

An Exploration of the Artistic Choices in the Narrative of Chinese Public Service Advertising Images

Yue Guo*

Dong-eui University, Busan 47340, Republic of Korea

**Author to whom correspondence should be addressed.*

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Abstract: As an important carrier for conveying positive social energy, guiding public value orientation, and promoting mainstream culture, the creation and broadcast of public service advertisements have continued to flourish. Image narrative is the core path for it to realize communication efficiency and cultural value. Rooted in the local cultural context and combined with the characteristics of the times, it has formed a unique system of artistic choices in terms of narrative themes, audio-visual language, narrative structure, and emotional expression. Based on this, this paper focuses on exploring the current artistic choice paths of image narrative in Chinese public service advertisements, aiming to provide a theoretical reference for Chinese public service advertisements to improve the quality of image expression, enhance communication efficiency, and demonstrate cultural confidence.

Keywords: Public service advertising; Image narrative; Artistic choice; Cultural confidence

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1. Introduction

Against the backdrop of the new media era, public service advertisements have undergone fundamental changes in expression methods, presentation means, and technological iteration relying on image narrative. As an important carrier of cultural construction, public service advertisements take it as their mission to convey social consensus, guide public behavior, and promote mainstream values, which can effectively demonstrate social civilization and transmit cultural power^[1]. At present, the image narrative of some public service advertisements has problems such as serious homogenization of artistic expression, rigid and stiff emotional transmission, and insufficient excavation of cultural connotation. Therefore, an in-depth exploration of the artistic choices in the image narrative of Chinese public service advertisements is of great theoretical and practical significance. It can not only enrich the theoretical system of image narrative in Chinese public service advertisements, but also enhance communication efficiency and help Chinese public service advertisements convey the warmth of the times.

2. The value implications of image narrative in Chinese public service advertisements

2.1. Promoting the construction of social civilization and realizing value transmission

The social attribute of public service advertisements determines the depth and breadth of their communication. Against the background of the era of artistic diversification, image narrative can penetrate into all aspects of society, effectively spread mainstream social values and positive energy, thus gathering the ideological consensus of the whole society and promoting the formation of a civilized and harmonious social atmosphere. On the one hand, the social structure presents diversified characteristics, and the public's values and interest demands are becoming increasingly diverse. The image narrative of Chinese public service advertisements needs to be based on the common interests of all social members, focus on the core issues of social civilization construction, spread positive and progressive values, guide the public to establish a correct world outlook, outlook on life, and values, and create a good and harmonious social atmosphere^[2]. On the other hand, the image narrative of public service advertisements can rely on diversified communication carriers to achieve extensive coverage of mainstream values, penetrate into all scenes of public life, and make mainstream values reach more groups, especially young people, prompting them to establish correct value pursuits, become active participants and promoters of social civilization construction, and contribute to the construction of social civilization in the new era.

2.2. Disseminating traditional culture and demonstrating cultural confidence

The image narrative of Chinese public service advertisements is an important carrier for the dissemination of excellent traditional Chinese culture, red culture, and advanced socialist culture. It can be rooted in the Chinese cultural context, deeply explore the spiritual core and contemporary value of culture, and realize the extensive dissemination, inheritance, and development of culture through the innovative expression of image art, thus further demonstrating cultural confidence^[3]. Traditional culture contains spiritual cores such as honesty, friendliness, and diligence. Integrating these elements with the public service concepts of the new era and carrying out modern expression through image narrative can maximize the contemporary charm and value connotation of traditional culture and make it penetrate into the public's values and behavioral choices. At the same time, relying on its wide communication coverage and strong artistic appeal, the image narrative of public service advertisements has become an important channel for cultural communication at home and abroad. Integrating culture into its dissemination can convey the spiritual core of traditional Chinese culture and the civilized features of Chinese society to the world in an intuitive and vivid image form, thus showing the charm of traditional culture and realizing cultural communication^[4].

2.3. Innovating communication forms and improving public service efficiency

With the rapid development of new media platforms, communication scenarios present the characteristics of fragmentation, interaction, and diversification, and the public's viewing habits and acceptance methods have changed. This means that the traditional narrative and communication forms of public service advertisements are difficult to adapt to the public's needs in the new era. Artisticizing the image narrative of public service advertisements can break the fixed mode of traditional public service communication, introduce diversified narrative forms such as short videos, interactive images, and immersive images, and adapt to the communication laws of different new media platforms and the public's viewing habits^[5]. At the same time, relying on the powerful functions of new media platforms, such as algorithm recommendation and social sharing, it can accurately reach the target audience and realize effective communication. In addition, the public can realize the secondary

communication and word-of-mouth communication of public service images through forwarding, commenting, and liking, further expanding the communication scope and enhancing the communication influence of public service concepts.

3. The predicaments faced by image narrative in Chinese public service advertisements

3.1. Homogenization of artistic expression

The artistic expression of public service advertisements is an important carrier for conveying public service values and arousing public resonance, and its innovation and difference directly determine the communication power and influence of the works. At present, the theme selection of image narrative in Chinese public service advertisements is usually limited to a few fixed fields, lacking diversified and personalized exploration and expansion, leading to high theme repetition and single expression logic, such as environmental protection, civilized travel, respecting the elderly and loving the young, and diligence and thrift. It fails to explore new public service themes combined with the characteristics of the times and social reality needs, nor to conduct innovative interpretation and expression of traditional themes^[6]. At the same time, the presentation methods of theme expression are highly similar, mostly adopting fixed narrative logic and expression frameworks, lacking new perspectives and thinking, making public service advertisements created by different subjects and in different scenarios show obvious homogenization characteristics in theme expression. In addition, most of the current image narratives of public service advertisements adopt a linear narrative structure, with highly similar narrative themes and rhythm control, and lack the exploration and application of new narrative structures such as non-linear narrative, fragmented narrative, and interactive narrative.

3.2. Stiff emotional expression

One of the core values of public service advertisements is to narrow the distance with the public and arouse public emotional resonance through emotional transmission, thus conveying public service concepts and guiding social consensus^[7]. In the current social context, the diversity of culture and the deliberate nature of emotional transmission make the image narrative of public service advertisements over-pursue the sublimation of emotions and the transmission of public service concepts in emotional expression, ignoring the naturalness and rationality of emotional expression. At the same time, the use of narrative narration and copywriting is stiff, mostly adopting slogan-style and didactic language, lacking emotional warmth and appeal, which makes it difficult to arouse public resonance and thus affects the transmission of values. In addition, the current image narrative of public service advertisements mostly adopts simple lens switching, lacking the flexible use of lens types and lens movement methods, failing to reflect a complete narrative logic and emotional context, and making it difficult to strengthen emotional expression, resulting in the lack of layering and appeal in the image narrative.

3.3. Insufficient excavation of cultural connotation

The narrative theme of public service advertisements is the core carrier for conveying public service values and guiding social consensus, and its uniqueness and profundity directly determine the communication efficiency and social value of image narrative. The demonstration of cultural confidence and the transmission of core values by Chinese public service advertisements are inseparable from the support of traditional culture^[8]. However, in the current creation of public service advertisements, some creators simply pile up traditional culture, failing to

deeply explore and interpret the spiritual core and value orientation behind traditional Chinese culture, leading to the loss of cultural significance and spiritual value of cultural elements, and are unable to achieve the dual goals of cultural communication and public service transmission. In addition, traditional culture is the core carrier for highlighting the cultural connotation and local characteristics of works, but the integration of current public service advertisements with traditional culture lacks innovation and contemporaneity. It fails to carry out modern transformation and innovative development of traditional cultural elements combined with the social needs and public cognition of the new era, leading to outdated and rigid cultural expression, which makes it difficult to arouse the public's cultural identity and emotional resonance ^[9].

4. Optimization paths for the artistic choices in the image narrative of Chinese public service advertisements

4.1. Innovating image narrative forms to break the homogenization predicament of public service advertisements

At present, the homogenization of image narrative forms has become a key problem affecting the communication efficiency of public service advertisements. Under the background of the impact of diverse values on traditional ideas, the public's pursuit of personalization and the increasing awareness of independent acceptance, Chinese public service advertisements need to innovate image narrative forms and expand to a broader cultural space and vision to adapt to the new media communication environment of the new era and the public's diversified aesthetic needs ^[10]. First of all, in addition to linear narrative methods, media creators can actively explore new narrative structures such as non-linear narrative, fragmented narrative, interactive narrative, and circular narrative, and flexibly match different narrative structures according to the connotation of public service themes and communication needs to enhance the narrative tension and interest. For example, interactive narrative can break the limitations of one-way communication, guide the public to actively participate in the narrative process, and enhance the sense of participation and immersion in public service communication.

Secondly, creators need to break through the limitations of traditional themes such as environmental protection, civilized travel, respecting the elderly, and loving the young, dig out diversified public service themes based on the characteristics of social development and public needs in the new era to make them closer to public life and realize the all-around transmission of public service concepts ^[11]. At the same time, they can endow traditional public service themes with contemporary expression forms and spiritual cores, realize the organic integration of traditional themes and the spirit of the times, so as to arouse the resonance of the modern public. Finally, the development of technologies such as artificial intelligence, big data analysis, and virtual reality provides new communication paths for public service advertisements. Media workers can use digital technologies to build realistic and perceptible narrative scenes, let the public experience the connotation of public service concepts on the spot, and improve narrative efficiency.

4.2. Strengthening audio-visual language to enhance narrative appeal and communication power

With the continuous growth of the production and broadcast volume of Chinese public service advertisements, the number of creation subjects and broadcast media has continued to increase, the overall development scale has further expanded, and the audio-visual language expression of public service advertisements has increasingly shown an obvious trend of diversification. As the core expression carrier of image narrative in public service

advertisements, audio-visual language covers many dimensions, such as picture composition, lens language, color application, and sound collocation, which are directly related to the appeal of image narrative in public service advertisements^[12]. First, the picture is the key visual carrier of image narrative in public service advertisements, and its composition, lens application, and color collocation directly affect the public's viewing experience and emotional resonance. Therefore, creators need to break the traditional picture application methods, strengthen the aesthetic feeling of the picture, and improve the narrative logic and emotional adaptability of the picture. For example, symmetric composition and blank composition can be used to create a picture atmosphere suitable for the theme and enhance the visual attraction and layering of the picture.

Second, from the perspective of lens language, it is necessary to flexibly use various scene sizes according to the needs of narrative content to highlight the key points of image narrative and enrich the narrative layers. For example, it can focus on the expressions and movements of characters or the details of objects, strengthen the delicate expression of emotions, and let the public feel the emotional warmth behind the picture^[13]. Third, color is an important visual element for conveying emotions and creating an atmosphere, and different colors contain different emotional implications. Creators can select suitable colors according to the narrative theme to set off the narrative atmosphere and strengthen emotional expression. At the same time, creators can set off the narrative rhythm and strengthen the gradient progression of emotions according to the change of colors, enhancing the visual impact and emotional expression of the picture. In addition, it is crucial to select suitable music melody, narration, and sound effects combined with the emotional orientation and narrative rhythm of the public service theme, which can avoid the homogenization and rigid piling up of music, narration, and sound effects, make them better serve emotional expression and narrative progress, and enhance the appeal of the narrative.

4.3. Deepening cultural expression to highlight the profound connotation and charm of traditional culture

Culture is a key carrier to help Chinese public service advertisements convey values. Integrating culture into the image narrative expression of public service advertisements can demonstrate Chinese cultural confidence, promote the construction of cultural power, and improve the influence of public service advertisements and cultural communication power. Therefore, creators can base themselves on the internal logic of traditional culture and the values of the new era, deepen cultural expression, so as to highlight the profound connotation and charm of traditional culture^[14]. Traditional Chinese culture contains rich spiritual cores and values, which are important materials for the cultural expression of image narrative in public service advertisements. Creators need to combine the public needs of the new era and the development trend of new media, deeply explore the values, spiritual connotation, and contemporary significance behind cultural elements, deeply integrate cultural spirit with public service concepts, and, through artistic expression, let the public internalize them naturally, and consolidate the awareness of cultural inheritance and identity.

At the same time, creators need to break the outdated and rigid mode of traditional cultural expression, base themselves on the communication characteristics and public aesthetics of the new era, carry out modern interpretation and innovative expression of cultural elements, and adopt image language and narrative forms in line with the acceptance habits of the public in the new era, so that traditional culture can be organically integrated with the spirit of the times and modern life, realize the younger and personalized cultural expression, and thus realize the effective communication of the cultural spiritual core and value charm^[15].

5. Conclusion

In summary, the artistic choices in the image narrative of Chinese public service advertisements are the core to improving communication efficiency and demonstrating cultural confidence. Through paths such as innovating narrative forms, strengthening audio-visual language, and deepening cultural expression, the personalized, emotional, and localized transformation of image narrative can be realized, adapting to the characteristics of new media communication and the public's aesthetic needs, thus effectively conveying positive social energy.

Disclosure statement

The author declares no conflict of interest.

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