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硕士学位论文

泰国广告中的女性形象——以保险广告为例

The women images on Thai advertising —
using insurance advertising as examples

CHANAKARN SATIENCHARUKARN (郑惠珍)

指导教师：周雨

专业名称：广告学

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摘要

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广告是表达社会文化，反映思想制度和社会信念的重要工具。大众传媒对女性形象的塑造和传播，一直存在刻板印象的弊端。作为女性地位较低的泰国社会，当今的女性形象是否有所改善？这是本研究的主要问题。通过泰国最主要的广告主——保险公司——的历年广告进行分析，本文使用内容分析、访谈法、和个案分析的研究方法，分析了广告中的女性形象，女性角色和气质。结果发现，广告中的女性形象以非职业形象居多，但职业形象的比例也较高。非职业的形象，主要是母亲和妻子，以家庭为中心，展示了欢乐、温柔、关爱子女的气质，符合传统泰国社会对女性的教育理念。职业形象中，女性展示了工作的社会职能，这时她们的气质是成熟、严肃和富有智慧的。配合母亲和职业女性的角色，广告中的女性穿着较为保守，端庄，没有明显的裸露。20余年的跨度中，广告中泰国的女性形象没有大的改变，一直如此。

整体而言，泰国保险广告中的女性形象，与泰国社会的状况是一致的。这也印证了广告主和广告公司的观点，他们选择什么样的女性形象来表现，主要取决于广告的目标和主题。保险公司的形象广告为了契合自己勇于承担社会责任、关爱民众的品牌形象，选择“反映社会真实”作为广告创意的基本概念，因此广告的形象设计会尽量符合社会现实状况。尽管企业和媒体所做的事情，是为了自己的传播目的，但实际却促成反映社会潮流、引领社会潮流的职责，这可以说正是广告的重要价值之所在。

此外，泰国媒体在塑造广告中的女性形象时，将传统的家庭妇女逐渐发展为职业女性，是一种进步，然而最多的角色是母亲和职业女性兼顾的双重角色，这为现实中的女性带来了更大的压力。广告在打破久的刻板印象的同时，是否也在促成新的刻板印象生成，值得我们思考。

关键词：泰国广告；女性形象；女性角色；保险业

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Abstract

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Advertising is essential facility that can truly express the social culture and reflect the ideological system and social belief. Mass media portrayed of women images in malpractice stereotype. The main problem of this study is as the lower status of women in Thai society, whether the women's images has improved.

Through

the analysis of the advertising of Thailand's most important advertiser-insurance companies, this study uses 3 methods: content analysis, interviewing method, and case analysis for analyzes women's images in advertising, women's role and temperament.

The results of this study show that the image of women in advertising is mostly non-professional image, but the result of professional image is also still high.

Non-professional image is mainly mother and wife, the family as the center, showing a happy, gentle, caring for their children's temperament, is also similar to Thai's traditional women. As professional image, women shows working status and their temperament is mature, serious, and full of brightness. In the advertising, women as

mother and working role is dressing more formal, dignified, and no apparent of nudity.

Overall, the women's images in Thailand insurance advertisements is concordant with situation of Thai society. It could be a proof of advertiser and advertising company's point of view depends on advertising objectives and themes.

The insurance company's image advertising is for expressing company's social responsible, caring for people's brand image, selecting "reflect the social reality" way

as a basic concept of advertising creativity. Therefore, the design of advertising image

will be complying with social reality. Although the purpose of company and media is

for business goal, but the fact is still be part of responsibility of reflecting social trends, leading trends of social responsibility, which can be said that worth value of

advertising.

Furthermore, Thai women images in media will gradually developed into a women occupation is a kindly progressive, but most of women role would be more dual role- both mother and working role, and could bring about more pressure on women in reality. The advertising is breaking for traditional stereotype, whether it is

also contributing new formal stereotype, it is worth for think about it.

Key words: Thai advertising; women image; women role; insurance business

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