

Media social responsibility of live delivery in public welfare communication

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Abstract: *In the first half of 2020, due to the rapid development of COVID-19's live broadcast of e-commerce in China in a short period of time, the sudden emergence of the live webcast and the overall growth of economic growth brought about precise poverty alleviation for all regions. Some mainstream media represented by CCTV also began to join the team of webcast delivery, and achieved very effective results. Most importantly, in the whole process of live broadcasting, it also reflects certain social responsibilities, such as providing services to the society, transmitting good subjective value and humanistic care, which further promotes the country's economic construction and creates happiness and welfare for the people. This is also the media social responsibility that public welfare live broadcasting can bring.*

Keywords: *Live delivery; Public communication; Media social responsibility; Electricity; The Internet*

During the entire epidemic period in 2020, agricultural products were seriously unsalable in many regions of China, and the emergence and development of live streaming brought online consumption opportunities to people staying at home. In the face of this special online consumption environment, China's Central Radio and television reception desk and began to live with People's Daily, and other mainstream media, active practice of social responsibility, through the way of live delivery to help Hubei economic recovery^[1]. All of a sudden, live broadcasting with goods to help farmers has become a key word of the national media in public welfare live broadcasting. These large-scale public welfare live broadcasts not only show the changes and upgrading of Chinese media forms, but also show the value of mainstream media practicing social responsibility and delivering quality values under the impact of the epidemic, changing people's perception of traditional media.

1. Participation of multiple entities in participatory actions

In traditional live poverty alleviation activities, participatory three-dimensional action poverty alleviation and platform assisted targeted action poverty alleviation are usually adopted. However, in the current CCTV live poverty alleviation activities, these two types of poverty alleviation activities are organically integrated. In addition, more types of live broadcast subjects have been used, which can drive audiences in different fields and comprehensively change the live broadcast form of public welfare poverty alleviation.

During the first live delivery activity of CCTV during the epidemic, including CCTV host, star, actor and officials and the host, and other types of main body involved in the action, also will be further broaden the scope of audiences, including audiences in the news field, fans of stars and vertical users of beauty and e-commerce platforms. The participation of multiple action subjects makes the audience scope of live broadcasting with goods broader.

Different from daily media setting issues, CCTV's poverty alleviation and public welfare live broadcasting can further stimulate the ideological beliefs of participants, reshape them emotionally, and reach an ideological consensus. For example, in the live broadcast of poverty alleviation in Hubei and Shaanxi, CCTV called the live broadcast masses through the identity of the national media^[2].

Through its strong credibility, influence, hardware facilities and other equipment, it takes the CCTV studio as the center and unifies multiple live broadcast subjects into a national media platform with more credibility and influence through the form of multi-point and multi-screen live connection. Unifying multiple live broadcast subjects into a national media platform with more credibility and influence, it further strengthens the audience's ideological identity for the live delivery content.

Also, audiences' emotional cognition of hometown community is further explored beyond the limitations of time and space. For example, in the process of CCTV live delivery in Shaanxi, CCTV invited three Shaanxi actors and Li Jiaqi to jointly carry out online live delivery of agricultural products^[3]. Bai Yu brought his feelings in his hometown and recommended the characteristic pasta of Shaanxi. For some national users who are not local and national, they can leave a very deep local impression by telling the details of the anchor food and stimulate the subsequent consumption and publicity of the region.

2. Responsibility bearing: the presentation of social responsibilities beyond the economy

In the process of public broadcast of CCTV, through the way of condensed different live subjects, it has attracted a large number of users to enter the public service live broadcast room, which has comprehensively driven the economic growth. In addition to making the media integration obtain a very good practical effect, it has also fully practiced its social responsibility as a media in the process of live broadcast and delivery.

On the one hand, in the process of traditional live TV broadcasting, it will be limited by the broadcast content and viewing scene, and the scope space for users to interact or sell products is not very large. Even the sales form of TV shopping appeared more than ten years ago, because it can not organically balance the public welfare and commerciality^[4]. As a result, the audience can not give enough trust to TV shopping. On the other hand, the majority of Chinese netizens are in the process of increasing their demand for live broadcasting and goods delivery. In view of this situation, CCTV news chooses to live broadcast on the client during the process of live broadcasting and goods delivery, and effectively connects with multiple e-commerce and social platforms at the same time.

In this way, the whole live broadcast with goods selling behavior can be transformed into mobile space, and the contradiction between the information content supply of mainstream media and the user purchase oriented service can be further solved. After the live streaming is implanted into the small screen of the media such as the network platform, the service scope and activity content of the mainstream media are further optimized, making the overall function and service attributes stronger. In the process of the first live broadcast of CCTV, the live broadcast usually focuses on agricultural and sideline products and household appliances in the region, as well as high-quality product brands from areas where the epidemic is more serious, which can better reflect the effect of paying attention to people's livelihood.

Secondly, the network broadcast with TV production level pays more attention to real-time interaction. In addition to showing the shopping function, it can also realize the viewing of programs and emotional communication and exchange with the anchor at the same time.

Finally, the emergence of live streaming is a brand new form of personalized consumption, which changes the behavior and habits of users in consumption. In the whole process of live streaming, in addition to enriching the functions and forms of media, it can also meet the diversified needs of audiences. It has produced very large social and economic benefits.

3. Deliver humanistic care

Different from other network platforms, CCTV, the mainstream media, does not aim at economic benefits and profit income, but focuses more on condensing the various forces of the whole society and transmitting the humanistic care as a national mainstream media to the severely affected areas. A very solid foundation has been laid in the initial stage of live streaming.

CCTV news communicated and communicated with operators of unsalable agricultural products in Hubei province for two consecutive days at the peak stage of the evening. In addition, it also launched large-scale public welfare activities of ordering for Hubei province on Taobao, Buy Together and other nationally famous e-commerce platforms.

By The end of April 20, 2020, consumers all over China have purchased 40 million catties of agricultural products in Hubei^[5]. which has brought great economic support to Hubei through live broadcasting. In a series of live broadcast with goods, CCTV focuses on vulnerable groups seriously affected by the disaster. Through internal and external excavation, all media platforms of CCTV Headquarters find the most suitable live broadcast mode for agricultural and sideline products with goods.

CCTV news has changed from a single client for media communication to a joint e-commerce

platform for live broadcasting, which has comprehensively broadened the audience area, further reduced the problems existing in the sales and after-sales service of agricultural and sideline products. In the process of live broadcasting with goods, the main purpose is to combine farmers, anchors and stars for simultaneous live broadcasting, and vertical distribution between anchors and county heads for organic integration of live broadcasting discourse to bring stronger economic benefits.

In each live link, CCTV aims to eliminate the unsalable problems of agricultural and sideline products brought by the epidemic for farmers and make strong efforts to help the affected areas. In addition, public live broadcast can show a very significant cultural attribute from both visual and auditory aspects. Through cultural transmission, the fear of the epidemic situation in Hubei is further reduced^[6]. The poster jointly released by CCTV mainstream media and Quick hand further eliminates the depressed atmosphere caused by the epidemic.

In the process of live broadcast, anchors and stars are organically matched to popularize local folk customs and customs culture, and explain the source, safety and production process of agricultural and sideline products on site. In addition, in the process of carrying goods, it is not like the CCTV news explanation, but communicates with the audience through some local languages. Dialects can effectively represent the regional national culture.

The local dialect with characteristics can make the live broadcast users bring the emotion to the situation created by the anchor as soon as possible, and feel the characteristics and cultural connotation of the local language. At the same time, the live broadcast in local dialect can also make local residents feel more friendly, and can also play a certain soothing role for national netizens.

Compared with the mainstream media such as CCTV, which directly calls for the purchase of agricultural products in the affected areas. The way of live broadcasting with goods can be more effective in the process of live broadcasting. The establishment of the national identity of the Chinese nation reflects the humanistic care of the mainstream media, and showing the value of public welfare live broadcasting in an all-round way.

4. Continuously improve and develop in practice

There is an obvious difference between the public welfare live broadcasting of mainstream media and the live broadcasting of goods on traditional online celebrity e-commerce platforms. Mainly because mainstream media have certain credibility and influence, so that the goods carried by the mainstream media can obtain very good sales.

Mainstream media such as CCTV news enter the ranks of live delivery, which will drive more media to participate in live delivery. However, it should be noted that before officially entering the field of live streaming, the media have these problems to be considered comprehensively.

First of all, some local media still face a lot of problems with live streaming. For example, the audience of live streaming is gradually losing, but the most important premise of live streaming is the economy of fans and the economy of flow. Obviously, local media platforms cannot expand the number of audiences.

The main reason why the CCTV headquarters achieved good results in several live poverty alleviation programs is that CCTV news, a national media platform, has strong attributes, great credibility and influence. Besides, there are personal IP addresses like Zhu Guangquan and CCTV Boys, as well as the participation of Li Jiaqi, the first brother of live poverty alleviation programs. such a cross-border mix makes during the epidemic live with a large number of cargo views. Therefore, CCTV news not only promotes economic growth and poverty alleviation, but also practices its social responsibility as a national mainstream media.

In addition, in 2019, Kang Hui, the anchor of the news station, released his first personal Vlog product, which became the hot search of weibo news on the day of release and became the traffic leader of CCTV news. What is the reason for this phenomenon?

Kang Hui is very serious in the process of news anchor. However, in the Vlog, Kang Hui has a different contrast from that in the process of news live broadcast, which makes netizens realize a different news anchor. The reason for the success of CCTV's live broadcasting with goods is also closely related to the contrast between news live broadcasting and live broadcasting with goods.

If a serious news anchor can broadcast live on the network media platform, it can have a very good

social impact. However, it is also necessary to comprehensively consider the seriousness of the national news media platform such as news anchor. Compared with news anchor, it is easier for the host or anchor of sports programs and entertainment programs to form a live delivery mechanism and become the subject of normalized social responsibility practice.

In addition to influence, we also need to comprehensively consider how to turn the audience into a purchasing power group with live goods. Taking the live delivery of goods during the CCTV epidemic as an example, buyers can't buy goods directly by watching videos. They need to control products through e-commerce and network platforms, which can easily lead to the loss of purchasing power. And those who often watch live news TV have little contact with online platforms and e-commerce platforms. How to transform them into consumer groups with live news and goods also needs further in-depth discussion.

5. Conclusion

To sum up, the sudden outbreak of COVID-19 in 2020 was a strong impact on the national media, which made all media people realize that not only their professional skills in journalism are very important, but also that further practicing their social responsibilities is one of the important existence values of the media.

Livestreaming with goods can effectively drive economic growth and achieve targeted poverty alleviation. However, there are still many defects and loopholes in the current, public welfare livestreaming of media that need to be optimized so as to serve the masses, promote social progress and give full play to the value and advantages of media.

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