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硕士学位论文

越南争议广告研究

Exploring the Controversial Advertisings in
Vietnam

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摘 要

本文研究对象为2009至2014年期间在越南国内引起争议的广告。主要研究问题包括越南争议广告的主要原因，越南争议广告主要通过什么路径得以传播，争议广告对企业的信誉及其品牌的影响。研究主要使用案例研究法中的描述性案例研究和深度访谈法。研究发现，在争议广告的争议性产品、广告创意和广告投放渠道三个主要研究维度中，越南争议广告大部分属于广告创意维度，因这个维度引发争议的原因主要包括违反传统文化、过于敏感的主题、歧视特殊群体等。研究还发现，社交网络在越南争议广告形成和传播的过程中发挥了重要作用，争议广告通过媒体—受众—社交网络—媒体—公众的路径进行传播。部分越南争议广告已经损害了企业的信誉，影响到其销售额以及品牌在市场上的竞争力。本研究的目的是为了帮助越南和国外企业更有效地进行广告传播提出参考和建议。

关键词：争议广告；传播路径；社交网络

Abstract

The purpose of this paper is to examine attitudes towards the controversial advertisings in Vietnam during 2009 – 2014 period. Using descriptive case study and in-depth interview method, the paper aims to determine the reason for advertising being controversial; through which path these advertisings disseminate; how controversial advertisings affect company reputation and brand. Findings – in Vietnam, among advertising controversial product, advertising execution and advertising media these three dimensions, the majority of advertisings are controversial because of the advertising execution including anti – traditional culture, too sensitive issue, the discrimination against special groups, etc. The results also indicated that, the social network plays an important role in the formation, development and communication of controversial advertisings in Vietnam. Generally, controversial advertisings spread through the path of media – audience – social network – new media – public. A part of controversial advertisings damaged the company's reputation, affect the sales volume and the competitiveness of the brand in the market. Originality/ Value – this paper offers suggestions and references for Vietnamese as well as International enterprises to effectively design advertising communication strategies.

Keywords: Controversial Advertising; Dissemination Path; Social Network

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