Advertising Communication Theory and the Small Credit

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Abstract. According to strong relationship theory in social networks, the best beneficiary of strong relations theory is modern Internet Society and the owners of small credit platform. As it is being in progress by mostly relaying on if relationship theory, weather advertising communication theory can be obtained new inspiration from the rising of entire credit business and small credit loans?

Introduction

Along with social network revolution and mobile revolution, internet revolution can be the three major revolution which is impacting the new era of human society.

Social Network

Is a kind of social organization based on "network" rather than "group", and also an analytical perspective that Western sociology emerged from the 1960s. With the industrialization, urbanization and the rise of new communication technology, the society is becoming more and more networked trend. For more than a century, social scientists have used the "social network" as a metaphor to represent complex social relationships on different scales. However, it was not until the 1950s that they began to systematically and consciously use the term to represent a social group that differed from traditional boundaries and a link that considered a man as a separated individual. Networked individuals exist in clusters that are intertwined with each other. This "cluster" is different from the traditional community, but is only characterized by interdependence rather than taking emotional factors and belongingness into account. The Individuals in the same "plexus" and individuals between different "plexes" are likely to develop interrelationships. Using the method of cluster analysis to analyze the user relationship and user comments on the social network can get the information about interpersonal relationship and the viewpoints of the different groups.

However, people are more willing to show their own identity. When considering their own social relations, people always put themselves in the group of stereotypes. There are three reasons for this phenomenon: first, a wide range of interests can be exchanged in the group, because the intimate relationship between people and helping each other has become an obligation, everyone in the group has dual identity to be helper and beneficiary ;The second, the group can make many people getting the source of identification, everyone would be accepted by other members in the group, and a stronger one would establish the popular trust to get a higher position ,but while given to members of social support, the group will limit their access to more opportunities at the same time; Third, due to increasingly closer and fixed group relationship , in contrast, other loose relationship will show different characteristics under different circumstances and they possess uncertainty. Networked society is not entirely personal, but interaction is still an important social feature. People's choices are influenced by other individuals and external environmental factors in their social networks, and individuals still cannot exist completely away from society. Although the social network is not visible, it is an important source of information and social capital.

Theory of Strength and Weakness

Social networks in sociology is a concept of social structure that corresponds to the status structure. From the perspective of social networks, the entire community has a large system of staggered or parallel networks constituted. The concept of relational strength was proposed by "power of weak
relations” published in Granovete in 1973 for the first time and argued that the relational strengths were divided into strong and weak relation, believing that strong relational existed within groups and organizations, and can overlap directly with noumenon, while the weak relationship acts as an information bridge, as a link to different social and economic characteristics of the large group of ties. And asserts that although all weak relationships are not necessarily able to convey information, it can be weakly capable of acting as a source of information.

The rise of the network has brought a new operating platform to the advertising industries, domestic and foreign major media, websites, advertisers, technological providers has invested a great enthusiasm to the development and promotion of advertising field, we have seen this form on many websites. But with the increase in market attention, the community on this form of advertising produced a variety of remarks, some applause, some complain, it let us feel that online advertising seems to be just the expansion of traditional TV advertising, rather than a better advertising mode. In order to make successful advertising, the key is not to take traditional TV advertising features into the new media. To create a social advertisement suitable for network according to the characteristics of the network. Therefore, making clear the impact of network society to form of advertising communication can further explicit connotation of online advertising, features of network advertising communication and can enhance people’s awareness to online advertising.

Analysis of the characteristics of advertising communication in network social environment represents that characteristics of online advertising are the basis of understanding the phenomenon of online advertising communication. As a new form of multimedia advertising, online advertising has a distinctive personality and characteristics. In the all revolution of network media from traditional media, mostly fundamental change lies in its new interactive mode of communication. As Paul Saffo and other scholars say, “contact with other people” - the interaction between time and space, is the essential characteristics of advertising communication under network social circumstances.

Innovating Forms of Online Advertising Communication

Providing integrated services to attract advertisers to invest and at present an existing part of the sites has launched a variety of forms of huge sum advertising, mainly through pop-up windows, rectangular billboards, vertical type of advertising and other forms. Combination of the content of these online advertising and a number of thematic content together, even setting a special section to the user's special theme strengthen the target advertising audience groups, consequently, to provide advertisers online exhibition, interactive marketing and other services. With the online exhibition, conference, online consulting, training and online survey and a series of business advertising services, network advertising turns to promote the development of technology and two-way interactive play, some sites have launched online communication by the form of classified advertising and mainly classified in base of advertising, allowing users to have regular operations, which is more convenient to find. Network has enhanced the advertising communication tracking technology to achieve a directional communication. Social interaction under network environment is mainly reflected in one to one advertising whose advantage is very obvious. Advertisers can tailor their own programs based on personal background information, their preferences or habits, which are tracked, analyzed and implemented over the Internet. Targeted advertising communication technology is a mature technology which send corresponding product advertising to targeted audience groups who are mostly willing to buy products. Through the analysis of user registration information, collecting the personal data of the advertising audience, and make classifications according to these informations, then send the appropriate advertising information to corresponding audiences.

John Naisbitt's incisive expositions in the "Trends - Changing the Ten New Trends of Our Life" still have an important inspiration for our understanding of the advertising revolution brought by the network. Network society is an important driving force of social development, advertising, characterized by individuation and interaction, made starting point as a need of many audiences will inevitably bring changes in advertising communication, becoming a network comprehensive
information services platform, becoming an important media for people to access information, education and recreation. Undoubtedly, in the processes of every communication, there happens following without exception that the source of the communication sends information to the audience through fixed-point transmission, which is the social contact contained in the weak relationship of each individual's social network. Each of the advertising information go into audience's living circle from the weak relationship theory contact.

**New Media and Its Characteristics**

New media refers to the emerging media form that provides information services to the audience based on the digital technology revolution, relying on new technologies such as wireless communication technology and Internet technology, compared with traditional media such as newspapers, magazines, radio and television. The new media to be discussed in this article mainly includes mobile media and online media, which are characterized as follows: the immediacy of content updates. McLuhan has predicted: "time and space is instant of an era but they come to nothing." The Internet broke the disadvantages of traditional media like fixed publishing time and the high cost of information dissemination drawbacks, adopted advanced digital recording, transmission and processing to let Information dissemination span the limitations of time and space. With the development of LBS technology, advertisers can even track the positioning of consumers, push real-time effective promotional information to make true the real realization of the instant messaging, the accuracy of the arrival of the audience. In traditional media age, informations were from large organizations and informations were transmitted to a large number of homogeneous audience, while, the audience’s fission makes the traditional mass media’s powerful affection gone forever in new media era. A small group of audiences characterized by certain internal similarity and external segmentation form a broad audience in the sense of communication. Advertisers need to penetrate the group's unique media consumption in limited coverage, expand the depth of the spreading. The interaction of information dissemination.

**Conclusion**

The Internet age really does not change the way of experience, but connect every individual to this large social interaction network through the networked social circles Advertising media has get in to people’s life through the weak relationship theory and through seeing the social information dissemination point as information. Contrarily, credit business has controlled social relations of carrying out their own financial business according to law through the strong relationship correspondent with strong theory. They are two theoretical direction of business operators in the social network unified system, also the two different beneficiaries of the social network.

**References**

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