

## 《国内播出《太阳的后裔》P出饮料广告植入遭吐槽！》

《太阳的后裔》这部剧集，因为制作精良，情节引人入胜，在中韩两国掀起收视狂潮。

??...??????...

??...

??...?????



??~

????????????????????????????????????P???..P???...????Real?~????????~??????????



?????????"????"???????????

?????????"product placement"????"????"?????????????"embeddedmarketing" (?????)?

????:

Product placement is, "any form of audio-visual commercial communication consisting of the inclusion of or reference to a product, a service or the trade mark thereof so that it is featured within a programme, in return for payment or for similar consideration."

