moreover, the current policies for enterprises to participate in the production and dissemination of public service advertising have not been standardized, and have not been widely popularized among the public, without gaining widespread recognition from the audience. Some audiences may even doubt the purpose of enterprises producing public service advertising. Like Tencent's public welfare production(See Figure 52), it tells the story of two left behind children and their brothers who help villagers drive geese, pick tea leaves, chop firewood, and carry water in their spare time, in exchange for pocket money, all of which are stored in savings cans and they want to buy a second-hand phone worth 100 yuan. However, while the two brothers were playing in the river flower, their younger brother's shoes were accidentally washed away by the water. My older brother made up his mind to use all the coins he had saved to buy shoes for him, but he couldn't bear to part with it. After seeing it, the shop owner quietly changed the price of the second-hand phone to 1.00 yuan. The two brothers finally achieved their wish and bought a mobile phone. Call the mother who works outside. The advertising featured slogan "99 Public Welfare Day, Do Good Things Together" (where "one dollar" refers to both one dollar and doing good things together).



Figure 52 Tencent Public Service Advertising "Buy a Mobile Phone"
(Taurus, 2019b)

In the comment section of "Buy a Mobile Phone" produced by Tencent Public Welfare, some netizens questioned: "I donated 99 yuan to the public welfare, only one yuan was used for good deeds." "I once doubted whether Tencent did this?" "In addition, I bought a charger, a phone card, real name authentication, and phone bills. Finally, I didn't spend any money to get a Xinyue member." "Nanshan tycoon (referring to Tencent), I can't cry at once." These comments reflect some of the audience's doubts about the true intention behind the company's production of public service advertising, and also demonstrate the complex mentality of the audience towards the company's public service. Why is such a successful and well-known company facing such great questioning when producing public service advertising?

Firstly, the audience has a complex mindset towards the production of public service advertising by companies, as they hope that companies can not only achieve economic benefits but also take on more social responsibilities; On the other hand, they are also concerned that companies may borrow the name of public service advertising for commercial gain. Moreover, as a giant of Chinese internet companies, Tencent's every move has received attention and scrutiny.

Secondly, the audience's expectation for public service advertising is often that it is purely public service and not mixed with commercial interests. But when advertising may involve content related to products or services of the enterprise, some audiences may doubt the authenticity and intention of the advertising.

It is worth noting that regardless of the true purpose behind the enterprise, the public service advertising it places can still attract the attention of the audience to a certain extent and promote public thinking on certain social issues. In addition, large enterprises have strong economic strength and communication channels, and are capable of producing excellent public service advertising to better promote social development.

For Chinese companies, when producing public service advertising, they need to be more careful in balancing the relationship between public service and commercialization, ensuring the authenticity and credibility of the advertising. At the same time, establishing more immediate communication with the public, responding to and explaining audience doubts in a timely manner, is a key step in building public trust.

In short, when Chinese enterprises produce public service advertising, they not only need to produce higher quality advertising, but also need to pay attention to how to find a balance between public service and commercialization, ensure their authenticity and credibility, and thus gain the trust and support of the audience.

In the in-depth interview, interviewee A02 also discussed this viewpoint. She believes that Chinese culture has not attached enough importance to business since ancient times, and there is a serious wealth gap in Chinese society. The public will have higher expectations for large enterprises and will also question their practices. Moreover, compared to Thailand, Chinese companies have been focusing on public relations relatively late (after the reform and opening up).

In addition, the production of public service advertising in China has also been influenced by culture and history. Chinese society has always valued "virtue", and the production of public service advertising by enterprises is an important way for them to showcase "virtue". Therefore, many Chinese companies not only regard the production of public service advertising as an important window to showcase their corporate image, but also as the main way to establish connections with audiences.

In the collected advertising cases, companies as advertisers include internet companies, financial companies, pharmaceuticals, beverages, etc. Among them, internet companies are the most common, such as Tencent Public Welfare, Ant Group, Baidu Takeout, Xueersi Online School, etc. This is because internet companies play a crucial role in China's economic development and have a wide audience and influence. The reasons why internet companies participate more in the production of public service advertising are as follows:

Firstly, with a large number of users, the dissemination effect is significant.

Internet companies such as Tencent, Baidu, and Ant Financial have over one billion users themselves. The public service advertising they produce can be played on their own platforms and media matrices, gaining large-scale exposure. Due to the influence of enterprises, their public service advertising have attracted much attention and can also cause secondary dissemination and comments on self media, achieving significant dissemination effects.

Secondly, taking on social responsibility and improving the reputation of the enterprise.

With the development of internet companies, their social responsibility has also received increasing attention from the public. By actively producing public service advertising and spreading beneficial ideas, companies can demonstrate their commitment and attention to social responsibility. Moreover, public service advertising can help companies shape a positive image and enhance their reputation. Especially now that information is transparent and the audience pays more attention to enterprises, it is hoped that enterprises can not only achieve economic benefits but also take on more social responsibilities. Through public service advertising, companies can demonstrate their social responsibility to society, the public, the environment, and more.

Once again, establish emotional connections with users.

By producing public service advertising, enterprises provide a channel to establish emotional connections with their audience. By demonstrating their concern for the issue, they can resonate emotionally with the audience.

Finally, considerations at the level of enterprise development.

For some internet companies, public service advertising may also be a part of their development strategy. Xueersi Online School showcases its attention to education in remote rural areas and online education through the production of public service advertising related to online education, and effectively connects it with its own development business and plans.



Figure 53 Public Service Advertising "58 Points"

(Taurus, 2019a)

(4) Public Service Advertising Produced by Self Media

It is worth noting that on Bilibili, some public service advertising produced by self media such as UP hosts, big V, college student teams, and individuals account for 20% of the typical public service advertising collected, and have also achieved good views.

Public service advertising produced by self media, due to their unique personalization and closeness, arouse the love and resonance of the audience. Compared with public service advertising produced by media, government agencies, and large enterprises, self media produced public service advertising are more down-to-earth and easily resonate with young audiences. Moreover, on UGC platforms like Bilibili, where creativity is relatively free, content creators have a completely different level of creative freedom from traditional media, allowing public service advertising to present full creativity and expressiveness.

For example, Hao Fan, a humorous UP host and self media influencer, has 440000 followers on Bilibili. In addition to commercial and humorous short videos, his works also produce 2-3 public service advertising every year. Pay attention to depression, sex education, personal information leakage, prevent forest fires, and avoid littering cigarette butts. His public service advertising style spreads information through humor and humor, making it easy for the audience to accept.

For example, the public service advertising "Shh" about domestic language violence, created by a team of college students from the School of Film, Television and Media at Sichuan University, draws materials from real environments, delves into the dangers of language violence, and resonates with the audience. In advertising, physical injuries, orange pieces thrown on the ground, and crumpled rolls are used as metaphors for the harm caused by verbal violence. Although this advertising was

produced by a college student group, it achieved a good result of 799000 views, 46000 likes, and 3658 comments on Bilibili. Many netizens resonate with the content in the advertising, mentioning their sad experiences and emotions of language violence in the comments.

For example, similar to the theme of the Thai public service advertising "Violent Landlady", the theme of the college student work "Blood Keyboard" is also online violence. Through animation, it showcases the jealousy among college students and expresses their own suspicions through online violence. In the frenzy of online violence, the keyboard of the girl who spread rumors becomes a "bloody" keyboard, symbolizing the serious psychological harm of online violence to the parties involved.

2) Theme Analysis of Chinese Public Service Advertising

There are differences in political, historical, social, and cultural backgrounds between China and Thailand, which are also reflected in their public service advertising, including differences in themes, narrative structures, and duration.

The themes of Chinese public service advertising are rich, including social hot topics, values, cultural inheritance, national social policies, etc. The social hotspots that Chinese people are concerned about include: language violence, depression, left behind children, online ethics, fire safety, epidemic economy, etc. In addition, Chinese public service advertising actively promote the importance of traditional festival culture, education, socialist core values, and family relationships (see Table 43).

Table 43 Statistical Table of Chinese Public Service Advertising Themes
(Source: Created by the Author)

Theme	Advertising Name	Quantity
Family, Emotional Themes	1. CCTV Public Service Advertising (Collection) 2. CCTV Classic Public Service Advertising (Chopsticks Chapter) 3. [Divine Chinese Advertising Collection 20] Turn Your Tears Out (Extended Edition) 4. [Divine Chinese Advertising Collection 10] Turn Your Tears Out "Those years of CCTV's immortal public service Advertising, tears couldn't stop." (Advertising Collection) 6. [Divine Chinese Advertising Collection 12] Turn Your Tears Out (Second Bullet) 7. CCTV thought-provoking public service advertising (Mom's Waiting) 8. Public service Advertising about maternal love (the best food to eat) 9. Everyone is busy, busy... It's good to be busy 10. "Shh" (a public service advertising about domestic language violence) 11. Buying a mobile phone 12. Collection of CCTV Spring Festival series public service advertising "Going Home" (including late arrival of new clothes, nervousness of passing by, taste of hometown, and reunion in 63 years) 13. Family, you accompany me to grow up, and I accompany you to grow old 14. Someone will always secretly love you	14
Health/Lifestyle	1. Being stepped on is not the fate of a cigarette butt, the trash can is its ownership, or not smoking. (Smoking is prohibited) 2. CCTV Anti Smoking Public Service Advertising "Famous Paintings"	5

Theme	Advertising Name	Quantity
	3. "Blood Keyboard" public service advertising - rejecting online violence 4. Jiangxi Fire Public Welfare Advertising Collection 5. Depression themed public service advertising "Please Don't Leave"	
Social/ Historical Themes	1. Salute to every Chinese person who lives a stable life!(Economic self rescue during the epidemic) 2. Commemorating the 80th Anniversary of the Long March Public Service Advertising - Golden Fish Hook 3. CCTV Public Service Advertising - Yuan Longping Chapter (National Meritorious Figures) 4. Socialist core values public service advertising "Dream Baby"	4
Education	1.58 points CCTV's public service advertising "not childhood in the same year" has a sore nose and red eyes(Collection of Three Advertising) Sex education public service advertising "Packaging Paper"	3
Other	1. Hainan Police Public Service Advertising 2. Garbage classification 3. Symphony of Life 4. Life is just over 76000 meals	4

According to the statistical table, it can be seen that among the themes of public service advertising in China, the number of "family/family emotional themes" is the highest, followed by "health/lifestyle", and then social/historical themes. Considering the social and cultural situation in China, the main types of themes in typical cases of Chinese public service advertising include:

(1) Emotional Themes Receive Attention

Since the reform and opening up, China's economic construction has achieved significant development, and the economic pattern has undergone significant changes. People are busy with their livelihoods and inevitably overlook the emotions around them, resulting in a lack of emotions in their families or surroundings. As the official media, CCTV is responsible for promoting ethical culture. Especially in family culture, the emotions between family members have become the focus of promotion. The Spring Festival is the most important traditional festival in China, and the CCTV Spring Festival public service advertising combines family culture with Spring Festival reunion, which has aroused widespread response from the audience. For example, in 2013, CCTV aired the public service advertising "Going Home - Late New Clothes" for the first time at the Spring Festival Gala, which was also a pioneering move. The "Homecoming Chapter" includes "The Anxiety of Passing Through the Door", "Reunion 63 Years Later", "The Late New Clothes", and "The Taste of Hometown", all adapted from real life stories. In the in-depth interview, interviewee B01 introduced four ordinary yet touching typical cases selected from over 400 real stories in this series of advertising. During the Spring Festival, cleverly integrating festivals and family reunions brings emotional inspiration to the audience.

For example, themes such as "Mom's Waiting" and "Packaging" and "Dad's Lies" in CCTV's public service advertising collection reflect the love of Chinese parents for their children from everyday life details, reminding the public to care for the elderly and often visit their loved ones at home. After the broadcast of this series of themed public service advertising, they have attracted widespread attention and

discussion from the audience. Even now, there are still audiences who upload these public service advertising on video websites. After watching them, commentators still give them a lot of positive feedback and are moved by the public service advertising from many years ago. "Packaging Chapter" is adapted from a real event. In the advertising, a father with "senile dementia" forgets many things and people, but still remembers that his son likes to eat dumplings. During a gathering, he wants to pack the dumplings back for his son to eat. Once the advertising was aired, it received rave reviews and many netizens commented, recalling their parents' care for them. They also expressed filial piety to their parents through practical actions such as greeting them on the phone or accompanying them to the hospital for frugality.

China has always attached great importance to family and affection, and filial piety is a core concept in traditional Chinese culture. Advertising about family relationships are more likely to evoke emotional resonance among the audience. The Spring Festival is the most important festival for Chinese people, and no matter where they are, they will want to go home and reunite with their loved ones. Public service advertising also utilize this emotional node to convey the importance of family and family relationships. CCTV's public service advertising "Going Home" and "Chopsticks" are in-depth discussions on family and family relationships; The public service advertising "Shh" about domestic language violence reminds everyone to pay attention to language communication between family members; Public service advertising such as "Mom's Waiting" and "Family" (see Figure 54) are urging everyone to go home often and cherish the time spent with their families.



Figure 54 CCTV Public Service Advertising "Family"
(China Youth, 2016)

(2) Attention to Health and Lifestyle

In modern society, with the development of the economy, the pace of social progress is fast, and the importance of a healthy and civilized lifestyle is becoming increasingly apparent. It has become one of the most concerned themes for people and an important message that public service advertising want to convey. In China, the government, media, and other sectors of society attach great importance to the physical and mental health and lifestyle of the people. Public service advertising, as an important means of promoting social concepts, can promote the concept of health through public service advertising and other means. As emphasized in the public service advertising (See Figure 55), smoking not only harms oneself, but also harms

the health of those around us. In recent years, with the development of network technology and changes in people's media habits, online violence has gradually become a topic of concern. The advertising "Blood Keyboard" uses the "blood" on the keyboard to symbolize the harm of online violence to the protagonist, reminding the public that online violence can also have serious consequences for the public. The advertising "Please Don't Leave" revolves around the author's confession, telling the audience about the protagonist's psychological journey from being pessimistic after suffering from depression to gradually overcoming the illness through their own efforts. Advertising not only express concern for depression patients, but also spread knowledge about depression to the audience, calling on people to care for depression patients and help them overcome difficulties. Jiangxi fire public service advertising, on the other hand, use historical stories, dramas, and other methods to promote fire safety knowledge through humorous and familiar allusions. The form is innovative, allowing the audience to unconsciously accept these knowledge after watching the story. These public service advertising guide the public to form a concept of valuing health and safety, and form healthy lifestyle habits.



Figure 55 CCTV Public Service Advertising "Famous Paintings"
(A. A. P. Network, 2023b)

(3) Public Service Advertising with Social and Historical Themes

This type of advertising focuses on social hot topics, promotes national spirit, and enhances people's sense of national pride and identity. Combining historical background and current social issues, arouse people's appreciation and gratitude for modern peaceful and stable social life. The public service advertising "Golden Fish Hook" recalls important moments in national history, commemorates heroes who have contributed to the country, and reminds the audience not to forget the beautiful life of the present, which was obtained through the blood and lives of our ancestors; The "National Meritorious Figures - Yuan Longping Chapter" praises the tremendous contributions of meritorious figures to the country; "Dream Baby" conveys the socialist core values through the form of animated character clay sculpture of "Dream Baby". The language symbols of the advertising are vivid, easy to remember, and have a strong meaning, which has received praise from a large audience. These advertising have made positive contributions to promoting national spirit and strengthening social education for the people.



Figure 56 Public Service Advertising "National Meritorious Figures - Yuan Longping"
(A. A. P. Network, 2020)

(4) Public Service Advertising with Educational Themes

Education is an important means of improving national quality and comprehensive national strength, as well as a condition for social progress. The purpose of these advertising is to raise public awareness of education. The advertising "58 Points" tells the touching story of a rural boy who deliberately fails the exam in order to not leave his familiar teacher to attend classes in other primary schools. He wants to repeat his studies and continue to follow his favorite teacher. The surprising turning point is at the end, where English institutions have introduced online English learning for rural primary schools, so that little boys don't have to leave home and can learn English knowledge in their original schools. This advertising reflects the public's concern about the shortage of rural education and also demonstrates the convenience of in school education. The CCTV advertising "Childhood in Different Years" draws people's attention to the imbalance of educational resources between urban and rural areas through a comparison of preschool education.

The differences in public service advertising themes between Thailand and China are determined by the political, cultural, and social environments of the two countries. The themes of Thai public service advertising are mostly based on universal values, including the concept of good deeds for good, helping others, filial piety, inspiring, and respecting teachers and values. Start from a civilian perspective and focus on small matters. This not only reflects the moral values in Thai culture, but also reflects the core strategy of its public service advertising, which is to touch people's hearts and resonate.

In China, government departments are also involved in the formulation of public service advertising themes. Therefore, some public service advertising contain strong political connotations, such as the "Dream Baby" series of animated public service advertising, which promote socialist core values and spread them through various forms such as television, radio, online media, and in car television media, attracting widespread attention in society. Since the reform and opening up, with the development of the economy, people's production, lifestyle, and values have undergone significant changes, which has also attracted attention to social issues such as urban and rural education issues, online violence, and lack of family relationships. Faced with these issues, public service advertising plays a role in guiding social

concepts. Moreover, as a country with a long history and culture, China's public service advertising themes not only focus on universal values, but also involve the inheritance of traditional culture, attention to social hotspots, and promotion of national policies. This advertising strategy is a true reflection of the social situation in China, and its purpose is also to attract the attention of the audience. For example, in public service advertising, there will be content such as Spring Festival reunion, commemoration of the 80th anniversary of the Long March, introductions of meritorious figures in the Republic, and the inheritance of traditional culture in "Chopsticks". These advertising play an important role in promoting the traditional culture, core values, health, and educational concepts of the Chinese nation. This advertising strategy reflects the specific social and political background of China. Furthermore, considering the media environment in China, the main channels for the dissemination of public service advertising are official media. Therefore, these public service advertising are more focused on conveying a positive and positive social image and values, thereby strengthening the cohesion of the public.

3) Analysis of Narrative Methods for Typical Cases of Chinese Public Service Advertising

Patron (2006) analyzed the performers in advertising by applying the framework of literary theory. Firstly, using drama theory and narrative theory, the "viewpoints" of advertising are divided into three categories: first person narrators, third person narrators, and dramatic characters. The form and functional characteristics of each type were discussed through advertising examples. Secondly, based on the way advertising are expressed, they are divided into three categories, which correspond to the three main literary genres: poetry, drama, and novel. For example, the first person narrator is equivalent to the narrator in a lyrical poem, the third person narrator is equivalent to the narrator in a novel, and advertising without a narrator showcase their story through character interaction and dialogue, similar to drama. According to this theory, typical cases of Chinese public service advertising reflect the roles of different narrative roles in advertising:

In advertising where first person narrators are equivalent to lyrical poetry, individuals are seen directly telling the audience about their experiences or feelings. For example, the protagonist of the depression themed public service advertising "Please Don't Leave" leads the audience deep into her inner world through her first person perspective, telling her symptoms of depression. Encouraged by netizens, she begins to change her mind and shows the process of overcoming depression, arousing the audience's attention and resonance with this social problem.

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Figure 57 Public Service Advertising "Please Don't Leave"
(Di, 2019)

(2) The third person narrator is equivalent to a novel, and advertising narrates the story of one or more people from a third person perspective through the form of a story, enriching the narrative perspective of advertising. For example, the public service advertising "The Greatest Meal" mainly tells the touching story of a mother who learns that her daughter is sick, disregards her own cataracts, is illiterate, goes through countless hardships, climbs two mountains, takes a 36 hour car ride, and goes to the city where her daughter is located to cook for her. The public service advertising "Someone secretly loves you" tells six ordinary but warm stories in a reverse way, telling people that the world is not as bad as they imagine, and there will always be someone secretly loving you. The narration in advertising not only supplements and explains the plot, but also deepens the narrative level of the story.

(3) Dramatic characters without narrators, showcasing the story through the interaction and dialogue of the characters in the advertising, without narration. For example, the Jiangxi Fire Protection series of public service advertising showcase fire safety knowledge and how to achieve fire prevention and self rescue through scenario based storytelling. In this type of advertising, it is like a performance on a theatrical stage, presented through dialogue and interaction between characters. For example, "Chopsticks", "Going Home", "Buying a Mobile Phone", "58 Points", "Hainan Police Series Public Service Advertising", "Mom's Waiting" and so on all belong to this type. Through these advertising cases, advertising creators can cleverly choose appropriate narrative methods for information based on the purpose and content of the advertising, and more effectively communicate emotions and information with the audience. The narrative structure directly affects the audience's perception and participation in public service advertising.

In Chinese public service advertising, the number of non-linear narratives is slightly higher than that of linear narratives (see Table 44). In linear narrative advertising, the story is organized in a chronological order or event sequence of "occurrence development climax ending". The story of "Buying a Mobile Phone" follows a linear narrative, where two brothers help villagers earn pocket money by working hard and saving money to buy a second-hand phone, and call their mother who works outside. This advertising reveals that the audience is more concerned about the lives and mental health of left behind children in rural areas. A newlywed couple who are about to get married will take a taxi, train, or ship back to their hometown in Pingtan, Fujian to celebrate the Chinese New Year and hold a wedding banquet. On the way home, the journey was long, and my wife missed her hometown.

Due to not being used to taking a boat, she even felt seasick. The hard journey, family reunion, and the lively wedding create a sharp contrast, reflecting the people's longing for home and reunion.

Nonlinear narrative, on the other hand, does not follow the original order, but breaks away from conventional narrative methods and proceeds in the form of interlude and reverse narration. As in "Someone secretly loves you", with "warmth" as the theme, five stories adapted from real people and events are strung together, using reversal techniques to transform "unhappiness" in life into "warmth", reminding the audience to treat people and things around them with kindness, and attracting positive feedback from the audience. The Chopsticks chapter uses the symbol "chopsticks" to string together eight small stories related to chopsticks from various parts of China, showcasing China's chopstick culture and virtues such as "etiquette, inheritance, and neighborliness".

Table 44 Statistical Table of Linear Narrative Structure for Typical Cases of Chinese Public Service Advertising

(Source: Created by the Author)

Linear Narrative	Nonlinear Narrative
1. Buy a mobile phone	1. Someone secretly loves you
2. Mom's Waiting	2. Packaging paper
3. Being stepped on is not the fate of a cigarette butt, the trash can is its ownership, or not smoking.	3. Symphony of Life
4. Please do not leave	4. Shh
5. Going Home	5. Chopsticks
6. 58 points	6. Famous Paintings
7. Garbage classification	7. Golden fishing hook
8. Blood keyboard	8. Life is just over 76000 meals
9. Family, you accompany me to grow up, and I accompany you to grow old	9. Yuan Longping (National Meritorious Figures)
10. Everyone is busy, busy... it's good to be busy	10. Hainan Police Public Service Advertising
11. Jiangxi Fire Public Welfare Advertising Collection	11. Mengwa
	12. The best food to eat
	13. Not having childhood in the same year
	14. Salute to every Chinese person who lives a stable life!

4) Analysis of Advertising Duration in Typical Chinese Public Service Advertising Cases

The duration of public service advertising is often influenced by various factors, including communication channels, target audience, culture, etc. The cultural background, dissemination channels, and audience viewing habits of Thailand and China are different, resulting in significant differences in the duration of public service advertising. The duration of public service advertising in China is generally relatively short. Among the 20 individual public service advertising statistics, there are 14 within 3 minutes, accounting for 70%, 2 within 3-4 minutes, 2 within 4-5 minutes, and 2 within 5-6 minutes, each accounting for 10% (see Table 58). Only 30% of advertising exceed three minutes (and individual public service advertising in the collection do not exceed three minutes).

Figure 58 Statistical Table of Typical Public Service Advertising Duration in China
(Source: Created by the Author)

NO.	Duration	Advertising Name	Quantity
1	Within 3 minutes	1. Buy a mobile phone 2. Hao Fan's No Smoking Public Service Advertising 3. Packaging paper 4. Symphony of Life 5. Shh 6. Famous Paintings 7. National Meritorious Figures - Yuan Longping Chapter 8. Hainan Police Public Service Advertising 9. Garbage classification public service advertising 10. Not having childhood in the same year 11. Blood keyboard 12. Family, you accompany me to grow up, and I accompany you to grow old 13. Everyone is busy, busy... It's good to be busy 14. Mengwa	14
2	3-4 minutes	1. Life is just over 76000 meals 2. Salute to every Chinese person who lives a stable life!	2
3	4-5 minutes	1. Someone secretly loves you 2. The best food to eat	2
4	5.1-6 minutes	1. Please do not leave 2.58 points	2
5	6-7 minutes	Nothing	
6	Over 8 minutes	Nothing	

However, public service advertising in Thailand are different. Among the 20 typical Thai public service advertising collected, 14 were over three minutes long, accounting for 70%.

The following is an analysis of the reasons:

(1) Chinese official media have tight schedules and expensive fees, especially for TV channels with high ratings. Therefore, in order to ensure the smooth broadcast of public service advertising on various channels and time slots, the production of public service advertising with different durations has become an effective method. Moreover, public service advertising in China are dominated by official media, and shorter duration advertising are also suitable for widespread and rapid dissemination.

(2) In the information rich modern society, audience attention is a scarce resource. Short and concise public service advertising may attract audience attention

more and spread public service concepts and information faster. In China, the production style of public service advertising tends to be concise and direct, which is also related to the Chinese society's tendency towards direct and clear communication methods.

(3) Chinese public service advertising is adept at using grand narrative language, a style that directly touches people's hearts, appropriate BGM, and a concise style to enhance the dissemination effect of public service information.

With the continuous rise of individual consciousness among the public, some vague preaching in Chinese public service advertising is becoming less and less appealing to the audience. In contrast, Thai advertising often starts with small details around it, telling ordinary truths, which is fascinating and can achieve the desired dissemination effect. Although public service advertising in Thailand generally have a longer duration, their unique storytelling techniques and delicate descriptions of life details often make Chinese audiences not feel lengthy, but rather enjoy watching them. This narrative style of storytelling and the exploration of emotions often deeply resonate with the audience's emotions. Some viewers mentioned in the comments, such as when a netizen watched "The Beggar for Gratitude" and commented, "I have seen it on Weibo, although it is a bit long, no matter how many times I watch it, I will cry." "I used to watch it before, and the ending immediately cried. Later, I couldn't find the video, but now it has been retrieved by the uploader." When watching "Violent Landlady", netizens commented, "I've seen this many times," "I've seen it a long time ago, and it's really good." "I've seen it before, and I can recall it all at once." "Even though I have watched this advertising and know the plot, I still can't help but cry after watching it many times." From the comments of netizens, it can be seen that although I have watched Thai public service advertising multiple times, I am still attracted by their plot, which shows their uniqueness in advertising creativity and emotions.

Table 45 Typical Case Duration Chart of Chinese Public Service Advertising
(Source: Created by the Author)

NO.	Duration	Advertising Name	Quantity
1	Within 1 minute	1. Blood keyboard 2. Anti smoking public service advertising "Famous Paintings" 3. Mengwa Being stepped on is not the fate of a cigarette butt, the trash can is its ownership, or not smoking 5. Everyone is busy, busy... It's good to be busy 6. Unknown Heroes	5
2	1-2 minutes	3. Public service advertising (Hainan police) 4. Mom's Waiting 5. Family 6. Garbage classification 7. Packaging paper 8. Golden fishing hook	6
3	2-3 minutes	1. Shh 2. Work a little harder 3. Yuan Longping (National Meritorious Figures) 4. Buying a mobile phone	6

NO.	Duration	Advertising Name	Quantity
		5. Symphony of Life 6. Not having childhood in the same year 7. Chopsticks	
4	3-4 minutes	1. Salute to every Chinese person who lives a stable life! 2. Life is just over 76000 meals 3. The best food to eat 4. Someone secretly loves you	2
5	4-5 minutes	1. Please do not leave 2.58 points	3
6	More than 5 minutes (all advertising collections)		7

Table 46 Jiangxi Fire Public Service Advertising Duration Table
(Source: Created by the Author)

NO.	Advertising Name	Duration
1	Promote me	00:51
2	I also want to eat lychees	01:00
3	Be a good person and don't charge randomly	00:54
4	Prime Minister, don't panic	00:52
5	Mom, hold me again	00:54
6	Is Zhang Guan taking care of the fire to save his life?	00:49
7	Why can't my store be occupied	01:00
8	Don't get too close	01:00
9	Let me tell you if there is a fire or smoke	00:58

Table 47 CCTV Spring Festival Public Service Advertising "Going Home" Series Advertising Duration Image
(Source: Created by the Author)

NO.	Advertising Name	Duration
1	Late arrival of new clothes	02:00
2	The unease of passing through the door	02:00
3	The Taste of Hometown	02:00
4	Reunion in 63 years	02:00

Table 48 CCTV Public Service Advertising Collection Series Advertising Duration Table

(Source: Created by the Author)

NO	Advertising Name	Duration
1	Caring for the Elderly Series (1) Dad's Lies	01:31
2	Caring for the Elderly Series (2) Mom's Waiting Chapter	01:21
3	Family	01:31
4	Easy to pull can	00:44
5	Helping others is a pleasure	00:56
6	Title section	02:00
7	The Belt and Road promo	01:30
8	Chopsticks section	02:00
9	Packaging section	01:31
10	Nurturing life and caring for women	01:00

On the other hand, Chinese public service advertising often have shorter durations. The reasons are: firstly, to adapt to the increasingly high communication costs of television stations; secondly, to adapt to the current problem of audience attention scarcity. For example, the duration of the three public service advertising for the 2023 CCTV Spring Festival Gala was 2 minutes. In recent years, in Chinese public service advertising, if the advertiser is a commercial brand's public service advertising and the duration is long, it is generally chosen to be played on social media. The series of public service advertising produced by Hao Huanluo, such as "The Beauty Behind All Misunderstandings" and 999 Cold Spirit, have achieved good dissemination effects, including "Planting Spring", "Someone Always Secretly Loves You", "Health Should Be Like This", "Cloud Gathering", "Missing You 999 Days", etc. When searching for "999 Cold Spirit Public Service Advertising" on Bilibili, it can be seen that these Advertising each achieved 45000, 35000, 18000, 2640, 1310views. During the advertising, the majority of the time was between 4.1 and 5 minutes, with only one being 13:59.

For example, the public service advertising "Planting Spring" has a total of 5:46 and tells four small stories. One minute and 16 seconds ago, spring arrived, which originally meant that the earth was full of vitality. Unexpectedly, the protagonist of the advertising is facing various crises. The communication operator on the 9th rode his bike to work on a rainy day and accidentally fell. He rushed to the company to work, but the first phone call he received was a harassing and threatening one. A female college student asked the owner of a printing shop about the printing cost while printing. The owner was playing a game and was very impatient. The little

girl with social anxiety was afraid to interact with strangers and was misunderstood by her neighbor's aunt as "impolite". The young father who lost his beloved son was plunged into pain. "Spring seems to have not arrived as promised."

After 1 minute and 17 seconds, the story continued and the situation did not improve. The operator received a call for help from a blind person, and the college student asked the printing shop owner why they needed fifty cents now when they used to print a thirty cent bill. The girl with social anxiety heard the voice of her neighbor seeking help. The father, who had lost his beloved son, saw the address book in his son's phone watch and fell into grief.

Starting from 2 minutes and 26 seconds, subtitles appeared on the screen, "Perhaps you can try to dispel the cold and embrace warmth." Operator 09 wore an eye mask and simulated the process of placing an order for the blind, solving the problem for them. The father who lost his beloved son received a call from his son's friend and invited him to play basketball. He made up his mind to change his life and replace his son to play basketball with his friend. The print shop owner abandoned games and worked diligently, resulting in a thriving business in the print shop. The social anxiety girl helped the neighbor girl call a locksmith to help her escape smoothly, and the two became reliable friends. Don't forget, you are also a part of spring. "Every kindness is a seed, we plant a spring."

The four short stories are all stories of ordinary people, with a strong sense of immersion. Along with the later BGM, the plot is deeply touching, and the audience's comments are "tear jerking" and "shot very realistically, crying from beginning to end". The advertising uses "spring" as a metaphor to showcase rebirth, hope, and beauty. By planting spring, we can rejuvenate life with sincerity, kindness, courage, and release.



Figure 59 Public Service Advertising "Planting Spring"
(A. A. P. Network, 2022c)

Another public service advertising, "There is always someone secretly loving you," showcases the kindness between people and the ordinary warmth in life through six short stories. Through emotional narration and reversed storylines, it touches the audience's psychology and evokes emotional resonance.

These public service advertising of 999 Cold Spirit attempt to change the traditional direct preaching style of promotion and adopt an emotional and in-depth storytelling narrative style, which is adapted from real stories. This method not only attracts the attention of the audience, but also allows the audience to be more immersive and deeply emotional due to the adaptation of real events, achieving better communication effects.

4) Metaphors

Metaphor is the method and way of thinking that people use to understand and comprehend the world. Metaphors in advertising, in addition to language, also include multimodal elements such as visuals and sound, and are often used in advertising (Septianto, Pontes, & Tjiptono, 2022). Metaphors can be seen everywhere in daily life, not only in language, but also in people's thoughts and behaviors. The conceptual system of people's thoughts and behaviors is actually a metaphor (Lakoff & Johnson, 1980). Metaphor usually refers to symbolizing an abstract or complex concept or meaning through an object (or behavior, object). The metaphorical approach not only deepens the cultural connotation of advertising, but also enriches its cultural and social significance.

Chinese public service advertising often presents the meaning of symbols through various representations. Metaphors vividly display rich advertising content through visual, auditory, and taste senses, and reflect profound cultural connotations. Using familiar everyday symbols and metaphors to express their connotations.

For example, in the public service advertising of CCTV Spring Festival Gala, cultural symbols are used to express profound traditional cultural connotations (Hu, 2021). In the "Going Home" chapter, elders give red envelopes to juniors, and the two brothers reunite after a 63 year gap; In the advertising "Chopsticks", the whole family eats reunion meals, sets off firecrackers, children set off fireworks, and overseas travelers reminisce about their mothers, all of which symbolize a strong sense of patriotism. In "Family", when the son reaches adulthood, he realizes the hard work of his parents and begins to shield his elderly parents from the rain, reflecting the traditional Chinese culture of "filial piety". In "The Symphony of Life", people's convenience and happiness in life symbolize the development of China's economy and the improvement of people's living standards. In the advertising for "Going Home - Late New Clothes", the background music "Arrival of the Birds" uses migratory birds as a metaphor for people returning home, while strengthening the audience's understanding of the motorcycle returning army and guiding them to pay more attention to migrant workers and related groups of left behind children and empty nest elderly.

5) Exploration of Prototype Characters in Chinese Public Service Advertising

In the prototype of Chinese public service advertising characters, the prototypes include innocent children, loving fathers and mothers, heroes, and so on. A pure childlike character prototype is easy to attract the audience's attention, showcasing social issues from a child's perspective, such as the hardships of left behind children, the comparison of urban and rural children's conditions, and the scarcity of rural educational resources. Such depictions not only attract the audience's attention, but also promote deeper thinking on these issues.

And "Dream Baby", through clay sculpture of children's images and the use of nursery rhymes, praises the core socialist values. It sounds catchy and has a novel form, effectively conveying public welfare information.

The type of loving father and mother is also a commonly used character prototype. In Chinese public service advertising, the narration of family affection often touches people's hearts. Through the love and dedication of parents to their children, the gratitude of children to their parents, the importance of family and affection is emphasized.

In Chinese public service advertising, revolutionary heroes and national meritorious figures who have made contributions to China are also presented. These advertising inspire audiences with their heroic deeds and selfless dedication, encouraging them to contribute to the country and society.

Table 49 *Statistical Table of Prototype Applications of Typical Public Service Advertising in China*

(Source: Created by the Author)

NO.	Advertising Title	Advertising Prototype
1	Buying a mobile phone	Innocent Children
2	58 points	Innocent Children
3	The CCTV public service advertising "not childhood in the same year" has a sore nose and red eyes.	Innocent Children
4	Mengwa	Innocent Children
5	Mom's Waiting	Compassionate father and mother type
6	The Best Meal - A Public Service advertising on Maternal Love	Compassionate father and mother type
7	Family, you accompany me to grow up, and I accompany you to grow old	Compassionate father and mother type
8	Everyone is busy, busy... it's good to be busy	Compassionate father and mother type
9	Golden fishing hook	Hero
10	National Meritorious Figures - Yuan Longping's Chapter	Hero

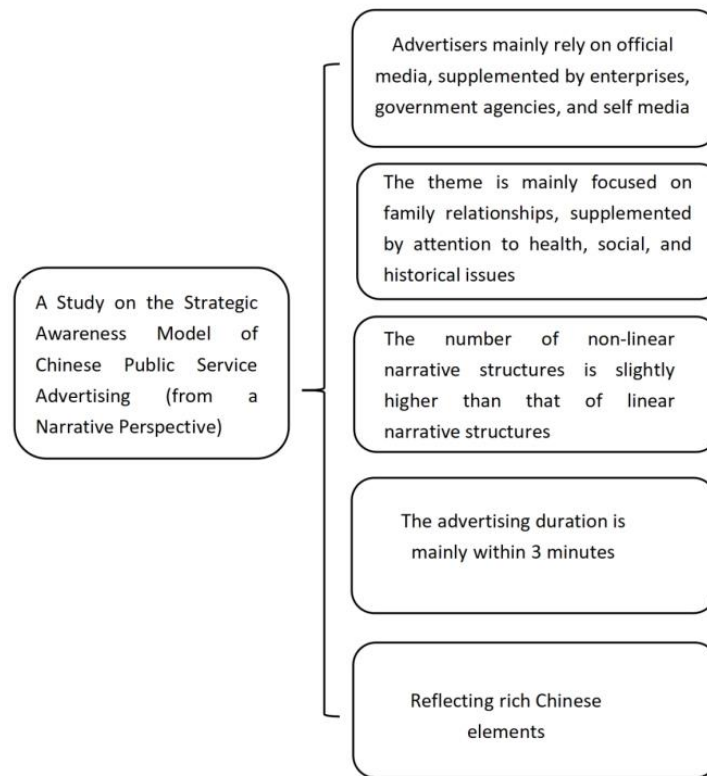


Figure 60 *A Study on the Strategic Awareness Model of Chinese Public Service Advertising (from a Narrative Perspective)*
(Source: Created by the Author)

4.2.5 Analysis of Chinese Elements Reflected in Chinese Public Service Advertising

Thai public service advertising often incorporate Thai elements. Such as Thai smile, Thai cross ceremony, Thai kneeling ceremony, Muay Thai, monk, etc. Chinese public service advertising also contain Chinese elements.

Regarding the concept of Chinese elements, Ni (2009) proposed that Chinese elements contain two Chinese meanings. The first is the Chinese factor symbol, which is a symbolic symbol that can be debated in advertising. The second is the Chinese spirit, which includes Chinese culture, customs, values, etc. According to Y. Liu (2016), the Chinese elements in typical cases of Chinese public service advertising are classified, including: first, specific objects. The concept of symbolic objects mentioned by Pierce in the advertising category mainly refers to Chinese objects that exist in physical matter. Such as the Great Wall of China, the Sky Gate, lanterns, chopsticks, Spring Festival couplets, stone lions, etc., these concrete objects represent the most direct embodiment of Chinese elements, representing the image of China.

The second is traditional Chinese techniques, such as shadow puppetry, ink painting, theatrical facial makeup, etc., which involve the technical processing of Chinese symbolic elements. The third is spiritual values, such as Chinese opera and literature; Confucian principles such as loyalty, filial piety, propriety, and righteousness. The third is the cultural elements of etiquette and customs, such as food culture, social interaction, and holiday customs.

Y. Liu (2015) explained the concept of Chinese elements as the carrier factors that represent Chinese ethnic elements. It consists of two parts, one is the element symbols representing ethnic culture, such as the Summer Palace, dumplings, rice cakes, water cubes, etc. The second is the element symbols that reflect the spiritual connotation of Chinese national culture, such as values and humanistic concepts. Thirdly, in addition to traditional cultural elements, it also includes newly emerging Chinese elements in modern society.

This article combines previous research and divides the expression forms of Chinese elements used in typical cases of Chinese public service advertising into two categories: tangible material cultural elements and intangible spiritual cultural elements.

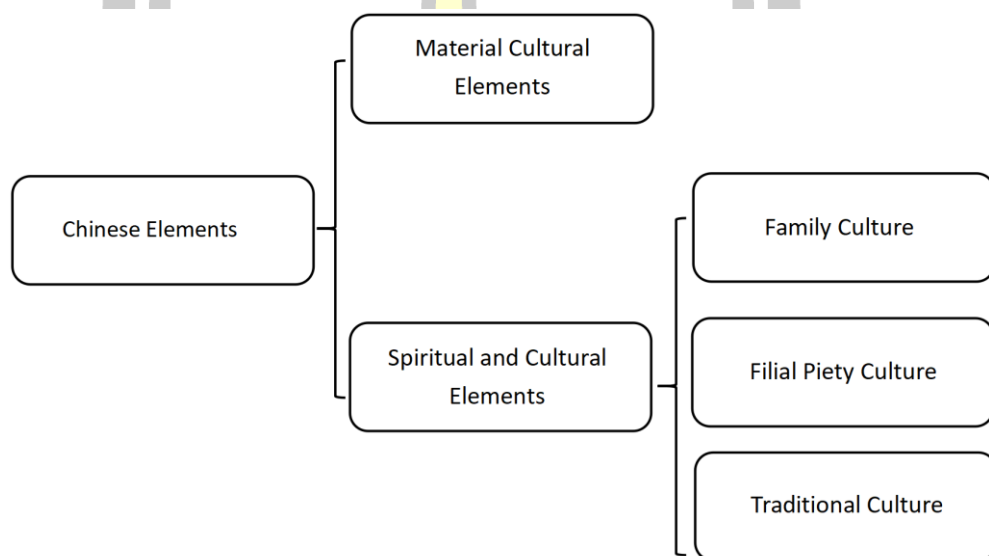


Figure 61 Chinese Element Classification Table
(Source: Created by the Author)

1) Material and Cultural Elements

Material cultural elements refer to the material entities that appear in public service advertising. For example, the protagonist in "Dream Baby" is a clay sculpture of a dream baby. At the beginning of the film, the art form of Chinese painting is used, with the appearance of plum blossoms and magpies. In the form of Paper Cuttings, the "auspicious" lanterns with Chinese characteristics and spring couplets with the word "fu" are displayed, symbolizing the festive and auspicious atmosphere. In addition to traditional elements, Paper Cuttings is also used to express modern elements representing China, such as CCTV Building, Bird's Nest, high-speed railway, Oriental Pearl TV Tower Building, etc. Chinese paintings, Paper Cuttings and ink and wash paintings also appear in the advertising background, which shows the development process of China's modernization. The Hakka earthen buildings appearing in the "Homecoming Chapter" represent the local architectural characteristics and the inheritance of architectural culture by the local people; The red envelopes, couplets, and lanterns of the Spring Festival also belong to material cultural entities, symbolizing the reunion and joy of the Spring Festival.

2) Spiritual and Cultural Elements

Spiritual cultural elements refer to the symbolic meaning presented by recombining material cultural elements with characters, text, and other content in advertising.

(1) Family Culture

Chinese people have always attached great importance to family relationships and family culture. With the development of the Chinese economy, more and more people are leaving their hometowns to work in cities. Before major holidays, especially the Spring Festival, returning home to celebrate the New Year has become a common belief among people living outside. Especially in CCTV's public service advertising, the element of home is often integrated, which resonates with the audience and is touching. The public service advertising "Going Home" takes the perspective of Chinese people returning home during the Spring Festival, and presents typical stories of four ordinary yet extraordinary families returning home, showcasing the Chinese people's sense of belonging to their homes. The protagonist of "The Taste of Hometown" is dispatched by his unit to work on the west coast of Africa. Before the Chinese New Year, he travels 15000 kilometers and takes 35 hours to return to his hometown in Northeast China. When I arrived at my hometown village, I used my suitcase to ski on the ice, and even if I fell, I was very happy; After returning home, I happily tasted the delicious food made by my mother, expressing the warmth of "home" through various details. In the advertising "Family", the English word "Family" is cleverly interpreted as "Father and mother I love you." The advertising tells a warm family story through the change of letters. This is created by the producer based on their own experience, vividly expressing love for their loved ones. The novel form and creativity have resonated with the audience.

(2) Filial Piety Culture

China has always attached great importance to filial piety since ancient times. In the Zhou Dynasty, filial piety was regarded as an important character of human beings. Confucius once wrote the "Classic of Filial Piety", advocating a culture of filial piety. After the establishment of the People's Republic of China, the morality of filial piety was further developed, becoming the main content of social education.

In the public service advertising "Family", when I was a child, my parents took care of my child. As the child grew up, my parents also grew old, and I (that is, I) also grew up. I can protect my parents from wind and rain, and be filial to them, demonstrating the transition between caregivers and caregrivers. In the public service advertising "Busy, Busy... Hurry up a bit", the old mother is excitedly busy cutting vegetables and cooking, preparing a large table of dishes, waiting for the children to come home for dinner. However, the children call back one by one saying they have something to do and can't go home. The old mother is alone, waiting until the TV program is over. The lonely figure of the elderly mother reminds the audience of their parents, and the advertising reminds everyone to go home and take a look, not to let their parents be happy.

(3) Traditional Culture

The Jiangxi fire public service advertising "Promoting Me" adapted the story of "Yang Xiu's Death" from the Chinese classical novel "Romance of the Three Kingdoms", and used "homophonic memes" to strengthen the advertising slogan "Use a fire extinguisher for a small fire, and promote and press to solve it". The inspiration for "I also want to eat lychees" comes from the folk story of Yang Guifei eating

lychees, "Riding on a Red Dust Concubine with a Smile," using a humorous way to tell fire safety knowledge. In addition, the performance forms of Peking Opera and well-known Chinese films are also used to attract audiences to understand fire safety knowledge and achieve the goal of popularizing science.

Table 50 *Table of Chinese Cultural Elements Applied in Jiangxi Fire Public Service Advertising*

(Source: Created by the Author)

NO.	Advertising Title	Traditional Cultural Forms
1	Promote me	The Story of "Yang Xiu's Death" in the Classical Chinese Novel "Romance of the Three Kingdoms"
2	I also want to eat lychees	The Folk Story of Yang Guifei Eating Lychee: "Riding on a Red Dust Concubine with a Smile"
3	Prime Minister, don't panic	Beijing opera
4	The fire scene is safe, Zhang Guan is taking care of it	The movie "Kung Fu"

For example, the classic CCTV advertising "Chopsticks" uses "chopsticks" as a symbolic factor to express various meanings. The signifier refers to the Chinese food utensils and chopsticks, while the signified refers to a typical representative of traditional Chinese culture. Swiss linguist Saussure said that the relationship between "signifier" and "signified" is random, "signifier" refers to form, "signified" refers to connotation, and a "signifier" may have multiple "signified". The public service advertising "Chopsticks" showcases different "signifiers" through eight short stories, including "enlightenment, inheritance, etiquette, care, longing, neighborliness, companionship, and gratitude".

The meaning of symbols is unfolded through the horizontal and vertical axes, and their deep associative meanings are excavated through formal logical meanings. In terms of horizontal aggregation, advertising analyzes different connotations through the combination of chopsticks and eight different families. In terms of vertical aggregation, connecting chopsticks with social life, although life is developing, the inheritance of traditional Chinese culture has been continuing, inspiring people's emotional appeals. For example:

Chopsticks - Enlightenment: In this section, teaching children how to use chopsticks marks the enlightenment process of traditional Chinese culture and conveys the importance that Chinese parents attach to their children's traditional cultural education.

Chopsticks - Ming Li: Through elders using chopsticks first, younger generations can use chopsticks to eat. Chopsticks have become a symbol of respect and etiquette, indicating the importance of adhering to traditional etiquette. Chopsticks are not only a dining tool, but also a cultural symbol passed down and respected by generations of Chinese people for etiquette.

Chopsticks - Inheritance: By preparing chopsticks for unborn babies, it represents the inheritance of culture. Chopsticks are not just tableware, but also a symbol of the inheritance of Chinese culture from generation to generation.

4.2.6 Development Trends of Public Service Advertising in China

Chinese public service advertising has undergone more than 30 years of development since the launch of the "Save Water" advertising by Guizhou TV in 1987. It can be roughly divided into three stages of development: early public service advertising themes were mostly advocating social norms and regulating public behavior. The mid-term style is similar to preaching and informing, with a strong preaching style and a simple and rough approach. At present, the theme of public service advertising has gradually shifted from a preaching style to a warm and storytelling direction (Tang, 2014), rich in moral and traditional cultural characteristics.

1) Choose Civilian Characters and Tell Real Stories

Thai public service advertising are centered around profound themes and strong emotions. Through detailed descriptions of human emotions and adaptations based on real characters and events, they portray the optimism and enthusiasm of ordinary people's lives in natural life scenes, full of humanistic atmosphere. The chosen actors are also ordinary people, with genuine emotions and natural acting skills. The theme of Chinese public service advertising can focus more on the common people and niche groups, and select suitable true story adaptations. This advantage is to make advertising more authentic and emotional, and more likely to resonate with the audience. Moreover, the emotions of ordinary people can also bring them closer to the audience and increase the infectivity of public service advertising. The four stories in the "Going Home" series are selected from 400 real stories of returning home. Among them, "Going Home - Late Coming New Clothes" tells the story of a group of Guizhou migrant workers who ride motorcycles to save on travel expenses and celebrate the Chinese New Year in Guizhou; "Returning Home - 63 Years of Reunion" tells the touching story of a younger brother who left home for Taiwan at the age of ten and reunited with him in Shanghai 63 years later. These stories may not have been personally experienced by the audience, but they have mobilized the emotions that the audience feels from news reporting. Although the events are not common, they are truly touching. For example, "Chopsticks" uses a 5-minute duration to tell 8 true stories, ranging from rural to urban areas, from Guangzhou grandfather dipping chopsticks in the flavor to taste a four month old baby, and then to a white haired Chinese elderly person in San Francisco placing chopsticks in front of a table to pay tribute to their deceased loved ones. This advertising uses chopsticks to string together various aspects of life, arousing a sense of patriotism and resonance among the public. For example, the public service advertising "Secretly Loves You" is also adapted from real people and events. Although the audience has not personally experienced these stories, they have seen them in news reports or forums. In the civilian narrative of the advertising, it is more likely to resonate with the audience.

2) Innovative Forms of Public Service Advertising

With the continuous development of China's economic level, media forms have become more diverse. In the era of information explosion, the audience's time has also become fragmented. The characteristics of new media platforms include interactivity, immediacy, and content richness, and there are also significant differences in user characteristics. The common people have more platforms and rights to speak out. Moreover, with the popularization of smartphones, people's time is surrounded by various information, forming various "fragmented" time. Under these

conditions, the content and form of Chinese public service advertising have undergone significant changes. There have been public service advertising produced by self media, such as college students and blogger groups. These self media platforms rely on their own characteristics, fan base, and platform recommendation mechanisms, and then carry out word-of-mouth dissemination. The public service advertising produced have also achieved good dissemination effects. Some official media, such as the Hainan police, as a government department, use innovative, cute, and humorous forms of public service advertising to attract the attention of the audience, changing the public's image of preaching and being superior to government agency public service advertising, and unexpectedly winning the love of the audience. By using the homophonic sound "prison room" of the famous car "Rolls Royce", the audience can learn legal messages in a relaxed and interesting atmosphere.

During the in-depth interview, interviewee B01 mentioned that government agencies such as "anti fraud" and "police" use humorous stories to tell simple truths. He believes that there will be more and more advertising of this kind. Although the production is not yet sophisticated enough and the story writing is not as exciting, this is the first step. If this step can be completed, gradually more and more people will participate, forming a common creative trend. Moreover, storytelling techniques are more youthful, with a style, perspective, and video language that is very youthful, making it a voice that is close to young people.

There is also the diversification of new creations in self media. Although it is not yet mature and the production is not exquisite enough, it is due to the openness of the channels. More self media have also produced many videos with public welfare properties. Self media transmits positive energy and core values through its own channels. Among young people, there is a stronger driving force. For example, the short film "Escape from the British Museum" produced by the young UP host "Pancake Fruit Boy" on the Bilibili platform uses personification to tell the story of a jade pot escaping from the British Museum, encountering a Chinese media person working abroad, and then returning home together. The creators come from young people, and the short film consists of three episodes, less than 20 minutes, but has already reached 11.23 million views. Young people use their favorite storytelling methods and perspectives to convey their great love and values in their hearts. Using some sounds that they can understand in their time, if the previous generation were to film, they wouldn't be able to capture this feeling, but they found a unique perspective to tell stories. It is interesting and meaningful to spread patriotism, traditional Chinese culture, and cultural relics through such a short drama with a public welfare nature.

3) Improving the Creative Level of Public Service Advertising

In terms of themes, due to policy constraints and social development reasons, Chinese public service advertising have long had similar themes, narrative techniques and expression methods, and are single, lacking flexibility and creativity, as well as a lack of a civilian perspective and attention to small events in life. The phenomenon of homogenization is quite serious, for example, in traditional Chinese cultural elements, elements such as dumplings, red lanterns, Spring Festival couplets, and the Great Wall often appear; In terms of theme selection, themes such as water conservation, voluntary blood donation, and civilized travel have appeared multiple times.

Chinese public service advertising are often more serious. In in-depth interviews, interviewee A03 mentioned that due to national conditions, the official is

good at using grand narrative structures in narrative methods, which also have Chinese characteristics and fit the psychology of the vast majority of audiences. But in other types of public service advertising, some humorous elements can be added to the advertising content. While spreading advertising information, add a relaxed atmosphere and interesting plot, or add humorous elements to language symbols such as character dialogues to convey positive and upward emotions, making it easier for audiences to receive relevant public welfare information and more attractive to them. In terms of narrative style, emphasis is placed on grasping details and making the narration delicate, paying attention to hierarchy and artistry.

4) Enterprises Play a Greater Role in Public Service Advertising Production

According to data, public service advertising published by enterprises in developed countries account for 40% of their advertising proportion (S. Wang, 2008). The funding sources for public service advertising in China include the government, enterprises, and social organizations. Enterprises participating in the production of public service advertising can provide a stable source of funding, incorporate fresh concepts and production techniques, and achieve social value and enhance brand image through public service advertising. Most public service advertising in China are produced and disseminated by government agencies and media, with limited financial support. Since the reform and opening up, Chinese enterprises have paid more attention to economic benefits, and their public welfare awareness is not yet strong. Moreover, the evaluation mechanism of public service advertising is not yet perfect, and enterprises are unable to evaluate the effectiveness and risks of public service advertising. Therefore, except for some large enterprises, other small and medium-sized enterprises are not very proactive. However, in recent years, scholars have increasingly felt the importance of enterprises producing public service advertising. Feng (2011) proposed how to stimulate the enthusiasm of enterprises, produce public service advertising, and make public service advertising occupy an important position in their development strategies. Public service advertising should leverage its advantages in the market and gain recognition from both the market and the audience. Wang (2013) proposed that companies should use public service advertising to play an important role in brand shaping and development.

At present, the main sources of funding for the production of public service advertising in China are government funding, extraction from commercial advertising profits, corporate sponsorship or joint production with advertising production companies (with the company's name at the end of the advertising), and social donations. Government funding and social donations are limited, and the participation of enterprises in the production of public service advertising is a trend that will help solve the problem of insufficient funding for public service advertising (N. Song, 2002). In the in-depth interview, interviewee B01 shared a similar viewpoint: relying solely on the state to promote public service advertising is not enough, as there will be endless problems that require mobilizing the efforts of the entire society. Enterprises have advantages in talent, resources, economic strength, and capabilities. Enterprises are the most powerful unit in society. If each enterprise can solve a small problem based on its matching, its power is immeasurable.

Due to political, economic, social, and historical reasons in China, Chinese enterprises have not played an important role in the production of public service

advertising. Public service advertising has an enhancing effect on shaping a company's public service image and brand value, but the effect is relatively slow. The strategy of using public service advertising by enterprises also needs to pay attention to making the audience feel friendly, moving them with emotions, and having a sense of humor, balancing the relationship between public service information and brand strategy.

5) Emotional, Storytelling, and "Fun" Strategies

Influenced by Thai public service advertising, Chinese public service advertising has shown a trend of emotional appeal, arousing audience interest and resonance through emotional appeals and storytelling. For example, "Someone Always Secretly Loves You" tells six heartwarming stories through a plot twist. When the audience watches the first half, the atmosphere is suppressed, but the second half develops towards the other side, moving the audience deeply. The advertising duration is 4:26, but the playback volume is as high as 9684000, indicating the audience's recognition of the advertising.

The analysis of narrative techniques in Thailand's storytelling is very delicate. The emotions are very rich and delicate, and the story is told in a smooth manner, so the duration is very long, which can be connected again. Some storytelling techniques in China are different.

In China, in recent years, official government agencies such as the Hainan Police have launched public service advertising that use popular elements familiar to young audiences to attract their attention, while cleverly combining them with the desired public service information to win the audience's love. This is a popular form of public service advertising. The creative technique has changed, seeking a civilian perspective and telling serious things in a humorous way, creating a strong contrast effect and arousing emotional resonance among the audience.

During in-depth interviews, Interviewee B01 talked about: In the process of decentralizing power, the government has deeply transformed serious content into approachable content. I believe that such changes will continue to occur in the future. For many years, China's centralized power system has been like this, but times are changing. Compared to the previous generation, young people's thinking and vision have undergone significant changes. Government agencies must update their methods to communicate with the people, otherwise, the information they spread will be affected. No one will be watching. Therefore, the government's rights section inevitably requires the content to resonate with young people and create the possibility of secondary dissemination. They are also willing to try these new things, and the cost of trial and error is within a controllable range.

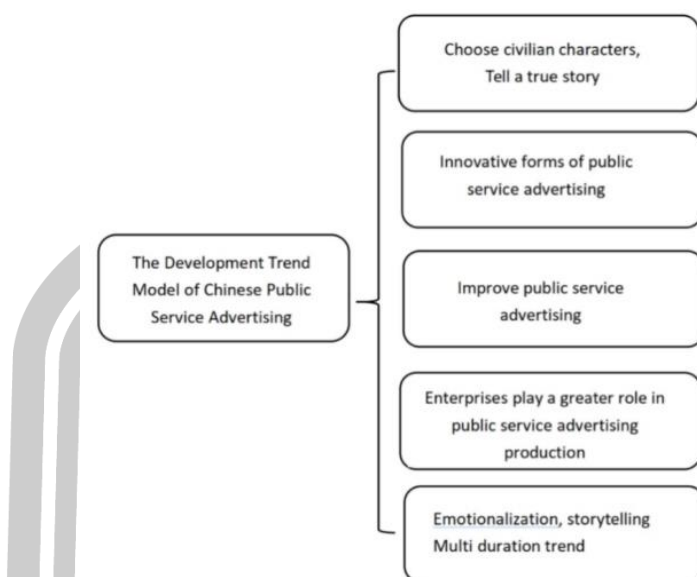


Figure 62 Development Trend Chart of Chinese Public Service Advertising
(Source: Created by the Author)

4.3 Comparative Study of Public Service Advertising between Thailand and China

After analyzing typical cases of public service advertising in Thailand and China in the previous text, summarize the similarities and differences in public service advertising between the two countries, and analyze their reasons.

Due to the differences in political systems, policies, national conditions, economic and social development, culture, and other aspects between Thailand and China, this section aims to analyze the different performances and strategies of the two countries in the field of public service advertising. Through comparative research, explore how these differences affect the theme, creation, and dissemination of public service advertising.

4.3.1 The Cultural Connotations of Public Service Advertising in Thailand and China are Similar

4.3.1.1 The cultural connotations of public service advertising in Thailand and China are similar.

Both China and Thailand are Asian countries with profound cultural heritage, and both countries attach great importance to etiquette and moral concepts. China advocates the Confucian philosophy of "valuing harmony", and in Thailand, influenced by Buddhist culture, the concept of "being kind to others" is also very common. The concept of respecting teachers and valuing education is deeply rooted in

Chinese culture, such as the public service advertisement "58 Points" which reflects the desire of rural students for high-quality education. This is also true in Thailand. This can be seen from a series of Thai Teacher's Day public service advertising produced on 7-11. In China, we advocate a culture of filial piety, filial piety towards the elderly, and call on the public to "often go home and have a look". In Thailand, the same goes for the emphasis on "filial piety as the top priority".

4.3.1.2 There are Similarities in the Themes of Public Service Advertising Creation between Thailand and China

The themes of public service advertising creation in Thailand and China are similar, mostly based on universal values, including family and friendship, and emphasis on education. Combining hot topics of public concern as the theme of public service advertising. Both countries have public service advertising on family themes and filial piety culture, such as China's "Mom's Waiting" and Thailand's "Filial Piety First", guiding audiences to pay more attention to their loved ones and be filial to their parents. In Chinese public service advertising, it emphasizes the etiquette of the younger generation towards their elders. In Thailand, the etiquette of the younger generation towards their elders also reflects the harmony of family relationships.

4.3.1.3 The Cultural Elements Contained in Public Service Advertising between Thailand and China.

Both countries have a long history and have accumulated numerous traditional cultural elements in their development process. These elements subtly penetrate into consciousness and cultural forms, and in public service advertising in Thailand and China, they contain a large number of traditional cultural elements of the country, which is conducive to narrowing the psychological distance between public service advertising and audiences. Common Thai public service advertising include Buddhist prayer, kneeling ceremony, ethnic costumes, Thai specialty snack stalls, and human demon culture. For example, the Fried Rice stand in "A Bowl of Egg Fried Rice" and the transgender candidate in "If I Were a Girl", etc. China also pays more attention to the inheritance of traditional culture. There are many traditional cultural elements presented in public service advertising, such as chopsticks and characteristic earth buildings in Chopsticks, Spring Festival, red envelopes and calligraphy in CCTV's Spring Festival public service advertising, shadow play in Dream Baby, Paper Cuttings, etc. In addition to material culture, it also includes spiritual culture. The Buddhist cultural spirit of "Good Deeds are Rewarded", as reflected in Thai public service advertising such as "Unknown Heroes" and "Giving is the Best Communication", with a smile of optimism and a persistent spirit of hard work. The

filial piety in Chinese public service advertising "Packaging Chapter" and "Mom's Waiting", as well as the national spirit reflected in "National Meritorious Figures - Yuan Longping" and "Golden Fish Hook". These elements not only enrich the connotation of public service advertising, enhance advertising attempts, but also promote the dissemination of traditional culture.

4.3.2 Research on the Differences in Public Service Advertising between Thailand and China

4.3.2.1 There are Differences between the Publishers of Public Service Advertising in Thailand and China

The main publishing entities of Chinese public service advertising are official media and government agencies, with a relatively small proportion of enterprises; The main body of Thai public service advertising includes government agencies, social organizations, and enterprises. The proportion of government agencies in the two countries publishing public service advertising is roughly the same, but there are significant differences in the situation of enterprises as the main publishing entities. Thai enterprises are influenced by Thai Buddhist culture, and many large enterprises consciously spread public service advertising through the form of public service advertising, assuming the responsibility of disseminating public service information. The public service advertising produced by them generally use a storytelling narrative method, and only the logo and slogan of the enterprise or brand appear at the end of the advertising, which the audience is also willing to accept. However, since the reform and opening up in China, enterprises have always focused on economic development in order to pursue their own lives and economic benefits. However, the production of public service advertising has resulted in slower advertising effects and economic benefits. This has led to fewer companies, except for some large enterprises, being willing to invest resources to participate in the production of public service advertising. Moreover, for public service advertising produced by enterprises, some audiences still question their motives, suspecting that they are dressed in the guise of public service advertising and actually pursuing economic benefits. Therefore, when Chinese enterprises produce public service advertising, they not only need to innovate in content and form, but also need to learn from the experience of Thai public service advertising in core values, establish and maintain a good social image, and win the trust of the audience.

4.3.2.2 Differences in the Content of Public Service Advertising Creation between Thailand and China

Due to Thailand's adherence to Buddhism and the profound influence of Buddhist culture on its citizens, the concepts of "cause and effect cycle" and "good will be rewarded" are deeply rooted in Buddhism. Therefore, their public service advertising will present corresponding themes, such as being enthusiastic about helping others. For example, in the public service advertising "The Unknown Hero", the protagonist donates money to the mother and daughter begging on the street, gives bananas to the grandmother living alone, and helps the street vendor and aunt push carts. He didn't expect anything in return, but he received rewards such as the beggar girl returning to school, the grandmother's embrace, and the aunt's care for him. In China, with a long history and culture, emphasis is placed on patriotism. Family culture is an important part of traditional Chinese culture, and folk culture has a significant impact on the people. For example, the theme of returning home for the Spring Festival is a common one. Every year, CCTV TV stations shoot public service advertising based on themes such as "reunion" and "returning home". In China, public service advertising commemorating war heroes and great figures are also important themes, reminding the people not to forget the heroic figures who have contributed to the country in times of peace. In addition, the theme of Chinese public service advertising is relatively grand and serious, such as "Dream Baby" which uses lyrics to express the core socialist values. "The Golden Fish Hook" and "Meritorious Figures - Yuan Longping" use educational methods to express respect for heroes.

4.3.2.3 The Narrative Style of Public Service Advertising in Thailand and China is Slightly Different

Thai public service advertising emphasizes the use of non-linear narrative structures with intertwined time and space. In the collected typical cases of Thai public service advertising, 70% use twists, suspense, memories, conflicts, etc. to attract the audience's attention. For example, in the Thai public service advertising "Violent Landlady", the beginning tells the story of a seemingly "Vicious" landlady who loudly accuses the vendor and even smashes the vendor's scale. Her behavior was filmed by netizens and uploaded online, but the truth is actually different from what everyone sees. By using a reverse narrative approach, a strong sense of suspense is created, which better meets the psychological and aesthetic needs of the audience. In Chinese public service advertising, the proportion of non-linear and linear narratives is comparable. In linear narrative, using a single narrative method and a causal narrative structure is still common in Chinese public service advertising, with a relatively simple creative approach and insufficient freshness. In recent years, Chinese public service advertising have gradually tried non-linear narrative methods, using suspense, reversal and other methods to surprise audiences. Like the Chinese public

service advertising "Someone secretly loves you", which tells six small stories, first suppressing and then spreading socially friendly information to win the love of the audience.

4.3.2.4 The Different Narrative Expressions of Public Service Advertisements in Thailand and China

Hall divides culture into high context culture and low context culture. China is a high context country (H. Li, 2022), and its language expression is highly dependent on context, requiring less language information to be encoded and transmitted. In Chinese culture, communication between people ends at a subtle and restrained point. Therefore, the narrative style of Chinese public service advertising is more delicate and tactful. For example, in the advertising "Mom's Waiting", a linear narrative is used to depict the changes of the mother and child in the same scene from small to large. When they were young, the mother and son chased each other, but as adults, the mother could only look at each other from afar through the child's background. Through carefully designed transitions and background music, the mother's love and aging are described tactfully, and the audience is reminded to care for their parents in a timely manner. In the advertising "Someone Loves You Secretly", a depressed girl wanted to commit suicide and asked on social media "Where is the artery?" Through warm comments, netizens said, "Your artery is hidden by me, and I will show you if you smile." Although Thailand also belongs to a high context cultural country. But its advertising often adopt humorous and exaggerated methods, using simple and understandable methods to make it easier for the audience to understand the advertising. For example, the protagonist in the advertising "Gratitude Puppy" unintentionally gave the dog a Rice-meat dumplings string. In order to repay him, the dog helped him wash his car, occupy his parking space and chase after his favorite girl. The series of gratitude behaviors of the puppy have made the audience burst into laughter and admiration. Even if they do not understand Thai, the meaning conveyed by the advertisement can still be understood through nonverbal communication.

4.3.3 Analysis of the Reasons for the Differences in Public Service Advertising between Thailand and China

4.3.3.1 Reasons for Cultural Factors

Although both Thailand and China public service advertising are ancient Asian countries, they also have their own cultural characteristics. Thai people are deeply influenced by Buddhist culture, forming their open-minded and optimistic personality traits. The open-minded attitude of Buddhism also allows for greater freedom in the creation of Thai public service advertising, such as the freedom to discuss serious

topics such as life and death; In China, influenced by Confucian culture, the idea of the mean and seeking stability is deeply rooted. Chinese public service advertising avoid implicit themes such as life and death and pessimism, especially holiday public service advertising, which tend to spread festive and auspicious content.

4.3.3.2 The Influence of Foreign Culture

Thailand encourages foreign business, with a large influx of foreign businesses. At the same time, well-known 4A companies from Western countries have also entered Thailand, bringing advanced concepts and technologies to Thai advertising creation and having a significant impact on the cultivation of advertising talents in Thailand itself. In China, China will provide certain development space for domestic enterprises and advertising companies. Moreover, international 4A companies entered China relatively late, and some companies may withdraw from China due to not adapting to the business environment. Advertising companies that stay in China generally adopt localization strategies to adapt to the social environment in China.

4.3.3.3 Impact of Market Environment

A stable market environment is an important factor for the healthy development of the advertising industry. Since the 1990s, the Thai economy has experienced long-term fluctuations. As an important manifestation of the economy, the development of the advertising industry has also been affected, and advertising budgets have been moderately reduced. Many advertisers also pay more attention to winning with creativity in their content choices for advertising production, and pay more attention to the selection of media channels. Since the implementation of reform and opening up in 1978, China has experienced rapid economic development and fierce market competition. Therefore, companies all want to quickly achieve brand exposure, achieve excellent advertising results, and win greater economic benefits. Therefore, many advertisers have a restless mentality and limited space and time for advertisers, with a tendency towards a short and straightforward style of advertising creation. Compared to many Thai companies as advertisers who invest in shooting public service advertising, Chinese companies are less involved in public service advertising. Moreover, even if companies refer to shooting public service advertising, some may still be questioned by the audience.

4.4 Chapter Summary

Using case analysis method, the creative characteristics and differences of public service advertising between Thailand and China were analyzed in depth. Explore successful strategies for Thai public service advertising. Firstly, introduce the research methods used in this chapter, including case analysis and in-depth interviews.

Using narrative theory, this study explores the factors that influence the creation of Thai public service advertising, including the source of advertisers, the theme of public service advertising, narrative structure, duration, character prototypes, and metaphors. Analyze the success factors of Thai public service advertising from the perspectives of visual symbols, auditory symbols, and textual symbols. Using the 5W theory, combined with audience reviews of public service advertising, analyze the communication strategies and effects of Thai public service advertising. Analyze Thai public service advertising from the perspectives of communication subjects, content, and channels, and analyze its dissemination effectiveness through sharing, discussing, liking, and commenting. Explore the underlying reasons for the successful dissemination of Thai public service advertising, including religious beliefs, advertising culture, and family culture. Analyze the correlation between Thai public service advertising and social hot topics, including guidelines on online ethics, education, and gratitude. Based on previous research, summarize the characteristics and success factors of Thai public service advertising, including reversal, humor, emotional resonance, easy to understand content, storytelling ability, and realistic visual effects. Summarize the content of Thai public service advertising that China can learn from, including creative ability, narrative style, audience insight, brand aesthetics, and social responsibility.

Explores the main characteristics of typical cases of Chinese public service advertising. Firstly, the concept of Chinese public service advertising was defined. We collected typical case samples of Chinese public service advertising and analyzed two representative types of public service advertising, including those produced by official media and those produced by Hainan police, to explore traditional cases and emerging changes in Chinese public service advertising. Using visual symbols, color symbols, auditory symbols, and textual symbols to interpret Chinese public service advertising. From the perspective of narratology, analyze Chinese public service advertising from the aspects of advertisers, advertising themes, narrative methods, metaphors, prototypes, etc. Based on the above analysis, propose the development trend of Chinese public service advertising, including selecting civilian characters and telling real stories; Innovative forms of public service advertising; Improve the creative level of public service advertising; The role played by enterprises in the production of public service advertising; Emotionalization, storytelling, and meme manipulation.

Identify the differences in Thailand public service advertising, including creative themes, the use of traditional cultural elements, narrative expression methods, and publishers.

Comparing public service advertising in Thailand and China, the similarities between Thai and Chinese public service advertising include cultural connotations and creative themes. Advertising contain cultural elements. The differences between Thai and Chinese public service advertising include publishers, creative content, narrative methods, and language expression. And analyze the reasons for the differences in public service advertising between Thailand and China, including cultural factors, the influence of foreign cultures, and the influence of market environment.

Chapter 5

Key Finding2

This chapter mainly studies and analyzes the key factors of typical public service advertising in Thailand and China through literature and theoretical analysis, in-depth interviews, focus group interviews, questionnaire surveys, and other methods.

5.1 Literature and Theoretical Analysis

In the process of constructing a strategic awareness model for Chinese public service advertising, key literature provides important perspectives. Through the study of advertising semiotics theory, narrative theory, advertising models, public service advertising strategies, and other theories and literature, we can better understand the composition of public service advertising strategies and their impact on audiences. Through the analysis of these literature, the research aims to propose a comprehensive model that can adapt to the characteristics of the Chinese market. Theoretical, literature analysis, and research conclusions.

Table 51 Literature Analysis and Research Conclusion Table
(Source: Created by the Author)

Topic of Reviews	The Key Findings
1.Semiotic Theory of Advertising	1.Semiotics can be used to explore various factors in mass media, such as language, images, traffic signs, flowers, music, etc(Seiter, 1992). 2.Sutter Jaharley's work "Advertising Symbols" explores the relationship between advertising and goods, the purpose of goods, the commodity system, and the exchange system of goods, with a focus on analyzing how advertising combines social value systems to construct meaning(Barthes, 2004). 3.Principles and Inferences has had a profound impact on the development of semiotics in China, breaking through the framework of Western semiotics and providing vivid and clear explanations of core concepts such as "symbol", "meaning", "text", "symbol", and "system"(Zhao, 2016). 4.Advertising Semiotics Course utilizes the basic knowledge of semiotics to explore in detail advertising texts and rhetorical analysis(Rao, 2015). 5.Advertising Semiotics combines semiotics and advertising theory to reveal how advertising, as a carrier of discourse and ideology, affects people's thoughts and consciousness, and reveals the essence of advertising symbols(Siqu Li, 2004).
2.Narrative Theory	1.Narrative studies are the exploration of the patterns and performance of narrative articles(Rowland, 1987). 2.Advertising is considered a narrative form and placed in a subordinate position(Cavazza, 2006). 3.The characteristics of narratology include

Topic of Reviews	The Key Findings
	internality, scientificity, and abstraction. And analyze the research objects and methods of narrative studies(Nie, 2004). 4.Post classical narratology and its development and transformation in contemporary narrative theory. Narrative studies, as a discipline, are the study of narrative structures and characteristics(Wojtyna, 2018). 5.The two signs of the revival of classical narratology are the "cognitive turn" and the "interdisciplinary trend". The innovation of Chinese narratology includes expanding the scope of investigation, examining time in advance, transforming research methods, changing original concepts, and incorporating localized knowledge(Fu, 2015).
3. Advertising Model	1.The AIDA model is one of the earliest advertising models, representing attention, interest, desire, and action. The AIDA model assumes that consumers must first pay attention to advertising before purchasing a product or service, then develop an interest in the product or service, then develop a desire to purchase, and finally take purchasing action(Ghirvu, 2013). 2.Lavidge and Steiner's Hierarchy of Effects Model includes six stages: knowing, understanding, believing, liking, trying, and purchasing. This model provides more detailed information on how advertising affects consumers' cognition, emotions, and actions(Koshkaki, 2016). 3.Elaboration Likelihood Model (ELM) focuses on two ways for consumers to process advertising information, namely the core path and edge path. The way consumers process information depends on their motivation and ability(Petty, 2015). 4. In Intelligence Advertising Model (hereinafter referred to as IAM), which constructs the internal and external levels according to "users - Internet platform - brand", which originates from Integrated marketing communications communication frontier and Chinese practice. Intelligent advertising on the internet platform has exceeded the advertising of mass communication, and innovatively has the ability of direct marketing activities. Alibaba named it the AIPL model in 2019 (pay attention to Awareness, Interest, Purchase, Loyalty)(Gu, 2020). 5.The theory of educational technology was published by the Association for Educational Communications and Technology in 1994(Barbara Hills, 1999). The definition of educational technology is the systematic application of systems and resources designed, developed, used, managed, and evaluated in the educational process, emphasizing a systematic approach.The five categories of educational technology include design, development, utilization, management, and evaluation, which are both independent and mutually penetrating.
4. Public Service Advertising Strategy	1. Persuasion and execution strategies of public service advertising Public service advertising is persuasive and can fully grasp the psychological needs of the audience. In terms of narrative, it should provide convincing reasons and ways to change actions, so as to meet the needs, stimulate the engine, and promote the achievement of advertising goals

Topic of Reviews	The Key Findings
	(Su, 2015). 2. Analyze the mechanism and influencing factors of "empathy sadness", identify the reasons for the "weak persuasion" in public service advertising, use "empathy sadness" to stimulate altruistic behavior, improve the dissemination effect of public service advertising, and propose strategies (Z. Chen, 2009). 3. Public service advertising should closely follow social development and avoid slogan style promotion. Segment the audience, value creativity and adopt various forms, and emphasize the aesthetic and publicity needs of young people (L. Liu, 2006). 4. Regularization of public service advertising activities, marketization of funds, attention to social hotspots, establishment of government led public service advertising management agencies, and improvement of management level (C. Tang, 2012).

Through literature review and theoretical analysis, the following analysis results have been obtained :

(1) Research on advertising semiotics theory shows that semiotics can be used to explore various factors in mass media, such as language, images, traffic signs, flowers, music, etc. Research has found that in terms of the relationship between advertising and brands, the purpose of brands, and brand systems, the focus of analysis is on how advertising combines social value systems to construct meaning. In addition, semiotic research in China has broken through the framework of Western semiotics, providing vivid and clear explanations of core concepts such as "symbol", "meaning", "text" and "system", which provides an important theoretical basis for understanding advertising texts and semiotic analysis.

(2) The application of narrative theory indicates that advertising can be seen as a narrative form, and the characteristics of narrative include internality, scientificity, and abstraction. The study points out that the objects and methods of narrative research, the development and transformation of post classical narratology, as well as the study of narrative structure and characteristics, provide profound insights for understanding advertising narrative. The innovation of narrative studies, especially in China, includes expanding research scope, considering time in advance, changing research methods, modifying existing concepts, and integrating localized knowledge, providing new perspectives for advertising narrative.

(3) The analysis of advertising models reveals different advertising models such as AIDA Model, Lavidge and Steiner's Hierarchy of Effects Model, Elaboration Lifestyle Model (ELM), etc. These models illustrate how advertising affects consumer

awareness, emotion, and behavior. The Intelligence Advertising Model emphasizes the internal and external hierarchical structure of "user Internet platform brand", points out the innovative ability of intelligent advertising in direct marketing activities, and provides new ideas for understanding public service advertising strategies on digital platforms.

(4) The analysis of public service advertising strategies highlights the importance of persuasive and execution strategies in public service advertising. Research has pointed out that effective public service advertising needs to fully grasp the audience's psychological needs, provide convincing reasons in narrative, and propose ways to change actions, in order to stimulate engines, meet needs, and promote the achievement of advertising goals. In addition, the study also emphasizes the need for public service advertising to keep up with social development, avoid slogan style advertising, segment audiences, value creativity and diversity of forms, especially targeting the aesthetic and promotional needs of young people.

By summarizing the above analysis, it can be found that through in-depth analysis of advertising semiotics theory, narrative theory, different advertising models, and public service advertising strategies, a comprehensive model can be constructed. This model can not only better understand the strategic composition of public service advertising and its impact on the audience, but also adapt to the characteristics of the Chinese market, providing theoretical support and practical guidance for improving the dissemination effect of public service advertising.

5.2 Interview Analysis

This study sorted out relevant literature on public service advertising audiences, communication effects, and semiotics both domestically and internationally, and compiled a semi-structured interview outline. Then, using sampling survey methods, the interviewees were determined. This study selected Chinese and Thai advertising scholars and core staff of advertising companies as interviewees, with a total of 12 people, including 6 from Thailand and 6 from China. The expert interview method is online interview, with an average interview time of 40-50 minutes. Afterwards, according to the interview outline, organize, analyze, and summarize the interview content. The code table for interviewees is as follows:

Table 52 Interviewee Code Information
(Source: Created by the Author)

Interviewee	Unit Name	NO. of Interviewees	Interviewee Code
Chinese Advertising Scholars	Professor Lin Shengdong from Renmin University of China Professor Zeng Xiuqin from Xiamen University	3	A01, A02, A03

Interviewee	Unit Name	NO. of Interviewees	Interviewee Code
	Professor Lin Shengliang from Jinan University		
Core Staff of Chinese Advertising Companies	Sun Tao, co-founder of China Qunyushan Consulting Wang Longzhi, General Manager of Zhenchuan Youdao (Xiamen) Cultural Media Co., Ltd Xu Jieqi, General Manager of Xiamen Yichuan Network Technology Co., Ltd	3	B01, B02, B03
Thai Advertising Scholar	King Mongkut's Institute of Technology Ladkrabang, Associate Professor Dr. Raksan Wannawattawong Rajamangala University of Technology Rattanakosin, Assistant Professor, Srisuda Songkroh Rajamangala University of Technology Rattanakosin, Assistant Professor, Dr. Surakij Prangson	3	C01, C02, C03
Core Staff of Thai Advertising Companies	Yell Advertising, co-founder, Dissara Udomdej Ayungfilm, Advertising Director, Boonyawat Tharawatnitis Clapscene Film Bangkok, Advertising Producer, Budskorn Kittitnantaoanya	3	D01, D02, D03

5.2.1 Interviews with Thai Experts

This section is an interview with Thai advertising teachers and core staff of advertising companies.

5.2.1.1 Interview Analysis of Thai Advertising Teachers

The following are interview photos of Thai advertising teachers.



1. Associate Professor, Dr. Raksan Wannawattawong, Department of Communication Arts, Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang
 2. Assistant Professor, Dr. Srisuda Songkroh
Bachelor of Fine Arts Program in Visual Communication Design, Chang Academy of Arts, Rajamangala University of Technology Rattanakosin
 3. Assistant Professor, Dr.Surakij Prangson, Faculty of Architecture and Design Rajamangala, University of Technology Rattanakosin
- Figure 63** Interviewees of Thai Advertising Teachers
(Source: Photo by the Author)

The following table provides basic information, interview questions, and keywords for in-depth interviews with Thai advertising teachers.

Table 53 Interview with Thai Advertising Teachers
(Source: Created by the Author)

Interviewee	Expert 1	Expert 2	Expert 3
Interviewee Information	King Mongkut's Institute of Technology Ladkrabang Associate Professor, DrRaksan Wannawattawong	Rajamangala University of Technology Rattanakosin Assistant Professor, Srisuda Songkroh	University of Technology Rattanakosin Assistant Professor, DrSurakij Prangson
Interview Focus Question	What do you think are the key factors for the success of Thai public service advertising?		
	What suggestions do you have for the development of public service advertising in China?		
	What are the similarities or differences in politics, culture, and policies between Thailand and China, and how do they affect the production of public service advertising in both countries?		
	How do you describe the characteristics and style of Thai public service advertising?		
	The creative source of Thai public service advertising.		
	Comparing the Differences in Public Service Advertising between Thailand and China		
Main Keyword	Thai public service advertising: fun, easy to understand, Thai style scenes, visual enjoyment, storytelling, details, real events Chinese public service advertising: endorsed by celebrities, development is influenced by policies, and it is done well. It pays attention to its own culture, but some are difficult for foreigners to understand and not very interesting. Chinese and Thai advertising have similarities, and China's economy and media technology are developing rapidly, with great potential for the development of public service advertising.		

5.2.1.2 Compilation of Interview Content for Core Staff of Thai Advertising Companies

1) The factors contributing to the success of Thai public service advertising

In Thailand, the success of public service advertising actually depends on the specific content of each advertisement. Most of it is due to the fun of the advertising

themselves, especially those related to the theme of ghosts and gods, as this is a characteristic content of Thailand. Even if the audience cannot understand Thai, they can still achieve a dissemination effect. The second is the humor of Thai advertising, which gives people a sense of happiness.

2) The reference value and precautions of Thai public service advertising for China

Some characteristics of public service advertising in Thailand are unique and excellent. For example, cultural, economic, and social factors originating from Southeast Asia. Similarly, Chinese advertising also has its own advantages, such as using celebrity endorsements familiar to Thai audiences.

Thai public service advertising has its unique cultural expression, although it is interesting, not all of it has reference value for Chinese advertising. In addition, it may be limited by policies and regulations, and different national policies may have different impacts on advertising production. For example, advertising related to the LGBT community may not be used in China.

The copy used in Thai advertising is easy to understand and easily accepted by the general public.

The subject conveyed in advertising is also closely related to people, such as the theme of "love". There are stories about parents' selfless love for their children, as well as children's gratitude towards their parents. These love stories about family love, no matter which country's audience, will be deeply moved and resonate with. For example, there is a Thai advertisement that aims to sell CP (CP Group) eggs. In the advertisement, the mother and daughter argued. The daughter left home, and the mother knew that her child liked to eat fried eggs. After the child returned, she prepared this dish for her. This reflects the greatness of maternal love.

The selection of Thai public service advertising is usually in places with Thai characteristics, such as farms, beaches, Chinatown, etc., so that Chinese audiences want to travel to Thailand and experience Thai culture after watching them. It is not necessary to hire famous people to endorse advertising.

Thai advertising will bring visual enjoyment to the audience, whether it is the use of light in images or videos, or shooting techniques such as camera movement, combined to make the video more exquisite and enhance the viewing experience.

Thai advertising tends to prefer telling stories in Thailand to spread and achieve results, with less emphasis on showcasing the brand of the product from the beginning.

China has its own policies and constraints, forming its own entity. Therefore, Chinese advertising has distinct Chinese characteristics. Thailand is a relatively open country with frequent contacts with other countries, receiving various types of information. The creative background of Thai advertising is also more diverse, which may be one of the factors contributing to the success of Thai advertising.

The development level of creative media in Thailand has already been highly developed, and therefore, Thai advertising production needs to meet the needs of Thai social development, constantly innovating and attracting audiences. If China were to fully lift restrictions someday, the development of creative media in China would be incalculable.

You can try adapting overly lengthy advertising into short videos, which may be more appealing to the audience.

Shift the focus of advertising from only showcasing local Chinese culture to incorporating elements that resonate with overseas audiences while showcasing local cultural characteristics. He believes that some advertising audiences in China may only be Chinese, but Thai advertising are not only understandable to Thai people, but also resonate with audiences in Southeast Asia, Asia, and even the world.

3) The creative sources of Thai public service advertising

Thai advertising tell stories based on real events, and display content that allows people to judge right from wrong. This way, the products displayed in the advertising can withstand scrutiny and are authentic and effective.

Thailand's opening up to the outside world and international trade in the economy have allowed more foreign products to enter the Thai market, which has led to competition between local and foreign products in Thailand. This has also led to a competitive trend in advertising production. Advertising for foreign products focuses on direct display, while advertising for Thai products focuses on presenting in the form of stories.

5.2.1.3 Suggestions from Thai Advertising Teachers

When advertising, attention should be paid to details, starting from the smallest details and not talking in general.

The content should be as simple and easy to understand as possible, even if it is obscure and difficult to understand, it should be in a form that is easy for the public to understand and simple to understand. Sometimes Chinese advertising are difficult to understand.

Emphasize the storyline to be told, interlocking and delving deeper, attracting the audience.

At present, some restrictions in the media field in China have resulted in advertising content and dissemination being limited to a limited range. This also determines the form of advertising presentation. If the advertising content does not comply with regulations, is too free and arbitrary, and cannot be disseminated normally. For example, shooting advertising videos for traveling by elephant or tricycle in Thailand. The same content may not be suitable for filming in China. Therefore, it has a certain relationship with policies. To some extent, it leads to Chinese advertising not having as much fun and attractiveness.

5.2.1.4 Interviews and Analysis of Core Staff of Thai Advertising Companies

The following are photos of interviews with key staff members of Thai advertising companies.

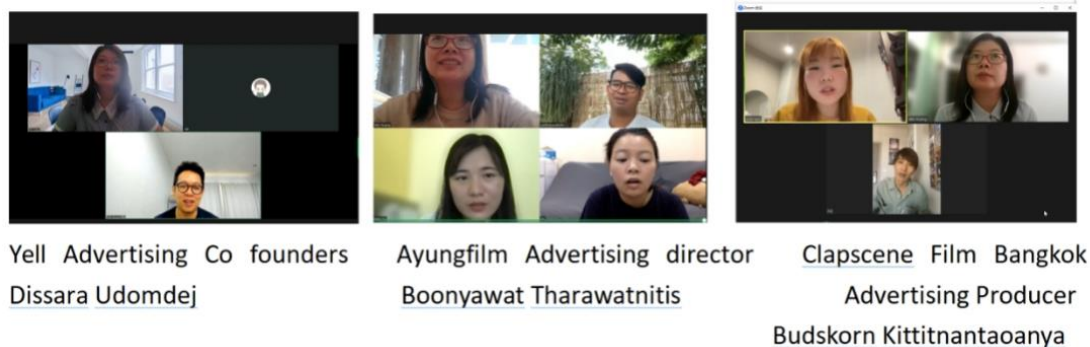


Figure 64 Interviewees of Core Staff of Thai Advertising Companies
(Source: Photo by the Author)

The following table provides basic information, interview questions, and keywords for in-depth interviews with core staff of Thai advertising companies.

Table 54 Interviews with Key Staff of Thai Advertising Companies
(Source: Created by the Author)

Interviewee	Expert 1	Expert 2	Expert 3
Interviewee Information	Mr. Disara Udomdej Yell Advertising Co founder and director	Boonyawat Tharawatnitis Ayungfilm	Budskorn Kittitnantaoanya Clapscene Film Bangkok Advertising Producer
Interview Focus Questions	1. Please describe the overall characteristics and development trends of Thai public service advertising. 2. What Thai public service advertising projects have left a deep impression on you in your career? 3. How do you interpret the audience analysis, themes, creative ideas, and emotional appeals of Thai public service advertising? 4. What factors have had a significant impact on your work in creating Thai public service advertising? 5. What do you think are the reasons for the success of Thai public service advertising? 6. How do you evaluate the success of a public service advertising? Is there a specific measurement method or standard? 7. What are the main participants in the production and dissemination of public service advertising in Thailand? How do these communication subjects cooperate? Can you share some successful collaboration experiences? 8. Which channels of public service advertising in Thailand do you think are the most effective? How did you evaluate and choose? 9. How do you develop different advertising strategies for different audience groups? 10. What do you think of the effectiveness of public service advertising in Thailand? Specifically reflected in what aspects? 11. What are the development trends and challenges of Thai public service advertising in your opinion in the future? 12. What are the characteristics of Thai public service advertising compared to Chinese public service advertising in your opinion? 13. What successful experiences do you think Thailand's public service advertising has that are worth learning and learning from in China?		
Main Keywords	Thai public service advertising: audience insight, attention to details and emotions, realistic scenes, advertising strategy, and long duration Chinese Public Service Advertising: With Rules and Seeking Stability		

5.2.1.5 Compilation of Interview Content for Core Staff of Thai Advertising Companies

1) Thai Government's Support for Public Service Advertising

The Thai government supports public service advertising and holds an annual public service advertising competition to reward award-winning works. Thai advertising generally has a relatively long duration, and the content of the advertising can be fully displayed, allowing the audience to have a more comprehensive understanding of the information conveyed by the advertising. Thai people are quite fond and accustomed to the public service advertising produced by enterprises.

Moreover, Thai people have a good impression of the public service advertising produced by enterprises and are willing to purchase their products.

2) The Reasons for the Success of Thai Public Service Advertising

One is audience insight, opening up the hearts of the audience and shooting the advertising they want to see.

The second is to not be confined to the form of advertising presentation, and the advertising form depends on the purpose of the advertising.

The third is to pay attention to details and emotions.

3) The Characteristics of Thai Public Service Advertising

One is emotional. Skilled in emotional expression, whether it is humorous, emotional, sad, or motivating, compared to many countries, Thai advertising have a full display of emotions.

The second is easy to understand. Regardless of which country or educational organization, looking at Thai advertising, one can understand and accept the message conveyed by the advertising.

Thirdly, the advertising scene is realistic and visually appealing. Due to the economic strength of Thailand, there will not be too much budget for advertising, but the most authentic side will be presented in the advertising, such as the scenes of the lower level personnel in "Unknown Heroes".

The fourth is advertising strategy. Based on the relevant situation of the audience, what kind of advertising form to use and through what media to spread advertising can achieve maximum benefits. Thai is a high context language, but the purpose of advertising is to promote communication and make everyone understand the meaning of the advertising. Therefore, when making advertising, it is best to make the content as concise and simple as possible, preferably in a form that everyone can understand at a glance, and spread it, in order to ultimately achieve the effect of advertising dissemination.

4) The Communication Media of Thai Public Service Advertising

It is mainly a combination of online and offline. Online is some foreign video websites, such as Facebook, Youtube, Tiktok. Offline is the synchronization of local billboards and advertising screens in Thailand. For some specific audience groups, that is, traditional audiences who do not use social media, they will broadcast advertising on television stations. Find local data measurement companies in Thailand and foreign data measurement companies, compare indicators and interactions horizontally, and then choose how to spread them.

5) The Criteria for Measuring the Success of Public Service Advertising

One is the level of audience interaction after advertising placement.

The second is to watch advertising and be interested in the products or concepts in the advertising.

The third is whether they will purchase the products advertised or change their behavior.

Thai people are more sensitive and empathetic towards those who are weak or in difficulty. They pay attention to emotions and are also sensitive to love and family. Skilled in adapting real stories and paying attention to details. Therefore, the difficulty of producing this type of Thai public service advertising is also high, and not all advertising companies can produce it.

Thai public service advertising are very authentic and empathetic. Even foreigners, who cannot understand Thai, can understand the content of advertising and achieve resonance through the actions and performances of actors. From the perspective of the audience, touch their hearts.

Thai public service advertising have no borders and can directly touch human emotions, such as kindness, so that people around the world can resonate. The filming and production scene is simple and looks very realistic. Some are even based on real events, which can establish resonance with the audience.

The fourth is to pay attention to audience needs and details pay attention to the consumer needs of the target audience, including their age, occupation, language, and location (such as in urban or rural areas).

Pay attention to details, even if it's a small point, but if you enlarge it and start telling the story from the small details, it can also impress consumers.

6) The Differences in Public Service Advertising between Thailand and China

Due to China's relatively large economy and population, advertising shooting and technical techniques are integrated into one. Chinese public service advertising is more regulated, stable, and looks like an adult's perspective, while Thai public service advertising looks like a child's perspective, with more imagination, no boundaries, no rules, and can be imaginative.

The production level and quality of public service advertising in China are also very high, and they are larger than those in Thailand. China and Thailand share similar themes, such as liking touching advertising. But Thai advertising are relatively more simple and authentic. The way of expression, such as actors, is that even if the same story is told, the emotions conveyed by the two countries are not the same.

Thai culture is influenced by foreign cultures, which are diverse and inclusive, and Thai people have a more casual personality. Moreover, compared to China, Thailand is actually not very large. The whole country can have a unified advertising without considering cultural differences within the country.

7) Thai Audiences are more Receptive to Story based Long Advertising

Thai audiences are accustomed to long public service advertising, starting with a long story and then presenting the product or logo. They do not like to display or promote the product directly at once. Advertising that directly display products, such as drug advertising, seen on social media, showcase their functions with the aim of attracting the audience's attention first. The next time they see them, they may pay attention and purchase their products. When placing such advertising, the audience's desire to purchase is not as strong, but more focused on promotion and display.

8) The Characteristics of Thai Companies Producing Public Service Advertising

In Thailand, the production of public service advertising by enterprises is not related to the size or attributes of the company. The key is for the enterprise to let consumers understand what content and use what deeply ingrained ways to present the product. Before, when there were no online platforms, advertising were relatively short and simple because people's living standards were not high, there were not many opportunities to watch TV, and the cost was also high, so they didn't have much time to watch advertising.

5.2.1.6 Suggestions from Core Staff of Thai Advertising Companies

1) Chinese public service advertising producers can break the rules and unleash their imagination.

2) Participate more in international competitions.

3) Creativity needs to be further strengthened.

4) Chinese public service advertising, such as emotional ones, should express themselves more realistically. Thai advertising actors are amateurs who closely follow the plot. The actors in Chinese public service advertising may be professional actors, sometimes appearing to lack resonance with the audience and have performance traces.

5.2.2 Interviews with Chinese Experts

This study conducted interviews with three professors and core staff members of three advertising companies in the field of Chinese advertising, with the aim of gaining a deeper understanding of the characteristics of Thai public service advertising, the differences between Thai and Chinese public service advertising, and the areas where Chinese public service advertising can learn from Thai public service advertising.

5.2.2.1 Interviews and Analysis of Chinese Advertising Teachers

This study conducted interviews with three professors in the field of advertising in China, with the aim of gaining a deeper understanding of the characteristics of Thai public service advertising, the differences between Thai and Chinese public service advertising, and the areas where Chinese public service advertising can learn from Thai public service advertising.



Figure 65 Interviewee of Chinese Advertising Professor

(Fig.1 Source: Photo by the Author; Fig.2,3 Source: Interviewee)

The following table provides basic information, interview questions, and keywords for in-depth interviews with Chinese advertising teachers.

Table 55 Interview with Chinese Advertising Professors
(Source: Created by the Author)

Interviewee	Expert 1	Expert 2	Expert 3
Interviewee Information	Mr. Lin Shengdong Professor at Renmin University of China, doctoral supervisor, and expert in public service advertising research.	Ms. Zeng Xiuqin Professor, doctoral supervisor, and head of the advertising Department at Xiamen University.	Mr. Lin Shengliang Professor, doctoral supervisor, and expert in public service advertising research at Jinan University.
Main Interview Questions	1.Can you briefly describe your overall impression of Thai public service advertising? 2.What do you think are the differences between Thai public service advertising and Chinese public service advertising? 3.In your opinion, what are the main reasons for the success of Thai public service advertising? 4.How do you interpret public welfare in Thailand?For example, creativity, storytelling, emotional appeal, or other aspects? 5. What do you think are the main communicators of Thai public service advertising?What are the most effective communication channels for Thai public service advertising? 6.How do you think the dissemination effect of Thai public service advertising in China is? 7. What positive effects do you think Thai public service advertising has on public moral awareness and behavior change? 8. What are your suggestions for the development of Thai public service advertising?		
Main Keywords	Thai public service advertising: well crafted, interesting, creative, imaginative, with twists and turns, down-to-earth, touching with emotions, audience insight, details, long duration, insignificant, Buddhist culture Chinese public service advertising: stable, political, lacking creativity, grand, Chinese corporate philosophy, and short video development.		

5.2.2.2 Content Organization of Interviews with Chinese Advertising Professors

1) The Advantages of Thai Public Service Advertising

Scholars unanimously believe that Thai public service advertising are well crafted, interesting, creative, imaginative, with twists and turns, down-to-earth, moving with emotions, providing precise insights into the audience, and delving deeply into the details of life. Video advertising have a longer duration and can delve into Thai culture, providing viewers with a better visual experience and emotional resonance. The exposure to brands and products is not as extensive as in Chinese advertising.

Scholars have mentioned that Thai public service advertising have a good spread in China. When preparing for classes, they will search for relevant information on Thai public service advertising and see netizens saying in advertising comments that they envy Thai public service advertising, and appreciate them with students in class. And the reasons for the success of Thai public service advertising were

explored, including excellent narrative techniques, the selection of civilian characters in advertising, natural performances by non professional actors, and profound truths embedded in plain language. Thai public service advertising is easy to understand, even if you don't understand Thai, you can understand the content of the advertising through scenes and nonverbal symbols. Advertising scholars believe that the success of Thai public service advertising is closely related to the cultivation of advertising creative talents and the standardization of advertising production processes and systems in Thailand.

2) Thai Public Service Advertising Embody Moral Values through Ordinary People

Public service advertising in Thailand is a reflection of the relative equality of social classes, reflecting the moral character of small people. These advertising, in turn, spread social values and play a role in stabilizing society.

3) Thai Public Service Advertising is Influenced by Buddhist Culture

Influenced by Buddhist culture, Thai enterprises have their own moral and values, and consciously undertake the task of disseminating public welfare information through the production of public service advertising.

4) The Advantages and Disadvantages of Chinese Public Service Advertising

For the development of public service advertising in China, if it is led by official media and the government, the main focus is on stability, limited conditions, insufficient creativity, more convincing styles, and a more rigid and politically charged approach. However, scholars also believe that China's public service advertising are exquisitely crafted, grand, and grand. Officials are more accustomed to this type of public service advertisement, but it also has Chinese characteristics. In a sense, it fits the psychology of the vast majority of Chinese audiences. In the long-term historical process, we may have become accustomed to it, or in other words, we have formed such cultural aesthetics.

5) The Reason Why Chinese Enterprises Produce Fewer Public Service Advertising

For enterprises producing public service advertising, due to China's pursuit of economic development since the reform and opening up, the construction of spiritual civilization is not yet as advanced. For some companies, although they have filmed public service advertising, the public generally has expectations for them, thinking that they have accumulated so much wealth. However, with the severe social class differentiation, they lack trust in the companies and believe that the social responsibility they undertake is not enough. The public relations of enterprises have not been established yet, and the concepts of both the enterprise and the audience need to be further improved. In addition, it also involves the brand's aesthetic and philosophy. Some companies believe that only having a logo at the end of the advertising is ineffective, and it is better to use repeated commercial advertising to achieve faster results. Chinese companies face more intense competition and place greater emphasis on short-term sales results. The purpose of Chinese companies placing public service advertising is still for profit, it's just a long line fishing for big fish. Many Chinese companies lack patience, which is related to market volatility, and only some large enterprises will do it.

6) The Reason Why There Have been no Widely Circulated Public Service Advertising in China in Recent Years

In recent years, scholars believe that the reason why Chinese public service advertising have not produced such excellent works as "Chopsticks", "Going Home", and "Packaging" in 2016 is due to the development of Chinese short videos in recent years, where audiences choose to watch more content and have higher requirements for their works. Moreover, the current creative environment is also quite strict.

7) The Main Differences between Chinese and Thai Public Service Advertising

Most public service advertising in China are quite grand, with a macro narrative as the main focus, with a strong and uplifting background and strong visual impact. In contrast, Thai public service advertising mainly tell stories and focus on small characters, triggering emotional resonance among ordinary people.

5.2.2.3 Suggestions from Chinese Advertising Teachers

1) Increase measurement of the effectiveness of Chinese public service advertising dissemination

After the broadcast of Chinese public service advertising, I am not very keen on measuring the effectiveness of advertising dissemination. Measurement can be conducted through questionnaires, such as evaluating differences in opinions before and after viewing.

2) Construction of the Design Level of China's Public Service Advertising System

Suggestions for macro level public service advertising in China, such as encouraging enterprises, media, and production units to create public service advertising to achieve a win-win situation. In the public service advertising management system, for example, after the number of advertising broadcasted on a television station, one public service advertising needs to be broadcasted.

3) Increase the placement of public service advertising

Increasing the investment in public service advertising and creating competition, such as the current prosperity of commercial advertising, is also formed through competition.

4) Chinese public service advertising can gain insights into the audience's human nature through a micro perspective

The main feature of Thai public service advertising is the story dissemination from a micro perspective. Chinese public service advertising requires creators to deeply grasp social and cultural trends, and then insight into consumer human nature, in order to create public service advertising with better dissemination effects.

5) Chinese companies producing public service advertising can achieve a combination of quality and effectiveness

Chinese companies place too much emphasis on purchasing and conversion rates, to the extent that product and effect, i.e. brand and effect, only value effect. However, in a sense, we can also understand. For many companies, if they don't sell, they may not wait for the brand image to be established and it will fall down. This is also understandable. But for many companies, they can learn from public service advertising or corporate advertising in Thailand how to truly achieve the unity of product and effect, and how to achieve the integration of brand and effect. In China, there are also some precedents, but not too many. Chinese enterprises should make good efforts in this area in the future. Shoot many creative public service advertising. It should be possible to win the favor of the audience or consumers by doing so. In

recent years, there have been some natural disasters in China, such as the 2008 Wenchuan earthquake. At that time, Jiaduobao donated 200 million yuan, which immediately caused a sensation. Although it is not a public service advertising, it is also related to public welfare, and the public is very moved. In 2021, due to the flood in Henan, Hongxing Erke donated 10 million yuan. Suddenly, the whole country was buying their products and they were sold out. Enterprises do good deeds, and in the face of major disasters and crises, they have done some good deeds that the people still remember. He thinks this company is a responsible one.

6) Chinese companies producing public service advertising can combine with social hot topics

By using the "hen leads the chick" approach, establish a good communication context and resonance environment, and make the audience recognize its brand value. This may also be followed by a series of direct product advertising, which is a combination of punches.

5.2.2.4 Interviews and Analysis of Core Staff of Chinese Advertising Companies

This study interviewed three core staff members of Chinese advertising companies and explored the advantages of Thai public service advertising, as well as the development characteristics and trends of Chinese public service advertising.



Mr. Tao Sun



Mr. Longzhi Wang



Mr. Jieqi Xu

Figure 66 Interviews with Core Staff of Chinese Advertising Companies

(Source: Interviewee)

The following table provides basic information, interview questions, and keywords for in-depth interviews with core employees of Chinese advertising companies.

Table 56 Interviews with Core Staff of Chinese Advertising Companies

(Source: Created by the Author)

Interviewee	Expert 1	Expert 2	Expert 3
Interviewee Information	Mr. Sun Tao Co founder of China Qunyushan Consulting Representative Works: Public Service Advertising "Going Home" and "Chopsticks"	Mr. Wang Longzhi Chairman of Zhenchuan Youdao (Xiamen) Cultural Media Co., Ltd Awards Received: Silver Award of China Public Service Advertising Yellow River Award	Mr. Xu Jieqi General Manager of Xiamen Yichuan Network Technology Co., Ltd Awards Received: Gold Award in Digital Communication at the 5th China Innovation Communication Awards

Interviewee	Expert 1	Expert 2	Expert 3
Main Interview Questions	1. What is your impression of Thai public service advertising?		
	2. What observations and opinions do you have on Thai public service advertising in your daily life?		
	3. What do you think are the differences between the characteristics of Thai public service advertising and Chinese public service advertising?		
	4. How do you interpret Thai public service advertising? Such as creativity, theme, storytelling, emotional appeal, or other aspects?		
	5. What do you think are the reasons for the success of Thai public service advertising?		
	6. What specific advertising strategies or techniques do you think are used in Thai public service advertising?		
	7. What do you think are the main communicators of Thai public service advertising?		
	8. Can you analyze the dissemination effect of Thai public service advertising? Such as the impact on public awareness, moral consciousness, and other aspects.		
	9. In Thai public service advertising, what do you think can be learned and learned from in Chinese public service advertising?		
Main Keywords	Thai public service advertising: well crafted, creative, imaginative, with twists and turns, unexpected, long duration, narration, talent reserves, production costs, storytelling, Buddhist culture, values, down-to-earth atmosphere Chinese Public Service Advertising: Main Theme, Persuasion Education, Change, Social Value		

5.2.2.5 Analysis of Thailand Public Service Advertising by Core Staff of Chinese Advertising Companies

1) The Characteristics of Thai Public Service Advertising

Experts believe that Thai public service advertising has led the Asian advertising trend since 2010, and many Chinese advertising producers have used it as a learning object. Thai public service advertising production is generally excellent, with clothing, props, and art all at a level suitable for advertising. Advertising are creative, imaginative, and have twists that surprise people. In terms of style, it can be humorous or can move people to tears. Thai public service advertising have a long duration and tend to use narration in their creative techniques, which can easily attract the audience's attention. Thailand has a good talent pool for advertising, and its production costs are lower compared to China.

2) The Differences in Public Service Advertising between Thailand and China

Ideologically different, China's public service advertising ultimately needs to return to the main theme. If it is emotional advertising, it mainly promotes truth, goodness, and beauty, and the difference will not be too significant. Due to cultural differences between Thailand and China, some advertising that are too "sand carved" may not be acceptable to Chinese audiences.

3) The Way Thai Public Service Advertising Tell Stories

Thai public service advertising uses a vivid storytelling format to give the audience a strong sense of identification. Advertising does not completely impose value propositions on the audience, but only presents facts and truth to the audience, allowing them to think and be moved, slowly infiltrating various values into the

audience, and finally connecting the brand and public service concepts. Thai public service advertising tell real stories and tell them thoroughly, which tests the ability of creators. Thai public service advertising has a reversal and a very big imagination, but it can also tell the story in a closed loop, with a high level of creative ability. Thai public service advertising emphasizes emotions, showcasing human love and care, such as caring for vulnerable groups, which is a common element among humans and is very clear. Thai public service advertising emphasizes technology, that is, how to find contrast, reversal, story, and perspective. Although there are tricks, they are also very clever. After each trick comes out, it is still hidden in the outer shell of the trick. The actors in Thai public service advertising have excellent acting skills and a sense of ordinary people, avoiding clichés. The shadow of technological flow has also helped the rapid development of advertising in Thailand.

4) The Significance of Thai Public Service Advertising

Thailand has enhanced its national image through public service advertising. China is currently engaged in overseas communication and can learn from it. How to activate China's advertising creative community is a very efficient form.

5) The Buddhist Culture Implied in Thai Public Service Advertising

Thailand is a Buddhist country, and its public service advertising contain rich Buddhist culture, such as underlying logic, kindness towards neighbors, assistance, social responsibility, family ties, causality, and the belief that good will be rewarded with good and evil with evil. This is one of the reasons for its success.

6) The Reasons for the Success of Thai Public Service Advertising

Thai public service advertising is well done, touching, and moving because it is built on a common human value system. Thai advertising is a very western style expression of values, but it also incorporates basic social phenomena in Thailand. The technique is more international, but the insight is more localized. Thai public service advertising has a deep insight into the underlying values of human nature and society. Although the visuals are not very exquisite and the filming and materials are ordinary, the values captured can move people's hearts.

7) The Glorious Period of Chinese Public Service Advertising, such as the Successful Reasons for "Going Home" and "Chopsticks".

One is the communication environment, which means that these two advertising were the first public service advertising inserted in the CCTV Spring Festival Gala in 2016 and 2017. The CCTV Spring Festival Gala is the most eye-catching TV program in China, with the highest ratings. The insertion of public service advertising in the Spring Festival Gala is innovative and has caused a great response from both the government and the public.

Secondly, these two public service advertising are adapted from real stories and are a realistic theme. The official and public have formed a common topic of discussion, forming a deep resonance. In the communication environment of a public service advertisement at that time, there was rarely such a way of expression, which was folk. However, it represented a universality and was well crafted. The focus of the creators was on some of the most basic real life situations in China, because these realistic emotions would be loved by the people.

Thirdly, these two public service advertising not only contain Chinese culture, but also Chinese insights, focusing on people's livelihoods. Ultimately, they express

the warm emotions and mutual support in the world, which is a common emotion among mainstream human values.

8) Exploring the Reasons Why China's Public Service Advertising has not Seen the Boom around 2016 in Recent Years.

One reason is that the media ecosystem around 2016 was different from today. At that time, social media and short video platforms were not yet developed, and the audience's attention was relatively focused. However, in recent years, with the rise of Tiktok, Kwai, Little Red Book and other platforms, there is a lot of content available for viewing, and the audience's attention is distracted.

Secondly, in recent years, there has been little difference in the production and theme of public service advertising, leading to aesthetic fatigue among audiences.

Thirdly, influenced by ideology, public service advertising needs to have a certain degree of political appeal, and propaganda advertising has returned. Therefore, the artistic charm of public service advertising has declined.

The reasons for the differences in public service advertising between Thailand and China.

Compared to the diversity of Thai public service advertising creativity, many public service advertising in China still remain in the stage of persuasion and education. The production cost of Thai public service advertising is much cheaper compared to China. The theme can be imaginative and executed without encountering significant difficulties, and it is not a production with exorbitant prices. Therefore, good creativity combined with good expression can form a good resonance.

China is relatively large, so there are many themes and social issues in public service advertising, such as human and nature, animal protection, traditional culture, etc(B03). It is related to the political system. Chinese public service advertising is very positive, so it feels like preaching and a bit far from life. Of course, the situation has changed in recent years. Some public service advertising in Thailand are more down-to-earth, using real-life events to convey the value to the audience. In China, values are directly transformed into slogans. Thailand may be more open and willing to express itself in this way, as it may have more exposure to Western or international markets than China.

10) The Development and Changes of Public Service Advertising in China

In recent years, there have been some changes in administrative units, such as the Shenzhen Health Commission and the Communist Youth League, which have started to joke with the audience. It's a bit humorous. Perhaps when it comes to ideology or expression, everyone's standards have also been slightly relaxed, because we may have a higher level of national quality, and the public will judge whether this is a joke, whether it is a humorous expression or a statement, rather than saying that you are joking about politics, which may not have been said before. This also indicates that the national confidence of the younger generation in China is the enhancement of cultural confidence(B03). Public service advertising should be disseminated in a way that young people enjoy, and if it cannot be disseminated, it is actually meaningless.

5.2.2.6 Suggestions from Core Staff of Chinese Advertising Companies

1) Drawing Inspiration from the Positive Atmosphere of Thailand's Public Service Advertising Environment

The overall environment of Thai advertising is relatively healthy, with a good atmosphere that can stimulate the creativity of many people in the industry. How to form China's advertising culture can be borrowed, but this is also related to China's ideology.

2) The Form of Chinese Public Service Advertising can be more Flexible and also Reduce Production Costs.

The development law of commercial advertising is to reduce costs and improve efficiency. Compared to many short videos, advertising has a higher cost. Its production cost and cycle are higher in all aspects. Nowadays, the promotional effectiveness of some advertising has evolved into the form of short videos. Shooting simpler short video clips, recommended through platform algorithms, may yield better results than advertising. The cost is lower, and merchants have to pay less. The actual dissemination effect is greater, determined solely by the market. Chinese public service advertising may develop in this area. The form of advertising was before the great development of streaming media. For example, the "Hainan Police" account has been very popular recently, and it was created by a small team with poor image quality. However, in actual communication, the effect is good, and advertising can further reduce costs.

3) The Trend of Subject Participation in Chinese Public Service Advertising

Official and private enterprises, as well as NGO organizations, work together to produce public service advertising. The power of Chinese enterprises is a very important participant in the future, as they have funds, capabilities, talents, and resources to mobilize their social responsibility. It is not feasible to rely solely on the government to promote public service advertising or public welfare projects. Moreover, if the participation of enterprises is related to their own matching degree, it will make the development of the entire public service advertising industry, including the form of advertising, more diverse.

4) The Development and Changes of Public Service Advertising in China

The Chinese people are in a centralized system, and most of the public service advertising produced by the Chinese government have always been preachy. But in recent years, there have been some changes. Public service advertising like "Hainan Police" have emerged, which are not as well produced and the story is not very humorous, but they are favored by young people. The reason is that society is progressing, and young people are more difficult to manage. Therefore, it is necessary to communicate with the public through some updated methods and techniques, otherwise no one will be watching. So it inevitably demands that in the mainstream official power departments or government agencies, the content they are going to talk about should resonate with young people and have the possibility of secondary dissemination. They then find a civilian perspective from their creative techniques and try to tell a serious matter in a quiet way. If this step can be completed and more and more people participate gradually, forming a common creative trend, there will also be more and more advertising of this type in society.

5) Suggestions for Chinese Advertisers

Chinese advertisers need to improve their aesthetics and concepts, focusing not only on economic benefits but also on social values.

6) Drawing on the Humor and Humor of Thai Public Service Advertising

Chinese public service advertising is still quite serious, and there are some humorous and witty aspects that can be borrowed from Thai public service advertising, such as the Shenzhen Health Commission and the Chinese Communist Youth League, which have a relatively small proportion of humor. You can also be a little more gentle. Currently, there are more trends in warm advertising. Humor may develop slower due to the level of acceptance among the public.

7) The Acceptance of Public Service Advertising Produced by Enterprises by the Chinese People still Needs Some Time

Chinese people believe that public service advertising is like CCTV's public service advertising. Although China has some standards for enterprises to produce public service advertising, not everyone knows this standard. In China, some companies produce public service advertising that are not called public service advertising but rather public service marketing, fearing being labeled and avoiding explanation.

5.3 Focus Group Interviews

Interview students majoring in advertising in the form of focus groups. Focus groups typically consist of 6-10 participants, with researchers raising questions and group members discussing together. During the interview process, it is necessary to immerse the interviewees in the interactive scene of Thai public service advertising. Firstly, the researchers will play four Thai public service advertising clips for the interviewees. On the Bilibili platform, select four different theme types of advertising from the 20 public service advertising selected based on the dimensions of views, likes, and comments. Play four Thai public service advertising to the respondents in sequence, with the aim of reminding them of the entire advertising exposure scene, evaluating the advertising, and exploring the characteristics, advantages, and areas worth learning from in Chinese public service advertising. The following image shows the four selected advertising messages:

Table 57 Thai Public Service Advertising Viewed through Focus Group Interviews
(Source: Created by the Author)

NO	Type	Advertising Name	Duration
1	Emotional public service advertising	My dad is a Scammer	3:27
2	Educational public service advertising	If you give me one bill and make me give up on you	8:58
3	More public service advertising	Unknown Hero	3:00
4	Inspirational public service advertising	Dreams triggered by bean sprouts	3:00

The interview questions revolve around how Thai public service advertising touch the audience's emotions, the visual and auditory elements used, the narrative methods used in the advertising, the social values reflected in the advertising, references to Chinese public service advertising, and suggestions for Thai public

service advertising. The focus group interview questions were selected for senior students majoring in advertising, as they have a good grasp of advertising theory and some experience in advertising production. I also come into contact with Thai public service advertising in the classroom or on social media, which provides me with deeper insights and exploration compared to students in other majors. The interview content is based on the interview outline, and the order, method, and questions of the questions are flexibly adjusted according to the interview situation. Researchers often expect the interviewees to collide with sparks of thought during the interview, engage in brainstorming, and come up with more opinions. During the interview process, researchers are unable to provide disclosure and guidance when respondents answer, and attach importance to questioning valuable questions. The advantage of this method is that it can obtain a large amount of analytical data in a short period of time, allowing researchers to understand the audience's understanding of Thailand's public service advertising situation and helping researchers determine the audience's needs. Its shortcomings are that group members are easily influenced by others and their objectivity is affected.

5.3.1 Interview Situation and Analysis of Thai Advertising Students

The following is a picture of a focus group interview with Thai advertising students.

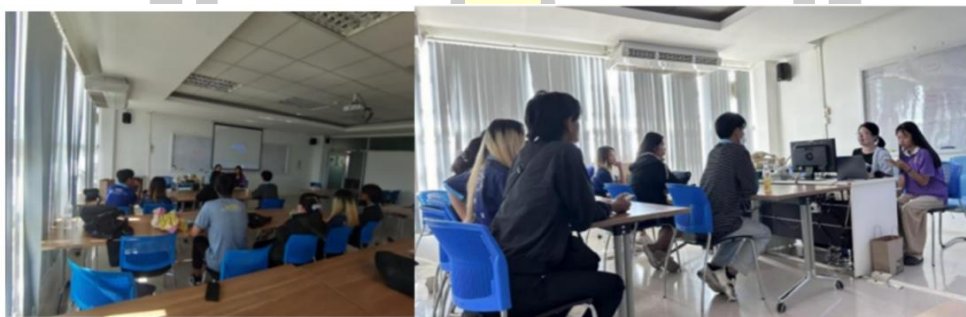


Figure 67 Interview with Thai Advertising Student Focus Group
(Source: Photo by the Author)



Figure 68 Focus Group Interview with Thai Advertising Students and Group Photo of Interviewer Mentor and Interviewer
(Source: Photo by the Author)

Table 58 Focus Group Interviews with Thai Advertising Students
(Source: Created by the Author)

Interview Object	Student 1	Student 2	Student 3	Student 4	Student 5	Student 6	Student 7	Student 8
Name	Patharapol	Pranaphorn	Thitinad	Gittigak Meepech	Waoraphong Manong	Padirada Chatree	Naphattawan Satsue	Chaiphathompakdee
Interview Main Question	1.What kind of emotional impact have these advertising had on you? What elements triggered this impact?							
	2.What cultural values or social issues unique to Thailand do you think these advertising reflect?							
	3.In your opinion, what effective ideas and strategies are used in these advertising to attract audiences?							
	4.Opinion on advertising duration.							
	5.In your opinion, what can Chinese public service advertising learn from these Thai advertising?							
	6.What improvement suggestions or ideas do you have for these advertising?							
Main Keyword	Realistic, daily life, emotions, good deeds, good people, audience needs, interesting content.							

5.3.1.1 Content Organization of Focus Group Interviews for Thai Advertising Students

1) An advertising that can make people feel moved must cater to the audience's feelings. The emotions expressed in these advertising are very close to the audience. This makes the audience feel that they are easily accessible and inclusive.

2) I believe that every advertising starts from the values of helping others, being grateful, and being kind that Thai people understand, allowing the audience to have corresponding thinking, which is also in line with Thai values. The audience can feel and participate in this story. These advertising align with the audience's feelings, allowing them to immerse themselves in the advertising and want to follow and watch until the end. Advertising start by telling the story of characters and then tell the story of the relationships between specific groups .It tells the true story.

There will be a climax to help the audience understand the character. The reason why advertising creators create advertising also conveys emotions to the protagonist. The role in the advertisement has been achieved, and it is a good result, so the audience will empathize with the role. In advertising, it follows the plot and the storyline of the script is also well conceived.

3) Advertising creators will develop advertising principles based on real stories and create them for the audience to see. Be friendly to friends, have professional ethics, and become a giver. In Thailand, it is normal to think more about others than oneself, and the content is similar. Based on real-life adaptations, no matter how many times you watch them, you will still be attracted by advertising. In addition, this also indicates that there are still many inequalities in education and life development that have not been promoted in Thailand. Lifestyle and people's poverty, because in advertising, they always help each other.

4) Shooting problems in daily life through advertising can make people feel emotional resonance, which can increase the audience's sense of participation and connection with the advertising. Whether the protagonist is a teacher or a parent, the advertisement expresses their emotions through real emotions, facial expressions, gestures, and real emotions, and also showcases the values of kindness, gratitude, and kindness towards others instilled in Thai people from a young age. Helping others, when people do good things, good deeds not only reward the people, but also make society better. Public service advertising will make life better.

Cultivating people to become good people in society is like doing good things and getting good things. Cultivate people to help each other and get along friendly. It is beneficial to Thailand because this advertising is not only beneficial to Thailand, but also to the people of other countries. Imagine, if you do this, you will also receive rewards. From elementary school, they were educated to be good people, but as they grew up, the changes of the times made them forget to do good and made everyone selfish. But when students see these advertising again, they will feel the need to act in a new way. We should do more good deeds, give back to society, and make society a better place.

5) Opinion on advertising duration. The preference for short or long advertising mainly depends on the interesting content. If there are too many stories of this type that are not interesting, you may skip them. Although everyone's preferences may vary, if that advertising is easy to understand, people can feel interesting and feel the authenticity of the advertising. Both long and short advertising can attract people to watch to the end. The key is that it is interesting and very similar to their lives.

5.3.1.2 Suggestions from the Focus Interview Group for Thai Advertising Students

1) Suggestion for Chinese public service advertising: It is necessary to understand the lifestyle of people in society. Understanding the needs of the target audience and what they want to see in order to attract them. Understand the feelings of most of them towards their lifestyle. Because if you don't understand, you won't be able to attract them. It is necessary to study various aspects, from the perspectives of life, society, emotions, and culture, as well as how to attract the audience's emotions in advertising, so that they can resonate with advertising that showcase their real way of life. This will attract them to watch the advertising until the end and be moved by it.

2) Suggestion for Thai public service advertising: Pay attention to improving the content. Some advertising may be long, but they can understand the characters well. Some boring scenes can be cut off. Pay attention to the simplicity of advertising content and avoid being too long. Use shooting angles to convey emotions and meaning, and the use of color tones also gives a feeling, rather than just emphasizing

the importance of the story. But other factors must also be taken seriously. What needs improvement is that we hope to clearly state the brand or product we want to sell or showcase in the advertising, so that we can clearly see what you want to convey, what you are talking about, or what you are selling in the advertising?

5.3.2 Interviews and Analysis of Chinese Advertising Students

The following is the basic information, interview questions, and keywords of the focus group interviews for Chinese advertising major students.

Table 59 *Interviews with Focus Groups of Chinese Advertising Students*
(Source: Created by the Author)

Interviewee	Student 1	Student 2	Student 3	Student 4	Student 5	Student 6	Student 7	Student 8
Name	Fuping Qiu	Zi Yizheng	Li Jieyou	Xiangqi King	Longmei Li	Binglin Song	Yuze Hu	Jia Rongchen
Main interview Questions	1.What is the main information of each advertising?							
	2.How do these advertising touch the audience's emotions? What visual and auditory elements were used?							
	3.How does the storytelling style in these advertising affect you?							
	4.Do these advertising reflect specific cultural values? How do they differ from the Chinese culture you are familiar with?							
	5.What elements do you think these advertising can be applied to the creation of public service advertising in China?							
	6.What would you do if you were asked to provide improvement suggestions for these advertising?							
Main Keyword	Emotions, see big from small, have similar values, have good communication effects, resonate with emotions, and appeal to the general public							

The following is a picture of a focus group interview with Chinese advertising students.



Figure 69 Interview with Focus Groups of Chinese Advertising Students
(Source: Photo by the Author)

5.3.2.1 Content Organization of Focus Group Interviews for Chinese Advertising Major Students

1) It tells four different emotional stories. "My Father is a Scammer" compares before and after, The plot twists and tells a simple story of fatherly love. "If I Give Up You One Billion") reflects the connection of love between teachers and students and the concept of education through the assistance of impoverished students. The transmission of love between ordinary people and strangers in "The Unknown Hero" is a daily act of kindness that brings spiritual rewards, a sense of achievement and happiness to both the protagonist and the people he helps, thus shaping a good social atmosphere. "Dream Triggered by Bean Sprouts" explores the curiosity of girls, guides, encourages, and patiently accompanies maternal love, and tells the guiding and educational aspects of family education, emphasizing the emotional shaping of children's character by family emotions.

2) Narrative style. "My Father is a Scammer" adopts the first person self narration of the daughter through detailed forms show the style. My daughter is at the round table, holding a pen and paper to recall the moments when her father accompanied her as she grew up. The background is all black, and the advertisement uses a method of suppressing desire and setting suspense, portraying my father as a "scammer" in various ways, such as doing a lot of physical work behind my daughter's back and saying that I am no longer hungry. Compared to a straightforward approach, it is more effective in expressing oneself strongly. Utilized the method of reversal. "If I Give Up You One Billion" showcases the emotions between teachers and students through the logic of time and space, and through the form of memories. Unknown Heroes tells the story of the male protagonist's kindness in a fragmented form. Although fragmented, there is also a climax, where the protagonist turns around

and sees the little girl carrying a backpack, which is the climax of the advertising. Using a cohesive approach, such as a flowerpot, a little girl, a little dog, a neighbor's grandmother, a street vendor's aunt, etc., to showcase the protagonist's dedication and the rewards they receive. The Dream Triggered by Bean Sprouts is a metaphor for the growth of a girl, the encouragement and guidance of a mother, and the transmission of emotions in a small to big way.

3) Narrative structure. "If I Give Up You One Billion" is in the form of a micro documentary, using a non-linear narrative structure, Using the past and present as a continuation of time and space. Unknown Hero adopts a linear narrative structure, while Dream Triggered by Bean Sprout adopts a linear narrative structure, which slowly drives the progress of things through upscale close-up shots and push-pull shots. From the issue of fetching water from bean sprouts, one can see the protagonist's family background, which is all but deserted.

4) In a small to big way. "My Father is a Scammer" uses the story of a little girl writing an essay as an introduction to introduce her father. The efforts made to protect her daughter, including material life and emotions. Unknown Heroes uses small acts of kindness in daily life to evoke one's own goodwill, and this creativity will help the audience better immerse themselves. "If I Give Up You One Billion", the advertising will emotionally touch me, and then move on to behavioral touch.

5) Reflected emotions. Emphasize the qualities of inspiring and striving, kindness and positivity. All stories are told through emotional connections a positive expression of a story.

6) The cultural values reflected. Similarities in the values of Thailand culture: placing family first and emphasizing respect among family members and love. Actively face difficulties. Sense of social responsibility. Value education. Understanding universal values. Differences: Compared to China, Thailand is better at expressing the love of fathers towards their children. The influence of Buddhist culture on Thai culture is also reflected in advertising. Thai public service advertising are good at telling stories in a short period of time and telling profound truths. The emotions and expressions of Thai advertising will make people more memorable and have a sense of familiarity.

7) The dissemination effect of Thai public service advertising in China: Many teachers will use Thai public service advertising as case studies during class release. Family members will also share advertising videos with the audience. Or like it on the WeChat video account and recommend it to others to watch.

8) Metaphor. The Dream Triggered by Bean Sprouts showcases the growth process of a girl, and the growth of Bean Sprouts also symbolizes the growth of a girl.

9) Visual and auditory symbols. In terms of color symbols, "If I Were to Give Up You One Billion" adopts a non-linear narrative, Distinguish between black and white tones in the recalled images; In the current scene, real colors are used to distinguish. In terms of auditory symbols, there is a commonality among these four advertising, such as whether they are actively motivating and successful or touching, profound, and heartfelt. In terms of background music, they all use warm, soothing, and very touching music as a touch of the soul. In "My Father is a Scammer", the little girl uses a childlike voice to narrate herself, which will touch the audience and make listeners more empathetic.

10) The way to touch the audience's emotions: In "My Father is a Scammer," the scene of father and daughter embracing each other makes children feel comfortable. Being able to immerse oneself in the scene, the audience may associate their parents with working hard outside for the future of their children and family, bringing a stable life to their children.

11) Realistic, common people, not shot by celebrities.

12) Theme. The theme of education, such as in "My Father is a Scammer", is that although the father is poor, he uses a positive attitude facing setbacks in life. The Dream Triggered by Bean Sprouts: The mother gave positive encouragement and affirmation to her child's idea of planting bean sprouts. Although they were not successful in the first few attempts, the positive and optimistic mother and girl worked together to search for information and ultimately achieved success.

5.3.2.2 Suggestions from Focus Interview Groups for Chinese Advertising Majors

1) Suggestions for Chinese Public Service Advertising

(1) How to better promote emotional resonance.

(2) Presenting from a civilian perspective

(3) Reasonably utilize methods such as reversal to improve the creative level of Chinese public service advertising.

(4) Easy to approach, not preaching. Narrowing can be used to bring the audience closer.

(5) Due to policy reasons, Chinese public service advertising may be restricted in their effectiveness. We can learn from the success factors of Thai public service advertising within a moderate range.

2) Suggestions for Thai Public Service Advertising

(1) Suggestion for Chinese public service advertising: It is necessary to understand the lifestyle of people in society. Understand the needs of the target audience and what they want to see in order to attract them. Understand the feelings of most of them towards their lifestyle. Because if you don't understand, you won't be able to attract them. It is necessary to study various aspects, from the perspectives of life, society, emotions, and culture, as well as how to attract the audience's emotions in advertising, so that they can resonate with advertising that showcase their real way of life. This will attract them to watch the advertising until the end and be moved by it.

(2) Suggestion for Thai public service advertising: Pay attention to improving the content. Some advertising may be long, but they can understand the characters well. Some boring scenes can be cut off. Pay attention to the simplicity of advertising content and avoid being too long. Use shooting angles to convey emotions and meaning, and the use of color tones also gives a feeling, rather than just emphasizing the importance of the story. But other factors must also be taken seriously. What needs improvement is that we hope to clearly state the brand or product we want to sell or showcase in the advertising, so that we can clearly see what you want to convey, what you are talking about, or what you are selling in the advertising.

5.4 Questionnaire Survey Analysis

5.4.1 Basic Information of Questionnaire Survey

This study designed a questionnaire design, in addition to individual basic items, the main part of the questionnaire design is the measurement items, which measure the audience's awareness, attitude, and behavioral effects towards Thai public service advertising. There are a total of 15 questions, using the Lister 5-point Scale, with 1-5 representing "strongly disagree", "disagree", "average", "agree", and "strongly agree".

After the questionnaire design is completed, experts and scholars in advertising studies are invited to review and propose suggestions. The author will make modifications and improvements based on their opinions. Due to the fact that the testing subject of the questionnaire is college students, 5 college students were invited to conduct a preliminary survey. Based on the feedback of the survey subjects, modifications were made and the formal survey questionnaire was finally determined.

The data collection process is carried out through the online professional questionnaire survey website "Wenjuan.com", which then forwards the links and QR codes to social media such as WeChat and QQ. The official questionnaire was collected from September 26, 2023 to December 4, 2023, with a total of 541 questionnaires collected. After removing 9 invalid samples, a total of 532 questionnaires were collected, with a response rate of 98%.

The basic information of valid samples is as follows: (1) Gender: 172 males, accounting for 32.3%; 360 women, accounting for 67.7%. (2) The majority of young people aged 18-24 are 502, accounting for 94.4%. (3) The education level is mostly undergraduate, with a total of 442 people, accounting for 83.1%; 46 college students, accounting for 8.6%; 41 people with a master's degree or above, accounting for 7.7%. (4) Major: 79 people majoring in advertising, accounting for 15%; 453 people, accounting for 85%, are non advertising majors.

Table 60 Gender Ratio Table for Questionnaire Survey
(Source: Created by the Author)

Q1_ Your Gender

		Frequency	Percentage	Effective Percentage	Accumulated Percentage
Effective	Male	172	32.3	32.3	32.3
	Female	360	67.7	67.7	100.0
	Total	532	100.0	100.0	

Table 61 Age Ratio Table for Questionnaire Survey
(Source: Created by the Author)

Q2_ Your Age

	Frequency	Percentage	Effective Percentage	Accumulated Percentage
Effective 18-24 years old	502	94.4	94.4	94.4
Under 18 years old	2	.4	.4	94.7
25-34 years old	22	4.1	4.1	98.9
35-44 years old	5	.9	.9	99.8
Over 45 years old	1	.2	.2	100.0
Total	532	100.0	100.0	

Table 62 Questionnaire Survey Degree Ratio Table
(Source: Created by the Author)

Q3_ Your Educational Background

	Frequency	Percentage	Effective Percentage	Accumulated Percentage
Effective Undergraduate course	442	83.1	83.1	83.1
Junior college	46	8.6	8.6	91.7
High school and below	3	.6	.6	92.3
Master's degree or above	41	7.7	7.7	100.0
Total	532	100.0	100.0	

This survey examined the attitudes and situations of young college students towards Thai public service advertising, and designed an attitude scale that is divided into three levels, including cognitive, attitude, and behavioral effects. The degree of their love for Thai public service advertising, the impact of Thai public service advertising on their concepts and values, the stimulation of the audience's inner truth, goodness, and beauty, and the impact of my inner sense of responsibility, are examined in these aspects of attitude. Reliability analysis of 0.821 indicates good reliability.

Table 63 Reliability Analysis of Questionnaire Survey

(Source: Created by the Author)

Reliability Statistic

Cronbach's Alpha	Cronbach's Alpha based on standardized terms	NO. of items
.821	.822	6

Table 64 Reliability Analysis of Questionnaire Survey Options

(Source: Created by the Author)

Total Item Statistic

	Mean scale of deleted items	Scale variance value for deleted items	Corrected item total correlation	Square of multiple correlations	Cronbach's Alpha value for deleted items
Q7 What is your overall impression of Thai public service advertising	19.2585	7.950	.589	.353	.793
Q9 How much do you agree with my view that I like Thai public service advertising	19.7170	7.254	.583	.371	.795
Q10 Does Thai public service advertising have an impact on your beliefs and values	19.5962	8.615	.391	.221	.830
Q11 How much do you agree with the idea that Thai public service advertising is creative	19.4472	7.601	.568	.378	.797
Q12 Thai public service advertising can inspire my inner truth, goodness, and beauty	19.6660	7.244	.740	.592	.760
Q13 Thai public service advertising can evoke a sense of responsibility in my heart	19.6453	7.413	.670	.519	.775

5.4.2 Cognitive Effect Analysis

In the survey, 9 invalid questionnaires were excluded, and 100% of the respondents stated that they had seen Thai public service advertising. This further proves the high recognition of Thai public service advertising in China, indicating that Thai public service advertising has been widely spread in China in recent years. According to the data, the audience mainly watches these advertising on Tiktok,

Bilibili, Weibo and other media. This reflects the main situation of young Chinese audiences using media platforms at present, and also means that these media have played an important role in promoting the dissemination of public service advertising in Thailand. It can be seen that the choice of media may also affect the audience's acceptance and the effectiveness of advertising dissemination.

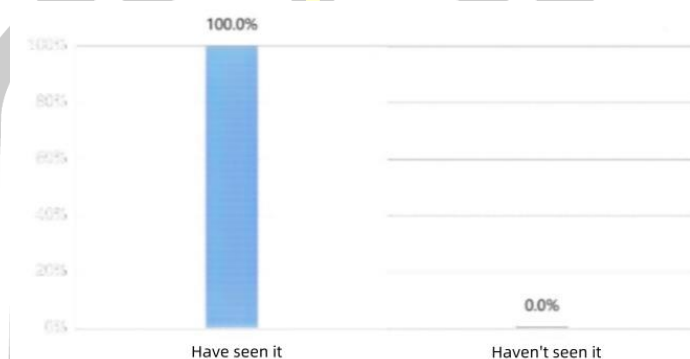


Figure 70 Analysis Chart of Questionnaire Question "Have You Seen Thai Public Service Advertising?"
(Source: Created by the Author)

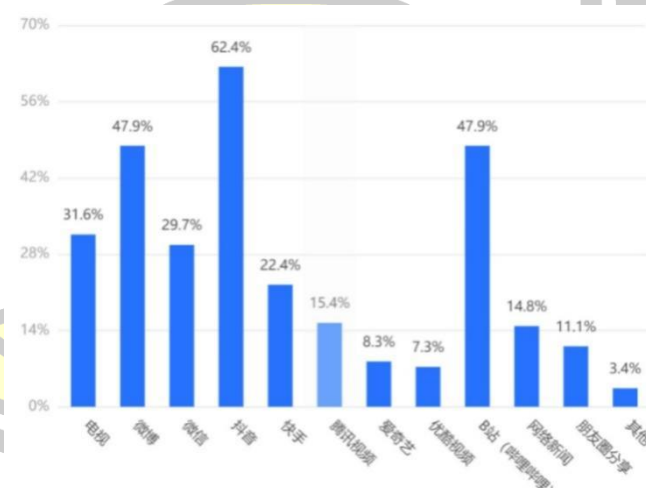


Figure 71 Analysis of the Questionnaire Question "Which Channels Know about Thai Public Service Advertising?"
(Source: Created by the Author)

Among the 20 typical public service advertising cases, the most well-known one is "Violent Boss", with 268 choices, accounting for 50.38%. The second and third are "Unknown Hero" and "A Bowl of Egg Fried Rice", with 262 and 200 choices, accounting for 49.25% and 37.59% respectively. The minimum number of choices for "What Value Gratitude Has for You" is 50, accounting for 9.40%. It can be seen that

the popularity of each advertising varies based on a combination of factors such as playback volume. It may also be related to factors such as advertising content and target audience. For example, "What is the value of gratitude to you" has the lowest proportion and low emotional resonance with the audience, making it less popular than other public service advertising. In addition, there may be other factors that affect its dissemination effectiveness, such as advertising duration, advertising themes, etc. Due to space limitations, these potential factors have not been further explored in the article.

Table 65 Questionnaire Question: "Do you Know the Following Thai Public Service Advertising?" Multiple Choice Statistical Table
(Source: Created by the Author)

Option	Number of Selections	Percentage
 Violent boss lady	268	50.38%
 Unknown hero	262	49.25%
 A bowl of egg Fried Rice	200	37.59%
 Dreams triggered by bean sprouts	172	32.33%
 Pineapple Popsicle	156	29.32%
 Beggar who repays kindness	146	27.44%
 A grateful little dog	135	25.38%
 Make a little effort	128	24.06%
 Environmental challenges	115	21.62%
 The Story of a Teacher and Autistic Students	110	20.68%
 Children don't need the best dad	103	19.36%
 My dad is a scammer	98	18.42%
 Giving is the best way of communication	90	16.92%
 If I were a girl	83	15.60%
 If you give me one billion and make me give up on you	73	13.72%

Option	Number of Selections	Percentage
 Son, how long will you stay when you come back this time?	73	13.72%
 My blind teacher	69	12.97%
 An indestructible little girl	65	12.22%
 Death is not the end point, but another continuation	63	11.84%
 What value does gratitude have for you?	50	9.40%
532 respondents		

5.4.3 Attitude Effect Analysis

In the option "Your level of agreement with the viewpoint of 'I like Thai public service advertising'", 64.5% of the survey respondents expressed their liking for Thai public service advertising. These data fully demonstrate that the majority of respondents hold a positive attitude towards Thai public service advertising.

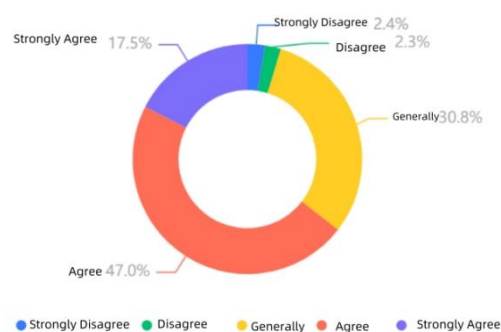


Figure 72 Analysis of Your Agreement with the Viewpoint "I like Thai Public Service Advertising" in Questionnaire Question
(Source: Created by the Author)

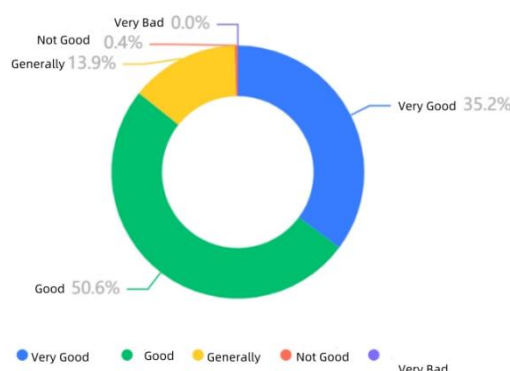


Figure 73 Analysis Chart of Questionnaire Question "What is Your Overall Impression of Thai Public Service Advertising"
(Source: Created by the Author)

In terms of evaluating the attitude and effectiveness of Chinese audiences towards Thai public service advertising, we measured the degree of your liking for Thai public service advertising and conducted descriptive statistics on the data, with a mean of 3.75 (see Table 66), indicating that young audiences hold a relatively positive attitude towards the viewpoint of "I like Thai public service advertising". This positive attitude may be due to the similarities between Chinese and Thai cultures, as well as the unique creativity and narrative techniques of Thai public service advertising. This score not only reflects the acceptance of Thai public service advertising by Chinese audiences, but also provides inspiration for the production of Chinese public service advertising.

When evaluating the cognitive effectiveness of Thai public service advertising, we used "What is your overall impression of Thai public service advertising?" as an indicator for measurement. Our questionnaire survey also confirmed the popularity of Thai public service advertising among Chinese audiences. When asked "What is your overall impression of Thai public service advertising?", up to 85.8% of respondents gave positive feedback. Through descriptive statistics on the data, the mean is 4.20 (see Table 66), indicating that the audience has a very good overall impression of Thai public service advertising. This means that the audience widely recognizes the content of Thai public service advertising and gives it a good evaluation.

In terms of evaluating the attitude and effectiveness of Chinese audiences towards Thai public service advertising, we measured the degree of your liking for Thai public service advertising and conducted descriptive statistics on the data, with a mean of 3.75 (see Table 66), indicating that young audiences hold a relatively positive attitude towards the viewpoint of "I like Thai public service advertising". This positive attitude may be due to the similarities between Chinese and Thai cultures, as well as the unique creativity and narrative techniques of Thai public service advertising. This score not only reflects the acceptance of Thai public service advertising by Chinese audiences, but also provides inspiration for the production of Chinese public service advertising.

Table 66 Statistical Table of Questionnaire Survey Description
(Source: Created by the Author)

	N	Minimum Value	Maximum Value	Mean Value	Standard Deviation
Q7 What is your overall impression of Thai public service advertising	532	2	5	4.20	.682
Q9 How much do you agree with my view that I like Thai public service advertising	532	1	5	3.75	.855
Q10 Does Thai public service advertising have an impact on your beliefs and values	532	1	5	3.8698	.69022
Q11 How much do you agree with the idea that Thai public service advertising is creative	532	1	5	4.02	.786
Q12 Thai public service advertising can inspire my inner truth, goodness, and beauty	532	1	5	3.7970	.72885
Q13 Thai public service advertising can evoke a sense of responsibility in my heart	532	1	5	3.82	.743
Valid N (list status)	532				

Describe and statistically analyze the data for the option "Your level of agreement with the idea of 'Thailand's public service advertising creativity is good'", with a mean of 4.02 (see Table 67). Overall, the majority of the audience believes that Thai public service advertising has good creativity, which also provides positive feedback for the dissemination effect of Thai public service advertising in China. The audience appreciates the creativity of Thai public service advertising, indicating a good alignment between Thai advertising and the concepts of Chinese audiences, providing reference for the development of Chinese public service advertising.

Cross analysis was conducted on the two questions: "Your level of agreement with the idea that 'Thai public service advertising is creative' and" Please describe the specific actions you took after watching Thai public service advertising. "The chi square test P-value was 0.004, which is less than 0.05 (see Table 67). There is a clear correlation between the overall positive impression of Thai public service advertising and the specific actions that the survey respondents plan to take after watching Thai public service advertising. This may mean that the creativity of Thai public service advertising has touched the audience, inspiring them to take specific actions, further demonstrating the connection between emotional response and behavioral effects of Thai public service advertising.

Table 67 Options: "Your Level of Agreement with the Idea of 'Thailand's Public Service Advertising Creativity is Good'" and "Can you Describe the Specific Actions you Took after Watching Thai Public Service Advertising?" Chi Square Test Table
(Source: Created by the Author)

	Value	Df	Progressive Sig(Bilateral)
Pearson Chi square	410.084a	36	.004
Likelihood Ratio	304.422	36	.891
N in Valid Cases	532		

a. The expected count for cell 404 (95.1%) is less than 5. The minimum expected count is .01.

In order to further explore the effectiveness of Thai public service advertising in China, this article conducts a research design, decomposing acceptance and perception into two measurable indicators: audience impression of advertising, audience liking of advertising, and designing a Richter 5-level attitude scale. The attitude scale is Q7 for "Overall impression of Thai public service advertising" and Q9 for "liking Thai public service advertising" (1-5 representing "strongly disagree strongly agree"). At the same time, this article examines the degree of advertising effectiveness achieved by Thai public service advertising, designing three indicators as: "Impact on audience views and values Q10", "Inspiration of audience inner truth, goodness and beauty Q12", and "Inspiration of audience social responsibility Q13".

This study conducted chi square tests on the relationships between Q7 and Q10, as well as Q9 and Q10. The results showed that the P-values were all 0, with a P-value less than 0.01. Different levels of audience perception of the overall impression of Thai public service advertising and their liking for Thai public service advertising would lead to different advertising effects (varying degrees of influence on audience views and values). This indicates that the better the audience's impression of Thai public service advertising, or the more the audience likes Thai public service advertising, the greater the impact on the audience's views and values.

Table 68 Chi Square Test Table for "Your Overall Impression of Thai Public Service Advertising" and "Has Thai Public Service Advertising Affected your Concepts and Values"

(Source: Created by the Author)

Q7 and Q10	Value	Df	Progressive Sig(Bilateral)
Pearson Chi Square	109.768a	9	.000
Likelihood Ratio	115.890	9	.000
Linear and Linear combination	53.868	1	.000
N in Valid Cases	532		

The expected count of 6 cells (37.5%) is less than 5. The minimum expected count is .04.

Table 69 Chi Square Test Table for "Your Level of Agreement with the Viewpoint that I Like Thai Public Service Advertising" and "Does Thai Public Service Advertising Affect your Beliefs and Values"
(Source: Created by the Author)

Q9 and Q10	Value	Df	Progressive Sig(Bilateral)
Pearson Chi Square	164.679a	12	.000
Likelihood ratio	140.087	12	.000
Linear and Linear combination	25.547	1	.000
N in Valid Cases	530		

a. The expected count of 9 cells (45.0%) is less than 5. The minimum expected count is. 23.

At the same time, this study conducted chi square tests on the relationship between Q7 and Q12, Q13, and the relationship between Q9 and Q12, Q13. The results showed that the P-values were all $0 < 0.01$, indicating a significant relationship between the audience's perception of Thai public service advertising and the stimulating effect of advertising on the audience's truth, goodness, beauty, and social responsibility. The better the audience's impression of Thai public service advertising, or the more the audience likes Thai public service advertising, The higher the degree to which advertising stimulates the audience's inner truth, goodness, beauty, and social responsibility.

Table 70 Chi Square Test Table for "Your Overall Impression of Thai Public Service Advertising" and "Q12 Thai Public Service Advertising can Inspire my Inner Truth, Goodness, and Beauty"
(Source: Created by the Author)

Q7 and Q12	Value	Df	Progressive Sig(Bilateral)
Pearson Chi Square	186.167a	12	.000
Likelihood Ratio	183.780	12	.000
Linear and Linear combination	125.287	1	.000
N in Valid Cases	532		

a. The expected count of 9 cells (45.0%) is less than 5. The minimum expected count is. 00.

Table 71 Chi Square Test Table for "Your Overall Impression of Thai Public Service Advertising" and "Thai Public Service Advertising can Evoke my Inner Sense of Responsibility"

(Source: Created by the Author)

Q7 and Q13	Value	Df	Progressive Sig(Bilateral)
Pearson Chi Square	148.259a	12	.000
Likelihood Ratio	139.616	12	.000
Linear and Linear Combination	105.463	1	.000
N in Valid Cases	532		

a. The expected count of 9 cells (45.0%) is less than 5. The minimum expected count is .01.

Table 72 Chi Square Test Table for "Your Agreement with the Viewpoint that I like Thai Public Service Advertising" and "Thai Public Service Advertising can Inspire my Inner Truth, Goodness, and Beauty"

(Source: Created by the Author)

Q9 and Q12	Value	Df	Progressive Sig(Bilateral)
Pearson Chi square	308.242a	16	.000
Likelihood Ratio	268.951	16	.000
Linear and Linear combination	136.518	1	.000
N in Valid Cases	532		

a. The expected count of 13 cells (52.0%) is less than 5. The minimum expected count is .02.

Table 73 Chi Square Test Table for "Your Level of Agreement with the Viewpoint that I like Thai Public Service Advertising" and "Thai Public Service Advertising can Inspire my Inner Truth, Goodness, and Beauty"

(Source: Created by the Author)

Q9 and Q13	Value	Df	Progressive Sig(Bilateral)
Pearson Chi Square	263.194a	16	.000
Likelihood Ratio	235.195	16	.000
Linear and Linear combination	123.231	1	.000
N in Valid Cases	532		

a. The expected count of 13 cells (52.0%) is less than 5. The minimum expected count is .05.

Through analysis, it can be found that the degree of influence on the audience's views and values is a mediating variable, which means that the audience's acceptance and perception of public service advertising may require some intermediary processes to ultimately stimulate the audience's inner truth, goodness, and beauty, and stimulate their sense of social responsibility. The audience's exposure and perception of Thai public service advertising will first affect their values. When values have a deeper impact, it may further stimulate their inner truth, goodness, and beauty, thereby stimulating their sense of social responsibility.

5.4.4 Analysis of Behavioral Effects

When analyzing the behavioral effects of Chinese audiences on Thai public service advertising, we evaluate the degree of agreement with the view that "watching Thai public service advertising can trigger a sense of social responsibility in my heart." Using descriptive statistical methods, a score of 3.82 was obtained (see Table 74). Overall, the majority of the audience believes that watching Thai public service advertising can evoke a sense of social responsibility. This score demonstrates the emotional and responsibility appeal of Thai public service advertising, indicating that Thai public service advertising not only gains audience recognition in creativity, but also achieves significant results in guiding social responsibility and encouraging people to take on social responsibility.

In terms of practical actions, our survey further reveals the actual impact. According to the survey, 51.3% of respondents stated that they would share their favorite advertising with friends or family after watching Thai public service advertising, indicating that well-designed public service advertising can resonate with the audience and spread to acquaintances. Sharing behavior is an important symbol of audience emotional resonance and an important link in the dissemination process. In addition, 47.2% of people will post comments or reposts on social media, which suggests that in addition to the quality of public service advertising production, how to encourage audience interaction is also an important factor to consider. 36.7% of people said that after watching Thai public service advertising, they will reconsider their lifestyle habits or attitudes. 35.3% of the survey respondents stated that they will pay more attention to relevant public welfare organizations and activities, and 32.5% of people will actively promote and guide those around them. The above data once again proves the potential impact of public service advertising.

Up to 51.3% of respondents are willing to share their favorite Thai advertising with family and friends, indicating that well crafted public service advertising can resonate with audiences and become important targets for offline dissemination. It can be seen that creating advertising that can evoke emotional resonance can have a good communication effect. Nearly half of people choose to interact on social media after watching public service advertising, which enlightens us that in addition to the quality of public service advertising production, how to encourage audience interaction also needs to be considered.

Table 74 Questionnaire Question: "Please Describe the Specific Actions you Take after Watching Thai Public Service Advertising" Statistical Table
(Source: Created by the Author)

Option	Number of Selections	Percentage
Share with friends or family	273	51.32%
Posting comments or forwarding on social media	251	47.18%
Change one's lifestyle habits or attitudes	195	36.65%
Follow more relevant public welfare organizations and activities	188	35.34%
Promote and guide people around you	173	32.52%
Participate in relevant public welfare activities	150	28.20%
No specific action taken	85	15.98%
Other	1	0.19%

5.4.5 Analysis of Subjective Questions Regarding Thailand's Public Service Advertising

Researchers conducted content analysis on the subjective question "Please share your views on Thai public service advertising" in the questionnaire survey. Excluding invalid questions such as "none" and "currently none", a total of 456 people discussed their views on Thai public service advertising, accounting for 86%. In the collected valid questionnaires, the majority of respondents have a positive attitude towards Thai public service advertising (See Figure 74).

Firstly, survey respondents generally believe that Thailand's public service advertising production is excellent and creative. By using narrative techniques such as reversal and humor to convey the concept of public welfare, this creative and narrative method has made Thai public service advertising have a good impact on Chinese audiences. For example, a survey respondent stated, "I think Thai advertising using exaggerated and humorous methods to promote advertising is very creative, and there are many unexpected turning points in the plot content. The promotion of products or concepts combined with it is very impressive".

Secondly, Thai public service advertising is also considered to have educational significance. By reflecting on social issues, family, emotions, etc., paying attention to vulnerable groups, possessing a strong sense of social responsibility and public welfare consciousness. Thai public service advertising also convey the values of truth, goodness, and beauty, which have a positive impact on the behavior of the audience. For example, a respondent mentioned that it has enlightening significance and can reflect most social welfare phenomena.

Thirdly, Thai public service advertising are told from the perspective of ordinary people, with a unique perspective and attention to details. If a survey participant mentioned that "Thai public service advertising often focus on personal

life experiences, and then explain life philosophy by telling the growth and life experiences of this person. The story plot is heart wrenching and very touching, which is worth learning from in Chinese advertising."

Of course, a small number of survey respondents believe that Thai public service advertising still needs improvement in certain aspects. For example, issues with innovation and image quality. If a survey participant puts forward opinions such as "the shooting method is more approachable, but lacks some problems that may arise in the new era", "there is a certain degree of depth into people's hearts, but lacks certain innovation", "it is quite good, but unfortunately the picture quality is relatively poor", etc.

In summary, the majority of survey respondents hold a positive and affirmative attitude towards Thai public service advertising, believing that it is well crafted, creatively unique, and has an attractive narrative style, starting from a civilian perspective and paying attention to details. But there are also a small number of audiences who have put forward relevant suggestions, such as theme innovation, which will provide reference for the production and dissemination of public service advertising in Thailand. The following is a word cloud map of the open-ended questionnaire question "Please share your views on Thai public service advertising":

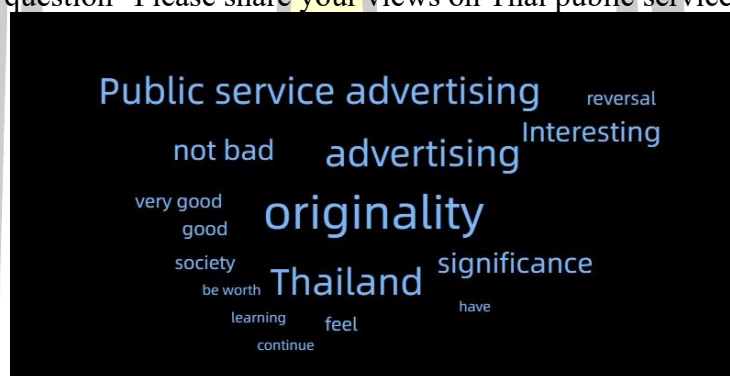


Figure 74 Word Cloud Diagram of the Open-Ended Question "Please Share Your Views on Thai Public Service Advertising" in the Questionnaire Survey
(Source: Created by the Author)

The following is the frequency table of the open-ended questionnaire question "Please discuss your views on Thai public service advertising". The proportion of key words mentioned is shown in percentage form as follows:

Table 75 Word Frequency Table for the Open-Ended Question "Please Share Your Views on Thai Public Service Advertising" in the Questionnaire Survey
(Source: Created by the Author)

Keyword	NO. of Mentions	Percentage
Originality	76	4.47%
Not Bad	28	1.65%
Significance	27	1.59%

Keyword	NO. of Mentions	Percentage
Interesting	27	1.59%
Very Good	21	1.24%
Reversal	13	0.76%

According to the impact of public service advertising on the audience, it can be divided into three levels: cognitive, attitudinal, and behavioral effects. The first level of cognitive effect refers to the audience's understanding of the information and communication demands of public service advertising. The second level is attitude effect, where the cognitive effect of the audience affects attitude. Attitude effect refers to the audience's love for public service advertising, and the public service information it spreads causes emotional resonance among the audience. The third level is behavioral effect, which refers to the audience's love for public service advertising and its influence on their behavior. Such as forwarding, liking, commenting, and collecting public service advertising on social media; In real life, communicate the content of favorite public service advertising with family, friends, etc; In addition, the positive energy, truth, goodness, and beauty conveyed in public service advertising can to some extent cause changes in the audience's concepts and emotions, such as the understanding of moral awareness and health and safety knowledge, which may have an impact on the audience's behavior, such as filial piety to parents and strengthening safety awareness.

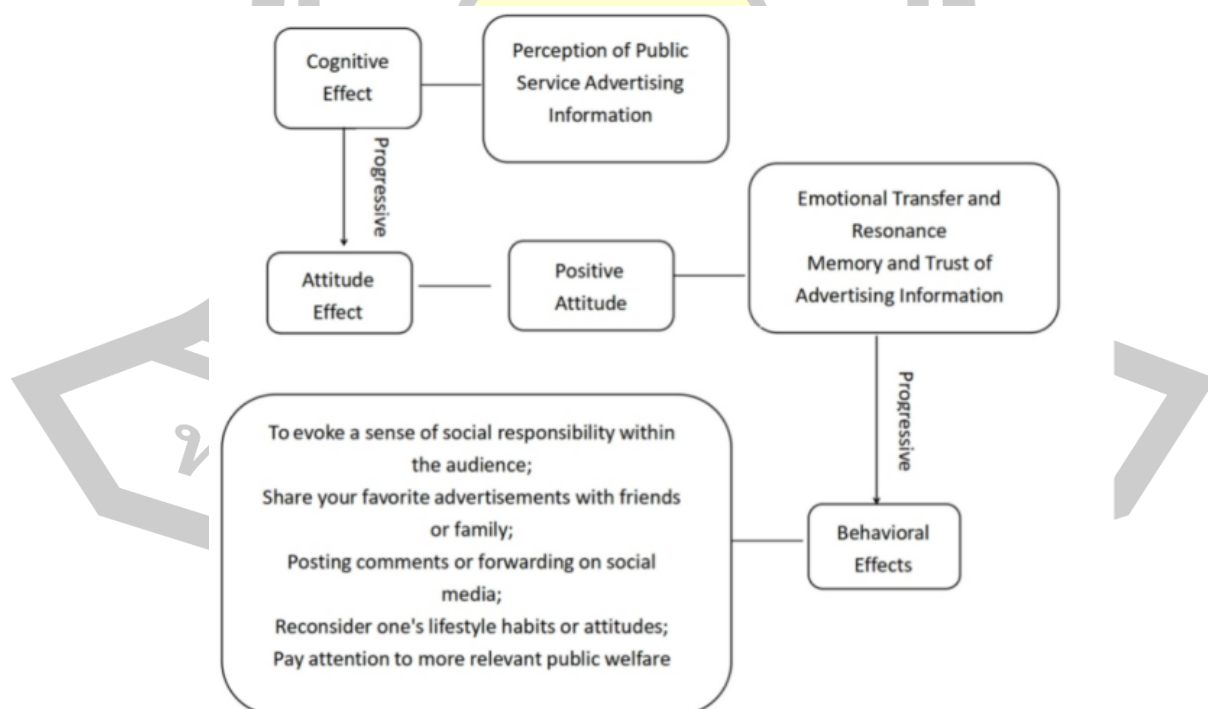


Figure 75 Hierarchical Model of Thai Public Service Advertising Effectiveness
(Source: Created by the Author)

5.5 Chapter Summary

By using literature analysis, core viewpoints were extracted from theories and literature such as advertising semiotics, narratology, advertising strategies, and advertising models, providing a solid theoretical foundation for the design of Chinese public service advertising models.

Through interview analysis, the process of constructing a strategic awareness model for Chinese public service advertising was explored. Through the insights of Thai Chinese advertising teachers (three in each) and core staff of Thai Chinese advertising companies (three in each), analyze the successful strategies of Thai public service advertising, the differences and reasons of Thai Chinese public service advertising, the narrative style of Thai public service advertising, the development trend of Chinese public service advertising, the strengths that Chinese public service advertising can learn from Thailand, and provide relevant suggestions for Chinese public service advertising. These interviews provide in-depth insights into Thai public service advertising. Through interview analysis and summary, determining effective public service advertising strategies is a key step in constructing a strategic awareness model suitable for Chinese public service advertising.

Through focus group interviews with students majoring in advertising in Thailand and China, we have further deepened our understanding of the construction of China's public service advertising strategy awareness model. Through analyzing the key factors for the success of Thai public service advertising, the influence of Thai cultural values on its public service advertising, as well as the similarities and differences between Thai and Chinese public service advertising, with eight students majoring in advertising from both Thailand and China. This process is a crucial step in designing a Chinese public service advertising model.

Based on the analysis of the questionnaire survey, the construction of a strategic awareness model for Chinese public service advertising was further explored. Analyze the dissemination effect of Thai public service advertising in China, and conduct in-depth exploration from three key dimensions: cognitive effect, attitude effect, and behavioral effect. Through a questionnaire survey, analyze the cognitive effects of Thai public service advertising on the knowledge and information dissemination of Chinese audiences; In terms of attitude and effectiveness, Thai public service advertising has transformed the attitudes and perspectives of Chinese audiences; In terms of behavioral effects, these advertising have changed the behavior of the Chinese public. The results of the questionnaire survey are a key step in constructing a Chinese public service advertising strategy awareness model. By collecting and analyzing this data, we can gain a deeper understanding of the needs and reactions of the target audience, and make more effective adjustments in the design of the model.

In the model design stage, clarify the goals and process of model design, and compare the strategic awareness of public service advertising in Thailand and China to extract a strategic awareness suitable for the development of public service advertising in China; And analyze the advantages and limitations of the Chinese public service advertising strategy awareness model.

Chapter 6

Model Design

The following figure shows the design process of the Chinese public service advertising strategy awareness model, including analysis, model design, and model testing:



Figure 76 The Design Process Model of Chinese Public Service Advertising Strategy Awareness
(Source: Created by the Author)

6.1 Analysis

The first step in the process is analysis, and the specific components of the analysis include:

6.1.1 Through literature analysis, combined with semiotics and narrative theory, analyze the characteristics, advantages, and shortcomings of public service advertising in Thailand and China.

6.1.2 Using a questionnaire survey method, investigate the dissemination effect of Thai public service advertising in China and analyze the reasons for their popularity.

6.1.3 Using in-depth interview method, interview 12 advertising teachers (3 each) and core staff of advertising companies (3 each) from Thailand and China. Helps analyze the creative strategies of Thai public service advertising, study the strategic awareness of Chinese public service advertising, and understand the development trends of Chinese public service advertising.

6.1.4 Using focus group interview method, interview Thai and Chinese advertising major college students, with eight people in each group. By watching four typical Thai public service advertising on site and conducting group analysis and discussion.

Analyze the audio-visual symbols and narrative techniques of typical Thai public service advertising, explore the reasons for the success of Thai public service advertising, and explore the creative techniques. Chinese public service advertising can learn from the strengths of Thai public service advertising.

6.2 Design of the "Chinese Public Service Advertising Strategy Awareness Model"

6.2.1 Design Objectives of the "Chinese Public Service Advertising Strategy Awareness Model"

The design goal of the "Chinese Public Service Advertising Strategy Awareness Model" is to enhance the creative level and attractiveness of Chinese public service advertising. This model is committed to guiding the production of more attractive public service advertising, making them more effective in conveying public service information, making the information clearer, more effective, and more profound. The implementation of the model will help shape a more positive and responsive public service advertising environment, making it a powerful tool for promoting the development of China's public service advertising industry.

6.2.2 Design Process of the "Chinese Public Service Advertising Strategy Awareness Model"

The "Chinese Public Service Advertising Strategy Awareness Model" is based on conceptual, theoretical research, and creative strategies, and will further improve the creative approach of Chinese public service advertising.

1) In theoretical research, based on semiotics and narrative theory, symbolic strategies and narrative strategies are condensed. And through in-depth interviews with advertising experts from Thailand and China, as well as focus group interviews with advertising students, specific symbols and narrative strategies were studied.

Symbolic strategies include: life oriented textual symbols: using language expressions that are close to daily life to make information easier to understand and accept.

Civilized character symbols: using down-to-earth character images to enhance resonance and credibility.

Scene symbols with local characteristics: Display scenes with local characteristics and enhance cultural identity.

Auditory symbols that enhance the situational awareness of advertising through auditory elements such as sound effects and music.

Narrative strategies include:

Theme of public concern: Choose topics that are widely concerned and concerned by society.

Make full use of time: Plan advertising time reasonably to ensure the completeness and effectiveness of information communication.

Appropriate narrative structure: Choose the most suitable narrative structure for the theme, such as linear narrative, non-linear narrative, and third person narrative things, etc.

Familiar character prototypes: Use familiar character prototypes from the audience to quickly establish emotional connections.

2) Through a questionnaire survey of Chinese audiences, understand the dissemination effect and success factors of Thai public service advertising in China; Through in-depth interviews with advertising experts and core staff of advertising companies in China and Thailand, analyze the characteristics of Thai public service advertising and the strengths that Chinese public service advertising can learn from.

Summarize the creative strategy from it, including:

Audience insight: Deeply analyze and understand the needs, preferences, and behavioral patterns of the target audience.

Improve creative level: Continuously improve the quality of creativity in narrative, visual expression, and other aspects.

Localized elements: Combining Chinese culture and values to make advertising content more in line with the audience's emotions and cultural background.

Interactive communication: Stimulate audience participation, enhance the dissemination effect and interactivity of advertising.

3) In interviews with core staff of Chinese advertising companies, the development trends and creative techniques of Chinese public service advertising, namely cultural value integration strategies, were discussed, including:

Playing with memes: Using popular internet memes to attract the attention of young people, using trendy elements to make public service advertising more closely related to the lifestyle of young people, thereby enhancing the dissemination and influence of information.

Emotional resonance: By telling touching stories or situations, it stimulates the audience's emotional resonance, making public welfare information more deeply rooted in people's hearts, and enhancing the infectivity of advertising.

Integration of traditional culture and values: Integrating elements of Chinese traditional culture and core values, such as patriotism and harmony, to strengthen the cultural commonality and moral appeal of information, making public service advertising more culturally profound and value guiding.

(Note: "Playing with memes" is a humorous construction method that cleverly utilizes popular cultural elements, internet hotspots, or widely recognized humorous content to construct attractive and resonant expressions, in order to enhance memory points, improve communication effectiveness, and trigger emotional resonance among the audience.)

4) In interviews with core staff of Thai advertising companies, the focus was on the narrative expression strategy in Thai public service advertising, namely the emotional strategy of storytelling, which includes:

Storytelling technique: Using stories to showcase advertising information, making it more vivid and attractive.

Real story adaptation: Using content adapted from real stories to enhance the authenticity and persuasiveness of advertising.

Emotional story: Build a story centered on emotions, touch the audience's emotions, and enhance resonance.

6.2.3 Comparison of Public Service Advertising Strategy Awareness between Thailand and China

After a thorough comparison of the awareness of public service advertising strategies between Thailand and China, a content model suitable for China's public service advertising strategy awareness is carefully refined and constructed. This model integrates the essence of the two countries' public service advertising strategies, aiming to more effectively produce a more suitable strategy for China's public service advertising development.

Table 76 *Comparative Analysis of Public Service Advertising Strategy Awareness between Thailand and China*
(Source: Created by the Author)

Stage	Strategic Awareness	Comparison between Thailand and China	Comparison between Thailand and China	Summary
Stage 1	Creative Strategy	Thailand	The creation of Thai public service advertising is usually based on a deep understanding and insight of the audience, understanding their needs, and closely linked to the advertising objectives, in order to create advertising that can resonate with the audience's emotions. Highly creative, utilizing unique visual expressions and delicate narrative techniques to effectively convey information. Skilled in utilizing localized elements and integrating Thai Buddhist culture, ideas, and values into advertising, its uniqueness makes advertising more appealing to audiences. The editing techniques are delicate and smooth, with carefully designed visuals that complement emotions and enhance the expressive power of advertising.	The creative strategy of Chinese public service advertising can draw on the advantages of Thai public service advertising, especially its profound insight into audience psychology, excellent creative level, and exquisite editing skills. At the same time, we will continue to deepen the application of localized elements, combining Chinese culture, history, customs, and values. So as to more effectively convey the concept of public welfare, increase the attractiveness and infectiousness of advertising.
		China	The audience insights of Chinese public service advertising sometimes lack detailed insights into audience needs, which may lead to inconsistencies between advertising content and audience needs. In terms of	

Stage	Strategic Awareness	Comparison between Thailand and China	Comparison between Thailand and China	Summary
			creative expression, the influence of advertising policies, censorship systems, and creative thinking leads to insufficient creativity in advertising content. We will adopt localized elements such as food, color, language, festival culture, traditional culture, etc. Some advertising lack skills and innovation in editing, resulting in less smooth visuals and less delicate emotional expression.	
Stage2	Semiotic Strategies	Thailand	The semiotic strategy of Thai public service advertising is reflected in the in-depth study of textual semiotics in daily life, with natural and plain language and advertising slogans rich in philosophical connotations. In terms of semiotics, the popular semiotics of characters are widely adopted, expressing great wisdom through the stories of small characters, creating strong resonance and immersion. In terms of scene semiotics, local cultural characteristics are showcased through scenes rich in Thai characteristics, such as beaches, food stalls, markets, and other elements. Auditory semiotics, through appropriate monologues, dialogues, sound effects, etc., complement visual symbols to create unique contexts.	In terms of semiotic strategies, Chinese public service advertising can learn from the advantages of Thai public service advertising while maintaining the distinctive use of Chinese characters in semiotics. It can also use a more plain and understandable semiotics, while delving deeper into the philosophical connotations behind these semiotics. In the application of semiotics, Chinese public service advertising can continue to use diverse roles, especially in portraying the image of civilians. Thai public service advertising can learn from the way ordinary people express profound wisdom, in order to establish stronger resonance and empathy with the audience. In terms of scene semiotics, in addition to continuing to showcase
		China	The semiotic strategy of Chinese public service advertising reflects the depth and complexity of Chinese characters, and the semiotic expression of characters is rich and diverse, including the use of intertextuality and rhetorical techniques, as well as the	

Stage	Strategic Awareness	Comparison between Thailand and China	Comparison between Thailand and China	Summary
			embodiment of cultural semiotics. Character semiotics is rich and diverse, including role models of the times, ordinary hardworking characters, commoners, and so on. Scene semiotics is also diverse, including scene semiotics from different regions and different work and life scenes. Unique color semiotics, such as the red color commonly used during Chinese festivals. Auditory semiotics such as sound effects, dialogue, monologues, etc. effectively enhance advertising effectiveness.	elements with distinct Chinese characteristics, it is also possible to draw inspiration from the natural and authentic scene design of Thai public service advertising, making it easier for audiences to resonate emotionally with them. In terms of auditory semiotics strategy, while maintaining the original foundation, learn the clever design of dialogues and monologues in Thai public service advertising to further strengthen the expression of emotional effects.
Stage3	Narrative Strategy	Thailand	In narrative strategies, universal value themes such as education, online morality, family relationships, and helping others are easily captured by the audience through themes of public concern. Thai public service advertising generally have a longer duration and can convey more story content and information over a longer period of time, but the audience generally does not object. Narrative structure, using non-linear narrative structure, using suspense, reversal, reverse narration, interlude and other methods to add highlights to the storyline of public service advertising, and increase the audience's love and acceptance of public service advertising. Attract the audience's attention through familiar character	In narrative strategies, Chinese public service advertising can draw inspiration from Thailand. In terms of themes, especially in enhancing the expression of universal values, such themes are more likely to touch the audience's emotions, thereby triggering emotional resonance and in-depth thinking. In terms of advertising duration, Thai public service advertising are known for their captivating storylines, and Chinese public service advertising can also be appropriately extended to tell richer and deeper stories. In

Stage	Strategic Awareness	Comparison between Thailand and China	Comparison between Thailand and China	Summary
			prototypes.	terms of narrative structure, suitable narrative structures can be selected according to the audience's needs, and suspense, reverse narration, and other methods can be used more to make advertising more attractive. On the basis of the original character prototypes, use more familiar character prototypes to make the audience resonate with the characters in the advertising more quickly.
		China	In China, the narrative strategy of public service advertising focuses on themes such as family, and emotions, as well as health, life, social history, and education, showcasing the richness and diversity of themes. The duration of these advertising is mostly within three minutes, effectively conveying the advertising information in a short amount of time. Adapt to different narrative needs through various narrative methods, such as linear narrative, non-linear narrative, first person narrative, etc. Some public service advertising use advertising prototypes such as fatherly, motherly, and innocent children, which are conducive to quickly establishing emotional connections with the	

Stage	Strategic Awareness	Comparison between Thailand and China	Comparison between Thailand and China	Summary
			audience, but the proportion is not high, less than half.	

6.2.4 Advantages and Shortcomings of China's Public Service Advertising

Strategy Awareness Model

6.2.4.1 Advantages of China's Public Service Advertising Strategy Awareness Model

1) Gain in-depth Insight into the Audience of Public Service Advertising

Emphasizing profound insights into the audience of public service advertising, emphasizing the connection with the audience, is conducive to establishing the connection between advertising content and the audience, and creating advertising content that resonates more emotionally with the audience.

2) Emphasize Localized Elements

Integrating traditional Chinese culture and values into public service advertising can increase the cultural and value resonance of public service advertising, and better reflect the characteristics and needs of local audiences in China.

3) The Use of Editing Techniques

By skillfully editing techniques, create a visual and auditory experience that attracts audiences to public service advertising.

4) The Application of Symbol Strategy

The use of civilian character symbols can enhance the emotional resonance of the audience and the credibility of public service advertising. The use of life oriented textual symbols can make the content of public service advertising easier to understand and facilitate the dissemination of advertising information.

5) The Application of Narrative Strategies

Focusing on hot topics may increase the attention and influence of public service advertising. Reasonable planning of duration can effectively improve the effectiveness of public service advertising information expression.

6) Incorporating Modern Popular Elements

The use of "meme playing" strategy makes public service advertising more effective in attracting young audiences.

7) Storytelling Emotional Strategies

Using authentic storytelling emotional strategies to enhance the audience's trust and attractiveness towards public service advertising.

6.2.4.2 Shortcomings of China's Public Service Advertising Strategy Awareness Model

1) Creative Limitations

Excessive pursuit of creativity may deviate from the essence of public service advertising, which may shift the audience's attention to creative expression and deviate from the goal of public service advertising.

2) Localization Element Restrictions

Overemphasizing localization elements may lead to misunderstandings among audiences from different cultural backgrounds, reducing the dissemination and acceptance of public service advertising abroad.

3) Differences in Symbol Interpretation

Different cultural backgrounds may lead to different interpretations of the same symbol. Even within the same cultural background, differences in personal life experiences and backgrounds can affect the interpretation of symbols.

4) The Complexity of Narrative Structure

If the narrative structure is too complex, the audience may need to invest more attention and thinking, resulting in the inability to grasp the goals of public service advertising, which may interfere with the accurate transmission of advertising information.

5) The Application of Popular Elements

The rapid changes in popular elements in memes may lead to the rapid obsolescence of public service advertising content, as well as misunderstandings or discomfort among certain audience groups.

6) Stereotypes of Character Prototypes

Over reliance on character prototypes may make the advertising content appear insufficiently innovative, resulting in the advertisement being unable to attract the audience's attention.

7) Increased Difficulty in Effect Evaluation

Compared with traditional public service advertising strategy awareness models, the effectiveness of storytelling emotional strategies and cultural and value integration strategies is relatively difficult to evaluate.

6.3 Chapter Summary

This chapter presents the design process of the Chinese public service advertising strategy awareness model. By comparing the strategic awareness of public service advertising in Thailand and China, the advantages and limitations of the Chinese public service advertising strategy awareness model are proposed. From the three steps of analysis, design, and evaluation, the analysis process applies semiotics and narrative theory to analyze the case of public service advertising in Thailand; Using questionnaire survey method, analyze the dissemination effect of Thai public service advertising in China; Through in-depth interviews, study the successful strategies of Thai public service advertising and extract its strengths from Chinese public service advertising. In the design phase, compare the strategic awareness of Thailand public service advertising and extract the strategic awareness suitable for the development of Chinese public service advertising; And analyze the advantages and limitations of the Chinese public service advertising strategy awareness model.

This chapter provides a comprehensive review of the main background of the entire study, the research tools used, and the selected research samples. Summarized the key contributions of this study at both theoretical and practical levels. Meanwhile, this chapter also discusses the limitations of the research and provides a comprehensive and objective research perspective. Finally, based on existing research findings, potential research directions and fields for the future are proposed, aiming to provide ideas and promote the sustainable development of public service advertising.

Chapter 7

Model Evaluation

7.1 Model Development Theory and Evaluation Criteria

According to the evaluation method of educational technology theory, it is applied in the evaluation of the "Chinese Public Service Advertising Strategy Awareness Model", which specifically includes the following:

1) Appropriateness: Whether the "Chinese Public Service Advertising Strategy Awareness Model" meets the specific needs of Chinese public service advertising, adapts to China's unique political and economic environment, local cultural traditions and social customs, media usage, etc., helps to ensure the effectiveness of Chinese public service advertising strategy awareness in theory and application.

2) Consistency: Does the "Chinese Public Service Advertising Strategy Awareness Model" focus on improving the creative level and dissemination effectiveness of Chinese public service advertising, and can the model maintain effective adjustments to strategies when adapting to social changes.

3) Feasibility: Consider whether the "Chinese Public Service Advertising Strategy Awareness Model" is in line with the existing market environment and the integration of advertising strategies and systems; Whether it complies with Chinese laws, regulations, and policy systems to ensure the compliance of the strategy; Whether it conforms to the cultural characteristics and social values of China. Ensure the smooth implementation of public service advertising in the Chinese environment, in accordance with market, policy, and cultural requirements.

4) Effectiveness: Consider whether the "Chinese Public Service Advertising Strategy Awareness Model" can enhance the social impact of public service advertising and effectively increase audience attention to public service advertising; Whether it can influence the target audience to take specific actions, participate in social public welfare activities, and support public welfare undertakings; Can organizations and enterprises enhance their brand image and reputation among the public.

The evaluation includes providing Chinese producers with a research-based model of Chinese public service advertising strategy awareness, and evaluating the role of the model in enhancing Chinese public service advertising strategy awareness through in-depth interviews with Thailand advertising teachers and core staff of advertising companies.

During the expert evaluation stage of the Chinese Public Service Advertising Strategy Awareness Model (CPS-ASAM Model), a Lister Scale was designed based on the four dimensions of AECT, the following four questions were designed, with each question rated on a five level scale 1-5 reports strongly disagree, disagree, average, agree, strongly agree.

Table 77 Chinese Public Service Advertising Strategy Awareness Model (CPS- ASAM Model) Evaluation Questions Naire
(Source: Created by the Author)

Question	Evaluation Level					Score
Q1 Appropriateness: The CPS-ASAM Model is in line with China's political and cultural characteristics.	1	2	3	4	5	
Q2 Consistency: The CPS-ASAM Model always revolves around the goals of public service advertising, ensuring consistency between strategy and objectives.						
Q3 Feasibility: The CPS-ASAM Model considers the Chinese public service adapting environment, policies, and culture to ensure the effectiveness of the strategy.						
Q4 Effect: The CPS-ASAM Model has the potential to significantly enhance the social impact of public service advertising in China, potentially enhancing public awareness of public welfare and guiding behavioral changes.						

7.2 Versions of Model Design

The following are different versions of the design process of Chinese public service advertising strategy awareness.

1) This is the first version of the Chinese Public Service Advertising Strategy Awareness Model, which includes semiotics, narratology, strategy, trends, testing, etc. Experts suggest changing the content of these five parts to "XX strategy", which is more unified and corresponds to the name of the model. Therefore, it should be changed to symbolic strategy, narrative strategy, creative strategy, emotional strategy of storytelling, and effect testing method. The author believes that this image is not aesthetically pleasing enough, therefore, the model style needs to be replaced.

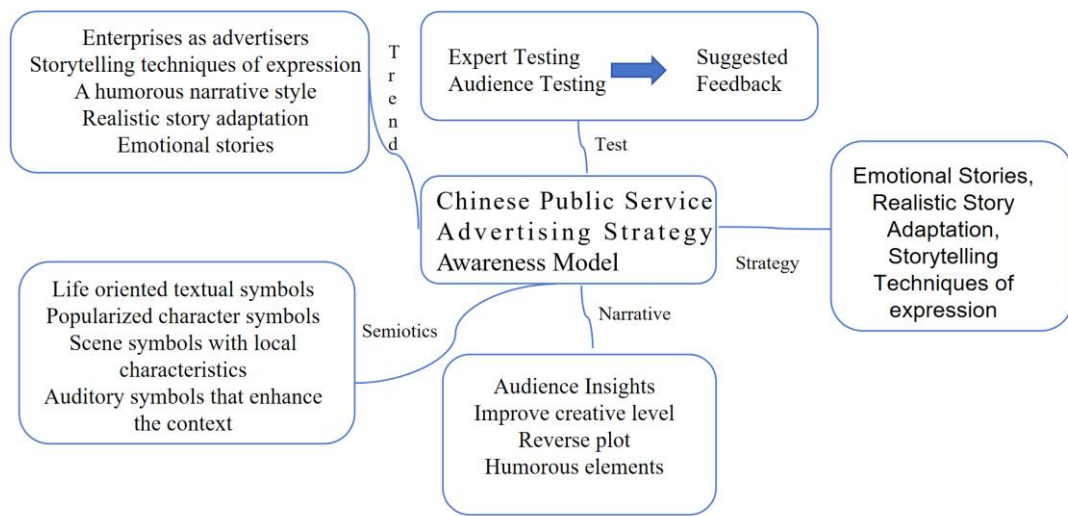


Figure 77 Chinese Public Service Advertising Strategy Awareness Model (First Edition)

(Source: Created by the Author)

2) In the first version, there are five steps: 1. Symbolic 2. Narrative 3. Strategy 4. Trend 5. Test.



Figure 78 Chinese Public Service Advertising Strategy Awareness Model (Second Edition)

(Source: Created by the Author)

In the first version, hexagons were used in the middle section, but experts reported that the hexagons were not aesthetically pleasing and suggested using circles. The title of the model is "Chinese Public Service Advertising Strategy Awareness Model". Experts suggest changing the name of each section to "Strategy", changing "Semiotics" to "Symbolic Strategy", "Narratology" to "Narrative Strategy", "Strategy" to "Creative Strategy", and "Trends" to "Strategy". Based on expert suggestions and modifications, the following image is the second version of the Chinese public service advertising strategy awareness model.



Figure 79 Chinese Public Service Advertising Strategy Awareness Model(Third Edition)

(Source: Created by the Author)

In the second edition, scholars believe that creative strategy is the foundation and can be placed in the first point. The elements of reversal and humor in creative strategies are included in narrative strategies. In the creative strategy, experts believe that editing skills are a key element in public service advertising, and suggest adding them. Localized elements such as Thai characteristic scenes and etiquette in Thai public service advertising, and traditional cultural elements in Chinese public service advertising are all successful factors. It is recommended to add them to the creative strategy. The fifth method of performance testing, some experts believe that it is not necessary to include testing in the model, so it is deleted. Scholars believe that it is necessary to combine Chinese culture, including familiar traditional culture and

popular culture, to resonate with the audience, and then introduce the desired advertising information. After modification, the following is the third edition.

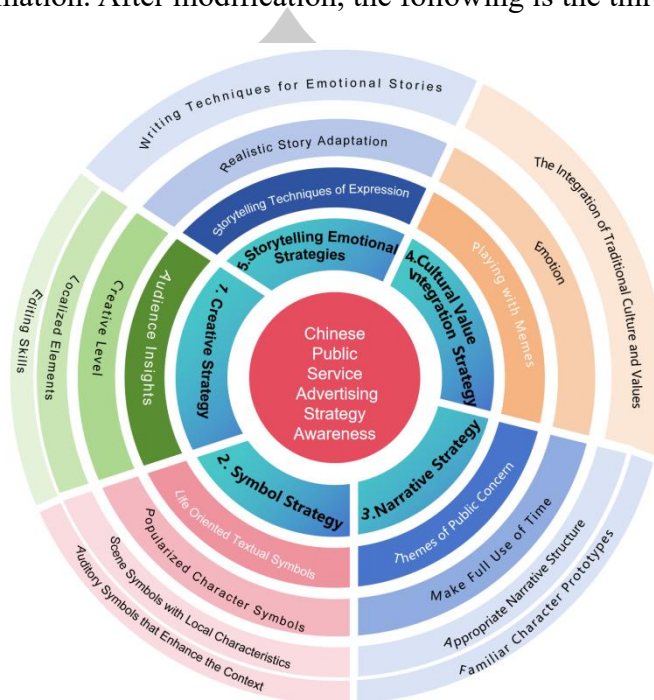


Figure 80 Chinese Public Service Advertising Strategy Awareness Model(Four Edition)

(Source: Created by the Author)

7.3 Experts' Ratings and Suggestions for the Model

According to the evaluation criteria, the scores given by Chinese advertising experts for the strategic awareness model of Chinese public service advertising are as follows (see the table below).

Table 78 Rating Table of Chinese Experts on the Chinese Public Service Advertising Strategy Awareness Model (CPS-ASAM Model)
(Source: Created by the Author)

Question	Evaluation Level					A0	A0	A0	B0	B0	B0	Average
						1	2	3	1	2	3	
Q1 Appropriateness	1	2	3	4	5	5	4	5	4	4	4	4.3
Q2 Consistency	1	2	3	4	5	5	4	5	5	5	5	4.8
Q3 Feasibility	1	2	3	4	5	5	4	5	4	4	4	4.3
Q4 Effectiveness	1	2	3	4	5	4	3	4	3	4	5	3.8

According to the evaluation criteria, the scores given by Thailand advertising experts for the strategic awareness model of Chinese public service advertising are as follows (see the table below).

Table 79 Rating Table of Thailand Experts on the Thailand Public Service Advertising Strategy Awareness Model (CPS-ASAM Model)
(Source: Created by the Author)

Question	Evaluation Level					C0 1	C0 2	C0 3	D0 1	D0 2	D0 3	Average
Q1 Appropriateness	1	2	3	4	5	4	4	5	5	5	3	4.3
Q2 Consistency	1	2	3	4	5	5	5	4	5	5	3	4.5
Q3 Feasibility	1	2	3	4	5	5	4	4	5	5	4	4.5
Q4 Effectiveness	1	2	3	4	5	4	4	5	5	5	4	4.5

Below is a table showing the average ratings given by advertising experts from both China and Thailand for the Chinese public service advertising model (see the table below).

Table 80 Rating Table of Thailand and Chinese Experts on the Thailand Public Service Advertising Strategy Awareness Model (CPS-ASAM Model)
(Source: Created by the Author)

Question	Chinese Experts	Thailand Experts	Average
Q1 Appropriateness	4.3	4.3	4.3
Q2 Consistency	4.8	4.5	4.65
Q3 Feasibility	4.3	4.5	4.4
Q4 Effectiveness	3.8	4.5	4.15

According to the four levels of evaluation criteria, the evaluation of the Chinese public service advertising awareness model by Chinese experts based on the Lister Scale (total score of five points) is as follows: the average value of Appropriateness in Q1 is 4.3, the average value of Consistency in Q2 is 4.65, the average value of Feasibility in Q3 is 4.4, and the average value of Effectiveness in Q4 is 4.15.

According to the four levels of evaluation criteria in educational evaluation theory, the "Chinese Public Service Advertising Strategy Awareness Model" was evaluated using the Lister Scale (out of five). The evaluation results of Chinese

experts showed the advantages and areas for improvement of the model in different aspects.

Specifically, the average appropriateness value of Q1 is 4.3, indicating that the model largely meets the specific needs of Chinese public service advertising and adapts well to China's unique political and economic environment, local culture and social customs, fashion, etc., proving its effectiveness in theory and application.

In terms of Q2 consistency, the model achieved a high average value of 4.65, reflecting its focus on improving the creative level of Chinese public service advertising. Meanwhile, this also means that the model can maintain effective adjustments to strategies while adapting to social changes, thereby ensuring the stability of advertising strategies.

The average feasibility value of Q3 is 4.4, indicating that the model is largely in line with the existing market environment and advertising strategies, and has good integration. In addition, it also complies with China's laws, regulations, and policy systems.

In terms of Q4 effectiveness, the average score is 4.15 points, but in the average score of Chinese experts, the score is 3.8 points, which is relatively low, possibly mainly because the effectiveness of the model is more reflected in long-term application and practice. Due to the fact that the practical application of the model is still in its early stages, its effects on enhancing the social influence of public service advertising and increasing audience attention have not yet been fully demonstrated. In addition, the model also requires time to verify and observe its ability to motivate the target audience to take specific actions, participate in social welfare activities, and improve the brand image and reputation of the organization and enterprise. Therefore, this score reflects the initial effectiveness of the model in practical applications, while pointing out directions that require long-term observation and continuous optimization.

Based on these evaluation results, it can be seen that the "Chinese Public Service Advertising Strategy Awareness Model" has achieved significant results in adapting to China's unique environment and improving the quality of public service advertising. But at the same time, it also needs further improvement and optimization in improving the actual effectiveness of advertising and social participation. Future work should focus on enhancing the ability of models to motivate action and enhance social influence, in order to more comprehensively meet the development needs of Chinese public service advertising.

The following is a summary of expert ratings, evaluations, and recommendations for the Chinese public service advertising strategy awareness model:

Table 81 Expert Rating, Evaluation, and Suggestions for Chinese Public Service Advertising Strategy Awareness Model
(Source: Created by the Author)

NO.	Expert Name and NO.	Proposal
1	Shengdong Lin (A01)	The model is more scientific, and the thinking of steps and elements is also more comprehensive. Based on this model, it has a certain guiding effect on the creation of Chinese public service advertising. Which of the four steps of symbolic strategy, narrative strategy, creative strategy, and narrative emotional strategy should come first and which should come later is worth further consideration. Usually, audience insights are placed first, and here in the third step, reasons should be stated. The symbols are more specific and seem more appropriate to be placed in the fourth step.
2	Xiuqin Zeng (A02)	It is quite creative to use the concentric circle model to express several aspects of the strategy model. The creative strategy includes the path of creative methods (insight, improvement), as well as creative strategies (reversal, humor) that feel like something is not a dimension.
3	Shengliang Lin (A03)	The model is comprehensive and practical, which helps to improve the targeting and effectiveness of public service advertising strategies. The content dimension supplements elements of Chinese cultural appeal.
4	Sun Tao (B01)	Evaluating models from different dimensions is a good way, and the current structure is reasonable and clear. In the creative strategy stage, it can be considered to integrate social emotions or group emotions that media attention to, because in this stage, some public welfare themes are unchanged, but sometimes they are also changing. The attention of the public, the social emotional points of the group, can sometimes become one of the variables to consider.
5	Longzhi Wang (B02)	1. Storytelling emotional strategies, like when we create creativity, there are many other ways besides storytelling. 2. In terms of duration, the current trend is that the shorter the better. 3. If we want to look at it in conjunction with current trends, we should use memes, utilize public resonance, and then at a higher level, utilize traditional culture and values. At first, define the concept of playing with memes. 4. In terms of values (patriotism, truth, goodness, beauty, traditional Chinese cultural morality), we usually develop these aspects when we elevate our values at the end of the film. Patriotism is also the greatest cognitive common divisor among the Chinese people.
6	Jieqi Xu (B03)	This consciousness model summarizes and summarizes the important elements and creative techniques used in the application of Chinese public service advertising works. It can serve as a guiding thinking model in the process of advertising creation, helping creators to carry out their creations more efficiently and orderly. Alternatively, "communication strategies" can be added to create content based on the behavior habits of the audience and users on different communication platforms. Taking the short video platform as an example, Tiktok, WeChat video number, station B, Xiaohongshu, the rules, audience groups and audience habits of each platform are

		slightly different. Select a communication platform for creation according to the target audience, or you will receive a more efficient communication effect.
7	Raksan Wannawattawong(C01)	People are individual in nature; thus, communication is even more difficult. Meanwhile, online platforms have been growing.
8	Srisuda Songkroh(C02)	This model very well conveys the advertising strategies. However, when it comes to actual practice, the little components may need a little adjustment to be most appropriate for China.
9	Surakij Prangsorn(C03)	When formulating public service advertising strategies in China, attention should be paid to the diversity and individual differences of the public, the customization of content and cultural sensitivity, while ensuring that the information conveyed by advertising is universally inclusive and respectful.
10	OHM Disara (D01)	This model is a framework for creating culturally relevant and attractive public service advertising campaigns in China, with a focus on audience understanding, creative quality, cultural elements, and emotional stories to achieve effective cognition and resonance. It is comprehensive and comprehensive, focusing on creating effective public service advertising in all aspects. Narrative strategy and authenticity should be added because in public service advertising, it is important to connect sincerely with a broad audience who values sincerity. If we can explore some unique aspects of PSA, it will become even more unique.
11	Boonyawat Tharawatni tis (D02)	This model provides a detailed and interesting analysis of advertising work. If applied to practical work, it will definitely have a positive impact on advertising work. This model covers all aspects of advertising work. There is no more advice than truly wanting to see a job. I hope this model can create good works.
12	Budskorn Kittitnantao anya (D03)	In terms of details, my work in Thailand is consistent with your summary and easy to understand. But in some specific steps, there may be some differences. In the "Creative Strategy" section, the theme "Trend Story" can be added to make the target audience find it interesting. In the narrative strategy, add some unconventional features to make the goal more interesting. In "Story Strategy", "Comedy storytelling" can be added.

According to the feedback from interviewee A01, it is believed that in advertising strategy awareness, audience insight is generally placed in the first step, so the order of steps has been adjusted. Change to: 1. Creative strategy 2. Symbolic strategy 3. Narrative strategy 4. Storytelling emotional strategy 5. Effect testing.

Interviewee A01 believes that the fifth test is a test of the effectiveness of public service advertising. The author believes that placing the test in the strategic awareness model will confuse readers and can be removed.

Interviewee A02 believes that creative strategies include both the path of creative methods (audience insight, improving creative level) and creative strategies (reversal, humor), which may not be the same dimension of content. Based on expert suggestions, conduct further research and adjustments, and adjust the creative strategy to include audience insight, creative level, localized elements, and interactive communication.

Interviewee B02 believes that in public service advertising creation, there are many other paths besides storytelling emotional strategies. Based on the experience of experts in public service advertising creation, he believes that there are currently three levels in Chinese public service advertising that have received good feedback and are more popular among audiences: "playing with memes, emotional resonance, and the integration of traditional culture and values", namely micro, meso, and macro levels. Based on expert feedback and the author's research and summary of typical cases of Chinese public service advertising (Hainan police public service advertising and Jiangxi fire public service advertising), the popularity and popularity of these two types of public service advertising are also "memes", such as using popular phrases familiar to young people or historical and cultural allusions well-known to the public, to evoke emotional resonance among the audience, and finally integrating traditional culture or values. Therefore, a fourth step has been added to enhance the strategy of integrating cultural values, including meme playing, emotional resonance, and the integration of traditional culture and values.

Interviewee D01 believes that in narrative strategies, authenticity can be added. This coincides with the "true story adaptation" in the "emotional strategy of storytelling".

Interviewee C01 believes that humans are essentially individuals; Therefore, communication becomes more difficult. Meanwhile, online platforms have been growing.

Interviewee C02 believes that this model effectively conveys advertising strategies. However, when it comes to practical applications, these small components may require some adjustments to be most suitable for China.

Interviewee C03 believes that the highlight of Thai public service advertising lies in its editing, creating memorable points of interest for the audience. Therefore, adding "editing skills" in the creative strategy emphasizes the importance of editing in public service advertising for its expressive power.

Interviewee D01 believes that authenticity should be added to narrative strategies.

Interviewee D02 suggests that in creative strategies, "popular trends" can be added, combined with current hot topics that the audience is concerned about, to attract the audience and make them feel interesting. In narrative strategies, add unconventional approaches. Add humorous elements to the story strategy.

Interviewee D03 suggests that when establishing evaluation criteria, if there are clear instructions or objectives, evaluators will be able to understand the requirements more clearly. However, the use of academic terminology might lead to difficulties in comprehension, thus it's recommended to adopt more two-way communication rather than just interactive communication. For the second criterion, considering the use of more metaphors could help recipients understand and remember better. Additionally, the third criterion should include graphical content to enhance engagement, and indirect expressions can also help deepen memory retention. Regarding the fourth criterion, it's suggested to focus more on promoting specific communities or societies rather than an entire culture. Lastly, the fifth criterion seems somewhat redundant with storytelling, so it might be beneficial to combine them to avoid content overlap.

In this interview, experts generally gave a positive evaluation of the Chinese public service advertising strategy awareness model. Based on their feedback and suggestions, the model has been finely adjusted and optimized. Firstly, the order of the strategic model steps has been readjusted to ensure that audience insight comes first, forming a new strategic process: creative strategy, symbolic strategy, narrative strategy, cultural value integration strategy, and storytelling emotional strategy. Secondly, the creative strategy has been refined, including audience insight, creative level, localization elements, and editing skills. In addition, cultural value integration strategies have been added, emphasizing the integration of "memes", "emotional resonance", and "traditional culture and values". These adjustments aim to make the model more closely aligned with the actual needs and cultural characteristics of the Chinese public, and improve the effectiveness and influence of public service advertising. Through this research and adjustment, the model has become more comprehensive and in-depth, better adapting to the special environment of public service advertising in China.

7.4 Steps for Using the Model

7.4.1 Step 1: Analyze Concepts

When using the Chinese public service advertising strategy awareness model, the first step is to deeply analyze and select strategies that are suitable for the purpose and audience of public service advertising. This step requires advertisers not only to understand the theoretical basis of each strategy, but also to be able to apply these strategies to the actual creative process.

1) Creative strategy refers to the process of organizing and analyzing the benefits or solutions that a product or service can provide to target consumers, in order to determine the proposition that the advertising aims to convey. Creative strategy play a crucial role in the field of advertising. In the process of using the Chinese public service advertising strategy awareness model, advertising creators need to conduct in-depth analysis and strategy selection to ensure that the advertising content meets specific purposes and the needs of the target audience. The creative strategy is a comprehensive and systematic plan aimed at guiding advertising producers to maintain a clear goal orientation and audience awareness throughout the entire creative process, ensuring that the produced advertising works can achieve the expected dissemination effect.

2) Semiotics strategy refers to the use of symbols, symbols, imagery, and other means to convey specific information, shape images, manipulate emotions, and guide behavior. This strategy typically involves using words, characters, auditory symbols, etc. with specific or symbolic meanings to convey the theme, philosophy, and emotions of the advertising, in order to achieve the expected dissemination effect and social influence.

3) Narrative strategy refers to the means or techniques used to advance the completion of public service advertising and achieve the final production effect through specific storytelling methods and techniques (Ying Zhou, 2023). This strategy is based on the creative strategy, with the audience at the center. By telling compelling and infectious stories, public welfare information is presented to the audience in a more vivid and vivid way, thereby stimulating their emotional resonance and willingness to take action.

4) The strategy of integrating cultural values refers to cleverly combining traditional Chinese culture with the core values of modern society, and using creative "memes" to make advertising more attractive and communicative, strengthening the audience's recognition of traditional Chinese culture and modern core values. Through this strategy, it helps to inherit and develop traditional Chinese culture in modern society, while promoting the widespread dissemination of core values in modern society.

5) Storytelling emotional strategy refers to touching the audience's emotions by telling engaging and infectious stories, in order to achieve the dissemination goals and social effects of advertising. This strategy typically uses vivid plots, real characters, and details to construct the story, arousing the audience's interest and curiosity, creating emotional resonance, and making it easier for the audience to accept the information and concepts conveyed by the advertising.

7.4.2 Step 2: Selection and Application of Strategies

After analyzing the concepts of each strategy, the second step is to determine how to combine and apply these strategies in public service advertising, effectively conveying information and touching the audience. The success of this step depends on developing a clear strategy combination that can fully express the core message of the advertising and resonate with the target audience.

1) Principles for Determining Strategies

(1) Comprehensive Analysis of Audience Characteristics

Based on a deep understanding of the target audience (including age, gender,

cultural background, etc.), select strategies that can touch the audience's soul. For example, young audiences may be more easily attracted to creativity and memes, while older audiences may focus more on cultural values and emotional resonance.

(2) Clarify Advertising Objectives

Based on the social problems or public welfare awareness that public service advertising aims to solve, choose a strategy that can better convey this purpose. For example, if the goal is to enhance environmental awareness, using everyday text symbols and scene symbols with local characteristics may be more effective.

2) Methods of Applying Strategies

Creative strategy refers to improving the creative level of public service advertising through audience insight, utilizing localized elements reasonably, and utilizing editing techniques to attract audience attention.

Symbolic strategy refers to selecting symbolic elements closely related to the advertising theme to enhance the cultural relevance and depth of information. Utilize real-life textual symbols, diverse character symbols, local scene symbols, and auditory symbols to enhance the transmission of advertising information.

Narrative strategy refers to constructing a theme that revolves around public concern, utilizing familiar character prototypes and appropriate narrative structures, and effectively conveying information within a reasonable time frame.

The strategy of integrating cultural values refers to using familiar memes from the audience, integrating traditional and modern Chinese cultural values, and presenting these values through stories and symbols to enhance the emotional resonance and influence of advertising.

Storytelling emotional strategy refers to using authentic story adaptations and profound emotional storywriting techniques to touch the hearts of the audience and trigger emotional resonance.

3) Testing and Adjusting Strategy Applications

Before producing a public service advertising, evaluate the effectiveness of the selected strategy and the audience's response through focus groups or in-depth interviews. This step can help identify potential issues, such as unclear information dissemination or lower than expected audience response.

Based on feedback from pre testing, adjust the strategy combination.

Including strengthening certain necessary factors, deleting or replacing ineffective strategies, etc.

7.4.3 Step3: Explore the Intrinsic Meaning and Cultural Connotations of Strategies

Successful public service advertising is not only about showcasing visual appeal and creative content, but more importantly, it can touch the depths of people's hearts, trigger emotional resonance, and lead to positive behavioral changes in the audience. This requires advertisers to not only be able to apply various strategies, but also to deeply explore the cultural connotations and internal logic behind each strategy.

The purpose of this step is to enable advertising information to truly establish a connection with the audience and reflect social values and cultural characteristics.

(1) Understanding the Relationship between Strategy and Chinese Culture

Using memes and popular culture, explore how to combine popular online cultural elements with Chinese cultural values. For example, by using internet slang, film and television clips, idioms and stories that are circulated among young audiences as quotations, we can attract audience attention and cleverly convey cultural values of patriotism, family, collectivism, and harmonious society through a reverse narrative strategy. This not only makes the advertising content more down-to-earth, but also promotes the inheritance and innovation of cultural values.

(2) The Cultural Roots of Emotional Resonance

Deeply analyze the emotional values in Chinese culture, such as family affection, patriotism, and caring for others, and explore how to strengthen the resonance of these emotions through advertising strategies. For example, by telling stories about family affection and filial piety, it can arouse the audience's attention to family and responsibility; By telling the stories of Long March veterans and scientists, it can arouse the audience's passion for love.

(3) The Integration of Chinese Cultural Values

In public service advertising, familiar idioms, allusions, film and television clips, and homophones are used to build a bridge with modern social and cultural values, spreading values such as social harmony, health, diligence, and struggle, while also conveying open, innovative, and diversified modern values.

7.4.4 Step 4: Model Construction and Display

(1) The model is based on creative strategies, studying user behavior or

attitudes based on audience insights, determining audience psychological needs and interests, and extracting insights that attract audiences. By using innovative and clever expression techniques to attract audience attention, improve the creative level of public service advertising, and disseminate advertising information. Using localized elements, such as folk customs, traditional architectural forms, cuisine, literature, and traditional handicrafts, to form resonance with the audience. The use of editing techniques, such as the rhythm of editing, plays a significant role in mobilizing the audience's emotions. The fast-paced splicing of each group of shots has a more visual impact, is conducive to creating atmosphere, promoting the development of the story plot, and also helps the audience better integrate into the advertising, enhancing the artistic quality of public service advertising.

(2) Symbolic strategy is closely related to creative strategy, and through the use of everyday textual symbols, it is used to assist in theme expression and meaning construction. Character symbols refer to various information symbols conveyed in advertising using "representative or prominent individuals in a certain aspect" as carriers. It includes the social image and roles of characters in advertising, as well as human body symbols such as gestures, facial expressions, eyes, tones, postures, movements, postures, appearances, and behaviors. Character symbols have the characteristics of imagery, vividness, and sensitivity. Transforming local characteristic scenes into aesthetic symbols, achieving the expansion and sublimation of audience psychology, and promoting the integration of symbolic meaning and aesthetic scenes. Auditory symbols refer to the use of sound to convey information, including language, sound effects, music, etc. Using auditory symbols to enhance the emotional experience of the audience and enhance the symbolic significance and appeal of public service advertising.

(3) The narrative strategy is built on the basis of creative and symbolic strategies, and utilizes time reasonably around topics of public concern, such as online morality, education, family relationships, social security, etc. For example, emotional public service advertising with storytelling are acceptable to some audiences due to the twists and turns of the story; The preaching style public service advertising can be shorter in duration due to its compact plot. Adopting appropriate narrative structures, such as public service advertising that directly tell the audience about experiences or feelings, can use first person narration; Public service advertising that introduce public welfare information by telling stories of others can be narrated in third person; There are also forms of public service advertising that are narrated through the interaction of characters in the advertising and are not claimed to be narrated. Tell captivating stories

through familiar character prototypes such as heroes, loving fathers and mothers, and female warriors.

(4) The integration strategy of cultural values is integrated into all strategies, deepening the cultural connotation and emotional connection of advertising by utilizing popular online elements (memes), emotional resonance, and the integration of Chinese cultural values, while also promoting the integration with other strategies.

(5) Storytelling emotional strategy is the deepening and extension of

narrative strategy, which enhances the emotional resonance and influence of the story through storytelling techniques, real story adaptation, and emotional story writing. It is a key part of achieving the goals of public service advertising.

Overall, these five parts support each other and together form the system of awareness of China's public service advertising strategy. Based on creative strategies, stories are unfolded through symbolic and narrative strategies, while cultural value fusion strategies run through all strategies. Storytelling emotional strategies further deepen the influence and emotional resonance of these stories, forming a complete and mutually reinforcing strategy cycle.

7.5 Chapter Summary

This chapter uses educational technology evaluation methods to evaluate the "Chinese Public Service Advertising Strategy Awareness Model" through four aspects: appropriateness, consistency, feasibility, and effectiveness. Identify the shortcomings of each version of the model production process and make modifications based on expert feedback. In the model evaluation stage, 12 experts were invited from Thailand and China, including three advertising teachers and three core staff members from advertising companies. They used the Lister Five Scale to score the Chinese public service advertising strategy awareness model and provide suggestions. Based on expert feedback and suggestions, the model underwent the first round of testing and adjustment, followed by a second round of evaluation and optimization, ultimately resulting in a more optimized model. This chapter analyzes the steps of using the model, including the first step of analyzing concepts, the second step of selecting and applying strategies, the third step of exploring the inherent meaning and cultural connotations of strategies, and the fourth step of constructing and displaying the model.

Chapter 8

Conclusion

8.1 Conclusions according to the Research Objectives

8.1.1 Study and Analyze the Strategies Awareness Model in Thai Public Service Advertising and Chinese Public Service Advertising, including Extracting Key Elements from Successful Cases in both Countries.

This study first analyzes and studies successful cases of Thai public service advertising, exploring its creative expression and narrative techniques. Using case analysis method, semiotics, and narrative theory, a thorough analysis was conducted on the visual and auditory symbols, advertisers, advertising themes, advertising duration, narrative methods, advertising character prototypes, metaphors, and other aspects of Thai public service advertising. Using the 5W theory, analyze the dissemination subject, content, channels, and effectiveness of Thai public service advertising. An in-depth exploration of the deep cultural and social background behind the successful production and dissemination of public service advertising in Thailand. Summarize the characteristics of Thai public service advertising, including humor, reverse narrative style, emotional resonance with the audience, easy to understand content, storytelling ability, and realistic visual effects. And proposed content that Thailand's public service advertising is worth learning from for China, including creative ability, narrative style, audience insight, etc.

By applying case analysis, semiotics, and narrative theories, a profound analysis was conducted on the visual, auditory, and textual symbols of Chinese public service advertising, as well as methods such as advertisers, advertising themes, narrative structures, and metaphors. And analyze the Chinese elements reflected in Chinese public service advertising, including material and spiritual cultural elements. Propose the development trend of Chinese public service advertising, including selecting civilian characters, telling real stories, innovating public service advertising forms, improving the level of public service advertising creation, emotional, narrative, and multi duration trends, and enterprises playing a greater role in public service advertising. A comparative study of public service advertising in Thailand and China, including creative themes, traditional cultural elements in public service advertising, narrative expression, and publishers.

In addition, through questionnaire survey method, analyze the dissemination effect of Thai public service advertising in China, aiming to provide strategic suggestions for the development of Chinese public service advertising. Using in-depth interview method, the characteristics of Thai public service advertising, the reasons for the success of Thai public service advertising, and the dissemination effect of Thai public service advertising in China were studied and summarized. Using the focus group interview method, analyze the successful strategies of Thai public service advertising and the long-term benefits that Chinese public service advertising can learn from Thailand. This study helps us to gain a more detailed understanding of successful strategies for Thai public service advertising and creation.

8.1.2 A New Strategic Awareness Model for Developing Public Service Advertising in China

Based on a deep understanding and analysis of successful strategies in Thai public service advertising, this study conducts a detailed analysis of key success factors in typical cases of Chinese public service advertising, aiming to explore how to effectively integrate these strategies into Chinese public service advertising. This study not only considers China's social, cultural, and economic background, but also focuses on the psychological needs and expectations of the public, developing a public service advertising strategy awareness model suitable for Chinese society. Through in-depth interviews with advertising experts, focus group interviews with advertising major students, and questionnaire surveys of sampled audiences, comprehensive data and analysis from multiple perspectives are conducted. Through these in-depth analyses, a new Chinese public service advertising strategy model has been preliminarily constructed and continuously optimized, hoping that this model can bring practical strategic assistance to the field of public service advertising in China.

8.1.3 Evaluation and Recognition of the New Model of Public Service Advertising Strategy Awareness in China

This study will evaluate and validate the strategic awareness model of Chinese public service advertising. Through in-depth interviews with experts in the field of advertising, a comprehensive evaluation of the new model is conducted. By collecting and adopting feedback and guidance suggestions, key perspectives are provided for the improvement of the model, and the applicability and effectiveness of the model are evaluated. The purpose of this stage is to verify the effectiveness and applicability of the new model, while providing reference for creators and production institutions of Chinese public service advertising, drawing on successful strategies of Thai public service advertising, and combining with China's social and cultural background, in order to promote the production, dissemination, and development of public service advertising in China.

8.2 Discussion

8.2.1 Interpretation of Results

This study conducted an in-depth analysis of the successful models of public service advertising in Thailand and China. By analyzing the differences in creative expression, narrative techniques, and cultural elements of public service advertising between the two countries, and comparing public service advertising in Thailand and China, it was found that the success of public service advertising in Thailand lies in its high level of creativity, emotional delicacy, audience insight, and superb narrative techniques. These characteristics not only have a positive impact on the Chinese audience, but also provide reference value for Chinese public service advertising.

These findings support the preliminary hypothesis of the study that highly creative narrative techniques, profound cultural connotations, and locally distinctive symbols can effectively enhance the communication effectiveness of public service advertising. In addition, by constructing a "Chinese Public Service Advertising Strategy Awareness Model", this study further confirms the effectiveness of using semiotics and narrative theory to guide public service advertising creation.

8.2.2 Comparison with Existing Research

Compared with existing research, this study expands the knowledge foundation of public service advertising research in multiple aspects.

A. The application of semiotics and narratology: Previous research on

public service advertising focused on analyzing advertising effectiveness, such as audience attention, emotional reactions, and behavioral changes. This study introduces semiotic and narrative theories to explore in depth how symbols (including visual and auditory symbols) and narratives (such as story structure and narrative methods) construct advertising information, as well as how they influence audience understanding and emotional resonance. This provides a new analytical perspective for public service advertising creation, emphasizing the importance of considering symbols and narrative structures in advertising production.

B. Deepening of cross-cultural comparative research:

This study not only compares the characteristics of public service advertising in Thailand and China, such as visual presentation and thematic content, but also deeply analyzes how cultural background shapes the creativity and narrative strategies of advertising. By revealing the different methods of public service advertising in addressing social issues, utilizing local cultural elements, and establishing emotional connections with audiences in the two countries, this study expands the depth and breadth of cross-cultural public service advertising research and proposes new strategies for designing effective public service advertising in the context of globalization.

C. Diversity of creative strategies:

Through analyzing the creative performance of Thai public service advertising and the strategic application of Chinese public service advertising, this study found that successful public service advertising not only rely on eye-catching visual effects, but also require profound cultural insights and innovative narrative techniques.

D. Innovation of strategic awareness model:

The proposal of the

"Chinese Public Service Advertising Strategic Awareness Model" is based on a systematic analysis of successful cases of public service advertising in Thailand and China. This model not only considers semiotic and narrative factors in advertising creation, but also takes into account cultural values and emotional strategies of storytelling. This provides a new framework for public service advertising creation that combines theory and practice, aiming to enhance the cultural sensitivity and social influence of public service advertising.

8.2.3 Conclusive Statement

This study compares and analyzes public service advertising in Thailand and China, and explores in depth how cultural differences affect the creative expression and narrative techniques of public service advertising. By constructing and validating the "Chinese Public Service Advertising Strategy Awareness Model," this study not only enhances the understanding of the influencing factors of public service advertising creation and dissemination, but also provides a new theoretical framework and practical guidance for the creation and research of Chinese public service advertising. The main contribution of this study is to reveal the profound influence of culture and the core position of creative narrative techniques in the success of public service advertising. The proposal of the "Chinese Public Service Advertising Strategy Awareness Model", based on semiotics and narrative theory, provides a new approach for public service advertising creation that combines Chinese cultural characteristics and audience psychology. This model not only helps to improve the creativity and effect of public service advertising, but also points out a new direction for the research and practice of public service advertising.

8.3 Full Text Summary

Due to the increasingly significant role of public service advertising in modern social life, in today's rapidly developing society, public service advertising can lead the way. After more than 30 years of development, Chinese public service advertising has made great progress, making some achievements in cultural and family related public service advertising during the Spring Festival. However, compared with other developed countries, there is still a certain gap in creativity and narrative techniques. Thai advertising, with its high creativity, delicate emotions, and superb narrative techniques, has won international awards multiple times and has gained a good impression among Chinese audiences through the dissemination of new media platforms.

The Thai public service advertising studied in this article are mainly those produced by Thai companies. In the advertising, public service concepts are disseminated, but there is basically no product or logo information in the advertising, only the company's logo or slogan appears at the end of the advertising. This study analyzes typical public service advertising cases in Thailand through semiotic theory,

analyzing their characteristics and reasons for their popularity among audiences. Exploring the uniqueness of its character symbols, scene symbols, auditory symbols, and textual symbols, research has shown that Thai public service advertising excels in shaping civilian character symbols, telling familiar stories from ordinary people's stories and resonating with the audience. Using scene symbols with Thai characteristics, such as Thai stalls, family scenes, markets, beaches, etc., to make the audience feel familiar and consistent with the advertising scene. Proficient in using auditory symbols such as monologues, dialogues, voiceovers, and sound effects to promote the narrative and expression of advertising content, making it easier for audiences to accept the public welfare information conveyed by the advertising. In terms of textual symbols, through easy to understand copywriting, the audience can easily understand, and in simple and understandable textual symbols, they can tell the truth and spread the public welfare message that the advertising aims to convey. Using narrative theory, analyze the advertisers of Thai public service advertising. In corporate public service advertising, most companies come from local Thai companies. This is because local Thai companies are better able to provide audience insights and know the content of the advertising that the public wants to see. In terms of duration, Thai public service advertising generally lasts for more than 3 minutes, which is also a characteristic of Thai public service advertising. If the duration is longer, it can cover more content, which is conducive to the development of the story plot and better display of advertising information. In terms of narrative structure, Thai public service advertising often use non-linear narrative structures, using narrative techniques such as recall, suspense, and reversal to make the advertising plot more visually appealing and attractive. Some also use linear narrative structures, which have the advantage of using chronological order, making it easier for the audience to understand the advertising content. In terms of character prototypes, Thai public service advertising are good at using familiar prototypes from the audience, such as heroes, loving parents, innocent children, etc., to bring them closer to the audience. On the theme, selecting issues of public concern and social hot topics is conducive to arousing emotional resonance among the audience.

The thesis also studied Chinese public service advertising from a semiotic perspective. Interpret Chinese public service advertising from the perspectives of local characteristic scene symbols, colorful character symbols, exquisite color symbols, auditory symbols that enhance the context, and Chinese characteristic textual symbols such as symbolic symbols, intertextuality, and rhetoric. And from the perspective of narratology, the study found that among the advertisers of Chinese public service advertising, the proportion of enterprises is relatively small, with the most being official media such as CCTV, followed by government departments, and some self media. Due to China's public service advertising policy, the communication channels are still dominated by official media. In recent years, there has also been a trend of enterprises becoming more and more advertisers. In the production of public service advertising by enterprises, how to handle the relationship between their sense of social responsibility and the information conveyed in public service advertising, and how to handle the audience's perception of the production of public service advertising in interactive communication, remains a problem that needs to be solved in China's public service advertising. In terms of theme, compared to Thailand, a considerable proportion of Chinese public service advertising focus on emotional

advertising, especially the theme of returning home during the Spring Festival. It is the type of public service advertising that CCTV invests the most in each year and consumes the most manpower and material resources. Secondly, it includes themes such as health and lifestyle, society and history, and education. It can be seen that the theme range of Chinese public service advertising is also relatively broad. In terms of narrative structure, non-linear narrative is slightly more common in public service advertising than linear narrative, indicating that Chinese public service advertising will use appropriate narrative structures according to the needs of the theme. Among the collected Chinese public service advertising cases, 70% of public service advertising have a duration of less than 3 minutes, which is related to the development of short videos in China. However, the short duration also limits the content expression of advertising. In Chinese public service advertising, metaphorical techniques are used to reflect traditional culture or specific meanings. Chinese culture is vast and profound, containing rich material and spiritual cultural elements. Proper use can enhance emotional connection with the audience. Based on previous literature analysis, discussions, and in-depth interviews with experts, predict the development trend of public service advertising in China, including selecting civilian characters and telling real stories; Innovative forms of public service advertising; Improve the creative level of public service advertising; Enterprises play a greater role in the production of public service advertising; Emotionalization, storytelling, and multi duration trends. Summarize the differences between China and Thailand in public service advertising, including the theme of public service advertising creation, traditional cultural elements in public service advertising, narrative expression in public service advertising, and the differences in the publishers of public service advertising.

Through the analysis of the background and current situation of Chinese public service advertising, this thesis points out the problems that exist in Chinese public service advertising, including insufficient creativity and infectiousness; Keeping up with social hot topics, exploring details but closely related to the theme of social livelihood; The narrative method lacks attractiveness.

This study aims to explore the successful strategies of Thai public service advertising, the differences and reasons between Thai and Chinese public service advertising, through interviews with advertising teachers and core staff of advertising companies. In addition, this study also explores the development trends of Chinese public service advertising, as well as the aspects that Thai public service advertising is worth learning from for Chinese public service advertising, providing key theoretical and practical references for the creation of Chinese public service advertising models. Conducting focus group interviews with students majoring in advertising in Thailand and China, analyzing the professional perspectives of the younger generation, interpreting the similarities and differences of public service advertising in Thailand and China, and studying can capture new development trends and audience preferences, thus providing a unique perspective and useful reference for the production of Chinese public service advertising models.

In order to comprehensively explore the dissemination effect of Thai public service advertising in China, this study adopts a questionnaire survey method to analyze the cognitive effect, attitude effect, and behavioral effect from three dimensions. The analysis of cognitive effect aims to reveal the level of awareness and

memory persistence of young audiences towards Thai public service advertising; An analysis of attitude effects, exploring the impact of Thai public service advertising on the attitudes of young audiences, including views on advertising themes, social issues, and changes in their values and perspectives; Analysis of behavioral effects, investigation of whether public service advertising focuses on the theme of public service advertising, participates in relevant public service activities, and changes in social responsibility in daily behavior.

Based on previous research findings, this study proposes an innovative Chinese public service advertising strategy awareness model and elaborates on its design process. The design of this model aims to extract the essence of public service advertising in Thailand and China, while taking into account the differences in Chinese social environment and culture. In the design process, compare the similarities and differences in the strategic awareness of public service advertising between Thailand and China, extract the advantageous elements of the two, and based on this, construct a framework for the strategic awareness model of Chinese public service advertising. This study also conducts a detailed analysis of the new model, exploring its advantages and potential limitations. In this process, cultural differences and policy similarities and differences should be considered simultaneously. Through a comprehensive analytical approach, the aim is to provide a new perspective and theoretical and practical support for the study of public service advertising in China.

After the model design was completed, an evaluation of the theoretical model was conducted, and a group of experts from the advertising industry, including three teachers from advertising studies in Thailand and China, as well as three core employees from advertising companies, were invited to provide professional ratings and suggestions for the model.

The evaluation framework was based on the educational technology evaluation theory, and the model was rated using the Lister Five Scale. The evaluation of the model covers four dimensions, including appropriateness, consistency, feasibility, and effectiveness. This scoring method not only considers the completeness of theory and the feasibility of practice, but also focuses on the applicability and effectiveness of the model in practical applications. During the scoring process, experts also proposed modification suggestions for the model, including the sequence of steps, completeness, and suitability for China's social and cultural development needs. These suggestions provide crucial guidance for the optimization of the model, helping the theoretical model achieve better results both in theory and practice. After multiple rounds of testing and modification, the theoretical model has been effectively improved and adjusted. To better adapt to the development of Chinese public service advertising and provide valuable reference for the innovative development of Chinese public service advertising.

This study conducted in-depth theoretical and literature analysis, using semiotics and narrative theory as the main analytical tools, and conducted a detailed exploration of public service advertising cases in Thailand and China. Through in-depth interviews with advertising experts from Thailand and China, as well as focus group interviews with advertising students from Thailand and China, we delved into the core elements and cultural characteristics of public service advertising in both countries. In addition, first-hand data was collected through a questionnaire survey of young audiences in China, providing empirical support for the research. Based on

these comprehensive analyses and surveys, this study successfully proposed the "Chinese Public Service Advertising Strategy Awareness Model". This model not only deepens the understanding of the field of public service advertising, but also provides a new perspective and framework for future public service advertising practice and research.

8.4 Contribution

8.4.1 Theoretical Contributions

The Chinese public service advertising strategy awareness model combines semiotics and narrative theory. In the original advertising strategy model, most of the research focuses on commercial advertising and advertising effectiveness. This study proposes specific symbolic and narrative strategies through semiotic perspectives such as visual, auditory, and textual symbols, as well as narrative perspectives such as duration, narrative structure, and prototype. Exploring public service advertising creation strategies, including gaining insights into the audience, improving creative skills, making reasonable use of localized elements in China, and engaging in interactive communication. Based on the development trend of China's public service advertising in the new media era, a cultural value integration strategy is proposed, summarizing three levels of strategies: "meme playing, emotional resonance, and the integration of traditional culture and values." Drawing on typical cases of Thai public service advertising, propose emotional strategies for storytelling, including storytelling techniques, adaptation of real stories, and emotional stories. This provides a new research perspective and approach for the creation of public service advertising. In addition, this study enriches the theoretical exploration in the fields of semiotics and narratology, providing literature support for subsequent discussions.

This study employs multiple methods to support the development of a strategic awareness model for public service advertising. Firstly, through data analysis, evaluate the dissemination effectiveness of different public service advertising cases based on the standard of playback volume. Secondly, through case analysis, we will delve into the success factors and strategic choices of typical public service advertising, including emotional appeals, visual presentation, and copywriting characteristics. Once again, through a questionnaire survey, explore the dissemination effect of Thai public service advertising in China, including cognitive, attitude, behavioral effects, etc., to provide reference for the creation of Chinese public service advertising. Finally, through in-depth interviews, valuable insights were obtained from advertising scholars and behavioral experts to gain a deeper understanding of the strategic insights, creative and communication strategies of public service advertising. The comprehensive application of these empirical analyses provides empirical support for the creation strategies and dissemination effects of public service advertising.

This study conducts a detailed analysis of the dissemination effects of Thai public service advertising in China at three levels: cognitive effects, attitude effects, and behavioral effects. Through the effective application of these strategies, Thai public service advertising has a significant impact on the Chinese audience at different levels: at the cognitive level, it enhances the audience's understanding and awareness of public service issues; At the attitude level, change the audience's perception of relevant issues; At the behavioral level, it stimulates the audience to take practical actions to support public welfare undertakings. Provide a detailed framework

for subsequent advertising research. Cross national cultural dissemination is a hot topic, and how to effectively improve the dissemination effect of cross-border advertising is one of the focuses of academic research. This study provides a specific method to provide theoretical support for achieving the dissemination effect of public service advertising in different cultural backgrounds.

This study conducted in-depth theoretical and literature analysis, using semiotics and narrative theory as the main analytical tools, and conducted a detailed exploration of public service advertising cases in Thailand and China. Through in-depth interviews with advertising experts from Thailand and China, as well as focus group interviews with advertising students from Thailand and China, we delved into the core elements and cultural characteristics of public service advertising in both countries. In addition, first-hand data was collected through a questionnaire survey of young audiences in China, providing empirical support for the research. Based on these comprehensive analyses and surveys, this study successfully proposed the "Chinese Public Service Advertising Strategy Awareness Model". This model not only deepens the understanding of the field of public service advertising, but also provides a new perspective and framework for future public service advertising practice and research.

8.4.2 Practical Contributions

This study provides useful references for advertising creators and advertising companies. Firstly, it is important to be adept at using symbols. By using meaningful textual symbols, vivid and positive character symbols, appropriate and distinctive scene symbols, and appropriate auditory symbols, the audience's understanding of advertising can be enhanced. Moreover, when these symbols align with the audience's values, they can enhance positive emotional responses and enhance the persuasiveness of the advertising. This helps public service advertising creators to consciously create advertising content and improve the dissemination effect of advertising.

Secondly, by delving deeper into the advertising theme and combining it with the content and issues that the audience is concerned about, we can enhance the emotional resonance between the advertising and the audience. And pay attention to the optimization of narrative structure, set the plot according to advertising creativity, and combine it with audience psychology, so that the audience can easily accept advertising information. Reasonably set the advertising duration based on the target audience and the content of the advertising, in order to facilitate the dissemination of advertising information. Use familiar character prototypes from the audience, such as fatherly and motherly, caregiving, innocent children, female warrior, etc., to strengthen the emotional connection between the advertising and the audience.

Once again, by using popular elements, historical allusions, cultural elements, etc. that are familiar to the audience, we can attract them, evoke emotional resonance, and ultimately elevate them to incorporate the values and public welfare information we want to spread. This is currently the commonly used paradigm for public service advertising in China.

8.5 Limitation

8.5.1 Limitations on Sample Range

The sample selected for the questionnaire survey, although already covering a part of China, may not be able to cover the entire China region due to the vast and diverse nature of China, and may not represent the entire China region and population. Therefore, the universality of the research conclusions may be limited.

In addition, although the selected typical cases of public service advertising in Thailand and China are representative in terms of broadcast volume and types, and cover as many types as possible, it is also possible that they may not fully cover all types of public service advertising in both countries. Moreover, judging and evaluating the effect of public service advertising in Thailand and China only based on the case and data of the Bilibili platform may be one-sided, and subsequent research should consider selecting platform data such as Tiktok as a supplement to obtain a more comprehensive perspective.

8.5.2 The Impact of Cultural Differences

Both Thailand and China belong to Asian countries, with similar geography and culture. However, there are still cultural differences between the two countries. For example, Thailand is deeply influenced by Buddhist culture, which is significantly reflected in public service advertising, such as the Buddhist cultural etiquette and the concept of "good deeds are rewarded, and cause and effect are reincarnated". Chinese public service advertising often reflect patriotism and the influence of national politics. Moreover, there are differences in the political systems and public service advertising policies between Thailand and China. Moreover, Thailand's political system is different from China's political system. Thailand's public service advertising policy is relatively more relaxed, with greater freedom and greater creative space for advertisers compared to China. Therefore, when drawing inspiration from Thailand's public service advertising strategy, it is necessary to consider China's cultural background, national conditions, and social reality to ensure the effectiveness of the strategy.

8.5.3 Limited Time and Resources

During the research process, due to limited time and resources, the depth and breadth of the research were affected, especially for in-depth interviewees. Due to limited exposure to Thai experts, the diversity and depth of the research were limited. Future research should seek more resources and invest more time in order to conduct more comprehensive and in-depth analysis.

8.6 Future Research

8.6.1 In Depth Exploration of the Influence of Chinese Culture

Continue to study China's unique cultural factors and values, such as festival culture, family values, traditional culture, character characteristics, etc., and based on changes in social development, study popular elements in Chinese social development, explore the specific impact of these factors on the audience, and how to use these elements to build emotional connections with the audience, so that the audience can resonate emotionally and better disseminate public service advertising

information, So as to enhance the strategic awareness of Chinese public service advertising.

8.6.2 Cross National Comparative Research

In addition to further exploring the differences in public service advertising between Thailand and China, we can also compare the differences and dissemination effects of public service advertising strategies between China and other countries (such as the United States, Japan, etc.), explore the impact of different cultures, national conditions, and social situations on public service advertising strategies, draw on the strengths of other strong public service advertising countries, and combine China's cultural, social, and historical background to improve the creative level of Chinese public service advertising.

8.6.3 Expanding Samples and Channels

Future research will cover a wider range of people, cases, and platforms, and conduct in-depth analysis of the different characteristics of different age groups of audiences. The differences between elderly, middle-aged, young, and adolescents, including media usage habits, information feedback methods, and different focuses on public welfare, are highlighted. For example, young people are good at using social media, while older people rely more on traditional media such as television and outdoor advertising. At the same time, collect advertising cases on different platforms, such as Tiktok and Kwai, which are more suitable for short video content and creativity of public service advertising, and Xiaohongshu focuses more on in-depth content and user interaction. Understanding the platform is also beneficial for effectively determining the production and dissemination strategies of public service advertising information, in order to study the strategic awareness of public service advertising.

8.6.4 Innovative Research on Advertising Content and Form

Explore how to attract different audience groups through innovative content and design, such as using AR/VR technology, interactive game design, and introducing innovative content narrative methods, in order to increase the audience's attractiveness and participation in public service advertising.

8.6.5 Impact of Public Service Advertising Policies and Regulations

Explore how the policies and regulations on public service advertising in China and other countries affect the content production and strategic awareness of public service advertising. Learn from and draw on the public service advertising policies of other strong countries in public service advertising, such as Thailand, the United States, and Japan, and combine them with China's national conditions to deeply study how to adjust and optimize China's public service advertising policies, create a more open and relaxed creative environment, which is conducive to the development of advertising producers' thinking and the improvement of their creative level. The specific approach is to propose policies that may limit creativity and creativity, and to provide specific suggestions to address these issues. The purpose is to reduce unnecessary restrictions and encourage advertising creators to explore creative advertising strategies, content, and methods more freely, while ensuring the social responsibility and moral sense of public service advertising content. The reform

of policies and regulations may become a driving force for the innovation and development of China's public service advertising industry.

8.6.6 Long Term Evaluation and Strategy Adjustment

Consider the dissemination effects of China's public service advertising strategy awareness model at different stages, and based on cultural background, national policies explore the impact of political systems and social development on the model.

8.7 Chapter Summary

This chapter introduces conclusions, discussion, full text summary, contributions, limitations, and future research of Chinese public service advertising.

The research conclusions of the strategic awareness model of Chinese public service advertising: clearly stated the goal of this research, including through studying the success factors of Thai public service advertising, and combining the essence of Chinese public service advertising, in order to achieve innovative applications in the field of Chinese public service advertising. This research focuses on the model of China's social environment, which will comprehensively consider China's policy, social and cultural development, aiming to enhance the influence and communication effect of Chinese public service advertising. By evaluating and optimizing the model, ensure its theoretical soundness and high adaptability in practice.

This study reveals the impact of cultural differences on the creative expression and narrative techniques of public service advertising by conducting in-depth comparisons between Thailand and China. Thai public service advertising is favored by Chinese audiences for its high level of creativity, delicate emotional expression, accurate grasp of audience insights, and excellent narrative skills. At the same time, it also provides valuable reference for Chinese public service advertising. The study introduces semiotic and narrative theories, explores how symbols and narrative construct advertising information and influence audience understanding and emotional resonance, and proposes new strategies, including an in-depth analysis of the role of cultural background in shaping advertising creativity and narrative strategies. One important innovation of the research is the establishment of the "Chinese Public Service Advertising Strategy Awareness Model", which comprehensively considers semiotics, narratology, cultural values, and emotional strategies, aiming to improve the cultural adaptability and social influence of public service advertising.

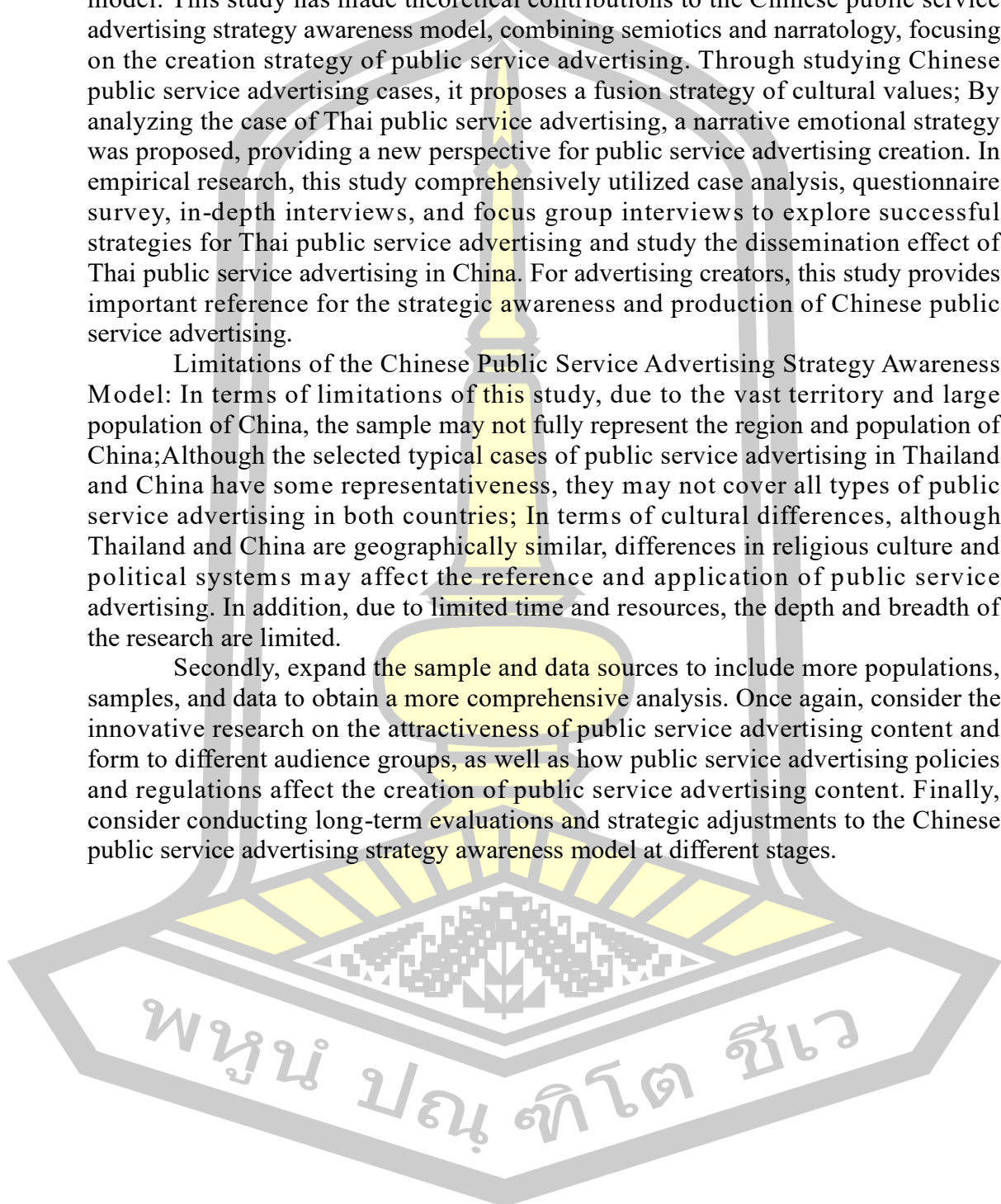
Summarize the content of the entire text : In modern society, public service advertising plays an important role. Although Chinese public service advertising has developed rapidly, there are still shortcomings such as low creativity and unattractive narrative methods. Thanks to its outstanding performance, Thai public welfare has won numerous international awards and achieved good dissemination results in China. Through semiotics and narrative theory, deeply analyze the characteristics and advantages of public service advertising in Thailand and China. And through questionnaire surveys, in-depth interviews, focus group interviews, etc., explore the successful strategies of Thai public service advertising, as well as the strengths that Chinese public service advertising can learn from Thailand. Based on the above analysis, establish a Chinese public service advertising strategy awareness model that adapts to the development of Chinese society and culture, and after expert evaluation

and testing, optimize it in theory and practice, providing reference and support for the innovation and development of Chinese public service advertising.

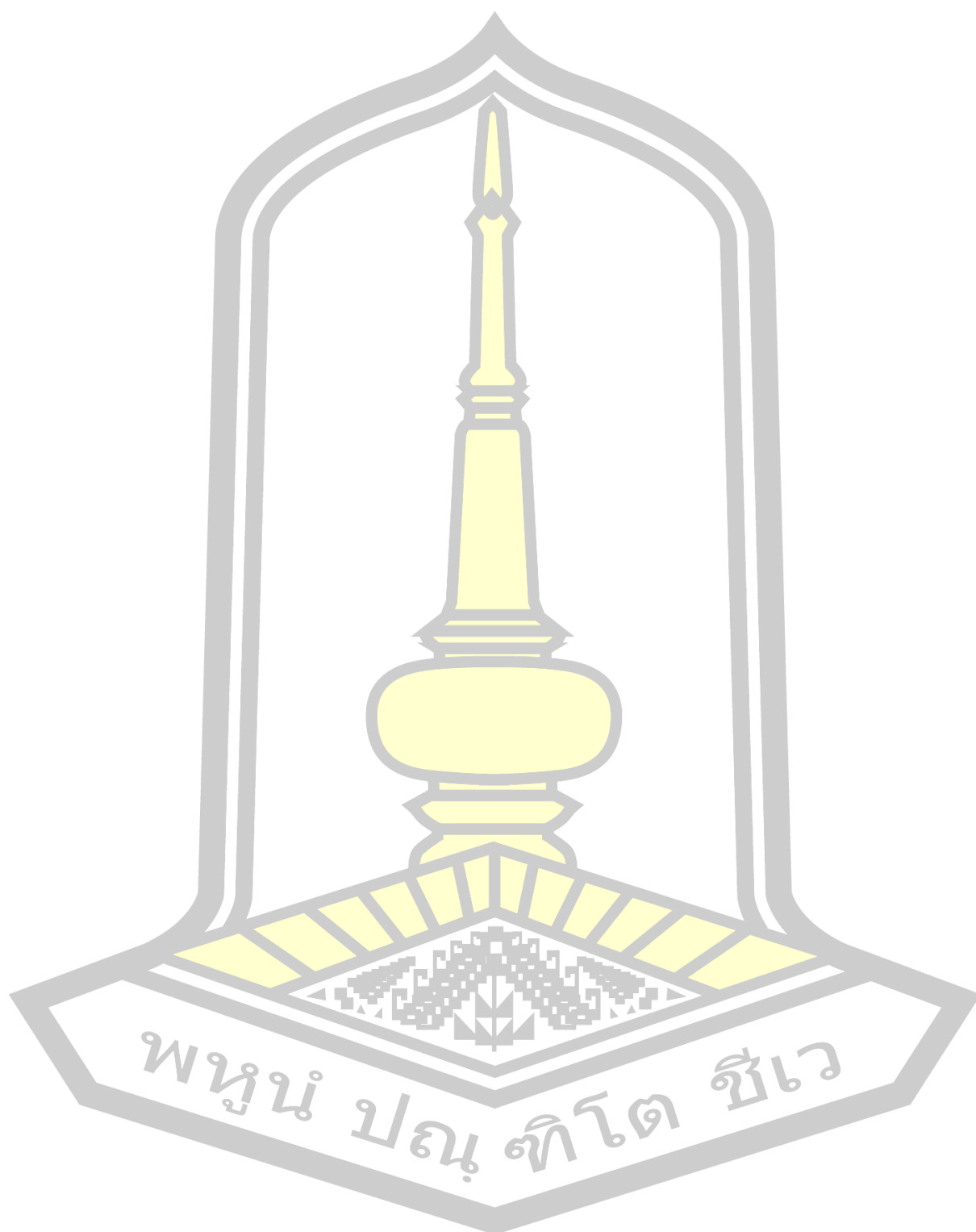
The contribution of the Chinese public service advertising strategy awareness model: This study has made theoretical contributions to the Chinese public service advertising strategy awareness model, combining semiotics and narratology, focusing on the creation strategy of public service advertising. Through studying Chinese public service advertising cases, it proposes a fusion strategy of cultural values; By analyzing the case of Thai public service advertising, a narrative emotional strategy was proposed, providing a new perspective for public service advertising creation. In empirical research, this study comprehensively utilized case analysis, questionnaire survey, in-depth interviews, and focus group interviews to explore successful strategies for Thai public service advertising and study the dissemination effect of Thai public service advertising in China. For advertising creators, this study provides important reference for the strategic awareness and production of Chinese public service advertising.

Limitations of the Chinese Public Service Advertising Strategy Awareness Model: In terms of limitations of this study, due to the vast territory and large population of China, the sample may not fully represent the region and population of China; Although the selected typical cases of public service advertising in Thailand and China have some representativeness, they may not cover all types of public service advertising in both countries; In terms of cultural differences, although Thailand and China are geographically similar, differences in religious culture and political systems may affect the reference and application of public service advertising. In addition, due to limited time and resources, the depth and breadth of the research are limited.

Secondly, expand the sample and data sources to include more populations, samples, and data to obtain a more comprehensive analysis. Once again, consider the innovative research on the attractiveness of public service advertising content and form to different audience groups, as well as how public service advertising policies and regulations affect the creation of public service advertising content. Finally, consider conducting long-term evaluations and strategic adjustments to the Chinese public service advertising strategy awareness model at different stages.



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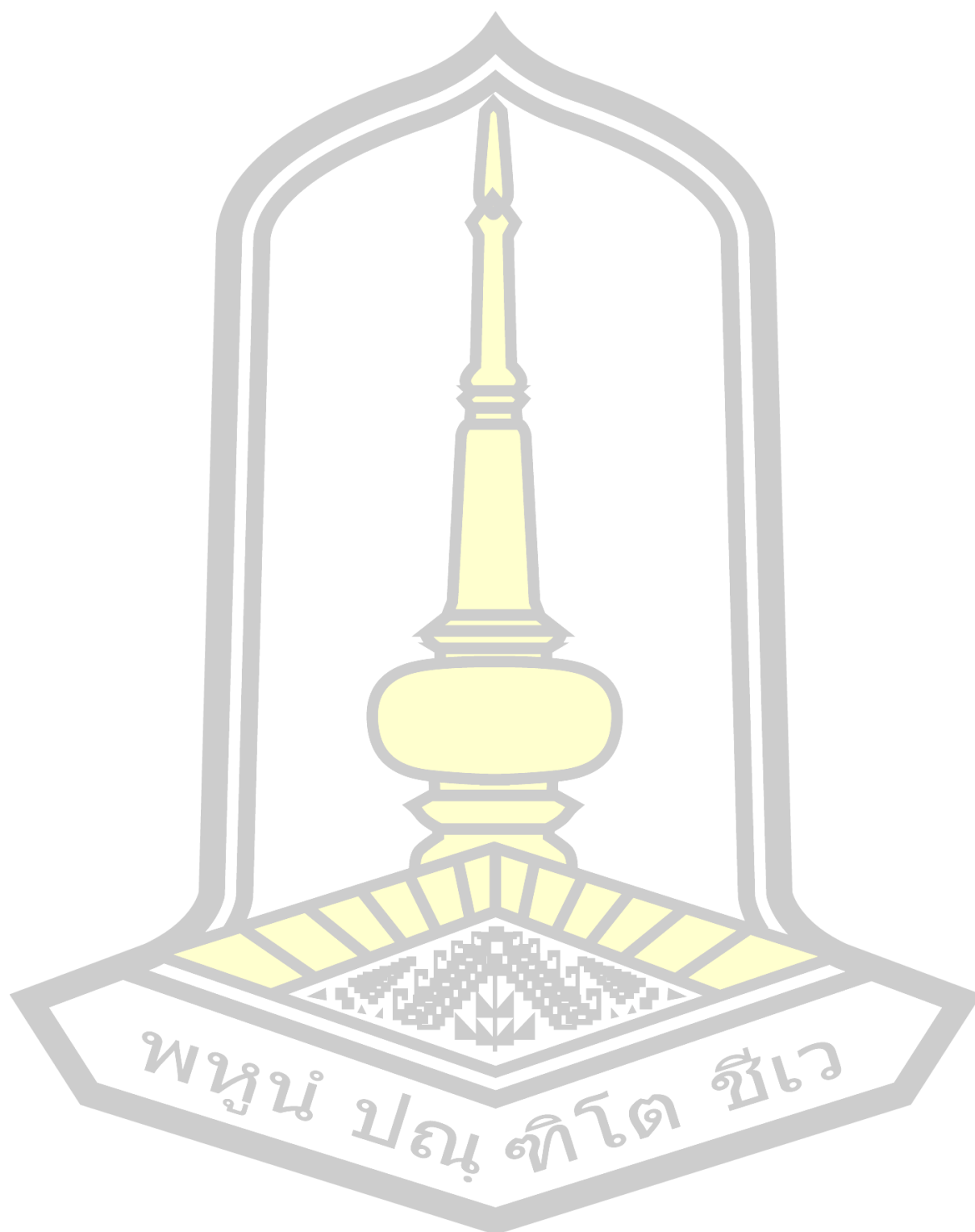
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APPENDIX





MAHASARAKHAM UNIVERSITY ETHICS COMMITTEE FOR
RESEARCH INVOLVING HUMAN SUBJECTS

Certificate of Approval

Approval number: 436-452/2023

Title : A Strategies Awareness Model for Public Service Advertising in China.

Principal Investigator : Wei Huang

Responsible Department : Faculty of Informatics

Research site : Maharakham University

Review Method : Expedited Review

Date of Manufacture : 25 October 2023

expire : 24 October 2024

This research application has been reviewed and approved by the Ethics Committee for Research Involving Human Subjects, Maharakham University, Thailand. Approval is dependent on local ethical approval having been received. Any subsequent changes to the consent form must be re-submitted to the Committee.

Ratree S.

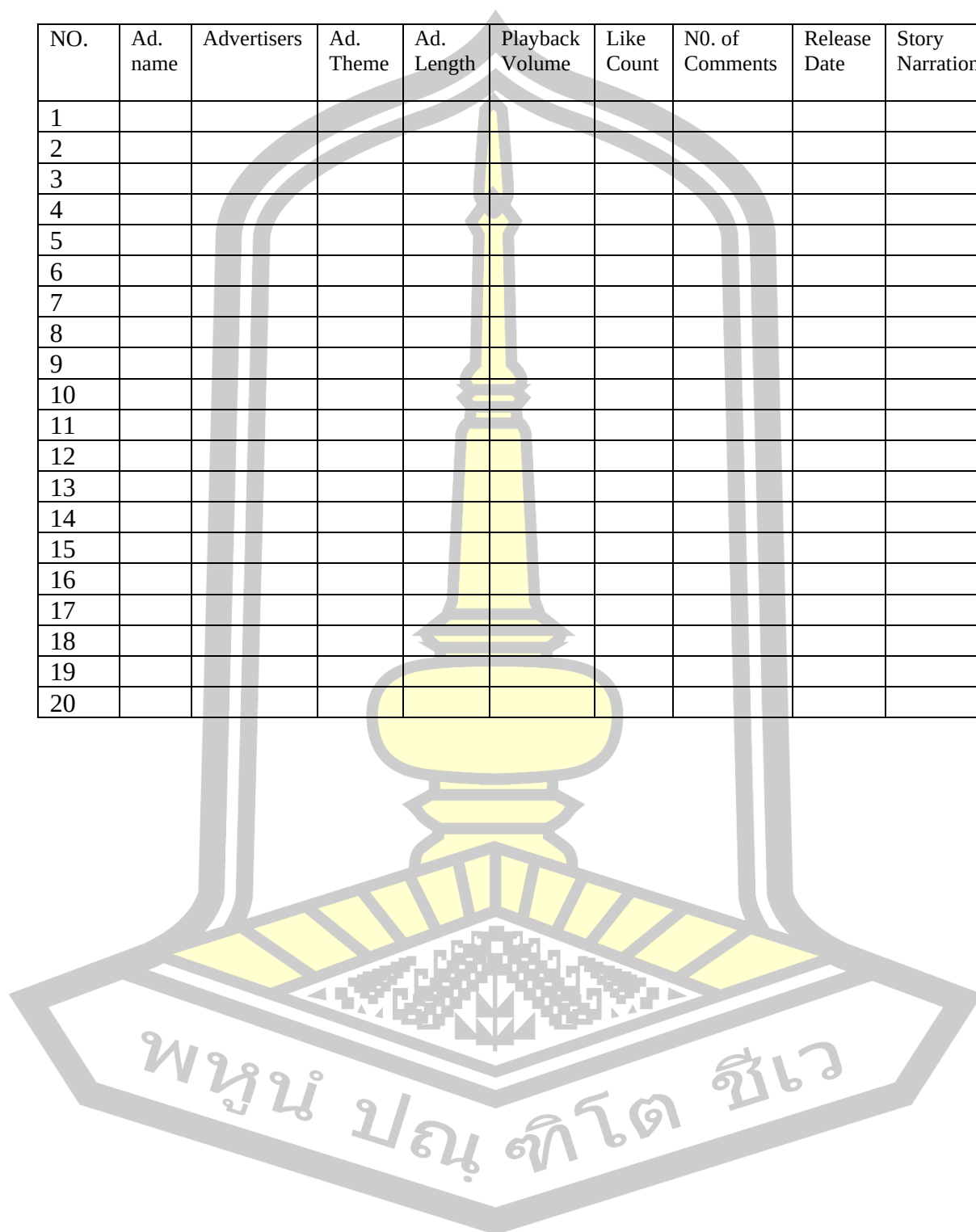
(Asst. Prof. Ratree Sawangjit)

Chairman

Approval is granted subject to the following conditions: (see back of this Certificate)

Thailand/Chinese Public Service Advertising Observation Statistics Table

NO.	Ad. name	Advertisers	Ad. Theme	Ad. Length	Playback Volume	Like Count	N0. of Comments	Release Date	Story Narration
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									



Questionnaire Survey on the Communication Effectiveness of Thai Public Service Advertising in China

This questionnaire is one part of my Doctoral study.

Research Topic: The purpose of this survey is to collect your views on Thai public service advertising and evaluate its dissemination effectiveness in China.

(Notes: Thai public service advertising mentioned in this survey refers to a form of public service advertising produced by a company, with almost no commercial symbols appearing in the advertising content. It is mostly a form of public service advertising with a company logo appearing at the end of the film.)

Section A. Demographic Questions

1. Your gender is:

- A. Male
- B. Female

2. Your age is:

- A. 18-25 years
- B. 26-35 years
- C. 36-45 years
- D. 46-55 years
- E. 56 years and above

3. Your educational background is:

- A. Senior high school and below
- B. Associate degree
- C. Undergraduate degree
- D. Master's degree or above

4. What is your profession ?

- A. Student
- B. Teacher
- C. Enterprise staff
- D. Civil servants
- E. Freelancer
- F. Other

Section B. General Information on Thai Public Service Advertising

5. Have you ever seen Thai public service advertising?

- A. Yes
- B. I haven't seen it yet

(If you choose "I haven't seen it", skip to the end directly.)

6. Are you aware of the following excellent Thai public service advertising?

(For each advertising below, please choose "know" or "don't know")

(1) Violent Landlady



A. Know B. Don't know

(2) Unknown Hero



A. Know B. Don't know

(3) A bowl of egg Fried Rice



A. Know B. Don't know

(4) Dreams triggered by bean sprouts



A. Know B. Don't know

(5) Try a little harder



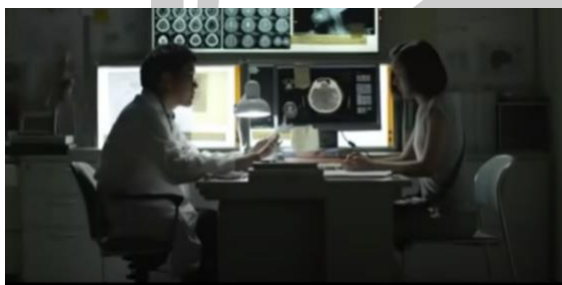
A. Know B. Don't know

(6) Repaying Beggar



A. Know B. Don't know

(7) Giving is the best way to communicate



A. Know B. Don't know

(8) Pineapple Popsicle



A. Know B. Don't know

(9) If you give me a billion and make me give up on you



A. Know B. Don't know

(10) A grateful little dog



A. Know B. Don't know

7. What is your overall impression of Thai public service advertising?

- A. Very good
- B. Okay
- C. General
- D. Not good
- E. Very bad

8. From which channels did you learn about Thai public service advertising? Please choose from the following options how you can learn about Thai public service advertising (multiple options are available):

- A. Television
- B. Weibo
- C. WeChat
- D. Tiktok

E. Kwai

F. Youku Video

G. IQiyi

H. Tencent Video

I. Station B (Bilibili)

J. Online news reporting

K. Share on Moments

L. Other, please pecify: _____

Section C. The Communication Effect of Thai Public Service Advertising

9.How much do you agree with the viewpoint of "I like Thai public service advertising" ?

A. Very disagree

B. Disagree

C. General

D. Agree

E. Strongly agree

10.Do you think Thai public service advertising has an impact on your concepts and values?

A. Very influential

B. Has a certain impact

C. Not much impact

D. No impact at all

11.How much do you agree with the idea of "Thailand's public service advertising creativity is good" ?

A. Very disagree

B. Disagree

C. General

D. Agree

E. Strongly agree

12. How much do you agree with the view that "after watching Thai public service advertising, it can stimulate my inner truth, goodness, and beauty" ?

A. Very disagree

B. Disagree

C. General

D. Agree

E. Strongly agree

13. How much do you agree with the view that "after watching Thai public service advertising, it can trigger my inner sense of social responsibility" ?

A. Very disagree

B. Disagree

C. General

D. Agree

E. Strongly agree

14. Please describe the specific actions you took after watching Thai public service advertising (multiple choices are available):

A. Share with friends or family

B. Post comments or forward on social media

C. Participate in relevant public welfare activities

D. Follow more relevant public welfare organizations and activities

E. Promote and guide people around you

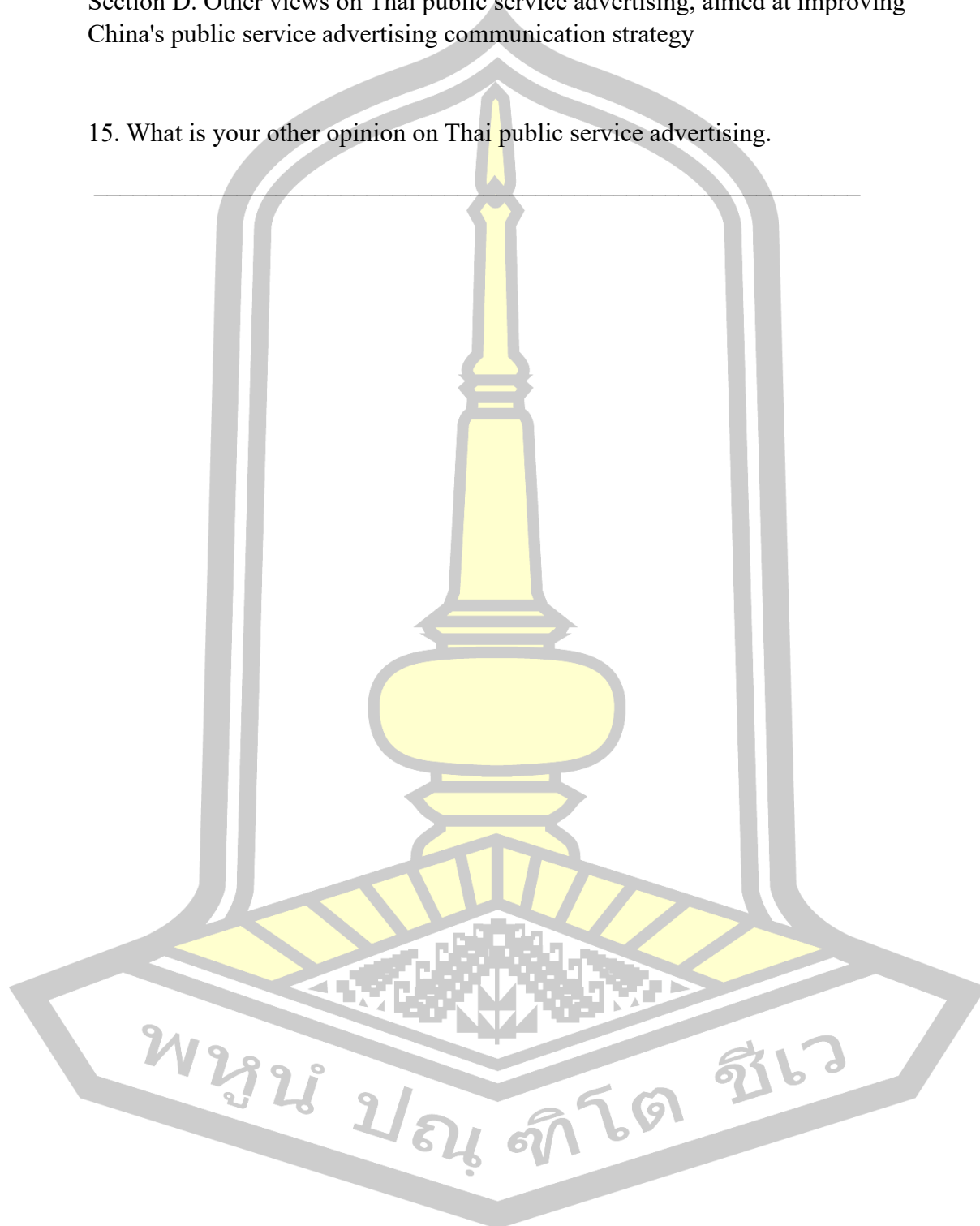
F. Change one's lifestyle habits or attitudes

G. No specific action taken

H. Other, please specify: _____

Section D. Other views on Thai public service advertising, aimed at improving China's public service advertising communication strategy

15. What is your other opinion on Thai public service advertising.



An in-Depth Interview with a Professor of Advertising in China.

1.Can you briefly describe your overall impression of Thai public service advertising?

.....

2.What do you think are the differences between Thai public service advertising and Chinese public service advertising?

.....

3.In your opinion, what are the main reasons for the success of Thai public service advertising?

.....

4.How do you interpret Thai public service advertising? For example, creativity, storytelling, emotional appeal, or other aspects?

.....

5. What do you think are the main communicators of Thai public service advertising? What are the effective communication channels for Thai public service advertising?

.....

6.How do you think the dissemination effect of Thai public service advertising in China?

.....

7. What positive effects do you think Thai public service advertising has on the public's moral awareness and behavior change?

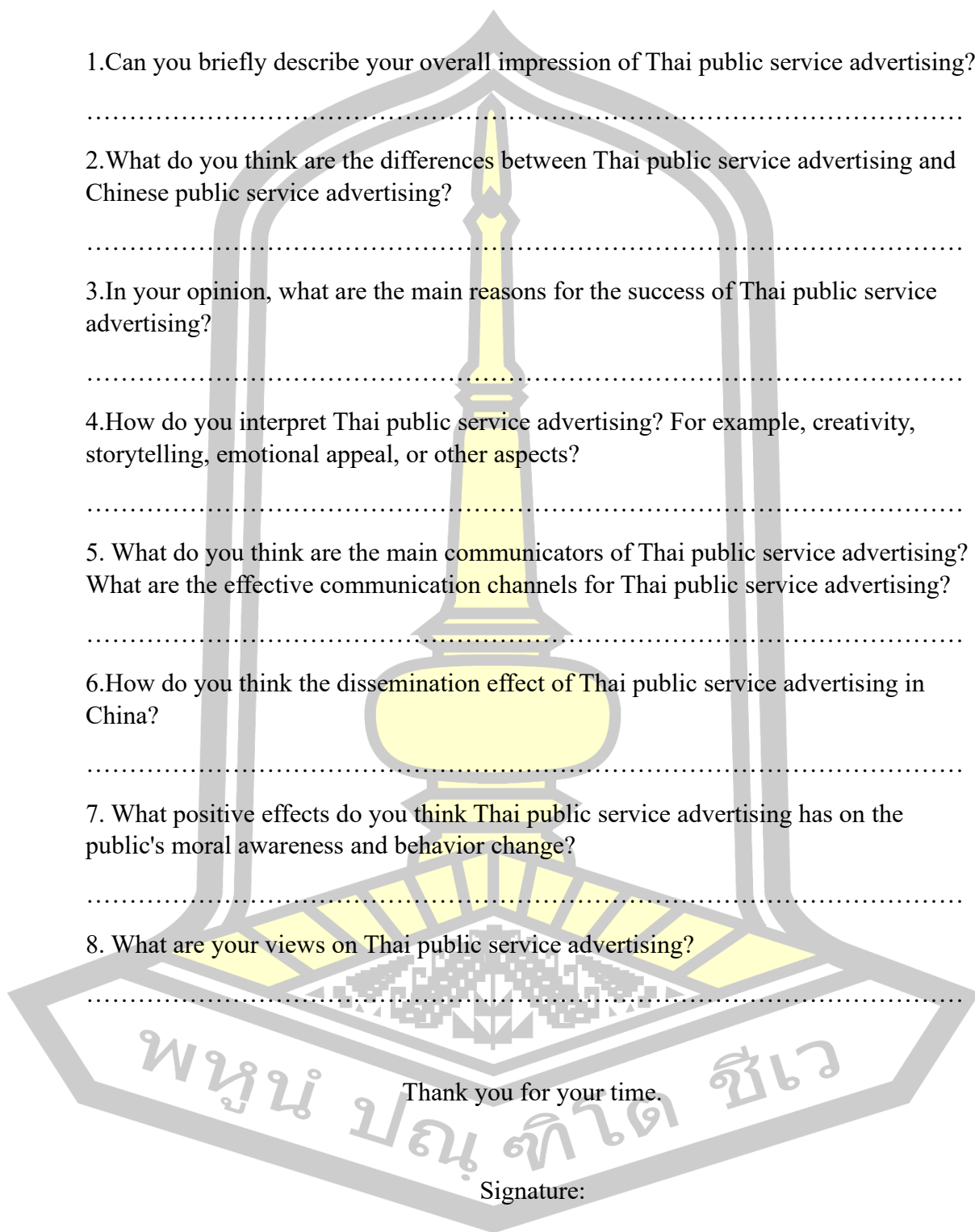
.....

8. What are your views on Thai public service advertising?

.....

Thank you for your time.

Signature:



An in-depth Interview with Core Staff of Chinese Advertising Company.

1.What is your impression of Thai public service advertising?

.....

2. What observations and opinions do you have on Thai public service advertising in your daily life?

.....

3. What do you think are the differences between the characteristics of Thai public service advertising and Chinese public service advertising?

.....

4.How do you interpret Thai public service advertising? Such as creativity, theme, storytelling, emotional appeal, or other aspects?

.....

5.What do you think are the reasons for the success of Thai public service advertising?

.....

6.What specific advertising strategies or techniques do you think are used in Thai public service advertising?

.....

7. What do you think are the main communicators of Thai public service advertising?

.....

8.Can you analyze the dissemination effect of Thai public service advertising? The impact on public moral awareness, behavior, and other aspects.

.....

9.What do you think China can learn from and learn from Thai public service advertising?

.....

Thank you for your time.

Signature:

An in-depth Interview with a Professor of Advertising in Thailand.

1. How do you describe the characteristics and style of Thai public service advertising?

.....

2. How do you interpret and analyze Thai public service advertising?

.....

3. What do you think are the characteristics of Thai public service advertising compared to other countries or regions?

.....

4. What do you think are the reasons for the success of Thai public service advertising?

.....

5. What do you think of the dissemination effect of Thai public service advertising?

.....

6. What do you think are the main communicators of Thai public service advertising?

.....

7. What do you think are the communication channels for Thai public service advertising? Which channels are more effective? How do these channels align with Thailand's cultural, social, and technological level.

.....

8. Could you please describe the target audience for Thai public service advertising?

How do these target audiences affect the production of Thai public service advertising?

.....

9. Many public service advertising in Thailand are produced by enterprises. Could you please explain the reasons and effects.

.....

10. What suggestions do you have for the development of public service advertising in Thailand?

.....

Thank you for your time

Signature:

In Depth Interviews with Core Staff of Thai Advertising Companies

1. Please describe the overall characteristics and development trends of Thai public service advertising.

.....

2. What Thai public service advertising projects have left a deep impression on you in your career?

.....

3. How do you interpret the audience analysis, themes, creative ideas, and emotional demands of Thai public service advertising?

.....

4. What factors have had a significant impact on your work during the process of creating Thai public service advertising?

.....

5. What do you think are the reasons for the success of Thai public service advertising?

.....

6. How do you evaluate the success of a public service advertising? Is there a specific measurement method or standard?

.....

7. What are the main participants in the production and dissemination of public service advertising in Thailand? How do these communication entities collaborate? Could you share some successful cooperation experiences?

.....

8. Which channels of Thai public service advertising do you think are more effective? How did you evaluate and choose?

.....

9. How do you describe the audience of Thai public service advertising?

.....

10. How do you develop different advertising strategies for different audience groups?

.....

11. What do you think of the effectiveness of Thai public service advertising dissemination? What are the specific aspects reflected in?

.....

12. What are the characteristics of Thai public service advertising compared to Chinese public service advertising?

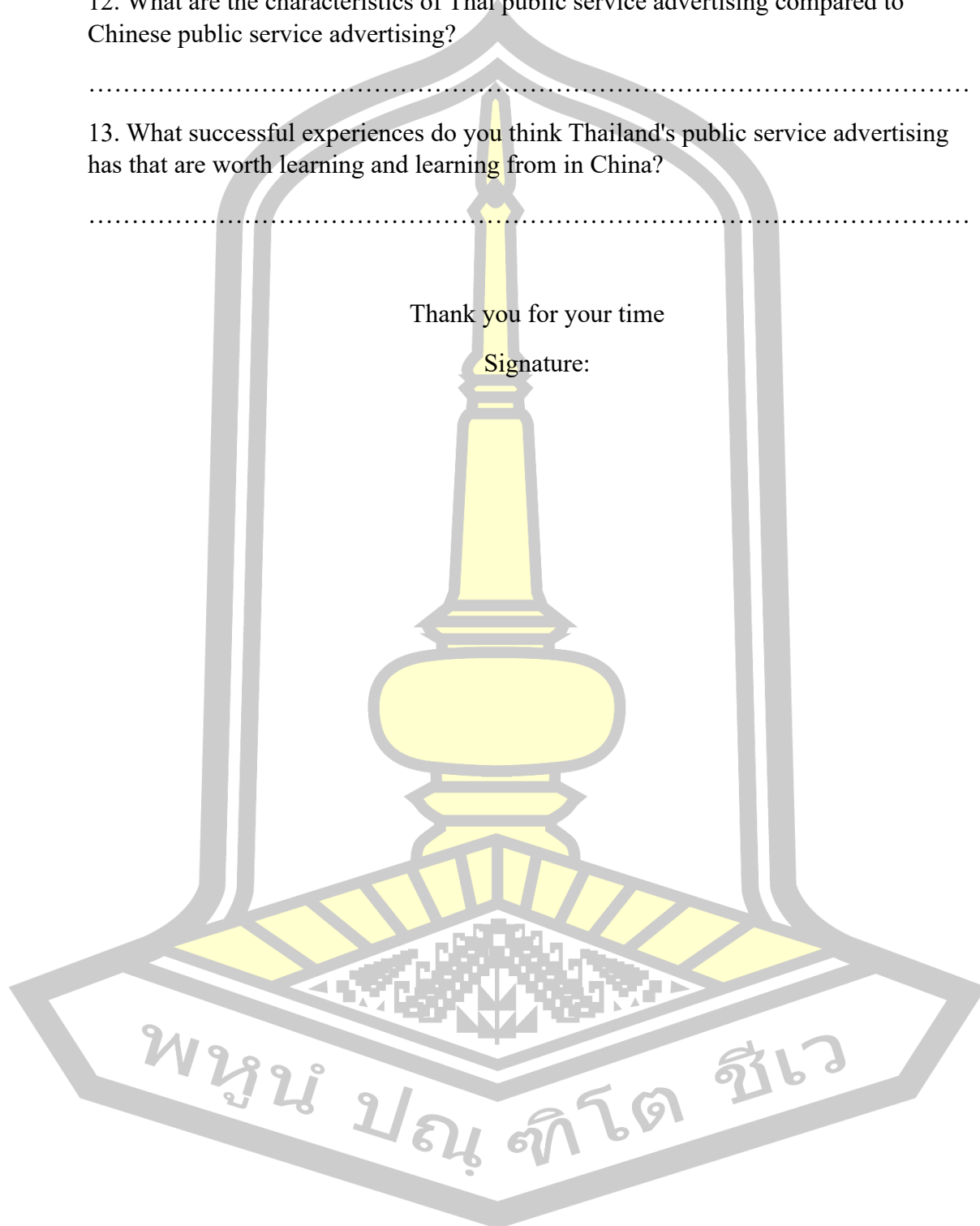
.....

13. What successful experiences do you think Thailand's public service advertising has that are worth learning and learning from in China?

.....

Thank you for your time

Signature:



Chinese Public Service Advertising Strategy Awareness Model (CPS-ASAM Model)
Evaluation Questionnaire

Question	Evaluation Level					Score
Q1 Appropriateness: The CPS-ASAM Model is in line with China's political and cultural characteristics.	1	2	3	4	5	
Q2 Consistency: The CPS-ASAM Model always revolves around the goals of public service advertising, ensuring consistency between strategy and objectives.	1	2	3	4	5	
Q3 Feasibility: The CPS-ASAM Model considers the Chinese public service advertising environment, policies, and culture to ensure the effectiveness of the strategy.	1	2	3	4	5	
Q4 Effectiveness: The CPS-ASAM Model has the potential to significantly enhance the social impact of public service advertising in China, potentially enhancing public awareness of public welfare and guiding behavioral changes.	1	2	3	4	5	

2.Recommendation

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ที่ อว 0605.13/ว ๖๑๖



คณะวิทยาการสารสนเทศ
มหาวิทยาลัยมหาสารคาม
ตำบลขามเรียง อำเภอกันทรวิชัย
จังหวัดมหาสารคาม 44150

19 ธันวาคม 2566

เรื่อง ขอความอนุเคราะห์สัมภาษณ์เพื่อเก็บข้อมูลการวิจัย

เรียน ผู้ช่วยศาสตราจารย์ ดร.สุรกิจ ปรางสร

ด้วย Ms.Wei Huang นิสิตระดับปริญญาเอก หลักสูตร ปร.ด.สีนอมิต คณะวิทยาการสารสนเทศ มหาวิทยาลัยมหาสารคาม ได้จัดทำวิทยานิพนธ์ เรื่อง Development of Strategic Awareness Models from Success Advertising โดยมี รองศาสตราจารย์ ดร.เนติรัฐ วีระนาคินทร์ เป็นอาจารย์ที่ปรึกษา

ในการนี้ คณะฯ จึงขอความอนุเคราะห์ให้นิสิตสำรวจข้อมูลโดยการขอสัมภาษณ์ และเก็บข้อมูล ประเด็นสัมภาษณ์ งานวิจัยผลกระทบของการสื่อสารของโฆษณาบริการสาธารณะของไทย เพื่อนำไปประกอบการจัดทำ วิทยานิพนธ์ ซึ่งข้อมูลที่ได้รับนิสิตจะนำไปประกอบการศึกษาเพื่อให้เกิดความสมบูรณ์และมีคุณภาพ โดยนำเสนอผลใน ภาพรวมและไม่ก่อให้เกิดความเสียหายใดๆ ต่อบุคคลและองค์กร

จึงเรียนมาเพื่อโปรดพิจารณาอนุเคราะห์ และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.จันทิมา พลพินิจ)

คณบดีคณะวิทยาการสารสนเทศ ปฏิบัติราชการแทน
อธิการบดีมหาวิทยาลัยมหาสารคาม

ภาควิชาสีนอมิต คณะวิทยาการสารสนเทศ
โทรศัพท์ 06 3635 5044 , 0 4375 4333 ต่อ 5005

ที่ อว 0605.13/ว ๖๖๖



คณะวิทยาการสารสนเทศ
มหาวิทยาลัยมหาสารคาม
ตำบลขามเรียง อำเภอกันทรวิชัย
จังหวัดมหาสารคาม 44150

19 ธันวาคม 2566

เรื่อง ขออนุญาตเผยแพร่สัมภาษณ์เพื่อเก็บข้อมูลการวิจัย

เรียน ผู้ช่วยศาสตราจารย์ศรีสุตา สงเคราะห์

ด้วย Ms.Weï Huang นิสิตระดับปริญญาเอก หลักสูตร ปร.ด.สีนฤมิต คณะวิทยาการสารสนเทศ มหาวิทยาลัยมหาสารคาม ได้จัดทำวิทยานิพนธ์ เรื่อง Development of Strategic Awareness Models from Success Advertising โดยมี รองศาสตราจารย์ ดร.เนติรัฐ วีระนาคินทร์ เป็นอาจารย์ที่ปรึกษา

ในการนี้ คณะฯ จึงขออนุญาตให้บันทึกสำเนาข้อมูลโดยการขอสัมภาษณ์ และเก็บข้อมูล ประเด็นสัมภาษณ์ งานวิจัยผลกระทบของการสื่อสารของโฆษณาบริการสาธารณะของไทย เพื่อนำไปประกอบการจัดทำ วิทยานิพนธ์ ซึ่งข้อมูลที่ได้รับบันทึกจะนำไปประกอบการศึกษาเพื่อให้เกิดความสมบูรณ์และมีคุณภาพ โดยนำเสนอผลใน ภาพรวมและไม่ก่อให้เกิดความเสียหายใดๆ ต่อบุคคลและองค์กร

จึงเรียนมาเพื่อโปรดพิจารณาอนุญาต และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.จันทิมา พลพิณิจ)

คณบดีคณะวิทยาการสารสนเทศ ปฏิบัติราชการแทน
อธิการบดีมหาวิทยาลัยมหาสารคาม

ภาควิชาสีนฤมิต คณะวิทยาการสารสนเทศ
โทรศัพท์ 06 3635 5044 , 0 4375 4333 ต่อ 5005

ที่ อว 0605.13/ว ๖๖๖



คณะวิทยาการสารสนเทศ
มหาวิทยาลัยมหาสารคาม
ตำบลขามเรียง อำเภอกันทรวิชัย
จังหวัดมหาสารคาม 44150

๑ ธันวาคม 2566

เรื่อง ขอความอนุเคราะห์สัมภาษณ์เพื่อเก็บข้อมูลการวิจัย

เรียน รองศาสตราจารย์ ดร.รักษานต์ วรรณวิทย์วงศ์

ด้วย Ms.Weï Huang นิสิตระดับปริญญาเอก หลักสูตร ปร.ด.สื่ออุดมิต คณะวิทยาการสารสนเทศ มหาวิทยาลัยมหาสารคาม ได้จัดทำวิทยานิพนธ์ เรื่อง Development of Strategic Awareness Models from Success Advertising โดยมี รองศาสตราจารย์ ดร.เนติรัฐ วีระนาคินทร์ เป็นอาจารย์ที่ปรึกษา

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จึงเรียนมาเพื่อโปรดพิจารณาอนุเคราะห์ และขอขอบคุณมา ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.จันทิมา พลพิณิจ)

คณบดีคณะวิทยาการสารสนเทศ ปฏิบัติราชการแทน
อธิการบดีมหาวิทยาลัยมหาสารคาม

ภาควิชาสื่ออุดมิต คณะวิทยาการสารสนเทศ
โทรศัพท์ 06 3635 5044 , 0 4375 4333 ต่อ 5005

Thai Public Service Advertising Viewed through Focus Group Interviews

NO.	Type	Advertising Name	Duration
1	Emotional public service advertising	My dad is a Scammer	3:27
2	Educational public service advertising	If you give me one bill and make me give up on you	8:58
3	More public service advertising	Unknown Hero	3:00
4	Inspirational public service advertising	Dreams triggered by bean sprouts	3:00

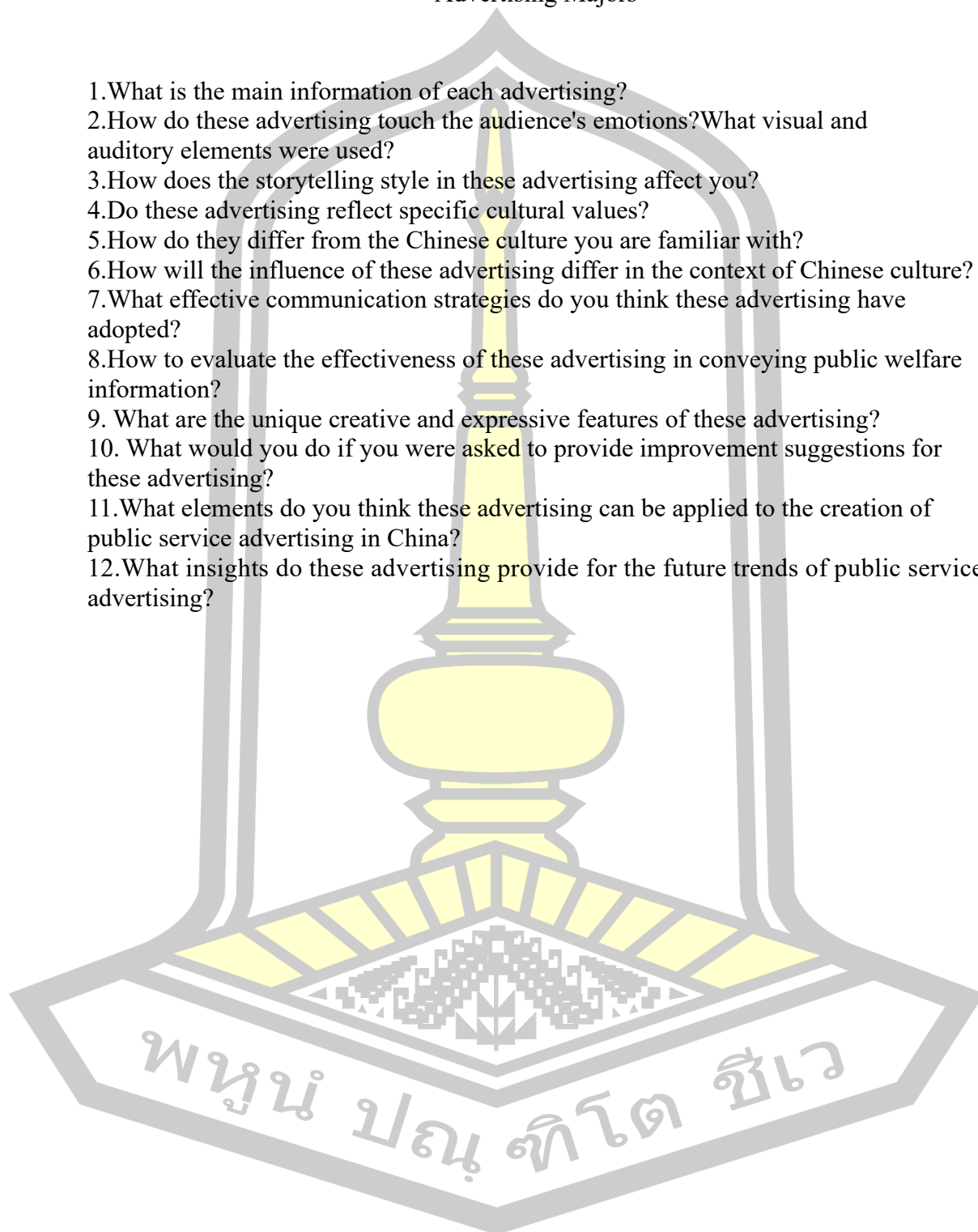
Question on Interviews with Focus Groups on Thai Public Service Advertising by Thai Advertising Majors

1. What kind of emotional impact have these advertising had on you? What elements triggered this impact?
2. What unique cultural values or social issues do you think these advertising reflect in Thailand?
3. In your opinion, what effective ideas and strategies are used in these advertising to attract audiences?
4. What are the highlights or uniqueness of these advertising in terms of creative expression and technological application?
5. What improvement suggestions or ideas do you have for these advertising?
6. In your opinion, what can Chinese public service advertising learn from these Thai advertising?

พหุ ประเด็น ชีว

Interview Guide for Focus Groups on Thai Public Service Advertising for Chinese Advertising Majors

- 1.What is the main information of each advertising?
- 2.How do these advertising touch the audience's emotions?What visual and auditory elements were used?
- 3.How does the storytelling style in these advertising affect you?
- 4.Do these advertising reflect specific cultural values?
- 5.How do they differ from the Chinese culture you are familiar with?
- 6.How will the influence of these advertising differ in the context of Chinese culture?
- 7.What effective communication strategies do you think these advertising have adopted?
- 8.How to evaluate the effectiveness of these advertising in conveying public welfare information?
9. What are the unique creative and expressive features of these advertising?
10. What would you do if you were asked to provide improvement suggestions for these advertising?
- 11.What elements do you think these advertising can be applied to the creation of public service advertising in China?
- 12.What insights do these advertising provide for the future trends of public service advertising?



BIOGRAPHY

NAME	Wei Huang
DATE OF BIRTH	April 21, 1983
PLACE OF BIRTH	Putian, Fujian, China
ADDRESS	No. 1011, Sanxin Garden, Meiyuan Road, Chengxiang District, Putian City, Fujian Province, China
POSITION	Director of the Advertising Teaching and Research Section of the College of Culture and Communication of Fujian Putian University
PLACE OF WORK	Fujian Putian University College of Culture and Cultural Communication
EDUCATION	2024. Creative Media, Mahasarakham University. 2009. Chinese Language and Philology, College of Arts, Fujian Normal University, China. 2004. Chinese Language and Literature, College of Arts, Jimei University, Fujian Province, China.
Research grants & awards	1. Hosted the 2017 Fujian Provincial Department of Education's Young and Middle aged Teacher Education Research Project, titled "New Media Communication of Putian Real Estate Advertising", with reference number JAS170444. 2. Led the establishment of the 2018 Putian University School level Education and Teaching Reform Research Project, titled: Comprehensive Reform and Innovation Research of Advertising Major Curriculum in the New Media Era, with reference number JG201817. 3. Hosted the 2023 Fujian Provincial Department of Education's Young and Middle aged Teacher Education Research Project, titled "Research on the Communication Effect and Impact of Short Videos for Adolescent Groups", with reference number JAS23115. 4. Hosted the 2023 Putian College Campus Education and Teaching Reform Research Project, titled "Research on Advertising Professional Course Teaching Reform Based on the 'Course Ideological and Political' Education Model", with reference number JG202360.
Research output	1. Wei Huang (2016). Types and artistic characteristics of Mazu belief prose - take "Collection of Mazu Literature and Historical Materials · Prose Volume" as an example. Journal of Putian University. 2016(6). 2. Wei Huang(2017). The theoretical basis and mechanism of flash advertising. Media. 2017 (16) . 3. Wei Huang(2019). The current situation and

countermeasures of new media communication of real estate advertisements in Putian. Journal of Heihe University. 2019(12).

4. Wei Huang(2017). The application of interactive teaching in intercultural communication courses. Heihe University. 2017(1).

5. Huang, W., Thienmongkol, R., & Weeranakin, N. (2022, June). Research on the Achievements of Thai Advertising Content Creation and Social Media Channels and Cross-cultural Communication in China. In 2022 11th International Conference on Information Communication and Applications (ICICA) (pp. 69-72). IEEE.

