

# Research on the development of traditional media hosts under the wave of e-commerce live broadcast

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**Abstract:** *With the development of live broadcast, the use of live broadcasts in life has become more and more extensive. The live broadcast of news reports, the emergence of e-commerce live broadcasters and so on...all the phenomena show the vigorous vitality of the emerging industry of live broadcast. The in-depth integration of different media have collided with new sparks. Also, as a traditional host who have received professional training for what one is doing that has advantage in adapting to e-commerce live broadcasts. All in all, with the development of e-commerce live broadcast, hosts who work for traditional media still have a long way to go.*

**Keywords:** *E-commerce live broadcast; host; traditional media*

## 1. Introduction

With the arrival of the seventh wave of live broadcast, the form of e-commerce live broadcast gain more and more attention. E-commerce live broadcast now is a new sales form which relies on modern technology and the Internet as the basis to sell products by different kinds of anchors. Especially during the epidemic, this new sales form of live broadcast is booming. Also, Consumers are gradually accepting this new shopping form of live streaming, and we can see that the e-commerce live streaming industry has good prospects. Many brands have set their own live broadcasting rooms to introduce and sell their products. Many online celebrities have used their popularity to sell products in the cooperation with MCN studio. Traditional media have also begun to accelerate the merging trend with the traditional media and new media. For example, Traditional media also have tried live streaming to sell products considering their own advantages. For example, Zhejiang Broadcast Television Group in 93 channel carried out many live broadcasts to help farmer. This behavior not only helps farmers promote agricultural by-product, but also be conducive to consumers who will get goods of good quality at a cheap price. Comparing with social media pioneers or any professional sales anchor, the hosts who are a professional by training broadcast have their own advantages. Meanwhile, DongFangZhenXuan that has broken apart from the herd in 2022 in the live streaming market inspires the new direction of Live e-commerce. We may speculate that the combination of Live e-commerce and the host may be promising in the future.

## 2. The hosts' transformation under the wave of e-commerce live broadcast

### 2.1. Cooperative and innovation

The cooperation between online celebrities and traditional media hosts is a win-win model. The combination of social media pioneers and hosts satisfied the appetite of the audience. Besides, the image of traditional media hosts improve the audience's credibility in live broadcasting. For example, Ouyang Xiadan teamed up with Wang Zulan and the team named "no one can stop me from shopping". As an anchor of "Network News Broadcast", she changed her serious style as usual and ridiculed her name "Xia Dan"-----using "Xia Dan" stands for "buy". Such kind of behavior narrow the distance between anchor and the audience.<sup>[1]</sup>

### 2.2. The emergence of new occupations

E-commerce live broadcast is a new sales form relying on the Internet, as an emerging industry which has attracted many hosts. According to the recruitment requirements of a job application, the HR give priority to the broadcasting and hosting profession when recruiting e-commerce anchors. For e-commerce anchors, the e-commerce live broadcasting industry may become a popular choice as a profession in the future. Comparing with broadcasting students who graduated in present year, traditional media hosts have a sense of experience and story. In addition, their public persona brings more attraction and contrast to the public. For example, as a news anchor, KangHui, shows quite another side through

the short video platform that different from the news studio. His vlog in Bilibili have been clicked exceeded one million which satisfying the curiosity of the audience and increasing the contrast of the host image.

### **2.3. Media convergence**

In addition to the cooperation between online celebrities and traditional media hosts, some hosts switch to the new career of e-commerce live, traditional media start live broadcasting to sell goods on Internet. Negroponte systematically put forward the knowledge concept of "media convergence" in 1987, and predicted the development of media in the future. Traditional media are authoritative and have their own influence that a single celebrity cannot compete with. Since it has started live broadcasting, it quickly attracted the audience and own high credibility.<sup>[2]</sup> With the deepening integration of media, Traditional media and e-commerce continue to cooperate, sparking new idea. Traditional media have their own in advertising that attract more and more audience. Traditional media host make a deep impression on audience through their own unique style. For example, In December 2021, Zhejiang Broadcast Television Group in 93 channel held the live broadcast activity of "Twilight plan", For each transaction of any commodity, 1 yuan was given to "Twilight plan" and make rural teachers' wishes come true. This live broadcast selected specialties carefully which from all over the country, contributing to the common prosperity of rural areas and the revitalization of villages. The tacit partnership between anchor Lei Ge and XiaoBai, as well as the selection and publicity of the live broadcast, brought the live broadcast to a successful conclusion.

## **3. Analysis on the advantages of traditional media host in E-commerce live broadcast**

### **3.1. Knowledge reserve**

Traditional media hosts, with their a ton of work experience and great cultural literacy, show a deep cultural heritage during live broadcast. As an important part of the media, live broadcast has high requirements for the host's good ability to meet an emergency and expressive ability. Only with a rich knowledge reserve, can they respond to changes with constancy.<sup>[3]</sup>

### **3.2. Narrative Competence**

Hosts who work for traditional media not only has fairly good narrative expression ability, but also has excellent language organization ability, which play great advantages in live broadcast. By discovering its uniqueness, a product can stand out from its peer. To achieve this goal, we can dig the attached value of products continuously and package products with the story behind the products, so as to arouse the curiosity, interest or emotional resonance of consumers. Therefore, the key to the success of E-commerce live broadcast is to present a great product story, which is exactly the specialty of the hosts. For example, the popularity of live broadcast of Oriental selection shows the importance of narrative ability in live broadcasting. The popularity of Oriental selection live broadcast reflects the importance of narrative competence in live. A host from China CCTV introduced Wenzhou duck tongue in Wenzhou dialect during the activity of the national tour live broadcast of Zhejiang station named "buy all over China, power good life". Because "tongue" in spoken Chinese sounds very much like "loss money" in Wenzhou dialect, the people of Wenzhou give "duck tongue" a lucky nickname —— "duck earn". While selling goods in the live broadcast, the host also popularized some dialect knowledge to audience. Also, while promoting West Lake Longjing tea on live broadcast, the host named Wang Xiaolei also taught the step of making Longjing shrimp on site, a classic Hangzhou cuisine. It is the emotional and professional introductions of the host that the audience's credibility was improved.

### **3.3. Professional qualifications**

With the rise of e-commerce live broadcasting industry, a growing number of citizens are becoming the live streaming anchor. People who engage in this profession usually gifted with a silver tongue and their physical quality is also a significant consideration for their work. According to the different requirement of the platform, the way how the anchor sell products can be divided into "flat broadcast" and "passion broadcast". Whatever it is, they all face a problem that even if the host is proficient in the language, his or her career life is still limited. Because Many of them didn't get professional training on broadcasting so that their throat may get hurt after selling goods for a long time. More seriously, after

three or four years their voice may turn to "Drake voice" which causes irreversible damage. Physical fitness has become a major stumbling block on their career development path. However, traditional hosts may avoid such problems. They receive professional broadcasting training generally, and their pronunciation methods, oral resonance and breath have been strengthened through professional training day after day. They have good pronunciation and strong oral expression ability.<sup>[5]</sup> A professional host can even talk for 10 hours constantly, and the enunciation is still full. It is really difficult for other common anchors. Moreover, compared with the "Hawking style" of ordinary anchors, traditional hosts with professional qualifications and cultural literacy, can achieve "immersive style", that is, by telling the story of products, they can build the connection between consumers and products, and then achieve the purpose of sales.

#### **4. Analysis on the improving path of hosts under the wave of e-commerce live broadcast**

##### **4.1. Host branding**

The era of Media Convergence provides a broader stage and various professional experience for traditional hosts. Influenced by the development of technology and the deep integration of media, the host has several roles. For example, in addition to broadcasting, they are also involved in other fields, such as live telecast and short video. Their main character is the traditional media host, and their deputy role is the expansion derivative under the personal IP. Many CCTV News hosts create their own persona and participate in the recording of short videos or variety shows, leaving people with more vivid, profound and three-dimensional characters. For example, Zhu Guangquan, a CCTV news host, hosts programs such as "News Studio" and "Joint Concern". In the context of "Joint Concern", he disseminates news and information as a TV news host in a state-level media studio. his own kind and humorous temperament, golden sentences in recording programs and live broadcasts, making netizens call him "witty talker". Further branding of hosts can enhance consumers' trust and shorten the distance of consumers during live broadcasting. Branding also means traffic. The more distinct the brand is, the more interested the audience is in watching the live broadcast, and the greater the live broadcast streaming traffic will be. Therefore, in the current wave of e-commerce live broadcast, it is necessary to speed up the creation of branding hosts around their own personality characteristics.

##### **4.2. Balance entertainment and credibility**

While branding the host, the hosts should also improve the quality of products selections and pay attention to their words and deeds during live broadcast. In this era of "amusing our to death", traditional hosts shouldn't pursue entertainment blindly. Too much participation of hosts in commercial activities such as webcast will inevitably affect the authority and credibility of traditional media.<sup>[4]</sup> Therefore, with the increasing popularity of live broadcast, traditional hosts have participated in the commercial live broadcast. We need to foresee the emergence of this contradiction. Traditional hosts need to balance the relationship between live broadcast and image.

##### **4.3. Enhance literacy and competitiveness**

Traditional hosts generally lack practical experience in the face of the new mode of network broadcast. Therefore, in order to adapt to the further development of integrated media, hosts need to constantly learn new knowledge, improve their literacy and enhance their comprehensive competitiveness. Facing the new mode of webcast, traditional hosts will lack practical experience generally. Therefore, in order to adapt to the further development of fusion media, they need to constantly learn new knowledge to improve their literacy and enhance their comprehensive competitiveness. On the one hand, in the face of online live broadcasting, hosts need to know the knack of E-commerce live broadcast, break through their own thinking barriers and summarize practical experience in time. On the other hand, for the trend of immersive online shopping instead of Hawking, hosts should consolidate their own advantages, continue to improve their cultural literacy, and export culture to consumers. Every customer not only to buy high quality products, and obtain good quality knowledge through watching live broadcasts.

#### **5. Conclusions**

With the deepening of media integration, we can see many traditional media hosts also participate in live broadcasting. Some of them joint live broadcast with Internet celebrities, others chose full-time involvement in the e-commerce live broadcast industry. and many hosts participated in live broadcast

which was set up by traditional media. Comparing with ordinary sales anchor and newly graduated broadcasters, traditional media hosts have their unique advantages which can be seen in the live broadcasts carried out by CCTV. At present, with the popularization of live broadcasting, e-commerce live broadcasting industry is still very hot. While moving forward, traditional media hosts as the mouthpiece of the party and the people, should also constantly improve themselves, sum up experience, play their own exclusive characters, and play to the strengths of traditional media - "cultural sales". Under the dual guarantee of uniqueness and credibility, we will strive to realize the beautiful vision of win-win for media, brands and consumers.

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