题　　目：网络剧的传播策略研究

中文摘要

近年来，随着网络剧数量的日益增多，竞争不断加大，宣传推广显得格外重要。采取哪些传播策略，才能有效推动网络剧播放量增长，成为了网络剧运营方和播放平台最关切的问题。本文使用数据分析法，对比 2019 年寒暑假的五部热播剧《破冰行动》、《陈情令》、《亲爱的，热爱的》、《庆余年》、《爱情公寓 5》在微博平台的热度曲线与在爱奇艺、腾讯视频等视频网站的播放量，发现传播策略与播放量之间具有很强的关联性，当传播活动的点赞、评论、转发数增加时，播放量也会随之上涨，但各网络剧的传播效果不一，其播放量、豆瓣评分存在较大差异；使用案例分析法，收集五部网络剧的传播策略，基于网络整合营销 4I 原则将传播活动的同类项和不同项进行合并，发现网络剧在传播过程中存在高质量趣味内容匮乏、个性化推荐模式单一、双互动滞后、观众价值体验感弱等问题。本文认为，为引导公众关注网络剧、传播策略获得良性口碑、推动网络剧收视率持续增长，网络剧运营方和播放平台需要创作趣味性内容、提供全新体验形式；利用大数据进行 AI 智能剪辑、实现个性化推荐的多渠道分发；构建完善的评论管理机制、实现深度互动；打造高强度价值体验，为粉丝提供持续性利益。

关键词：网络剧；传播策略；4I 理论

Abstract

In recent years, with the increasing number of network dramas, the competition continues to increase, publicity and promotion is particularly important. What communication strategies can be adopted to effectively promote the growth of online drama, which has become the most concerned issue for the producers, operators and broadcasting platforms of online drama. Using data analysis method, this paper compared the winter and summer vacation in 2019 five hit drama "the ice breaking action", "by order", "my dear, love," celebrates the years ", "love apartment 5" in the heat of the microblogging platform curve and in IQIYI, tencent video, such as the amount of broadcast video site, found that the communication strategy and play, have a strong connection between the amount of the communication activity of thumb up, reviews, forwarding number increases, the volume also rose, but the network communication effect of the play is differ, there are large difference between the playback volume, watercress score; Use case analysis, collect five network communication strategy, based on the principle of network integrated marketing 4 I, the dissemination activities like terms and different items to merge, found that lack of high quality in the process of transmission network play interesting content, personalized recommendation model of single and double interaction problem such as lag, audience value experience feeling weak. This paper holds that, in order to guide

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

https://d.book118.com/015214221023011233