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## Reconstruction of Online Advertising Supervision System in China

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### ABSTRACT

Under the influence of the frequently updated new media technology, significant changes have taken place in the ecology of online advertising supervision up till now. In the past, most of the issues about advertising in China came to our view with professional media. However, the role of We Media in the participation of social supervision of advertising is still on the rise. The advertising supervision is becoming more and more extensive in the multi-agent competition. With the enhancement of the dialogism and personal perspective of online advertising supervision, the basic model of traditional advertising management is undergoing the subversion and reconstruction of the new narrative of social media in China.

**Keywords:** Online advertising; Advertising management; We Media; Social supervision.

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### 1. Introduction

In July 2003, the concept of We Media was raised by two Americans, Shein Bowman and Chris Willis. Since then, the idea of We Media has come into the public view. In 2020, technology empowerment exerted a profound impact on advertising supervision. Official media organizations are no longer the only body to interpret advertising public opinion events because We Media weakens the role of "gatekeeper" of the official media organization of advertising supervision. Every citizen's right to spread advertising public opinion and events is being expanded day by day. Accordingly, the value and significance of advertising supervision have been continuously reconstructed on the Internet social platform, with the trend of increasingly intensified social supervision by We Media. The generalization of traditional advertising supervision methods and the rise of new interactive media tools lead to the discussion of "how to carry out online advertising supervision."

For profit, advertising will inevitably make corresponding changes to itself with the changing external environment. It will continue to brush the edge of the advertising law to attract the audience. Therefore, the management of online advertising is confronted with many problems. The problems include the difficulty in defining online advertising and online advertising business subjects, the test in

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the light of administration due to the diversity in topics and channels of online advertisement publishing, the relevant administration laws and regulations to be improved, and the backward administration technology of online advertising.

Nowadays, the Internet has become an important advertising media market. Having the advantages of a wide range, accurate delivery with real-time& round-the-clock interactivity based on big data, Internet advertisements are multiplied at a fantastic speed. However, the problems of online advertising have become more and more visible. The interactivity of the Internet promotes the consumers' autonomy. As a result, more and more advertisements have been delivered on internet platforms, on which more and more netizens have been appealed to have their heated discussion. As we know, freedom of speech in advertising is not only one of the basic rights of citizens but also the fundamental requirement of a market economy. Therefore, with the fermentation of advertising public opinion events, relevant comments caught the heated headlines. Under the supervision and pressure of public opinion, it has a profound influence on the attitude of the official media.

In July 1997, the first Internet advertisement in China appeared on Sohu's home page since advertising became rampant due to financial profits. Illegal people in business deliver advertisements without authorization. Furthermore, this infringes intellectual property rights and incurs unfair competition and false post advertisements for the sake of false publicity. Moreover, publish advertisements against social and professional ethics. Up to now, the detailed rules for implementing the regulations on advertising administration issued by the State Administration for Industry and Commerce only restricted the qualification certificates of advertising enterprises ready to enter the advertising business, lacking laws and regulations on follow-up supervision and management with daily censorship. Lack of relevant laws and regulations and supervision log allows Internet advertisers to exploit legal loopholes, leading to a disordered Internet advertising market.

Laws and regulations on the supervision of online advertising only provide a negative way to punish illegal enterprises. They can neither play a profound warning role nor wake up enterprises to realize the harms non-standard advertisements do to society. Therefore, to make the supervision of online advertising better and the construction of the online advertising supervision system faster, we should rely on administrative control and introduce multiple management means, including industry self-discipline mechanism, media supervision mechanism, judiciary intervention, consumers' self social management, etc.

So, in recent years, what has been the leading force in the supervision of online advertising? What is more influential? How can the multiple subjects reconstruct supervision in the interaction? After searching the published references, we found few words about influences under the supervision of online advertising by professional media and We media. It is amazing to find that We Media, as a new thing in the information era, is playing an increasingly influential role in safeguarding positive human values and standard conventions.

By analyzing the "Zhiwei Shijian[ ]" platform to collect issues and essential reports related to advertising, this paper aims to analyze how the current multiple subjects reconstruct the network advertising supervision in their interaction based on the observation and analysis of many public opinion issues in advertising management spanning from 2018 to 2020 with the Quantitative research method of data collection, analysis, and comparison with the data collected on the internet. Based on the statistics of "online supervision" issues in "Zhiwei Shijina," this article first surveys the most critical issues spread by microblogs as one network channel. And then, it discusses who might be the initiator of information in online advertising management by analyzing the information deliverer, advertising manager, and information deliverer under the influence at the beginning of the issues and at the peak time. Finally, it concludes that who has exerted more power and how plural agents reconstruct the boundary of online advertising in their interaction.

In short, this article analyzes the role of online advertising supervision shifting from professional media to We Media, the construction of online advertising supervision system and the optimization and implementation path of online advertising supervision system and consequently put up with the solution of using blockchain in big data to track the voice of advertising media, which is data and text left through blockchain so the online advertising supervision can work more objectively

and efficiently. The author aims to find out more efficient approaches to supervise this online advertising system in future studies.

## 2. The role of online advertising supervision shifting from professional media to We Media

The concept of "border work" was first proposed by Thomas Giern. He believes that by employing rhetorics, various groups could participate in "boundary work" to compete for "epistemic authority," which means "the legitimate right to define, describe and interpret the limited field of reality"( M.Carlson, S. Lewis, 2015). The term "Boundary work" was first introduced into journalism by scholars. It fundamentally reveals how professional groups maintain their professional status in the border sense of competition through specific discourse strategies in the emerging media ecology. Many groups are competing for the right to voice their ideas.

Admittedly, advertising social supervision is one of the ways to administrate advertisements. Every member of society can supervise the authenticity and legitimacy of advertising. However, many consumers cannot still identify promotions and the awareness of protecting their legitimate rights and interests, although the concept of social supervision has existed for a long time. In 2003, We Media was first put forward as a concept, but it was accepted by the Chinese people until 2006 and well received by the public after Convid 2019. Moreover, with the easy access to We Media, its users are growing in number, and its discourse transmission is fast, so they rely on the network to exist. This discourse attitude of the users has affected not only the attitude of citizens to advertising to a certain extent but also the national management of advertising.

### 2.1 Research samples discussed by both professional media and We Media

This article relies on the "Zhiwei Shijian" platform to collect issues and essential reports related to advertising. It collects and calculates the enormous data related to each issue exposed on the three media of Microblog, Wechat, and Online Media by grabbing, screening, and weighting the data, including those issues in the "issue database" booming within a short time, famous for a long time or heatedly discussed on the internet social media. At the same time, the spread of events is demonstrated in the chart of their trend (See Figure 01). The communication trend of issues can be displayed by the hour and traced back to each session of each platform's top eight key communicators as listed on the right side of Figure 01.



Figure 1. The communication trend of "Durex with ¥810,000 for obscene advertising" on the platform of "Zhiwei Shijian."

The observation time for this research lasts from January 1, 2018, to April 23, 2021. We will study the changes in the amount of online advertising and the characteristics of online advertisement administration.

The samples in the following table 01 are chosen from the "issue database" of "Zhiwei Shijia" by selecting 29 typical occurrences related to "advertising management" in the above time session. In this article, the 29 occurrences are discussed respectively in time order in the following three tables. The closing time for this article is May 10, 2020. With the development of current affairs going on endlessly, the issues in the observation period may continue to increase, and the influence index of unfinished events may also change. In the future, they would be observed as a case in further study.

Table 01.

*Issues related to online advertising management.*

Time	Occurrences	Influence Index
January 8, 2018	H & M advertisement covering racial discrimination	59.6
March 28, 2018	Vanke's "student sister" advertisement investigated by Zhengzhou Industry and Commerce Bureau	53.6
April 26, 2018	Sex discrimination is involved in the advertisement of "Alkali pregnant treasure."	62.3
May 26, 2018	Robin Li(founder of Baidu) promised APPs downloaded through Baidu "without any ads."	64.7
June 6, 2018	Today's Headline apologized for the disrespectful advertisement of Qiu Shaoyun(a hero who died on the Chinese battlefield in the 20th century)	66.1
June 15, 2018	Zhihu and Hornet's Nest Ads invaded the World Cup Program	59.4
June 15, 2018	BOSS APP's aggressive advertisement in World Cup Program complained	61.1
August 16, 2018	Passengers claim one subway advertisement in Changsha about medicine for the pregnant is claimed to "push people to give more births."	60.1
September 1, 2018	Complaints about too many advertisements in <i>The First Class in the New Term</i> TV program	69.7
January 15, 2019	Controversial advertising of mini canned tea	64.7
March 7, 2019	Hunan Province bans betel nut advertising in China	59.7
April 2, 2019	Shanghai Pudong Development Bank apologizes for advertising with Sichuan martyrs who died in a fire	58.2
April 25, 2019	KFC's ads on Mother's Day provokes controversy	59.3
August 6, 2019	Coca Cola's Hungarian homosexual ads boycotted	50.5
May 24, 2020	QQ music inserted with voice advertising	65.7
June 25, 2020	Controversial advertisement of African-American transgender plus-size model for CK ad sparks controversy	60.1
June 27, 2020	Coca Cola suspends global social media advertising	64.0
June 29, 2020	Starbucks suspends advertising on social Media	61.5
August 5, 2020	Query raised by improper advertisement of carriages only for females in Shenzhen Metro	62.4
September 7, 2020	360 Debit Note(one of the peer-to-peer apps) apologizes for weird advertisement with money worship value	44.5
September 14,	Durex was fined by ¥ 810,000 for ads mixed with psycholagny	67.5

2020		
November 17, 2020	Tencent fined by 60.9 ¥200,000 for deceptive advertising	60.9
December 2, 2020	Chanel fined ¥200,000 for deceptive advertising	60.1
January 8, 2021	PurCotton's unwise advertisement with discrimination against women	69.7
January 16, 2021	Hanzo Forest, a controversial and sensational blogger, filmed for an advertisement from Tencent	64.7
January 28, 2021	Ford's advertisement in China mistook the year of Cow for Horse	52.8
February 19, 2021	Chayan Yuese, a chain Tea Shop, apologizes for advertising not being respectful of women	65.7
March 15, 2021	CCTV "Mar. 15th Program" (celebrating International Consumer Rights Day) exposes fake medicine advertisements links to the official website of companies through 360 browser	66.4
April 23, 2021	Boss App was suspected of advertising fraud	59.6

## 2.2 Professional media remains the backbone of online advertising management

The reports at the peak of hot issues in table 01 are the most published (reproduced) manuscripts or information from crucial channels. Based on this, we can see that management in professional media exerted the most significant influence on the development of hot events with formal language and rich content.

Table 02.

*Influential manuscripts and their corresponding media at the peak of hot issues corresponding to table 01.*

Num	Name of Most influential Media	Main idea/Title
1	Sina Finance	H & M stores smashed in Gauteng Province of South Africa due to "photos with racist propaganda."
2	Sina Finance	Vanke at Zhengzhou delivered an advertisement accused of insulting female students and finally ended up withdrawing this ad.
3	China News Weekly	Taobao ad involves gender discrimination, for which Alimama apologizes.
4	Phoenix Weekly	After the issue of Baidu's competitive rankings, Baidu responds to the doubts about its AI browsing: "No advertising on this search craft."
5	People's daily	Tiktok: sonic and Sogou have been filed as a case for investigation
6	Today's Headline	Today's Headline apologized for the disrespectful information in the ads tied with its search engine.
7	Caijing.com	How Horner's Nest, Boss, and Zhihu spent much money on CCTV-5 ads which disgrace themselves
8	Caijing.com	Changsha subway carriage advertising implicitly induces more childbearing with official feedback: "no problem with their company's censorship."
9	Today's Headline	A spokesman for the Chinese Ministry of Education's idea about the first lesson: the Ministry of Education only participates in program production.
10	Sina News	Mini Canned Tea Company's response to "Fake" masters of fried tea was teased by netizens: they target the post-80s generation again to collect their "IQ tax."
11	Caijing.com	Hunan Province banned betel nut advertising in China, and the public said it was not effective: 1 package before the ban and three boxes now after the ban.
12	Today's Headline	Shanghai Pufa Development Bank apologized for advertising with Sichuan martyrs who died in a fire.

13	Tonight's paper	KFC was criticized due to its "striptease" performance in the ad on Mother's Day
14	Daily Economic News	Coca Cola's peer advertising boycotted
15	Pop music	QQ music inserted with voice advertising
16	Observer network	CK signed up for the big black model for transgender homosexuality ads, which sparked controversy.
17	Life Week	Facebook is boycotted by dozens of advertisers, including Coca-Cola and many other companies that announced the removal of advertising from its platform.
18	Beijing News	Another giant joined the "Stop hate for-profit" campaign against Facebook, and Starbucks suspended all social media advertising.
19	Xinhua.com	Shenzhen Metro responded to the shocking slogans: Do they mean to say it with childlike innocence? Dismantle them immediately!
20	Caijing.com	Strange and vulgar advertisements of 360 Debit Note maxed out the Internet, many of which tend to be violating, for which it apologized.
21	Sina Finance	Due to unfair competition, the parent brand of Durex, Lijie, was sued by Haisheng.
22	China News Weekly	Tencent was fined by ¥200,000 for deceptive advertising.
23	Beijing News	Chanel was fined ¥200,000 for publishing false advertisements and has been ordered to stop publishing.
24	Detective star	PurCotton responded to the public concerning its advertisement accused of disrespecting women.
25	China News Network	Hanzo Forest, a controversial and sensational blogger, was filmed in a Tencent advertisement. Tencent is forgetful.
26	Xi'an Evening News	Ford China responded to mistaking the year of Cow for Horse in its ad.
27	CCTV news	Chayan Yuese, a chain Tea Shop, apologizes for advertising not being respectful of women.
28	Zhongxin Jingwei	The public could search for fake medicine advertisements links to the official website of companies through 360 browsers.
29	Star inspector	The public suspected the Boss App committed advertising fraud.

According to statistics, there are 69 occurrences related to advertising from January 1, 2018, to April 23, 2021, of which 17 have nothing to do with advertising management, 29 from We Media, and 23 from professional media, as the 29 ones in table 02, among which 29 from We Media are under study as listed in the three tables involved in this article.

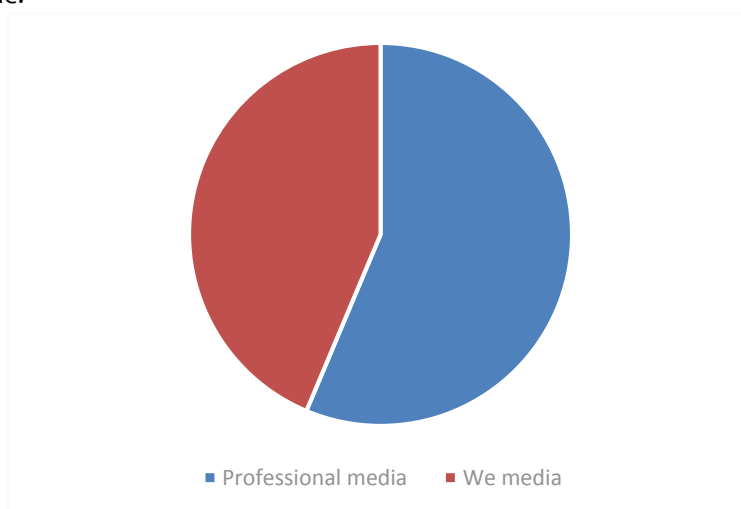


Figure 2. The proportion of We Media and professional media in the mainstream of the first former manuscript report.

Although We Media has become a significant power to promote events into the public view, its information is primarily oral and fragmented. A word or two of most micro-blog articles or comments can roughly tell the story. More frequently, they make complaints. The subjective "soft facts" are not exact, so it is hard to make an insightful explanation of the happenings, performance, and legitimacy of an advertisement. We Media takes the lead in raising questions, topics for discussion, and decisions of hot issues. Although We Media has attracted the attention of advertising administrations to a certain extent and affected the reporting schedule of professional media, the relatively complete and authoritative interpretation still comes from professional organizations. On top of the event development trend, professional Media remains to be the mainstream of advertising management.

Take the events related to advertising management happening between 2018 and 2020, for example: "Wanda' advertisement' has printed on Shandong Heze primary school students' red scarfs;" "Baidu has delivered illegal advertisements, covering obscenity, pornography, gambling, superstition, etc., and was fined by ¥ 600,000"; "L'Oreal has been fined by ¥ 600,000 for false advertisements." It was professional media that took the lead in voicing their opinions. Meanwhile, We Media scarcely participated in these discussions. Most of the events mentioned above have something in common: they are related to national interests and legal punishment.

### 2.3 We Media has become an essential power in online advertising management

By tracking the most crucial information of key communication channels, 29 heatedly-discussed issues and reports at the peak were surveyed. The report chosen is the main idea of the first manuscript of each event. From the messages in this table 03 and the above two tables, we can see professional Media is the first former announcer of the hotly-discussed occurrences.

Table 03.

*The time, name, and link of the first media to announce as the first voice in the issues corresponding to table 01 and 02.*

Nu m	Name or link of We Media with its link to comment on the social issues	The main idea of what is delivered (or the title)
1	Personal microblog: <a href="https://weibo.com/1648371701/FDwXvjaRO?type=comment#_rnd1629010195814">https://weibo.com/1648371701/FDwXvjaRO?type=comment#_rnd1629010195814</a>	H&M is deeply involved in "racial discrimination."
2	Personal microblog: Hou Ning <a href="https://weibo.com/houning?c=spr_qdzh_bd_36oss_weibo_mr&amp;is_all=1#_loginLayer_1631673502839">https://weibo.com/houning?c=spr_qdzh_bd_36oss_weibo_mr&amp;is_all=1#_loginLayer_1631673502839</a>	How did such vulgar advertising post on the subway car after being censored
3	Personal microblog: "Sharptounge" <a href="https://weibo.com/3945917804/GhDOjFT1h?type=comment#_rnd1629011040435">https://weibo.com/3945917804/GhDOjFT1h?type=comment#_rnd1629011040435</a>	Amoy Tickets APP posters involve discrimination; for which they apologized and announced it has nothing to do with Alipay.
4	Personal microblog: Du Changjun <a href="https://weibo.com/1045269490/Gi2JDcQqm?type=comment">https://weibo.com/1045269490/Gi2JDcQqm?type=comment</a>	[It is not simple](emoticon )
5	Personal microblog: Chen Li <a href="https://weibo.com/1737979690/Gk9wEsL4d?type=comment">https://weibo.com/1737979690/Gk9wEsL4d?type=comment</a>	Upon the issue of hero insulted, national and social administration is badly needed.
6	Personal microblog: "Weapon-Xiao Ning" <a href="https://weibo.com/2348604107/Gm8u3gb2i?type=comment">https://weibo.com/2348604107/Gm8u3gb2i?type=comment</a>	[puzzlement](emoticon )
7	Personal microblog: "A Line of Ugly, Poor and Fat Cranes" <a href="https://weibo.com/1668364240/GlvYOgG7B?type=comment">https://weibo.com/1668364240/GlvYOgG7B?type=comment</a>	Ads for the BOSS APP badly polluted people's minds. Can it be replaced?
8	Personal microblog:"Global music, film and television ranking"	There is only one reason to

	<a href="https://weibo.com/1780031123/GvdWK52Jg?type=comment">https://weibo.com/1780031123/GvdWK52Jg?type=comment</a>	refuse childbearing: "I cannot afford it."
9	Personal microblog: Hu Xijin <a href="https://weibo.com/1989660417/Gxull4tBQ?type=comment">https://weibo.com/1989660417/Gxull4tBQ?type=comment</a>	In <i>The First Class in the New Term</i> TV program, children were misguided to watch advertisements by which money was made, but reputation was lost.
10	Personal microblog: "A Soldier on the Way" <a href="https://weibo.com/1256707327/HcaPkz9jM?type=comment">https://weibo.com/1256707327/HcaPkz9jM?type=comment</a>	They searched the world to collect their "IQ tax."
11	microblog: "Complaining Wolfcub" <a href="https://weibo.com/2060029603/Hk4DolEbd?type=comment">https://weibo.com/2060029603/Hk4DolEbd?type=comment</a>	Doctors confirmed that chewing betel nuts tend to develop cancer in the mouth, but citizens announced that Stopping public ads can not curb sales.
12	Personal microblog: Civilian Wang Xiaoshi <a href="https://weibo.com/1665808371/HnVDIfjEW?type=comment">https://weibo.com/1665808371/HnVDIfjEW?type=comment</a>	Personal Using the name of fake charity to abuse martyrs for the sake of advertising should be severely punished!
13	Personal microblog: "My former girlfriend is the best." <a href="https://weibo.com/2430259303/HrnWfoovU?type=comment">https://weibo.com/2430259303/HrnWfoovU?type=comment</a>	Look at KFC's latest ads delivered on Mother's Day. Do you think Mother would take me to have meals at KFC again?
14	Personal microblog: "Taidao" <a href="https://weibo.com/1250498497/loVm4sQqL?type=comment#_rnd1629013188419">https://weibo.com/1250498497/loVm4sQqL?type=comment#_rnd1629013188419</a>	Coca Cola advertisements on Hungarian streets [Smile](emoticon)
15	Personal microblog: "Talking about the classics and the world." <a href="https://weibo.com/1253720480/J3PySjsJJ?type=comment">https://weibo.com/1253720480/J3PySjsJJ?type=comment</a>	No 44 and 63 of Advertising Law concern about files inserted with voice advertising, and the explanation would not convince you of the QQ Music. Recently, the public has laughed at a black model named Jari Jones advertising for the big-size CK brassieres. If it is hard to find a tall and slender model, why not take Jari Jones as a model?
16	Personal microblog: "A Lady staying in the UK." <a href="https://weibo.com/3099016097/J90VXAoNo?type=comment#_rnd1629013561790">https://weibo.com/3099016097/J90VXAoNo?type=comment#_rnd1629013561790</a>	Recently, a black model named Jari Jones advertising for the big-size CK brassieres has been laughed by the public. If it's hard to find a tall and slender model, why not take Jari Jones as a model?



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|----|--|---|
| 17 | Personal microblog: Song Qinghui<br><a href="https://weibo.com/1891366595/J8PyHCQ7J?type=comment#_rnd1629013668158">https://weibo.com/1891366595/J8PyHCQ7J?type=comment#_rnd1629013668158</a>        | Foreign Coco Colo companies have suspended advertising on their platforms. Will Chinese companies follow suit?  |
| 18 | Personal microblog: Ranking of Issues on Global Microblog<br><a href="https://weibo.com/2546619034/J8QNFsuMv?type=comment">https://weibo.com/2546619034/J8QNFsuMv?type=comment</a>                   | For the sake of stopping racial discrimination, Starbucks announced a suspension of all advertisements on its social media platform.  |
| 19 | Personal microblog: "Gossiping Sisters"<br><a href="https://weibo.com/2342673701/JevaYBwVq?type=comment#_rnd1629013952375">https://weibo.com/2342673701/JevaYBwVq?type=comment#_rnd1629013952375</a> | Slogans on Line No. 1 Of Shenzhen Metro, Slogans say: "Daddy/Mummy, I want to marry you when I grow up." Sisters, do you think it is suitable?  |
| 20 | Personal microblog: "Movies and Music Assembly Call"<br><a href="https://weibo.com/2851948151/JjNIqmxVI?type=comment">https://weibo.com/2851948151/JjNIqmxVI?type=comment</a>                        | Ads are ubiquitous, as loaning online without limitation, whose high daily interests rate are more than 20% yearly interest rates, are ubiquitous. Among the online loanings, Alipay is the best. Nevertheless, the question is, are you using any one of them?               |
| 21 | Personal microblog: "Green Worm"<br><a href="https://weibo.com/1555113427/JpbDov5Xd?type=comment">https://weibo.com/1555113427/JpbDov5Xd?type=comment</a>  | Condom advertisements should use euphemism without sexual hints.  |
| 22 | Personal microblog: "Reliable"<br><a href="https://weibo.com/6140374053/JulaJiqUI?type=comment">https://weibo.com/6140374053/JulaJiqUI?type=comment</a>  | Tencent has its stocks now.   |
| 23 | Personal microblog: "Hot Video"<br><a href="https://weibo.com/5145725878/JwAxLy9ms?type=comment">https://weibo.com/5145725878/JwAxLy9ms?type=comment</a>   | Tencent was fined ¥200,000 for deceptive advertising and banned from delivering these ads again by Shanghai Jing'an District Market Supervision Administration.   |
| 24 | Leader Personal microblog:<br><a href="https://weibo.com/6541609047/JCcTcr5wB?type=comment#_rnd1629014495977">https://weibo.com/6541609047/JCcTcr5wB?type=comment#_rnd1629014495977</a>              | How can these ads humiliate females like this? This purpose is to vilify women! How disrespectful!  |
| 25 | Personal microblog: "Detective Star"<br><a href="https://weibo.com/6468005444/JDrGAE5VA?type=comment">https://weibo.com/6468005444/JDrGAE5VA?type=comment</a>  | How ridiculous it is! Is the Internet so forgetful? As a mistress who disturbed A qin and Liu Yang's sweet marriage, Hanzo Forest, gained more fans and supporters as a controversial and sensational blogger, filmed for an advertisement from Tencent Co. That is so weird! |
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26	Personal microblog:"Sweet Potato Bear Six" <a href="https://weibo.com/3939426052/JFi6QdDmT?type=comment#_rnd1629014647378">https://weibo.com/3939426052/JFi6QdDmT?type=comment#_rnd1629014647378</a>	Ford's advertisement in China mistook the year of Cow for Horse. Upon this issue, I have two opinions. 1. If Ford does not understand Chinese culture, it comes to China only to earn money. 2. I think this idea is too low if it means making a mistake to appeal to more audiences.
27	Personal microblog:Song Qinghui <a href="https://weibo.com/1891366595/K2LC02r4z?type=comment#_rnd1629014710787">https://weibo.com/1891366595/K2LC02r4z?type=comment#_rnd1629014710787</a>	I firmly say no to insulting females. Please do not buy Chayan Yuese drinks from its chain Tea Shop and have a clear conscience.
28	Personal microblog:"Lawyer Pang Jiulin" <a href="https://weibo.com/3059104773/K6D3cpC5n?type=comment#_rnd1629014773786">https://weibo.com/3059104773/K6D3cpC5n?type=comment#_rnd1629014773786</a>	CCTV's "Mar. 15th Program" (celebrating International Consumer Rights Day) exposes a list of involved companies.
29	Personal microblog:"Xiao Huji" <a href="https://weibo.com/1406229470/KcbFcaLIR?type=comment">https://weibo.com/1406229470/KcbFcaLIR?type=comment</a>	Ads on the BOOS APP are liars.

According to the statistics, there were 69 events related to advertising from 2018 to 2021, of which 17 had nothing to do with advertising management, and 29 first delivered from the media and 23 first delivered from the official media.

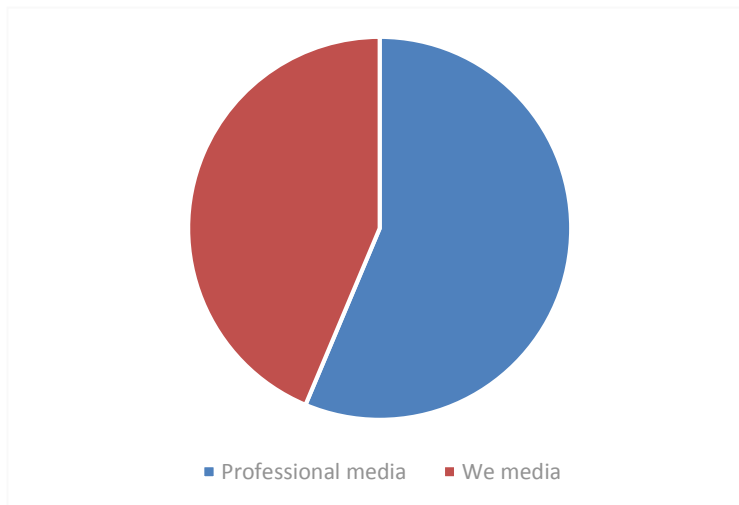


Figure 3. The proportion of We Media and professional media as the first voice.

In the era of traditional media, professional journalists, as an interpretive community, construct their discourse authority on important happenings with "local mode" in the space-time dimension of the news network. They collect and present scarce "hard facts" as witnesses of news events (or reporters for the witnesses). With information technology, We Media can take the lead to voice their attitudes and perspectives about a specific advertisement. Taking advantage of time and space of information browsing breaks the monopoly of professional Media as the only authoritative spokesman. It challenges the monopoly of professional media in the "cognitive authority." We Media enhances its influence on social supervision, and its free voice, together with professional reports, changes the discourse structure of advertising management to some extent.

Individual citizens as agents or witnesses, have more advantages, to tell the truth authentically in the event of "Disrespectful Vanke' student sister' advertisement investigated by Zhengzhou Industry and Commerce Bureau," "Complaints about too many advertisements in The First Class in the New Term TV program," and "QQ music inserted with voice advertising." At the same time, with the booming microblogs, WeChat, and other social media, citizens can express their own opinions on the Internet. However, when the information about advertising news reaches the official media, there is a certain lag in time.

Now that We Media can immediately reveal the truth and interact with professional media, which have administrative resources and social status to facilitate problem-solving and processing to get things done. But professional Media is still the backbone of online advertising management

### **3. Construction of online advertising supervision system**

The spread of hot issues related to online advertising supervision and management shows that the intervention of multiple communicators in advertising affects advertising supervision discourse boundary.

#### **3.1 Competition of multiple supervision agents**

Technological progress makes it easier to acquire information, which makes information dissemination reach individuals more quickly. With the development of emerging social media, industrial organizations and independent individuals can become the supervisors of advertisements. Diversified information producers express more opinions on the rationality and legitimacy of advertising, and there are many discourse competitions. According to the relevant data on the platform "Zhiwei Zhengjian," among essential communicators in the initial and peak stages of 22 hot advertising issues, 52% of professional media and 48% We Media. The interaction and competition of multiple agents constitute a more comprehensive social supervision. Most professional media are "safeguarding national interests" and "imposing financial penalty law," which focuses on legal decision-making and public opinion guidance. Therefore, professional Media is better in an in-depth investigation, while We Media complements professional media with personal perspectives, presenting down-to-earth, spontaneous, extensive, and around-the-clock responses.

As a new participant, We Media is active in advertising supervision, which renders a competitive boundary between its users and professional media [ ]. We Media exposes the irrationality of advertising in a faster and sharper way than the professional media, and its discourse is more challenging when interpreting online advertisements. Meanwhile, professional media also compete with We Media for the "jurisdiction"[ ] of online advertising with its valuable expertise and working relationship.

#### **3.2 Fuzzy boundary between facts and opinions and generalization of supervision and management**

There was a clear definition of advertising management in the era of traditional media. In a narrow sense, advertising management refers to the social management of the advertising industry or activities. In a broad sense, advertising management includes the management of advertising companies and the social management of the advertising industry and its activities. When advertising supervisors extend the scope of professionals, different supervisors might have different feelings, experiences, perceptions, cognition, understanding, judgment, and identification toward advertising. Therefore, advertising supervision and management tend to gain the feature of "generalization."

Professional Media is no longer the only "gatekeeper" in the dissemination of various advertising events. Whether it is the original official information of professional media, the emotional release of big V Blog, or even the online messages and comments of netizens, all can be regarded as discourse expression through the internet media. Therefore, advertising supervision is widened, which can be constructed with elements ranging from the fact to the representation of events with which the agents are concerned to public opinion feedback on the facts, etc. We Media discourses like "Deceiving children into watching ads in the 'First Lesson of School' program is the lack of contract spirit. When making much money, they lost their reputation, which is not worthy."; or "Baidu never thinks it is an advertisement, even when it is being sued, they took it as kind of 'promotion' in recognition" become

an essential part of online advertising supervision whose coverage has been gradually expanded. In addition, the messages which were not confirmed by the official media have been widely spread.

### **3.3 Jointly construction of social supervision with dialogues**

When the technology opens the door for the media to participate, the advertising supervision and management shift from the traditional advertising industry autonomy and self-supervision of advertising agents to various dialogue modes. When the professional Media keeps silent, in the smaller corners, We Media, the ordinary users keen on public discussion, and even the agents concerned, are constantly raising new voices, filling in the missing information, speeding up the supervision, and reporting detonating public opinion. This interaction between professional media and We Media makes the supervision of online advertising further develop and accumulate knowledge, argue, and exchange emotions.

In the cases mentioned above, the media and the agents involved in the happenings made their voices earlier, and therefore they were noticed by professional agencies. For example, a microblog netizen submitted a query about the advertisement of the Shenzhen subway carriage: "Daddy, I want to marry you when I grow up" and "Mom, I want to marry you when I grow up," from which the personal perspectives and emotional catharsis are exposed, which extended the advertising supervision to ethics, touched the critical problems of public social governance, and caused many public opinions. However, the issue focuses on how professional agencies process the problems and how professional media report them. So the supervision facilitates to evoke the public sentiment, resonates with the public, and mobilizes the network public opinions by obtaining the information through formal in-depth investigation and disseminate it in a way that conforms to the discourse characteristics of the Internet Era from a personal perspective, micro-narrative with a relatively emotional expression like "Remove the striking slogans on Shenzhen Metro."

### **3.4 The traditional advertising supervision mode faces the reconstruction of new social media narration**

In the classic era, advertising supervision mainly refers to the state's supervision and management of advertising activities according to laws and regulations, and its "objective" and "non-emotional" features make it necessary to compete with a broader range of users who generated genres and narrative forms (M. Carlson & S. Lewis (ed.), 2015). Nevertheless, in the era of We Media, the supervision of advertising presents more features of social supervision. Internet users volunteer to generate more perspectives of supervision with a broader range of genres for observation. Words for advertising supervision are posted in the social media space, utterly different from the traditional model. For example, when "Financial Gossip Girl" saw Alkali Pregnancy Treasure advertisement on Taobao's home page, she immediately said in her microblog, "What if I had a daughter? Hehe." In modern network discourse, the onomatopoeia "Hehe" tends to carry the meaning of "ridicule and disdain." The ad of Alkali Pregnancy Treasure contains gender discrimination, which is also intolerable according to Chinese social ethics. More We Media have internalized their attitude towards advertising supervision from this angle and have volunteered to set more humanistic and subtle standards.

To cater to this trend, professional Media have also made relative adjustments. They "recapture the microphone" by entering the microblog and WeChat platform. At the same time, they have adjusted the communication paradigm to "a hybrid form of absorbing elements of different paradigms such as professionalism and sensationalism" (Long Qiang and Li Yanhong, 2017). For example, "Sina News" microblog released when the small can Tea advertisement triggered a heated discussion: "Mini Canned Tea Company's response to 'Fake' masters of fried tea was teased by netizens: they target post-80s generation again to collect their 'IQ tax'". This writing style is quite different from the traditional one. Therefore it follows that the coexistence, complementation, and competition of personal perspectives, individual emotions, and excellent public narration is a subversion of the traditional narrative discourse of online advertising supervision.

#### **4. Optimization and implementation path of online advertising supervision system**

##### **4.1 Construction of government leadership and industry association participation in the censorship system**

No matter how We Media participate in the supervision, the discourse authority of professional media can never be shaken. In addition, the online advertising market mechanism does not come spontaneously. There are unclear property rights and economic problems between both online and traditional media advertising stakeholders. Therefore, we need to construct a government-guided advertising censorship system so that the government can participate where the market fails to work. Explicit legal provisions can limit illegal activities, and applicable regulations serve as a sufficient basis for market supervision. At the same time, government departments' functions should be altered from supervision of post-advertising to the whole-process supervision of advertising before, during, and after.

At present, a big problem in China's advertising censorship system is the imperfect laws and regulations system. In the current advertising censorship system, there is no self-discipline censorship of the advertising industry association. Although the self-discipline of the advertising industry is the internal requirement of the industry, it is not conducive to fundamentally solve the problems of false and illegal advertising. Industry self-discipline is an essential supplement to government regulation which joins the government's macro-regulation to maintain the regular operation of the online advertising market as two of the major forces.

Take the USA as an example. Although the USA does not have one "advertising law," it relies on various targeted Bills to guarantee the implementation and supervision of the advertising supervision system. Establishing a complete legal system of advertising supervision and associations should be solidly carried out in China. Heteronomy is adequate supervision for a specific time, but self-discipline contributes to development for a long time. It can significantly reduce the management cost of relevant administrative departments and advertising supervision agencies and effectively improve the performance of advertising censorship and advertising supervision by formulating self-discipline rules to abide by, standardizing the performances in the ads delivered by the enterprises, enhancing the awareness of self-discipline of the concerned industry and professional ethics of their employees, to avoid the risk of illegal advertising.

##### **4.2 The power and responsibility of advertising supervision organization and its personnel**

In the existing laws and regulations, the right of advertising review is not commensurate with the responsibility of advertising censorship. For example, the advertising censorship staff neglects their duties, abuses their powers, and engages in malpractices for personal gain, resulting in illegal advertisements. It is vital for pre-trial of medicine, food hygiene, and other related advertisements. Without the pre-trial, if there is any problem, it will be ended up with a rising number of false and illegal advertisements rushing into the market. So the advertising industry should know first of all do well in self-management, self-restraint, and self-restriction of its advertising activities. At the same time, the job performance of the advertising censors should be combined with the advertising censorship of the advertising supervision and management department. Then the reward and punishment measures are strictly implemented to motivate the advertising censors and restrain the malpractice of the advertising censors.

##### **4.3 The value of social supervision and consumer movement**

With the marketing activities of enterprises turning to be consumer-centered, the influence of consumer movement on advertising is becoming more and more critical. In the developed countries, the advertising supervision system pays much attention to the consumers and complaints of enterprises. In the USA, the National Advertising Agency (NAD) handles complaints from enterprises and consumers under the National Advertising Censorship Board.

Once the complaints are verified, NAD will start to inform advertisers and specify all the verified statements. If the evidence is not sufficient, NAD will request to modify or terminate the advertising statement. "About 75% of the cases censored by NAD come from complaints from consumers or enterprises." Therefore, the majority of both consumers and consumer rights organizations should be encouraged to boycott and report illegal online advertising so that they can supplement the lack of

administrative law enforcement. Advertising audience is the main body and important force of advertising social supervision. As a result, the advertising audience supervises the authenticity of advertising and enhances their ability of identification and self-protection.

Once the advertisement is released, it means entering the "vast ocean" of the public. The advertising audience should play a good role in overall supervision, paying attention to the authenticity and legitimacy of advertising. The supervision effect of social supervision subjects on advertisement tends to have invisible authority, which can alert advertisers to consider social morality in their creative design of advertisements. Once they are ignored or despised, it will lead to severe consequences.

## 5. Conclusion

To sum up, we can find that in the historical process of the development of social networks, sharing discourse has gradually become the mainstream discourse and "shared reality" of social networks, and the rapid development of We Media makes advertising supervision have a trend toward expanding social supervision power. However, no matter how the emerging forces have affected them, they will never challenge the official authority with sharp words, and the authority of professional institutions occupies the main discourse power. Compared with professional media, We Media mainly aims to voice "accountability" as the first one. Further illustrates that China's online advertising management is ultimately carried out within the social environment and morality of advertising audience supervision. Based on the realistic localization conditions, the government should also speed up the online advertising supervision system's optimization and make more straightforward and more rigorous decisions in law, self-discipline and consumer heteronomy, etc.

Some scholars proposed using blockchain in big data to track the voice of advertising media, which is data and text left through blockchain. Tracking the responsibility advertisements have shouldered and will carry on the shoulders has played a long-term and practical impact and review role on advertising network supervision (Chen Fubao, 79-81). Professor Chen's study may render another efficient way to supervise online advertisements. Hopefully, more efficient approaches will be obtained to supervise this online advertising system in the information era. And I will go on with this research in my future studies.

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