

Exploration on the Innovative Development Paths of On-Campus Public Service Advertising to Promote Ideological Education in Colleges and Universities

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Abstract:

On-campus public service advertising is a form of advertising characterized by timeliness, diversity and flexibility. As a powerful tool for ideological education in colleges and universities, it plays an important role in promoting the ideological education in colleges and universities, and can effectively improve its effectiveness. At present, there are still many problems in the educational form of on-campus public service advertising due to the solidification of thinking, lack of content, insufficient innovation and other reasons, which hinder its role in ideological education in colleges and universities. Therefore, based on the dilemma faced by on-campus public service advertising in promoting the ideological education in colleges and universities, this paper puts forward three development paths from the theoretical level, so as to re-integrate the role of on-campus public service advertising in the ideological education in colleges and universities and promote the innovative development of the ideological education in colleges and universities.

Keywords: *On-campus public service advertising, Ideological education, Innovation, Enrich connotation, Vivid image.*

I. INTRODUCTION

Ideological work in colleges and universities is closely related to the fundamental questions of what kind of talents colleges and universities cultivate, how colleges and universities cultivate talents and for whom do colleges and universities cultivate talents. We must persist in taking fostering virtue through education as the central link, carry out ideological work throughout the whole process of education and teaching, and realize whole-process education and all-round education [1]. This has pointed out the direction for promoting the innovative development of ideological education in colleges and universities. The main method of ideological education for college students is theoretical teaching, which helps to systematically impart relevant knowledge of ideological education and cultivate students' logical thinking ability. However, there are some shortcomings in theoretical education, which affect the actual effect of college students' ideological education. For example, unattractive curriculum content cannot attract students; college students are easily tired of the single "indoctrination" teaching method; the theoretical

content is not flexible and vivid enough, ignoring the selectivity of college students' thinking, etc. Therefore, colleges and universities need to expand new carriers and paths to increase the attractiveness and vividness of ideological education, so as to improve the effectiveness of ideological education in colleges and universities. As one of the new carriers of ideological education, on-campus public service advertising can convey correct cultivate and moral concepts to teachers and students within the campus, and promote changes of teachers and students in many aspects such as thoughts and behaviors [2]. Although the forms and characteristics of on-campus public service advertising and ideological education in colleges and universities are different, they have the same goals and laws. On-campus public service advertising presents the campus culture and spiritual outlook of colleges and universities, edify students' sentiment with artistic charm, and influence their knowing and doing.

II THE SIGNIFICANCE OF ON-CAMPUS PUBLIC SERVICE ADVERTISING FOR PROMOTING THE INNOVATION AND DEVELOPMENT OF IDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1 Enhancing the Diversity of Ideological Education

(1) On-campus public service advertising enhances the diversity of forms of ideological education. Many ideological education courses offered in colleges and universities have little connection with the actual life of college students, and their expressions are limited to fixed patterns such as books and words. Thus, they are dull and boring, and cannot provide concrete examples for the problems encountered by college students in their actual life and study. However, in the course of ideological education, if the content taught cannot fit the reality of college life and meet the different needs of college students and there is no vivid demonstration, it will be difficult for college students to truly accept the ideological education. Unlike curriculum theory teaching, on-campus public service advertising has various forms of expression, and its theme is relatively more popular, novel and vivid. It can quickly and effectively reflect or get close to college students' lives, and promote them to experience the content of ideological education with a relaxed attitude and tolerant environment, thus continuously improve their ideological consciousness [3].

(2) On-campus public service advertising enhances the diversity of ideological education. The ideological education courses in colleges and universities are rich in content, including not only the basic courses of Marxist theory, but also the basic knowledge of socialism with Chinese characteristics. These courses have strict theoretical logic and standardized language interpretation, which can effectively shape college students' ideological values and language expression ability. However, to a certain extent, they cannot fit in with college students' real life. Different from the course of ideological education, on-campus public service advertising not only contains rich theoretical content, but also pays close attention to moral norms and social hotspots related to their real life. It can connect theory with life through interesting, vivid and life-oriented display, thus meeting the needs of college students for both theoretical knowledge and life scenes, and bringing more colorful content of ideological education.

2.2 Enhancing the Extensibility of Ideological Education

The courses of ideological education offered by colleges and universities are usually taught by teachers in explanations or other demonstration methods within a fixed time and at fixed place. Although this kind of teaching method is beneficial to guarantee and standardize students' learning time and rules, students' imagination and practice scope will be limited when accepting knowledge due to the limitation of time and space. As a result, the teaching efficiency will not be guaranteed. As a carrier of ideological education propaganda, on-campus public service advertising has a wide range of propaganda, multiple modes of propaganda, and strong extensibility. It can expand students' imagination space and practice scope, and enable students to form the accumulation and cognition of ideological knowledge invisibly when they "appreciate" advertising. On the one hand, on-campus public service advertising can extend classroom knowledge. After the end of the ideological education course, the acceptance of classroom knowledge by college students is often not achieved overnight, but needs constant contact and practice. [4] On-campus public service advertising can effectively continue to convey the content of ideological education to students in their after-school life, thus enhancing the extensibility of classroom knowledge. On the other hand, on-campus public service advertising can extend the emotional relationship in the classroom. The relationship between teachers and students in class is mainly limited to teachers' teaching and students' listening. Occasionally, there will be some interaction. This kind of teaching method cannot arouse students' full recognition and acceptance of teachers' ideological work. On-campus public service advertising can bring more propaganda between students and teachers. The contents of on-campus public service advertising are relatively open and the topics are easy. These contents or topics are usually more likely to cause emotional and ideological resonance and propaganda between students and teachers, and this kind of thinking and propaganda will not be affected by classroom discipline. In this process of propaganda, not only students' understanding of relevant knowledge of ideological education but also their affirmation of teachers' ideological work will be strengthened, thus enhancing the extensibility of emotional relationship in the classroom.

2.3 Enhancing the Timeliness of Ideological Education

The ideological education in colleges and universities is a long-term, arduous and complex dynamic development process. However, in the whole dynamic process, if the timeliness is ignored, its final effect will also be affected. On-campus public service advertising, as a relatively new carrier, can give full play to its own advantages to carry out real-time spiritual interpretation, spiritual transmission and spiritual education in terms of ideological education. First, on-campus public service advertising can timely deliver the policy documents, laws and regulations promulgated by the country. Every document issued by the state and every policy implemented by the state contains abundant information and spirit. After the information is released, it needs to be quickly and powerfully transmitted to college students, and on-campus public service advertising plays this role. Schools, teachers and administrators can form a public opinion environment through on-campus public service advertising to publicize policies and convey the spirit of meetings, so that students can quickly understand these policies in their daily life and propaganda. In this way, the timeliness of ideological education can be guaranteed. Second, on-campus

public service advertising can provide spiritual education in time [5]. The ideological education in colleges and universities is rich in content. Besides the study of political theory, it also includes spiritual education for students, such as traditional culture education and patriotism education for students. When every traditional festival comes, and every alarming event happens, on-campus public service advertising can take on the responsibility of propaganda and publicize them to college students with the fastest speed to maintain the timeliness of events.

III THE DILEMMAS OF ON-CAMPUS PUBLIC SERVICE ADVERTISING IN PROMOTING THE INNOVATION AND DEVELOPMENT OF IDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES

3.1 The Deficient Function of Ideological Education

On-campus public service advertising is a special carrier of ideological education, with a special thought orientation function [6]. When on-campus public service advertising plays its due function, it should not only have novelty and unique expression, but also be closely combined with the purpose of ideological education in colleges and universities. That is, whether the ideological education role of on-campus public service advertising can be fully exerted depends largely on the topic selected and content of on-campus public service advertising, namely whether it is consistent with the goal of ideological education in schools and society. At present, there are numerous excellent works of on-campus public service advertising, but many contents only illustrates the superficial content of ideological education in design and ignores its function. For example, many advertising works only publicize the time, content and way of celebrating the May Fourth Youth Day, but lack advocacy of the practical significance of the May Fourth Youth Day. Thus, the college students cannot experience the "May Fourth" spiritual quality they should possess, and their ideological education function cannot be effectively exerted. In addition, the current on-campus public service advertising still has problems such as plate modeling, simplification of expression and sloganeering of content. The overall design does not have enough topics and innovation, which makes it difficult for college students to understand, let alone the function of prompting and enhancing their own behavior norms. This seriously affects the transmission of goals of ideological education by on-campus public service advertising.

3.2 The Insufficient Connotation of Ideological Education

With the development of cultural undertakings and social economy, great changes have taken place in the research style and campus environment of Chinese universities. The change of environment contributes to more active thinking of college students and more diverse value orientation of college students. At present, most of college students' ideals and beliefs tend to be positive and healthy. However, it cannot be ignored that there are still some problems or even wrong tendencies, such as weakening of political beliefs, poor psychological quality, gradually fading national spirit; utilitarian value orientation, etc. These problems are not only subject to college students' self-cultivation, but also closely related to the external factors they come into contact with. O-campus public service advertising is a propaganda carrier of

ideological education in colleges and universities, and its lack of some connotations will inevitably lead to the deviation of the target direction [7]. In the current on-campus public service advertising, some public service advertising works play a utilitarian role under the banner of "public service", lacking both the connotation of ideological education and the correct grasp of China's political consciousness and direction. This will inevitably lead to misleading of the audience. At the same time, the ideological education connotation of some public service advertisements is old-fashioned, vulgar, lacking organic combination with social hotspots. It is unable to attract college students' attention and arouse their thinking. Therefore, they do not truly play the role of "public service" propaganda, but causes waste of resources to certain extent.

3.3 The Simple Forms of Expression and Propaganda

At present, the forms of on-campus public service advertising are still simple and solidified. The ways and methods of on-campus public service advertising are not innovative enough. Most of the time, simple pictures and words or logos, allusions and examples are used repeatedly. Although this way of expression is straightforward and concise, it is slightly boring and stereotyped, which easily leads to sensory and psychological fatigue in students' learning. Students will browse roughly because they are "familiar" with the content and will not think too much, so it is difficult to arouse students' resonance. In addition, the propaganda methods of on-campus public service advertising are also simple and solidified. On the one hand, many on-campus public service advertisements are mainly distributed in certain specific areas, such as dormitory bulletin boards, canteen propaganda areas, teaching buildings, etc. Although these areas cover the main places of students' lives, there are many other posting contents in these areas and these areas are limited. When students read the contents, they often only pay attention to the information closely related to them, while ignoring the contents of public service advertising [8]. On the other hand, many campus announcements only rely on posters, leaflets and other forms, and do not take the initiative to use multimedia and Internet propaganda channels. Thus, their diffusion speed and scope are severely limited. The single manifestation and propaganda mode of on-campus public service advertising seriously affects the effectiveness and intensity of its propaganda. Although it is a way to innovate and develop ideological education, this problem will affect its complete expression of the ideological education content it undertakes.

IV THE PATHS OF ON-CAMPUS PUBLIC SERVICE ADVERTISING TO PROMOTE THE INNOVATION AND DEVELOPMENT OF IDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES

4.1 Strengthening the Functions of On-campus Public Service Advertising

On-campus public service advertising, as a driving force for the innovation and development of ideological education in colleges and universities, play an important role in the growth and success of college students. Among it, the most important ones are the functions of providing ideological education for college students and reminding and enhancing their behavior norms. The two functions complement

each other and jointly adjust values and behavior norms of college students.

(1) Giving full play to the ideological education function of on-campus public service advertising, and helping college students to establish their values. With the deepening of economic globalization, various ideological trends are interacting with each other, constantly impacting the mainstream values of college students. As a kind of propaganda carrier, on-campus public service advertising not only shoulders the responsibility of transmitting positive social energy and spread good news of public service, but also actively plays the role of ideological education for college students and helps them to establish their values. On the one hand, the design of on-campus public service advertising should fully reflect the mainstream values. When choosing the topic, content and typesetting of public service advertising, we can timely add the content of mainstream values. For example, we can interpret the word "honesty" of socialist core values forcefully when publicizing honest test, so as to make the word "honesty" penetrate into the core values establishment of college students in propaganda. On the other hand, on-campus public service advertising should fully publicize excellent traditional values. Traditional values are an important foundation for the formation of college students' values. Excellent traditional values have been gradually formed and accumulated after thousands of years, which plays an important role in the growth and success of college students. When designing on-campus public service advertising, we should pay attention to the ideological education function of traditional excellent values, and appropriately add relevant elements to better help college students to establish their values. For example, the excellent traditional values such as "self-reliance" and "heavenly reward for diligence" can be publicized by allusions, so as to subtly integrate these qualities into the value establishment of college students.

(2) Giving full play to the enhanced prompting function of on-campus public service advertising to timely regulate college students' thoughts and behaviors. As a carrier of propaganda, on-campus public service advertising not only has a direct ideological education function, but also has the function of enhancement and prompting. As on-campus public service advertising are rich in content and diverse in display ways, in addition to guiding college students' ideological education directly with correct content, irony examples can also be used to enhance and prompt college students, so as to timely remind them whether their behavior norms are correct or not[9]. Therefore, we should also fully tap the role of enhancement and prompting of on-campus public service advertising, and make improvements from the following two aspects: on the one hand, when on-campus public service advertising plays the role of enhancement and prompting, it should pay attention to the form of expression and avoid unchangeable "preaching". The role of enhancement and prompting of on-campus public service advertising is closely related to its expression forms. Strict and rigid forms of expression will cause college students' resistance. The students will not adjust their behavior, and but may even have certain resistance, thus affecting the function of on-campus public service advertising. However, vivid and intimate expressions are easy to arouse the inner touch of college students, which is conducive to promoting college students to adjust and standardize their behaviors in time. For example, to set up a public service advertising to protect fitness facilities in the campus playground, the advertising words should be euphemistic, vivid and lively, and strict words such as "no" and "punishment" should be avoided. On the other hand, on-campus public service advertising should constantly dig out the deep meaning of the expressed content to avoid the

difference between literal meaning and actual meaning. The role of enhancement and prompting is not only a wake-up call, but also a spur. Therefore, the appearance of every command word such as "Yes", "Can" and "No" should highlight educational significance. For example, the most common public service slogan "Don't trample on the lawn" should have the profound meaning behind it that the public should care for the grass and protect the environment. Therefore, this should be reflected in the design of the slogan to give full play to the enhancement and prompting role of campus public service advertising.

4.2 Enriching the Connotation of On-campus Public Service Advertising

On-campus public service advertising is a kind of propaganda mode which takes campus life as the carrier and shows the real life state of students and teachers. It shoulders the function of innovating ideological education for college students. Therefore, the most important thing to better play the function of on-campus public service advertising is to enrich its content and connotation, so that it not only gets close to the real life of college students, but also shows the political connotation embodied in its essence.

(1) Getting close to real life and reflecting the needs of students in the innovation of ideological education. To judge whether an on-campus public service advertisement is qualified or excellent, we need to determine whether its actual content is qualified, that is, whether it pays close attention to current political hotspots, students' needs and public service information, and whether it can be perfectly reflected in the works. Contemporary college students are active in thinking and unique in personality. To attract their attention and fully display the advertising value, on-campus public service advertising need to understand and master the unique aesthetics, thinking mode and life needs of college students, and integrate them into its content design, so as to create excellent works that meet the psychological orientation of college students[10]. For example, on-campus public service advertising should have an in-depth understanding of college students' interpretations of family, life, love and other related things, views on some hot news and hot topics. The information which can arouse emotional resonance of college students or is closely related to themselves is more likely to attract their attention, and this process is precisely a process of exerting the ideological education function of on-campus public service advertising.

(2) Strengthening the political connotation and upholding the spirit of the times in the innovation of ideological education. On-campus public service advertising is essentially a kind of social ideology, which contains rich political connotation and the spirit of the times. Even though on-campus public service advertising has rich topics and contents, it should meet the real needs of audiences constantly. Besides, it should still strengthen and constantly enrich its political connotations, and uphold the spirit of the times in the innovation of ideological education. Only in this way can the content of on-campus public service advertising be more complete and substantial. First, the content of on-campus public service advertising should contain correct political connotation. The main part of on-campus public service advertising is based on college students' campus life, aiming at guiding college students to establish correct values. Regardless of the expression forms of these contents, we should avoid incorrect political connotation, but should firmly maintain the correct political orientation content. Secondly, on-campus public service advertising should pay attention to the interpretation of the spirit of the times and the infiltration of core

ideology for college students [11]. As the carrier of public welfare thoughts, on-campus public service advertising should keep pace with the times, actively abandon backward and old-fashioned concepts and contents, fully reflect the requirements and demands of the times in the content design, and convey the spirit of the times to the audience.

4.3 Enriching the Forms of On-campus Public Service Advertising

The content of on-campus public service advertising is its most important essence, but its manifestation is the key of whether it can attract college students' interest. Therefore, enriching the expression forms of on-campus public service advertising plays an important role in the display of its function and content.

(1) Strengthening the diversity of expression to enhance the attractiveness of on-campus public service advertising. With the progress and development of the times, college students' ways of accepting things are constantly changing. Especially, the current colleges and universities have entered the "post-00" era. The students of this generation have stronger personal consciousness and spiritual pursuit, and can accept new things faster. They are a greater challenge to the propaganda and promotion of on-campus public service advertising. To attract their attention, on-campus public service advertising should change and enrich its expressions. First, on-campus public service advertising should show its topic to college students in the form of cartoons, stories and songs and in humorous and vivid language as far as possible, so as to attract their attention and arouse their emotional identification in a relaxed and pleasant atmosphere. For example, the socialist core values, school motto and poems can be displayed in the form of songs, so that college students can feel the power of lyrics while enjoying singing. The songs can promote college students' understanding and memory. Secondly, on-campus public service advertising should change the expression situation and attract the attention of college students with negative expression. Usually, the language of on-campus public service advertising is mainly positive encouragement and praise, which may not leave a deeper impression on college students or attract their attention. However, if we make a change, such as using some sarcastic and warning language to remind college students, there may be unexpected effects. For example, when promoting college students to keep healthy, the example of teenagers crushing ambulances due to overweight can be displayed. This example shows that obesity has a serious impact on health through exaggerated and antonymic expression, thus arousing the attention and thinking of college students.

(2) Expanding the propaganda channels and enriching the media forms of on-campus public service advertising. The propaganda of on-campus public service advertising cannot be separated from the support of media. At present, many campus advertising still use single and traditional propaganda media, including posting posters, distributing advertisements and making banners [12]. Although traditional media has the characteristics of convenient production, low cost and high degree of daily life and convenience to enter the life of college students, it has limited propaganda range, single expression and low attraction. Therefore, it cannot achieve the ideal propaganda effect. With the continuous development of "internet plus", new media technology is also constantly enhanced, and more and more new media, such as WeChat, Weibo, BBS and Post Bar, are coming into public view. The new media has the characteristics of various

forms, rapid spread and wide propaganda range. The emergence of new media is highly beneficial to the propaganda of on-campus public service advertising. Combined with the new media, the advertisements can quickly cover the propaganda scope, and the propaganda effect can be expanded. Therefore, to better highlight the content and function of on-campus public service advertising, we should make rational use of new media and effectively integrate new media with traditional media to create a more comprehensive, diversified and three-dimensional propaganda space, thus expanding the scope of propaganda as much as possible, and creating an all-round propaganda atmosphere.

V. CONCLUSION

On-campus public service advertising with the characteristics of timeliness, diversity and flexibility plays an important role in ideological education in colleges and universities. It can effectively improve its effectiveness by enhancing the diversity, the extensibility and the timeliness of ideological education.

Aiming at the dilemmas, such as the deficient function, insufficient connotation and the simple forms of expression and propaganda, three paths of on-campus public service advertising were given here to promote the innovation and development of ideological education in colleges and universities. (1) The role of on-campus public service advertising in the innovation and development should be strengthened by giving full play to the ideological education function and the prompting function of on-campus public service advertising, in order to help college students to establish their values and timely regulate college students' thoughts and behaviors. (2) The connotation of on-campus public service advertising should be enriched in the innovation and development by getting close to real life and reflecting the needs of students, and strengthening the political connotation and upholding the spirit of the times. (3) The forms of on-campus public service advertising should be accordingly enriched by strengthening the diversity of expression to enhance the attractiveness, and expanding the propaganda channels and the media forms of on-campus public service advertising.

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