The study of e-commerce live broadcast: The use of rituals in the reproduction of oral traditions

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Abstract: With the continuous development of the Internet, e-commerce live broadcasting is also maturing after a certain period of time. After three times of transformation, the complete e-commerce live broadcast system has been continuously improved. Under this, it is different from the traditional oral tradition, which has been reproduced with the development of the Internet. In the continuous recurrence, rituals and formulations are the main recurrence methods. Based on this traditional background, this paper will use the interactive ritual chain theory to analyze the recurrence of the ritual. Finally, it will bring some professional thinking and perception to relevant practitioners, and try to provide a mature and feasible methodology reference for the benign development of network broadcast in the future.

Keywords: e-commerce live broadcast, oral tradition, ritual interaction, formula

1. Introduction

E-commerce live broadcast, in the traditional sense, is in the static product introduction of e-commerce platform, through the live broadcast of professional hosts to introduce products, and invite some customers to share the effect of product use, thus guiding more customers to consume behavior. E-commerce live broadcast is an important result of the further integration and development of TV shopping, e-commerce and other business models in the dynamic development of new media technology. The advantage of ecommerce live broadcasting is that through the introduction and display of the commodities by the live host, consumers can have a more comprehensive understanding of the commodities, so that consumers have a more three-dimensional experience and feeling of the commodities, and reduce the concerns caused by the asymmetry of market information.

With the continuous development of the Internet and the emergence of new media, platforms such as Tiktok, Kuaishou, XiaoHongshu and Taobao are actively constructing with traditional e-commerce, thus triggering people's research on e-commerce. While the traditional e-commerce is mainly based on selling goods, with the continuous development of The Times and the emergence of new media, the current e-commerce has gradually changed its development mode. Before it simply sells goods, there will be some marketing and packaging. They enrich their communication content by means of communication channels and paths, so as to attract the audience and better provide the foundation for subsequent e-commerce services.

At this stage, the development of e-commerce as a whole has been relatively mature compared with other industries, is an emerging industry, and for each e-commerce incubation platform, the head of mcn institutions are also constantly appearing. E-commerce has become popular from the beginning of the minority shelved, infiltrated into everyone's life, so the research on the communication with e-commerce will be particularly important.

The development history of China's e-commerce live broadcasting includes three periods: 2016-2018, the embryonic and exploratory period. When the network is gradually driven by technology to mobile live broadcasting, and when most people are focused on game videos and entertainment videos, Mogustreet takes the lead in introducing video content into e-commerce and gradually forms the model of "live + content + e-commerce". 2019-2020, the outbreak of growth period. Affected by the epidemic, live e-commerce in the field of online shopping share of the rapid increase in the number of live with the GMV surge, the site to increase the band red guide, flow support, and constantly launch fan live services to expand the fan population, various types of live platforms continue to appear, MCN agencies also continue to explore, explore commercial cash ways.

Twenty-two year to the present, the industry's turning period of a variety of new regulatory policies

have been released, in the second half of twenty-two year, the regulation continues to strengthen, many anchors due to tax issues were investigated, the entire video e-commerce field suffered a reshuffle of the flow.

At this time, although the scale of the video ecommerce field continues to expand, the growth rate gradually declines, and the industry has turned a corner. The above three periods are representative of the three eras of e-commerce live broadcasting, and under this oral tradition has also appeared again.

2. The reemergence of oral tradition

Oral tradition can be divided into broad sense and narrow sense, "the broad sense of oral tradition refers to all forms of human communication with sound, the narrow sense of oral tradition refers to the language arts in traditional society, such as ballads, stories, Harold &middot, Innis all praise the epic and narrative poetry of ancient Greek civilization, especially Homer's epic, because of their high flexibility. It can achieve the perfect combination while maintaining the bias of time and space; The development of modern human civilization has reached an extreme, that is, to achieve the balance of space, so as to stimulate people's unique creativity and innovative spirit. New thinking, philosophical speculation, etc., all come from the flexibility and creativity of oral language traditions. Freeh's "Human Media Chronology" points out that with the development of The Times, language ability and the development of writing technology have also changed dramatically, thus forming a new time node. If humans have 120,000 years of speaking history, and 120,000 years measured in twelve months, "in the last twelve months of human mastery of information transmission technology, there have been eleven zeros. In May, we rely entirely on oral transmission, and oral tradition still plays an important role after the invention and use of writing. "After oral communication technology enters the network, it establishes a new space-time relationship and forms a complete discourse framework, which brings a new development opportunity for oral communication technology. [1]

From our initial word of mouth, to the continuous popularization and development of various printing tools, and finally to the current information network era, real-time communication can be achieved in any corner of the earth with the help of existing technology. New media, refers to the use of big data technology, network technology and other modern information technology or network technology means, with interactive, communicative new. With the development of science and technology, new forms of media have evolved from the traditional Internet, mobile networks and other forms of digital media to an all-internet society, they not only provide more information, but also provide more interactivity, which enables us to better understand and utilize the various resources of modern society.

The dissemination of old newspapers and periodicals will have a great impact on people's social form and social psychology. "The advantages of a new medium will lead to the emergence of a new civilization." The emergence and dissemination of new media not only brings to our lives with the development and change of science and technology, it not only profoundly affects People's Daily life, but also brings new spatial connections for our oral life and academic research, enabling us to better understand the world and explore unknown possibilities. Walter Ong is a representative of the second generation of the new media era in the United States. He believes that the rise of written culture has changed the way of thinking of ancient people, and the advent of the electronic and digital age has brought oral culture to life in a new form." In it, Weng mentioned two issues that have always influenced the cultural thoughts of later generations: one is the native oral culture, and the other is the secondary oral culture. "The native oral culture refers to the culture that has not been changed by any printing technology and has not been affected by written words. "The culture produced by telephone, radio and TV" is called secondary oral culture. According to Weng's analysis, we are now in the stage of "secondary oral culture". With the popularization of the Internet, people's oral history and the way knowledge is transmitted have changed dramatically, which has also allowed the world's oldest IT to be rediscovered. In the whole study of the transmission path of e-commerce, the reproduction of its oral tradition is also an important part of the study. The above has analyzed the emergence of oral tradition and its development process as a whole. Specifically for the entire e-commerce, the recurrence of oral tradition makes the communication of ecommerce more popular, reduces the distance between the audience, so that the audience can consume under the context, improves the transaction rate of e-commerce, and thus follows the new trend and new pattern of the development of e-commerce. Therefore, the development of the Internet is understood and analyzed from this perspective, which belongs to the recurrence of traditional oral English.

3. The theory of interactive ritual chain in e-commerce live broadcast

According to Emile Durkheim, religious rituals are rules of group behavior that dictate how a person expresses himself and interacts with sacred objects. Collins argued that such rules of behavior are determined by the norms of behavior in a group and can be better understood by synthesizing previous theories and established the concept of interactive etiquette chain. However, in the past, interactive rituals tended to be passed on by word of mouth, or aimed at traditional communication methods. However, with the continuous development of new media and the continuous popularization of the Internet, the chain theory in interactive rituals is also constantly appearing and being applied. Then, how does the chain theory in the interactive ceremony combine with the live broadcast of e-commerce? This article will be analyzed through the following aspects. He believes that the "ritual of interaction" is a process in which participants develop a common focus of attention and thus experience micro-rhythms and emotions in each other. This theory has also been widely used in the phenomenon analysis of communication studies. According to Collins, the interaction should meet the following four conditions: (1) two or more people are gathered in a certain place; (2) Establish a boundary for outsiders; (3) people's eyes are focused on a common goal or content; (4) they are able to enjoy the same mood or emotional experience with each other.

Next, this paper will specifically discuss how the interactive ritual chain occurs under the background of e-commerce live broadcasting.

3.1. Virtual presence

The presence is also a necessary condition for the emergence of interactive rituals. Traditional forms of interaction in the past mainly focused on personal participation, but with the dissemination of information, the development of the network that breaks the constraint of space and the wide application of mobile technology, the emergence of collective activities is no longer based on the need for physical space or scene, and "physical presence" has also begun to change. According to the characteristics of the Internet, participants in Taobao live streaming activities are Taobao and e-commerce users who can focus their attention on the live streaming pages of network anchors. In various video websites, the platform will also use big data analysis to design, so as to better retain consumers. The purpose of participating in person is to create a sense of community and common excitement in the ceremony, which is the same procedure and time setting as Taobao Live broadcast to stimulate users to participate in live broadcast and interaction at a specified time, so as to form information exchange and emotional sharing. However, there is no big difference in the scene and result between the two. At the same time, the virtual presence enables each e-commerce platform to build a specific scene. For example, the e-commerce platform of an outdoor goods store will build the virtual presence on an outdoor platform, so that the audience can truly experience the charm of wilderness travel. For example, the e-commerce platform selling maternal and infant products will set up its e-commerce platform in a warm and warm small room, so that the precious mothers who come to buy can feel the warmth brought by their families. Similarly, some e-commerce sellers of luxury brands will build their e-commerce platforms in the prime locations of shopping malls, or the overall decoration will adopt gorgeous and high-end forms, so as to adapt to their brand value and guide customers to continue to buy. In short, the continuous popularization of virtual presence is to better attract customers, so that customers can choose the items they want to buy in a specific scene, and connect with the real scene to directly hit customers' pain points, so as to improve the transaction rate of e-commerce by means of communication

3.2. The blurring and concealment of the boundary of outsiders

Cyberspace is mainly the setting of the outsider world, which is different from the traditional one. With the continuous development of the Internet, the threshold of the Internet is getting lower and lower, everyone can do online shopping on the Internet at any time. Due to the openness and ease of use of Taobao Live streaming, users who have not known Taobao Live streaming can quickly participate in it, and do not need to spend extra time to understand the shopping process of Taobao Live streaming. These research results have blurred the definition of outsiders in the interactive ceremony. In the survey, it can also be found that the definition of outsiders in Taobao video is not clear, and it is not clear whether they participate in or watch live broadcast, but is defined in terms of participation resources and emotional support. Taobao video may be the first choice of ordinary video users, because it provides rich content and interesting games, which can allow them to enjoy the fun of video in a relaxed and pleasant time. To participate in video activities, team members also need some emotional support in addition to watching.

For the intermittent ambiguity of outsiders, platforms such as Tiktok also have different mechanisms. For example, when you brush the Tiktok live broadcast room, you can choose to enter or not enter the live broadcast room, but when you enter or not enter the live broadcast room, there is already a picture. To some extent, you have not yet entered the e-commerce broadcasting room of Tiktok, you have already seen the content it sells and felt the atmosphere in its broadcasting room. Then your inner emotions are also mobilized, which leads you to enter the Tiktok studio. And when you enter the Tiktok studio, the boundary will be constantly blurred and hidden, so as to improve your sense of identity and resonate with the host broadcast, helping the Tiktok e-commerce studio. Similar to some ordinary users, they watch the live broadcast partly to kill time, but for the real fans, or people who follow the blogger for a long time, they will invest more energy to complete the relevant attention. And some bloggers will also comply with this requirement of fans. For example, in Li Jiaqi's live broadcast, he will communicate with fans in the form of super talk, while Luo Wangyu of Tiktok will operate by building a fan base. Some fans also have small sizes, so they can share their daily wear and taste, so as to narrow the distance between them and fans. This requires ordinary live broadcast users (outsiders) to pay attention to familiarize themselves with the operation rules of the live broadcast room and behind the scenes, and invest time, emotion and expense according to the rules. [2]

3.3. Another factor in the interactive ritual of consumption carnival under the common concern is "common concern"

Due to the particularity of live broadcasting, the audience can attract their common eyes from the beginning of live broadcasting. While watching live broadcasts on Taobao, viewers pay special attention to the content narrated by network anchors or celebrity anchors, because they can provide more interaction opportunities, so that consumers can have interesting exchanges with the anchors and get more product information. The number of livestream products on Taobao is usually strictly limited, but there are some special products for consumers to choose from the purchasing process. If the audience cannot broadcast the livestream at any time, the customers will not be able to buy the products or get the rights of the livestream products. In the process of live broadcasting, customers' attention can quickly gather, so that they can be invested in the interaction with the network anchors, and cause common excitement through the purchase of interactive commodities. After the products are put on the shelves, the anchors will count down the time to increase the heat, and the limited products of "seconds empty" will stimulate consumers' desire to buy. In addition, in special festivals, such as the Tmall Double Eleven, anchors will also use the keywords of "limited time, limited amount, limited purchase" as a means of publicity, in order to attract more consumers' attention, so that more people can buy the desired goods. In some of the most popular live videos, merchants will list the videos in batches to stimulate the purchase desire of viewers who have not yet bought, or out of people's competitive psychology, triggering a collective carnival. As Klins says, shared relationships are the foundation for building a common global symbol. Through e-commerce live streaming, users can interact with anchors according to their preferences, thereby better understanding product information and building connections with other users. A common relationship is established. In addition, the common content of Taobao live broadcast is not limited to live broadcast. Users use communities, forums and other channels to pass on information about merchants and anchors to each other outside the live content, thus triggering trust and emotional communication among consumers. [3]

3.4. Share your emotions and personal emotional experiences

The joys, sorrows and emotional experiences shared with the interacting parties are another component of the interaction ritual. According to the time dimension, the emotional experience of participants in Taobao live streaming can be divided into two stages: viewing period and non-viewing stage. At the beginning of watching, the group members still maintain strange relations with each other. The anchor uses the new role in the group to show the character characteristics of the group through video experience, so as to increase the sense of community identity. With the deepening of the feelings between the network anchor and users and fans, the communication frequency and tacit understanding are improved, and the fans participate in the video, reaching the emotional resonance between the network anchor and fans. The most important part of oral reproduction is to share one's own feelings or experiences, and soft and wide videos similar to small pornographic books and Tiktok are the most intuitive feelings. Often, the advertisement in a video is not a blunt insertion, but accompanied by some plots in the short video or some inadvertent appearance, so that the audience knows the product, and then reaches a certain push mechanism, and then goes to the e-commerce direct broadcast room of the product, and then enters the direct broadcast room for purchase. Therefore, when we see other videos with similar

brands in them, our common emotions are aroused and we subconsciously feel that we will become as beautiful and as effective as he is after using it, which leads us to make an order. When you actually receive some products, the system will also invite you together with the background system to cash back the next product praise, so that more consumers will be affected while commenting, thus helping the sales of the whole live broadcast product. In the non-viewing stage, users can discuss the live broadcast product in the community or forum or express their good impression on the live broadcast product. To continue to watch the live broadcast and accumulate emotional power, so as to promote the effect of the activity to further strengthen. Many users will actively carry out secondary processing and transmission of live broadcast information to further increase the effect of live broadcast. In the two processes of Taobao live broadcast, the team members share emotions and communicate with the anchors and the team, thus increasing the team emotion and even forming team identification. At the same time, it also continues to attract other users in the process of activities, so that they can join in the interaction with the next product. These two processes will continue to cycle among the insiders of the livestream users, thus forming new social focus and new cultural emotions. Scholars Huang Ying and Wang Maolin believe that Internet video brings users the acquisition of emotional power and the exchange of cultural symbol assets through interaction, which then triggers users to re-order, and repeats the cycle, and finally achieves emotional energy, resonance and identity recognition.

4. Conclusions

The development of the Internet has brought a lot of convenience, but at the same time, it is also necessary to introduce corresponding laws and regulations to regulate, such as the head anchor thunder incident and so on, which need us to reflect and think. Similarly, as a student majoring in broadcasting and hosting art, one day in the future, I may be engaged in the field of e-commerce live broadcasting. I think what is needed in this field is not only some excellent professional quality, but also some theoretical background support. Only in this way can we go on this road, in order to take every road can be smooth. I think this is also the biggest feeling and thinking that this course has brought me.

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