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The Combination and Development of the Short Animations of Integrated Media and Public Service Advertisements of Popular Science

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Abstract Public service advertisements have received more and more attention and love from the audience due to their unique publicity methods to serve the society. It belongs to the nature of public welfare and reflects the core values of the society. They have been accepted by the public due to their distinct characteristics. The short films combined with popular science publicity in the form of animated short films through the dissemination of media are also known as the public service advertisements of integrated media and popular science. How to combine the public service advertising industry with animated short films and use the integrated media technology to quickly spread and obtain significant effects has become the focus of this paper.

Keywords public service advertisement animation advantages development expression techniques application practice creative ideas