

# The Social Significance of the "Live Broadcast + Fitness" Model in the View of the Evolution of Media

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**Abstract:** *Fitness apps, sports short videos, etc. have gradually entered into the public and changed people's exercise and social habits. At the beginning of this year, live fitness became a popular phenomenon. From the perspective of media evolution logic, the "live broadcast + fitness" model better meets people's needs for emotional communication and immersive experience. This model has the characteristics of communication, which has led to the return of labor relations. In the sharing and interaction of audiences and anchors, the society has achieved further integration, and Chinese culture has also been well disseminated in this model. Fitness live broadcasts meet the needs of the society and complete the construction of its own social meaning.*

**Keywords:** *Live fitness; Media remedy; Digital labor*

## 1. Introduction

The "live broadcast + fitness" model is a new form under the background of digital fitness and human-computer interaction. From apps, short videos to live broadcast platforms, the integration of people and media is moving towards a more in-depth direction. In this process, people's subjective initiative occupies an important position. Live broadcasts bring real satisfaction that audiences cannot get in short videos and apps, so they are chosen by users and become a craze. In the current online live broadcast, the anchor and the audience are constantly alienated, and the relationship between the two is becoming more and more alienated. The popularity of live sports fitness has enhanced the emotional communication between people, and the anchor and netizens can achieve the ceremony of being present at the same time through the live media. It is conducive to the formation of public cohesion, soothing emotions and conveying positive values. Live fitness drives the whole people to participate in sports, and the spirit of the Chinese people is continuously spread, breaking the stereotype of China in foreign countries. On the one hand, starting from the ontological characteristics of the media, this paper explores how live broadcasting has become popular; on the other hand, it studies how the "live broadcasting + fitness" model meets the needs of society, analyzes the social significance it constructs, and puts forward prospects, in order to provide future media for various media. Provide assistance in the evolution of human-computer interaction.

## 2. The "live broadcast + fitness" model has become a popular internal logic exploration

Fiedler believes that "new media are not generated spontaneously and independently - they are gradually generated from the morphological changes of old media." [1] Digital fitness started from App, and the early Keep became the choice for young people to exercise. The gym is often limited by the established movements and classes, but the software can provide a choice of different difficulty levels, and break the limitations of time and space. Exercise can be done anytime, anywhere. However, the mechanization and immobilization of the software made it difficult for the audience to persist for a long time. Later, short videos of fitness categories became popular, and fitness bloggers were highly respected on major websites. Compared with earlier apps, the bullet screen culture of short videos makes the netizens who practice with them feel more involved, and expand their sense of identity through sharing. And you can interact with bloggers through private messages, and bloggers will plan the next video content based on the opinions of netizens, which improves the audience's sense of participation. However, the release time of short videos is not fixed, and it is difficult to solve problems immediately.

Nowadays, people have higher and higher requirements for a sense of presence and participation. Immersive experience is the focus of various media to attract users. Short video media has little development potential in this regard, so a compensatory medium will enter people's lives. As Levinson argues, in the process of media evolution, people have a motive for the media to try to make up for what is lost. [2] The dissemination of fitness through live media satisfies the experience that people cannot get well in software and short videos. The "simultaneous presence" experience of live broadcast is higher than that of short video. Live broadcast almost completely synchronizes the host and fans, meeting people's time requirements. Based on the Internet, media such as short videos and live broadcasts are constantly updated. In fitness-related live broadcasts, the audience and the anchor are present at the same time, and the anchor can grasp the comments published in real time. Whether it is answering questions or sharing emotions, it increases the stickiness of the audience. In addition, the live broadcast time is relatively fixed and will be announced in advance. Taking Liu Genghong's live broadcast as an example, the time usually starts at 7:30 in the evening. In special circumstances, the audience will be informed in advance if the broadcast is not broadcast. Finally, due to the time limit of short videos, a video is only for a part of the training. If you want to complete the whole set of training, you need to find another video. However, the live broadcast time is more flexible, and you can practice a full set of movements including warm-up, strength, aerobic and stretching in one or two hours. In addition to time, the limitations of live broadcasts on regions are hardly affected. Relying on Internet technology, live broadcast breaks the physical distance between people, allowing people from different regions to coexist in a virtual platform.

### **3. The social meaning construction of the "live broadcast + fitness" model**

#### ***3.1. The transformation of digital labor***

With the penetration of business logic in the field of live broadcast, many anchors have been alienated as digital laborers, and the alienation of anchors with goods is particularly obvious. Only responsible for selling goods but not concerned about the quality problems of the goods sold, and in order to attract attention and gain fans and carry out meaningless live broadcasts for a long time, the anchors are gradually controlled by business logic. Not only the anchor, but the audience has also become a slave to digital labor. In the early use of sports apps, users pursued rankings, enjoyed the recognition of others in the virtual space, and used overloaded physical exercise or sitting at home to shake their mobile phones to falsify data.

Jameson pointed out that the logic of capital has penetrated into various fields, and the form of commercialization has long been ubiquitous in the cultural field. [3] Commercialization extends to every corner of daily life, not only encroaching on people's bodies and time, but also gradually invading people's emotions, transforming people's emotions into commodities that can be sold. In the current webcasts, many internet celebrities symbolize emotional expressions and use the symbols to interact with fans in order to obtain commercial benefits from them. Overuse of symbols, lack of sincerity, and the audience gradually adopted an attitude of not buying it. The new model of live fitness has brought the return of relational labor. In Liu Genghong's live broadcast, relational labor has gradually replaced the emotional labor that often occurs in live broadcasts with goods. Relational labor was first developed to study the relationship between Nordic musicians and fans. In this relationship, fans are not customers, but friends of the musician. The anchors in the live fitness broadcast live with the purpose of exercising with friends and family. Sincerity and similitude allow the anchor to complete the communication with the audience.

In fitness live broadcasts, the exchange of financial interests does not dominate, and people do not need to buy to watch the live broadcast. Business logic has permeated the live broadcast field for a long time, but fitness live broadcasts are currently based on the relationship and labor between people, which makes more people willing to enter the live broadcast room to watch. The mode of live fitness is novel, there is no fixed emotional symbol, and the sincere dialogue and emotional exchange of the anchor dominate. In other types of live broadcasts in the past, many anchors symbolized irrational factors, making it difficult to maintain a long-term relationship with the audience. In Taobao Live, the anchors use titles such as "cute eyebrows", which make use of the audience's emotions, and gradually convert such emotions into symbols, forming a specific relationship between the anchor and the audience. It is true that you can form a good interaction with the audience in the initial stage, but over time, the audience will feel alienated, which will reduce the impact. What fitness live broadcasts establish is not an emotional relationship, but a labor relationship, so there are infinite possibilities for

future development. With the popularization of Internet technology and social media, live fitness has become a new popular model, enriching people's aesthetic experience, and the relationship in digital labor has also changed from emotional relationship to labor relationship.

### ***3.2. The construction of collective meaning***

The personal behavior of exercise has gradually been given a certain group and social significance in digital fitness, especially live fitness. Webcasts continue to disperse the discourse power that used to be concentrated in the past, giving everyone the opportunity to show their own unique side, and the anchors with many followers have achieved re-centralization after decentralization. The centralization again here is different from the media hegemony in the past. Now it is a group formed spontaneously by many users based on their own value realization needs. The individual formed a ritual in the joint exercise with the anchor and millions of netizen. In the live broadcast, it is a viewing mode that is present at the same time. Users can express their feelings and send gifts, which not only constitutes a chat scene for timely communication, but also has a unique experience of lonely carnival. <sup>[4]</sup> This provides a social scene where many people are present at the same time for individuals in independent spaces during the epidemic, which is conducive to the formation of social synergy and injects confidence into the joint fight against the new crown epidemic.

Schutz emphasized that social order is formed by the interaction between social subjects and the physical practice of social subjects sharing the world together. Collective behavior is the externalization of the coexistence of group perception, and embodied interaction transforms physical practice into meaning. <sup>[5]</sup> And now with the sweeping wave of capitalist business, the interaction between people is symbolized. Habermas attacked symbolic communication and advocated the return of subjectivity between people. The relationship between people cannot be immobilized, and the communication behavior must be penetrated by subjective factors such as emotion. People exercising in the live broadcast room is conducive to their own identity, thus forming collective identity and social identity. In the live broadcast, users can not only interact with the anchor by commenting, lighting up their hearts, etc., but also a group of netizen can communicate with each other and share their fitness experience. At the same time, the feeling of being present is not inferior to that of offline group fitness activities. People gain a great sense of identity in the live broadcast room that combines virtual chat rooms and group fitness classes, thereby accelerating social integration.

First of all, users can express their feelings at any time, and they can get instant responses from the host or other users during the live broadcast, which virtually forms a social circle. Secondly, the anchor will adjust the content of his next live broadcast according to the user's feedback, and the audience will have a very important psychology of me. In addition, people can post their own workout videos when they are not live, and the anchor will do "batch assignments". This move can maintain the "continuous and regular communication" between the anchor and the audience, thus forming a relatively stable social relationship. Through emotional exchanges in sports, group consciousness is gradually formed, which is conducive to the formation of basically consistent attitudes and views in society. At the beginning of the year when the epidemic was repeated, the positive values of the anchors were spread among the live broadcast group and were generally accepted by people, which enhanced the confidence in defeating the epidemic, and was of great significance to the formation of a positive and optimistic atmosphere in the society.

### ***3.3. The spread of Chinese culture***

"Live broadcast + fitness" has driven the fitness of the whole people, formed a new social atmosphere and urban culture, depicts the current social picture of China, and is of great significance for showing the positive spirit of the Chinese people. Li Ziqi's short video has attracted millions of overseas fans on YouTube before, which has a positive impact on the spread of Chinese culture. The pastoral symbols and images of independent women in Li Ziqi's short videos have shattered foreign audiences' stereotypes about China. It is not difficult to find that to reduce the impact of cultural discounts, it is no longer feasible to rely only on traditional reading and broadcasting data. Schudson proposed the story mode, and the emergence of today's sports live broadcast boom is telling Chinese stories through the actions of users. Compared with short videos, fitness-related live broadcasts have the advantages of longer duration, more stable and continuous release time, which is conducive to the transmission of deep-level values, and can bring new opportunities for the dissemination of Chinese culture and good Chinese stories.

First of all, the anchors use more traditional Chinese songs in the music selection of live fitness. Music is a form of dissemination of culture. For example, "Classic Chanting" ,a program of CCTV shows the beauty of Chinese civilization through music. Liu Genghong chose Jay Chou's Chinese music in his live broadcast, such as "Dragon Fist". In the past, the fast-paced music in Europe and the United States was mostly used for fitness. The use of songs written by the Chinese can let more people feel the beauty of Chinese characters and rhythms, enhance the cultural confidence of Chinese people, and promote the spread of Chinese culture.

Secondly, fitness live broadcasts belong to the dissemination of ideology. Ideological communication often makes the audience perform adversarial decoding, so that good communication effects cannot be obtained. Emotional experience and resonance are the keys to achieving good results in cross-cultural communication. With the accelerated pace of life, health is a common need of people. On the one hand, the live broadcast of fitness sports shows the positive spirit of the Chinese people in the new era. Every participating user and the anchor together form a Chinese story. On the other hand, it also spreads the strategic thinking of China's sports power, attracting more international People experience Chinese culture and ideas.

#### **4. Research and judgment on the future development trend of "live broadcast + fitness" mode**

According to the logic of media evolution, it is not accidental that fitness live broadcasts have become a craze, but this model is not the end. Fitness apps break space and meet people's needs for fitness in fragmented time; short videos provide media support for audience sharing and participation; however, feedback and encouragement recorded in advance by the system and anchors cannot bring long-term benefits to audiences. Satisfaction, for this reason, fitness live broadcasts are popular, creating a sense of simultaneous presence, and the user's experience is unprecedentedly satisfied. The "live broadcast + fitness" model is a product of the coordination of human-machine relationship. According to the compensation theory, new media will replace the fitness live broadcast industry and become a new craze in the future. Of course, the emergence of a new medium has made a breakthrough in meeting user needs, but it does not mean that the old medium will disappear because of this. Just like now, although live broadcasting has become a craze, software and short videos still have their own markets. Smart communication is a popular trend, and the deep integration of fitness and media will have a broad market in the future. Nowadays, the human body can be connected to smart terminals such as wearable devices. In live broadcasts, people use hearing and vision to experience and perceive the world in the virtual picture. Technologies such as VR and AR can bring people from a two-dimensional virtual exercise space into a three-dimensional space. three-dimensional virtual space. It can even complete the experience of smell and touch, further enhancing the user's immersive experience. The concept of "metaverse" has been sought after by many scholars. In the metaverse environment, all the senses of the human body will be satisfied in the virtual space, and the gap between the virtual space and the real space is infinitely narrowed. In the future, the upsurge of the "live broadcast + fitness" model will be impacted by a more perfect medium that can better meet people's needs.

#### **5. Conclusions**

From sports software and fitness short videos to today's "live broadcast + fitness", media are constantly evolving under the choice of audiences. New media can meet people's specific needs to a certain extent, but old media will not gradually move towards this. Dying away, but constantly developing itself to better serve users. Fitness-type live broadcasts create a sense of ritual for users to be present at the same time. Fitness is no longer an individual behavior, but has a social function and collective significance. The "live broadcast + fitness" model brings the return of emotional experience to the alienated anchors and audiences in digital labor. Individuals gain identity and self-satisfaction through fitness, which is conducive to the integration of social consciousness and the construction of collective meaning. This model is of great significance for telling China's story well and showing a positive image of China. It is necessary to regulate the development of this model and not fall into the whirlpool of capitalist business. From the logic of media evolution, fitness live broadcasts have innovated the form of human-computer interaction, and should develop in the direction of better meeting human needs in the future.

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