

On image expression in interactive advertising under the integration of three networks

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Abstract: *In order to improve the communication effect of interactive advertising, this paper puts forward the analysis of image expression in interactive advertising under the integration of three networks. This paper analyzes the characteristics of information dissemination and interactive advertising under the mode of three networks integration, and discusses the requirements of image expression in interactive advertising in meeting the audience's curiosity, interest and entertainment experience needs and stimulating the audience's experience and memory.*

Keywords: *triple play; Interactive advertising; Image table; Information dissemination; Curiosity; Experience memory*

1. Introduction

Triple play is a new network model evolved from the continuous optimization of information dissemination in the new era. Under the impact of ever-changing information, information dissemination is facing many challenges such as system, market and technology [1]. At the same time, the development of the Internet also determines that the dissemination of information is more targeted. In this context, the advertising industry keeps innovating in accordance with the changes of the times and people's habits of receiving information [2]. In the face of the new media background of triple play, the rational use of image expression effect in advertising is an important way to improve advertising communication effect, which is also an important means for advertising to achieve breakthrough progress under triple play [3].

Therefore, this paper puts forward the research on image expression in interactive advertising under the three networks integration, analyzes the characteristics of three networks integration and the intention basis of interactive advertising under this background, and studies the key points of image expression combined with the analysis results. Through this research, I hope to provide reference for the in-depth development of interactive advertising, establish a deeper connection with users emotionally and psychologically, and improve the communication effect of advertising.

2. Analysis of tri network integration mode

To some extent, the integration of the three networks has transformed the relationship between different individuals in the economic system, transforming the relationship between enterprises from simple competition and cooperation to network operation subject, equipment supply subject and content source subject. The interaction between these roles makes more external roles in the economic system join the whole economic chain. In this process, the symbiosis and coevolution of different types of individuals are gradually realized [4]. In order to simplify the analysis of each component under the three networks integration, different components can be regarded as separate actors. In the context of triple play, all actors will independently evolve a symbiotic model with strong adaptability, so as to realize the combination of businesses, further broaden the business model and market scope, and achieve the sharing of resources and profits. Under the symbiosis theory, the state of symbiosis environment is the key factor to determine the development of actors, and it is also the basis for the practice of the theory of three networks integration to the greatest extent. At this time, the practical experience has practical decision-making reference value. If the integration of the three networks is approximately regarded as a closed natural ecosystem, a single action subject is the "unit" of the industrial chain. The close combination of each unit in the industrial chain is inseparable from the role

of communication mechanism. At the same time, the further extension of the industrial chain is also based on the expansion of the fields involved in the "unit". Therefore, it is not difficult to see that improving the integration degree between "units" is a necessary condition for the development of actors under the three networks integration ecology. To achieve this goal, it is an obvious trend to take "consumer demand" as the core. By establishing a closer internal relationship with consumers, we can obtain greater advantages in product economic benefits and market competitiveness, so as to promote the healthy development of enterprises.

3. Analysis on the characteristics of interactive advertising

From the above analysis of the triple play model, it can be seen that in order to achieve the healthy development of enterprises, it is an important means to narrow the relationship between consumers and products through appropriate methods. In the face of increasingly intelligent information dissemination methods, interactive advertising has emerged. Compared with other types of advertising, its emotional, spiritual, and emotional expressions are more specific and more impactful. When the interactive advertisement reaches a certain level, it can give the receiving user a better feeling in consciousness, and form the internal stimulation of the subject to the object. Based on this, the internal reflection is generated on the user side and promotes the value transformation of the product. .

It should be noted that any user experience is not made out of thin air. When the user's experience of the product cannot be realized through intuitive contact, interactive advertising as a kind of external environmental stimulus can well convey the most real feelings to each user. With a positive attitude, love, satisfaction, and pleasure will offset the negative emotions caused by hatred, dissatisfaction, pain, anger, and fear, and stimulate users' desire to understand the product, and explore the added value of the product with a stronger interest. Interactive advertising takes advantage of this feature, and takes positive emotional experience as the basis for enhancing the in-depth communication between the audience and the product, and realizing the efficient communication of advertising information. It can be seen that the core goal of emotional communication interactive advertising. In this mode, the audience no longer acts as a simple viewer in the process of accepting the advertisement, but feels the visual, auditory, and emotional information conveyed in the advertisement from the subjective perspective of "I". The individuality and subjectivity of the audience have become the main body of the advertisement, and the images of the advertisement are more inclined to develop the sensory stimulation of the audience. In this way, the audience is guided to change the role in the physical, situation and artistic conception, and the advertising information is improved in the audience. The degree of perceptualization in.

4. Image expression requirements in interactive advertising

In order to achieve in-depth communication with the audience, interactive advertising must first attract the attention of the audience, and carry out subsequent interactions based on this. This article studies the three basic requirements of image expression in interactive advertising.

4.1. Satisfy the curiosity of the audience

Curiosity is the basis for everyone to understand new things. When there is information related to oneself, novel phenomena tend to attract people's attention. This is also a ubiquitous psychological feature in psychology. The above prompts people to have a more urgent impulse to explore related issues. With the integration of the three networks into the environment, the scale of information dissemination and reception has shown a blowout growth. Therefore, for interactive advertising to achieve better dissemination effects, it is necessary to grasp the audience's curiosity in image expression, and promote the audience on this basis. The degree of active participation in advertising increases the probability of interactive actions. When the user completes the interaction in the advertisement, on the one hand, the psychology of curiosity is satisfied, on the other hand, the impression of the advertisement product will be further strengthened.

4.2. Meet the audience's interest and entertainment experience needs

A major feature of interactive advertising is that the audience does not exist in a completely passive state in the process of receiving information. Their own interests and hobbies have a direct impact on

the display of advertising content, which requires their image expression and people's choices. The newspapers are consistent, taking the position and interest shown by the audience as the basis for the form of content expression. By reasonably avoiding the content that the audience is not interested in, increasing the audience's interest in the advertisement, using more entertaining images to trigger the audience's pleasant emotions, and promote the depth of their participation in the advertising interaction. Most directly, when the user's choice of information tends to be dynamic, the expression form of the interactive image must be more dynamic. If the user's choice of information tends to be more static, then the expression form of the interactive image must be more static.

4.3. Stimulate the audience's experience memory

Completely novel image expression methods will reduce the audience's acceptance of advertisements. Therefore, the image expression of interactive advertisements should focus on the development of available materials from the audience's understanding and familiar scenes, so as to increase the realism and closeness of the interactive situation. With emotional experience as the cornerstone, it evokes people's emotional response to the product, and in the process strengthens the audience's preference for taste. In the context of the continuous development of modern information technology, interactive advertising can actively adopt the advantages of virtual reality technology in image expression, fully display the product experience in terms of visual, auditory, and tactile perception functions, thereby enhancing audiences in the advertising context. The degree of immersion in the communication and interaction enhances the feeling of memory experience.

5. Conclusion

The integration of the three networks is the product of the times. It has not only changed the traditional way of information dissemination, but also broke the role of information dissemination. Interactive advertising, as a new type of advertising mode, pays more attention to the main status of the audience and expresses itself in images. Also pay more attention to emotional connection. This paper proposes the analysis of image expression in interactive advertising under the integration of three networks, hoping to provide a valuable reference for improving the communication effect of interactive advertising.

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