

# Research on the Theory and Practice Innovation of New Media Advertising

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**Keywords:** New Media Environment, Advertising Theory, Innovation Strategy.

**Abstract:** At present, in the new media environment, advertising education is facing the severe situation of innovation and reform. There are some innovative practices in the field of advertising education at this stage, but these innovative practices, you will find that they really did not pass the innovation. Reform and realize the effective connection between advertising education and the needs of advertising talent industry. This paper systematically analyzes the new changes and requirements of advertising education in the new media environment, and puts forward the mature advertising education strategy in the new media environment from the theoretical level. Teaching reform and innovation provide some reflection and inspiration.

## 1. Introduction

According to the data, as of 2015, there are more than 250 specialized and comprehensive universities in China with advertising majors. From 1983 to 2016, the advertising major of China University has experienced more than 30 years of development. Rapid development can be explained by "rapid expansion", but in the context of rapid development, the advertising major of Chinese universities also faces a series of questions[1]. On the other hand, due to the rapid development, the shortage of teachers, the imperfection of educational hardware and software facilities, the interruption of development speed and resource allocation, the educational resources of advertising professionals are insufficient. This is based on the improvement of the quality of education, but on the other hand, the curriculum system of advertising major in the new media environment is to meet the practical needs of the new media environment for the education of advertisers, in order to meet the more adequate science. The core lines of advertising giants, such as advertising creativity and plan, advertising media strategy and advertising effect evaluation, all involve new media more or less. However, from a comprehensive point of view, the real condition of advertising ability for the new media environment is that the education system of advertising specialty has not been implanted completely, and the system and continuity of the curriculum system of advertising specialty are obviously lacking. Development in this area shows some signs of cutting off. In general, China's university advertising major is expanding rapidly, but has a wide range of development[2]. The education system and curriculum system are not perfect, and these shortcomings need to be further expanded and improved in the new media environment.

## 2. New Requirements of New Media Environment for Advertising Education

### 2.1. Advertising Analysis Ability in New Media Environment

At present, broadcast network, communication network and Internet show three development trends. In this context, the dependence of ordinary users on new media is more and more obvious. Sweeping the whole "big data" advertising development model[3]. Practice shows that "big data" has many different innovative advantages in the field of advertising. Moreover, it makes the advertising industry more precise, personalized, intelligent and artificial. This requires that advertising experts have enough new talent. The function of media advertising analysis in this case, the ability cultivated by the course of advertising is connected with the talents in the advertising industry[4]. If it is to be realized, the cultivation of students' advertising analysis ability in the new

media environment and scientific education should be paid full attention to. Students of advertising media have the ability to analyze new media characteristics, integrate new media, investigate new media market, analyze new media audience consumer behavior characteristics, analyze new media audience consumer psychological characteristics, etc. To improve students' ability of data collection, data processing and data analysis in new media, please help them master the ability of digital operation according to business needs, reasonable criticism according to students, and advertising business needs.

## **2.2. In the New Media Environment, the Advertising Field has Higher Requirements for Professional New Media Marketing Functions**

Therefore, advertising education needs to pay attention to the complete training of students' new media marketing ability. Specifically, the advertising and marketing functions of the new media environment: new media tools, the ability to creatively use planned new media, the ability to use new media for customer relationship management, the ability to promote and effectively use new media, including the function of selection. Based on the advertising and marketing function in the new media environment, it is necessary to change the position of actors' advertising education and cultivation, adjust the plan and goal of actors' cultivation, and the real demand of the industry is to maintain the cultivation along the actors' function. In addition, the advertising marketing of new media environment also needs experts to have good new media technology capabilities[5]. They should not only be proficient in the application of new media, but also be flexible and important in the use of new media.

## **3. The Innovative Strategy of Advertising Education in the New Media Environment**

### **3.1. Intersection of Advertising and Other Fields**

In the new media environment, the development of advertising industry is closely related to the development of media environment. The cross and integration between advertising and other fields has become an irreversible trend. On the other hand, advertising science needs to break through its own curriculum field, actively integrate professional knowledge in other fields and advertising field, and build a broader and broader knowledge structure system of advertising curriculum[6]. The acquisition of the knowledge of the students in shuxiangdi may make the advertisement more comprehensive and horizontal, enlarge the scope of the students' advertisement knowledge, analyze the practical advertisement plan and situation, and realize the advertisement with the support of psychology and statistics. And sociology. On the one hand, the practical improvement of science students' new media advertising ability; on the other hand, on the new technology level based on new media, the proportion of new media technology application courses in all professional courses will increase. In addition, advertising and other fields such as digital media and animation can also be designed together. Several selection routes, the unity and enhancement of the use of new media technology, the practical operation of new media technology, the enhancement of media integration, and the complete research on the interaction of advertising, promote the unity through the interaction between advertising and other fields.

### **3.2. Good Design of Student Feedback and Industry Feedback Mechanism**

In the new media environment, knowledge is more flexible and operation is more flexible. Therefore, it is necessary to establish a feedback mechanism[7]. For advertising education, the feedback mechanism must include student feedback and industry feedback. Level from the perspective of students' feedback, teachers should understand students' learning situation and grasp students' opinions and guidance in time through the feedback mechanism. The implementation of direct face-to-face communication, teachers according to the feedback of students, teachers and students to achieve good communication and docking, so according to the actual situation of flexible choice, can be more personalized goal of the call system construction and practice system. From the perspective of industry feedback, University and university advertising education need to

closely integrate the development of social advertising industry and the business of advertising companies. The most effective way is to integrate school enterprises and establish professional education system by integrating school enterprises. Both parties can benefit. Enterprises can get channel resources and talents. At the same time, schools also timely adjust the way of education to focus on the general situation of advertising industry, talents, social needs and development direction[8]. The window for understanding can also be used. Training experts with more practical ability.



Figure 1 Interactive advertising of French contrex mineral water

### 3.3. The Reform of Advertising Practice Teaching in the Direction of New Media Experiment

Under the new media environment, the practice route of advertising is diversified, with three levels of verification training, skill training and independent research practice. The cover is necessary. In addition, the practice route of advertising is the direction reform required by the new media experiment. First, the simulation of advertising scientific practical education should be carried out to avoid the closed car type practical training method. Instead, students are encouraged to practice outside the classroom, at the forefront of the society, and in the practice of the advertising industry[9]. They are directly related to and closely aware of the real cases in the implementation of the advertising industry, from which they can extract obstacles, mistakenly delete, save, highly realistic or simulate the planning, design, and advertising analysis functions of the advertising market in real environment, From the comprehensive realization of advertising marketing advertising professional ability. Second, fully grasp the practical application function of new media tools. Advertising activities in the new media environment must be completed under the effective use of new media tools. Teachers should promote students' promotion of mainstream new media tools in the advertising industry through practical exercises[10]. The ability of application software, the ability to search information quickly gradually, the ability to use the network to learn to collect information, the collection feedback of formalization, advertising, the effect of advertising solutions, etc., and gradually form a system for the complete process ability of advertising. Third, build an excellent work display platform. The practice of advertising cases and the concentration of students' excellent advertising works show that teachers and students, through experiments in new media, generate diffusion effects based on the value of knowledge. In order to promote students' thinking ability, advertisements must be invited for evaluation and analysis. The promotion and improvement of advertising practice at the same time, in order to let students understand the development of new media art, master the latest development trend, it is also important to emphasize social practice. We should establish a base of industry university cooperation, actively carry out industrial exchanges, strengthen social exchanges among students, and build a model of cooperative education. Scholarships and invitation of experts, timely methods and special lectures for students, in which students have mastered the latest digital media information, understanding and support of creative methods of art masters, and organization of new media art visit exhibition.

In addition, salon activities and experience exchange in a variety of shapes, in order to implement a specific evaluation with artists always inviting the attention of industry trends, can allow them to supplement useful education in the classroom, and often maintain creative enthusiasm.

#### **4. Conclusion**

Based on the current situation of advertising education, under the new media environment, the innovation and reform of advertising education is imperative. Colleges and universities in Tier 1 cities have more extensive and up-to-date information about the advertising industry. They actively experimented with reform strategies in advertising education, actively developed professional education theories and models, and promoted the progress of advertising education in other universities. Universities located in the second and third tier cities should actively "go out" to learn from the advanced experience of other schools and the latest development of the advertising industry. According to the orientation of the school and the school, we should consider comprehensively, adapt to the needs of the times, and build a more comprehensive education system.

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