The Inheritance and Application of Confucian Culture in Digital Interactive Advertising Design in Southeast Asia

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Abstract

Confucianism is one of the foundations of Chinese philosophy, which has a great influence on the character and temperament of the Chinese nation in the history of China, and plays an important role in the development of Chinese civilization. This paper discusses the influence of Confucianism on advertising. Advertising is an integral part of the social culture system, the advertising and advertising works and cultural characteristics of their dissemination of scientific and cultural knowledge, values and way of life, constitute a unique social and cultural landscape. We discuss the influence of Confucian traditional culture on Chinese advertising. Under the background of globalization, it is of great significance and guidance for the theoretical study of Chinese advertising and the real world to explore the influence of Confucian culture on Chinese advertising.

Keywords: Confucian culture, digital interaction, advertising design, Southeast Asia

Introduction

The famous Swedish scientist, Zhehanneisi. Dr. Alvin said that "if humanity is to survive in twenty-first century, must go back to two thousand and five hundred years ago to learn the wisdom of Confucius."

The core of Chinese ethical politics is "benevolence". Confucian thought of the greatest impact on advertising is the Confucian "home" cultural thought. "Gewuzhizhi, earnestly and sincerely, slim order in the world" of Confucianism marked Chinese access to the ideal state of roads by -- slim to Gewu "benevolence", and the order in the world, in order to achieve the unity of ideal and small home countries.

As an ancient civilization with a long history of five thousand years, the cultural heritage of China determines that it is impossible to cut off the connection between the traditional Chinese culture and the traditional Chinese culture. The Confucian culture has profound influence on Chinese traditional civilization, in the Han Dynasty "Confucianism", Confucianism has always occupied a dominant position and leading, the Confucian or Confucian has become almost synonymous Chinese culture, in the culture, the Chinese thoughts, ideology, custom, can be seen everywhere Confucius and Confucianism prints can be said in China, no matter what, no matter how well he kind of culture, are more or less under the influence of Confucian culture.

As the information carrier of commercial advertising, although the commercial, but the implication of the traditional culture to impress consumers, and resonate, and promote product sales at the same time, also to the audience passed to cherish a China traditional culture, publicity national tradition and cultural values.

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Confucian ethics with "family" as the core is the first filial piety to parents". Meng Zi said, the so-called "secular un-filial five, idle fourth branch, regardless of the parents to raise, a lack of filial piety; game good wine, regardless of the parents to raise, two un-filial also; good goods, private wife, regardless of the parents to raise, three un-filial also; from the eyes and ears of desire, think parents killed, four un-filial also; aggressive, to the danger of parents, filial piety is five."; "not even close, not for people; not even close, not for a child"; "filial to energy-saving"; "but filial piety, can dispel melancholy".

The Proposed Methodology

On the harmonious unity of Confucian culture. Confucius said: gentlemen and different, with the same villain". "The initial requirements of this concept, there is harmony but not Sameness" in the establishment of a healthy relationship between moral respect individuality and opinions of the gentleman, then enlarge the relationship for all things, become a universal principle. The concept of "harmony but not Sameness" contains the spirit of equality, tolerance and diversity, and advocates the harmony and unity of culture, philosophy and biodiversity.

The idea of "harmony between man and nature" also holds that man and nature are not relative, but that they cannot be separated. The so-called unity refers to the unity of opposites, that is, the interdependence of the two aspects. Man and nature are different and have a unified relationship, people can understand the nature and change the adjustment, but should not undermine the natural. Recently, the theme of "green", "health" and "environmental protection" is the embodiment of the harmonious development between man and nature in harmony between man and nature.

The South Korean actor Lee Youngae starred in "tea farmer" advertisement to the audience a "good water, good tea, good drink" demands, water, tea, three seemingly unrelated things from a relationship together, embodies the harmony between man and nature and society. Baisha
Group "Crane Dance Pak, my heart is flying and Dahongying group corporate image advertising also deepen the" harmony "of the theme.

**Confucian life values.** The core of Confucius's thought system is "benevolence", and all the components of the thought of Confucius are formed around "benevolence". The first meaning of benevolence is refers to between people of goodwill from the pre Qin ancient records, "benevolence" or "gentleman" ruler or proprietary virtue, only the gentleman can speak for "benevolence" benevolence "". Sometimes benevolence also contains the meaning of love, love and patriotism. Confucius on the basis of predecessors, the benevolence of the meaning of the innovation explained that "benevolence" has two meanings: one is to coordinate the relationship between people and people, people and society as the purpose; the two is the importance of play to people's subjective initiative, emphasizing the human mind.

First of all, Confucius advocates benevolence, that people should love the family from the start, by extension, love others, love the community, to achieve a "an old man, friends, social ideal young bosom", make the world become a big family, "all men are brothers" the unity and friendship to get along with. In the modern advertising campaign, "Renji Yuai, zunlaoaiyou, seniority" reflect the Chinese traditional virtues theme in public service advertising behavior more than a performance. In commercial advertising, advertising Zhejiang nice group in this regard is remarkable expression: sub brand Naaisi toothpaste TV ads "article" stepmother, the little girl began to do not agree with the stepmother, stepmother is delicious though it is knitting a sweater, the little girl is still sadly said: "I have a new mother. But I don't like her at all." However, when she found her stepmother help squeeze the toothpaste is Naaisi toothpaste, changed things: "she did not seem so hate." Meticulous care eventually touched the little girl's heart. The little daughter and stepmother by the contradiction into friendly scenario highlights the product attached to the human spirit, caused the resonance of love of the audience.

Secondly, love, to love the heart of others, of course, is from the subject and object, but fundamentally speaking, it is necessary to establish the main character, must start from their own. Taiwan senior advertising He Qinghui as the "Taipei City family planning center" creative "nipple and condom" public service advertising works inherited the Confucian philosophy, urging people to "more careful, a little worried", from the matter world population and social economy to advocate for everyone to focus on self-respect, social norms.

Finally, Mencius "sympathy" as to "benevolence", "shame" as the "righteousness", "respectful of the heart" as a "gift", "the sense of right and wrong" as "wisdom", said: "everyone has a heart of mercy" in order to implement the principle of benevolence, must implement the principle of benevolence and loyalty that is, on the one hand to Yuli written for the people, he seeks to reach Master ", this is the loyalty; on the other hand to" do unto others ", which is subject to. This means that help people caring and respecting human understanding of people. CCTV has done a public service ads, by showing a little girl on Sunday morning, the mother was forced to run around here and there to attend various training courses, finally tired of the collapse scene of the story, to attract all the attention of people concerned about the growth of young people and thinking, should not "get back to the kids on Sunday". Although the children into the Phoenix but also want to have a no ground for blame, "degree", it is the Confucian idea of "forgiveness" in the mother, because a good grasp of the "degree", which leads to her daughter finally tired to collapse, with the consequences.

**Play the subjective initiative.** A prominent feature of the Confucian philosophy of life is to seek progress, talk about reality. Confucianism is a realist, the pursuit of the eternal value of the moral reality and the ideal personality in real life. Confucius's life is very rare, life, not to talk about ghosts and gods, always teach the disciples in real life learning, enterprising, struggle, teach people to spend their lives meaningfully, take a positive attitude towards life.
The early Chinese Confucian thought of human beings evolved from the religious activities of primitive society. At the beginning of the people in the concept of "person" in the creation of the "ghost", but people drowned in the thought of "self"; later Duke created the "Zhouli" is the value goal and behavior criterion of Confucius humanism has always followed, and the appearance of people's thought has brought an opportunity. Confucius is the pioneer of Confucian humanism, formed a "benevolence" and "courtesy" as the core content of the personal cultivation system and ethical thought of people, Confucius pay more attention to the people, the disciples along two clues of the development of Confucius's Theory: "holy" and "outside". The history of the development of human history in early Confucianism is the history of the relationship between reason and belief, heaven and humanity. Confucius pay attention to people, encourage people to break through all kinds of restrictions, to play a subjective initiative to achieve a higher level, which is now stressed that the courage to challenge themselves, break through the self-concept is consistent.

CCTV arts channel image advertising "how much heart, the stage is as big" is to encourage people to dare to dare to think, to pursue the ideal of life; China Mobile's "I can" for Olympic athletes winning their own examples, emphasizes the individual subjectivity, ultimately overcome their success initiative spirit. And now many sports brands have such a trend, like PEAK's "I can, unlimited possibilities." This is the international brand Nike advocate do want to do is really coincide.

**Confucian view of communication.** Confucius said: "how can the unknown. The Yi no, no car Yue, the reason for it?" On the character of the people put forward the "good faith" requirements, that is to say that the credibility of a person's basic quality, and said that his body is not to make. Its body is not correct, although not from the "and said," the word faithful, the line of respect, that only with a sense of responsibility, in order to ultimately obtain the trust of others and stand in the forest of society. With the development of society, people's credibility, in interpersonal communication increasingly developed commodity economy, not only did not see the slightest effect and weaken its role, its inherent power but has burst. Haier group seems to be a simple, sincere to forever, but said the extraordinary service concept Haier, Haier established a strong position in the market. Changhong TV ads in the Changhong industry Baoguo, national prosperity as its mission ", expressed a strong sense of social responsibility, into the enterprise of national sincere love. Enterprises like this, consumers in the purchase of goods or services, there will be a formal, trustworthy emotional participation. If a businessman in the market economy in the event of a credit crisis, the loss will only be economic interests, there will be legal punishment and moral condemnation. It should be noted that there are still many advertisers to the interests of the moment and the integrity, a false advertising to deceive consumers, which requires the whole society to promote sincere behavior, carry forward the essence of Confucian culture. Now, more and more enterprises have realized this, so in the process of economic operation of the credibility of the reward and maintenance is more attention.
Design of advertising copy. The core of Chinese ethical politics is "benevolence", that is to say, human studies, human centered moral culture. The humanitarian spirit of the most prominent manifestation, the theory of system or Confucianism, Confucius is at that time, even the most brilliant side of ancient Chinese humanitarian banner, he founded the Confucian culture system called benevolence system, also is the human system. His proposition of "benevolence", is the highest embodiment of the human spirit. It broke through the class, racial, national, geographical limitations, the "people" as a kind of view, his "love", "love of humanity", and this is consistent with his "education for all". Guo Moruo said: "the theory of" benevolence "of Confucius is the discovery of man," China's modern advertising has absorbed a lot of valuable creative resources, to promote the creative advertising to the level of humanity. Haier, for example, Haier is currently China's larger companies, its products are exported overseas, which also benefited from its people-oriented advertising concept.

Conclusion

Advertising is an integral part of culture with the need to rely on excellent culture, such advertising is more content, more vitality. Chinese advertising is a profound traditional culture, the opening of the global thinking, for China to the world to make a contribution to the spread of globalization. I believe that the Confucian cultural advertising in a broader, more free development platform, the use of their own unique language to write the future development of the course.

Reference


