Abstract: This paper mainly discusses the combination of the two aspects of public service advertising and modern enterprise culture construction, the public service advertising itself and the relationship between the enterprise culture in the process of optimization, analysis and put forward some suggestions for development, conducive to the purification of public service advertising business enterprise culture construction and optimization of social environment.

Key words: new normal; Public service advertising; Corporate culture; To optimize the

About the concept of public service ads in different period, different countries have different, known as "public service advertising" in the United States, in Japan, the public service ads are called "public advertising", our country about the definition of public service ads and appellation exists all sorts of different expressions. These expressions define public service advertisements from different perspectives, including content, function, form, method, motive and purpose. But as a result of non-commercial, public welfare and the direct interpersonal communication are the three main characteristics of public service ads, investigate its significance, connotation, is roughly the same in nature, which are related to the service, so you can put those social services and public service ads are collectively referred to as the "public service ads. Therefore, we believe that public service advertising can be defined as advertising that is not profit-oriented for social service and public interest. It aims to spread to the whole society healthy and harmonious development of moral idea, ideology and code of conduct, drive people to the implementation of public behavior, prompting the specific cause of development and promoting the advancement of social civilization.

The corporate culture of an enterprise are various content of organic compound, it includes both reflect the deep enterprise culture, the spirit of the enterprise form, also including the system of the middle form culture also includes the behavior of the shallow surface layer culture and the physical form of culture.

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And corporate public service ads will, through its visual surface physical form, with close to the theme of the direction of the enterprise culture with the spirit of the enterprise to the community form culture, advocate corporate identity with social values, to spread the enterprise culture, and emotional communication for the purpose of the public. Therefore, in a sense, the development degree of a corporate public service advertisement can reflect the maturity of an enterprise's corporate culture. Content, give play to spread function, advocates the spirit of enterprise, through the excellent case study the optimization of its internal corporate public service ads subject: promote enterprise transition and policy guidance, enterprises for balance between business and the public welfare undertakings, marketization of media operation and the reasonable allocation of public advertising ratio.

The relationship between public service advertising and corporate culture.

The corporate culture of an enterprise are various content of organic compound, it includes both reflect the deep enterprise culture, the spirit of the enterprise form, also including the system of the middle form culture also includes the behavior of the shallow surface layer culture and the physical form of culture. And corporate public service ads will, through its visual surface physical form, with close to the theme of the direction of the enterprise culture with the spirit of the enterprise to the community form culture, advocate corporate identity with social values, to spread the enterprise culture, and emotional communication for the purpose of the public. Therefore, in a sense, the development degree of a corporate public service advertisement can reflect the maturity of an enterprise's corporate culture.

The optimization strategy of public service advertising on enterprise culture construction can be thought from the following points:

The optimization of corporate public service ads subject: for a long time, weak enterprise culture construction is our country each big enterprise internal common problem, it not only pays great attention to the form in the construction of enterprise culture connotation, less heavy design concept, but also in the enterprise fails to elevate into public welfare behavior to the level of cultural interpretation, thus the public welfare enterprise culture construction as part of the enterprise culture construction and implementation. In the construction of enterprise culture, this kind of deficiency and void causes enterprises to devote themselves to the cause of public welfare and the lack of motivation and enthusiasm of public service advertising. So to accelerate the maturity of the enterprise culture construction and perfect, first of all, setting up enterprise culture consciousness, the enterprise culture into the culture of the enterprise system, accelerate the construction of enterprise culture, to the improvement of the corporate culture and ascend. Can assert that to strengthen the construction of enterprise culture and establish a mature and perfect enterprise culture system, the Chinese enterprise culture construction of a new round of high tide will further promote enterprise participation of commonweal advertisement, public welfare undertakings.

Enterprise culture connotation and the optimization of public advertising content: the essences of the awareness of corporate public service ads image appeal is mature and perfect enterprise culture, in particular is the enterprise culture construction and development. Produced in the process of enterprise culture is the enterprise in the development of common value system, corporate culture refers to the enterprise gradually formed in the long-term
production and management activities of recognition by all staff, with the characteristics of the enterprise value orientation, the behavior way, management style, enterprise spirit, ethics, the sum of factors such as development goals and ideology.

The enterprise's public welfare culture, which is gradually formed in the process of social responsibility and social responsibility, is an important part of enterprise culture.

Formed by every enterprise has its own unique culture and its image, enterprise culture and its public welfare advertising theme content consistency, is through the connection of public advertising theme, from their respective content for optimizing countermeasures.

Enterprise culture and the public welfare advertisement visual art charm of optimization: the construction of enterprise culture requires psas to the optimization of visual art charm, from the public welfare advertisement creativity to the visual arts performance to search optimization method.

Inductive manipulation. As a kind of marketing concept, public service advertising leads the audience to reflect and reflect on the process of receiving information until they accept it voluntarily. That's the inductive expression. When using this approach, be aware that there are good reasons for inducing a prompt, and a rational cognitive basis should be provided. To stand in the audience's position, state the relevant interests.

Emotional expression. Although the public service advertisement conveys the abstract concept, the theme is often closely related to people's life and has universal significance. Therefore, public service advertising can arouse the emotion of the audience, so that the audience can resonate with the advertisement, so as to realize further communication on the basis of emotional identity. Emotional expression should be used to pay attention to: the stimulation of emotion should take advantage of the common materials and details in people's life, and be close to the life of the audience and the emotional experience of the audience.

The expression of humor. Public service advertisements are generally more serious, involving moral codes, behavioral norms and other value-oriented subjects. However, it should be noted that humor should be closely related to the life of the target audience, and it should not be humorous for humor, but for sensationalism. Humor is a method that can quickly attract the attention of the audience, which can help the audience to grasp the gist of the advertisement in a relaxed atmosphere, thus enhancing the communication effect of the advertisement.

Use artistic expression to show the charm of public service advertisements. Obviously, and true to the good depends on the content of the graceful form, excellent public service ads often through art forms such as calligraphy, painting, sculpture, music, dance and so on has the artistic charm of art, make its have certain aesthetic function, allowing people to accept the process of public service ads as a process of appreciate works of art. The more artistic the public service advertising is, the more appealing it is, the more attention it will attract, the more people will accept education unconsciously.

The innovation of the form of enterprise culture construction should always serve the content in form. In the form of continuous innovation, make the enterprise culture construction constantly find new vivid appropriate carrier, in order to further promote the enterprise culture construction, give full play to the role of the cultural soft power, in the process of optimization, all aspects should follow three basic principles: initiative - get rid of the mindset, form the source of the energy of the bound and impact - moving visual effect,
personalization - mining national traditional culture and local folk art technique, diversity, innovation of public service ads media communication forms.

Acknowledgement

This paper is one of the results of the project of Hubei Enterprise Cultural Research Center in 2015. Code: 2015B06

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