

The Analysis of the Characteristics of Live Broadcasting in the East Selection Room

-- Take Dong Yuhui's live Broadcast Room as an Example

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ABSTRACT

In 2021, following the implementation of the double reduction policy, New Oriental initiated a transformation and reform process, leveraging the TikTok platform under the name of East Selection to support farmers. This initiative quickly gained immense popularity and attention. As Eastern Selection experienced an explosive growth, its prominent anchors garnered significant attention and traffic. Among them, Dong Yuhui emerged as a top stream anchor after his first live broadcast for Eastern Selection, leading the new development direction of this platform. Given that Eastern Selection has become a popular live streaming room, it is highly feasible to conduct research and analysis on its live broadcasting mode. Dong Yuhui's role as the head anchor makes him particularly suitable for studying this aspect.

KEYWORDS

East Selection; Live Streaming with Goods; Knowledge-based Live Streaming; Cultural Elements.

1. INTRODUCTION

E-commerce live broadcasting on new media platforms is developing rapidly. Driven by the double reduction policy, the traditional education and training institution New Oriental began to transform to the development direction of e-commerce live with goods. Since most of its anchors are former New Oriental professional lecturers, it has a unique way in the way of live broadcasting. With the increase of its traffic and attention, the way of live broadcasting of Oriental Selection is also defined as the live broadcasting form of knowledge anchors with cargo in the academic field. Based on this, this study aims to summarize relatively complete live broadcast characteristics or anchor characteristics through the study of the live broadcast mode of Dong Yuhui, the eastern anchor with the highest traffic. Some conclusions are put forward that can be used for reference by future generations.

In terms of research significance, based on the research on the characteristics of live broadcast modes of various types of live broadcast rooms in the new media era and the preliminary analysis on the characteristics of live broadcast of Eastern screening rooms, the analysis of live broadcast modes of Eastern screening rooms with Dong Yuhui as an example has strong theoretical and practical significance. The study on the characteristics of Dong Yuhui's livestream mode can provide a more comprehensive understanding of the overall characteristics of Dongfang's livestream carrying goods, and can carry out a general study on its characteristics. The study of Dong Yuhui's differentiated live

broadcasting method and the application of unique live broadcasting means can also provide ideas for the future transformation and development of similar live broadcasting rooms.

As of June 7, 2022, the number of fans of the East Selection broadcast room is less than 1 million. Things took a turn on June 10, the East selection overnight fire, "Dong Yuhui, Chinese-English bilingual live, cultural live" and other content labels caused phenomenon spread, the East Selection attracted 653,000 fans in a single day, GMV a single day increased by 300%. On June 15, the number of fans exceeded 15 million, and on June 22, it exceeded 20 million, and the Eastern selection live e-commerce was completely detonated. On January 5, 2023, New Oriental Hong Kong-listed company "New Oriental Online" announced its name change to "East Selection".[1].

The success of East Selection can largely be attributed to the exceptional qualities of its anchors. In terms of product selection, the East tends to focus on imported agricultural goods. The majority of their anchors are former educators and trainers from New Oriental, which sets them apart from other broadcasting platforms. These anchors possess extensive professional knowledge and a high level of cultural literacy, enabling them to seamlessly integrate products with cultural elements during live broadcasts. As a result, their live streams offer substantial educational value and cultural significance. By incorporating cultural elements into their broadcasts, they not only promote product sales but also enhance the overall knowledge and cultural attributes of the platform. This allows viewers to gain valuable insights into various aspects of culture.

This study aims to employ a case analysis approach by selecting twenty video clips in descending order based on their number of likes from Dong Yuhui's official account as well as his videos on Douyin platform for further analysis. The primary focus will revolve around three aspects mentioned by the video anchor: products, cultural knowledge, language expression, analysis, and summary.

2. THE REASCRH REVIEW

The research on Dong Yuhui's live broadcast room of East selection is mainly characterized by its unique way of live broadcasting, the ingenious integration of cultural elements, and the use of the knowledge-based platform of Oriental Screening to carry out live broadcasting and obtain traffic. Therefore, in the existing research and discussion on live broadcasting methods, the integration of cultural elements and new media forms, as well as the knowledge-based live broadcasting room, the following is a summary of previous research.

2.1. Research on the Characteristics of Live Broadcast Mode

In the existing domestic policy documents, there are few definitions on the study of live broadcasting mode. In the existing academic researches, Li Mengyang studies live broadcasting information expression mode, and his research provides ideas for optimizing the service level and operation capability of live broadcasting cargo delivery [2]. From the perspective of discipline, this paper expounds the information expression mode embodied in live delivery.

Li Juan focuses on the study of the language application forms of live broadcast delivery, analyzes and summarizes the language characteristics and wording forms used by anchors in live broadcast delivery, as well as various problems caused by the language used by anchors in the delivery of goods [3]. His research focuses on language and expression.

Liu Tiantian summarized the characteristics and advantages of livestreaming goods in the publishing industry, taking the publishing industry as the object and guided by the new operation strategy of book livestreaming in the current new media environment [4]. At the same time, it also analyzes the characteristics and advantages and disadvantages of academic knowledge transmission in the field of live broadcasting and provides an optimization path for the way of live broadcasting, which provides a reference for the development of the publishing industry in the new media environment.

From the perspective of Lin Mengxue and Wang Yanqi [5], the two of them studied the live broadcast mode of meteorological assistance to farmers under the background of rural revitalization. Through a brief analysis of the current social living environment, this paper summarizes the way of live broadcast of meteorological assistance to agriculture by combining the new Internet platform and CCTV celebrities, summarizes the new significance of weather live broadcast combined with the Internet, and organically relates live broadcast to meteorological assistance to agriculture.

Wang Yunsong and Wu Suzhu define the East Selection live broadcast as knowledge-based live broadcast, and analyze the media logic of its popularity from the three aspects of audience, communication and content, and mention the new live broadcast methods adopted by the East selection anchors [6].

2.2. Research on Cultural Elements and New Media

From the dimension of integrating traditional culture into new media, Feng Chunxia proposed that live broadcasting is a new way to integrate traditional Chinese culture, and analyzed the new significance and characteristics given by live broadcasting to integrate traditional culture from a macro perspective [7]. And through listing the introduction of Oriental selection in the live delivery of goods into the cultural knowledge, summed up the way of Oriental selection integration to promote traditional culture. And then the new development and new promotion direction of traditional culture in live broadcasting.

He Wei and Li Yue point out that games are also a new form of media [8]. The author focuses on analyzing the symbols of traditional culture, and images can be integrated into video games through symbol construction, character design, game scenes and other ways. It represents the organic integration of traditional culture field and electronic game culture field, so as to promote the development of traditional culture.

2.3. Previous Research on Knowledge-based Broadcasting Room

Jing Qi first gave the definition of knowledge anchors by studying their live streaming logic of carrying goods, then gave the practical logical model of knowledge anchors carrying goods, and put forward several key points of the logical model [9]. Including the personal style of anchors, product power, business model and so on, and also put forward the interaction mechanism, knowledge of the advantages of goods. The advantages and logic of knowledge-based live broadcasting are explained from a macroscopic perspective. It provides reference for the development of knowledge-based live broadcasting in later generations.

Lu Wu Kui, Zhao Jie and Li Guiying took Oriental Screening as an example to explore the media logic of the construction of knowledge-based marketing direct broadcasting room [10]. Based on the theory of media scenarios, they summarized that Oriental Screening direct broadcasting room actively responded to multiple situations, carried out knowledge-based marketing and scenario-based live broadcasting, and promoted two-way communication and interactive communication between audiences and anchors. In order to promote the audience's social behavior and role transformation, promote the transformation and upgrading of live broadcast with goods marketing model, and create multiple live broadcast with goods scenes.[10].

Therefore, from the perspective of the study of live broadcast methods, at present, the application of live broadcast information expression, media logic and macroscopic means has been fully studied, but few scholars have summarized the specific live broadcast methods used by individual anchors. In terms of cultural elements, it is mostly the fusion of two scenes. Focusing on the organic integration of traditional culture and another new media form, the research in this aspect has been relatively sufficient, but for knowledge live broadcasting, the integration of cultural elements and e-commerce live broadcasting is still lacking in research summary.

As for the research on knowledge-based live broadcasting, it mainly analyzes the strategy of live broadcasting marketing from the Angle of media logic. And less to analyze its use, integration of knowledge and culture.

Therefore, this study will focus on Dong Yuhui's live broadcast room in the East, with the main purpose of studying the live broadcast characteristics of Dong Yuhui's live broadcast room, which is also an expansion and supplement to the current research on the live broadcast mode of e-commerce under the new media.

3. RESEARCH CONCLUSION AND ENLIGHTENMENT

According to the above research method, the study and analysis of 20 selected videos can summarize the characteristics of three Oriental selection and the live broadcast mode of anchor Dong Yuhui.

3.1. The Use of Extended Cultural Knowledge

In the East Selection broadcast room represented by Dong Yuhui, Dong Yuhui is good at combining the product with the corresponding cultural knowledge behind it, and extending it when bringing goods in the live broadcast, so as to perfectly combine the product and the cultural elements contained in it, and achieve a better organic integration. When Dong Yuhui once brought corn, he cleverly extended the cultural knowledge behind it in the broadcast room, and skillfully expounded the beautiful yearning behind the corn with the language style of modern poetry.

Dong Yuhui said: "To eat this corn selected by the East, I believe you will recall your childhood as I did, recalling those carefree back home with the bag, hurriedly threw the bag on the stool, ran into the alley, ran for a whole afternoon." Now and then an unknown bird or two flew through the sky, making a clear call and the adults were busy talking about their business, sometimes whispering, sometimes laughing. You don't care, you haven't experienced anything in the world at that time, you're carefree, you're young." It is not difficult to find that corn itself is not closely related to childhood, and it is through the language of poetry, from "Corn present" to the memory of déjà vu "absent childhood" that the audience is moved.[11] In this way, the audience can not only get the information of the product, but also recall their personal experience in the language atmosphere of modern poetry, which can arouse resonance and promote the consumption of the broadcast room.

When Dong Yuhui brought rice, he also took food and ingredients as the starting point, and human history as the development context, telling the audience of the broadcast room the history of human exploitation of land and domestication of food. From rice extension to the source of human history, such extension gives ordinary rice the thickness of history. Many viewers place orders for rice in pursuit of knowledge and cultural heritage when they buy rice. It can be seen that compared with other methods of live delivery, knowledge extension of products as a means of live promotion is one of the unique ways of Eastern screening broadcast room.

3.2. Improvisational Thinking and On-site Play

Dong Yuhui, as a knowledge anchor with strong cultural knowledge, will play on the spot and confide personal feelings to the audience when live broadcasting with goods. Through the study of the selected videos, it is found that the improvisation mainly focuses on the feeling of the product, the view of the regional culture, and the live interaction of the audience's comments in the broadcast room. At the end of 2023, in the face of the significant regional cultural characteristics of Guangxi, Dong Yuhui played on the spot before bringing the goods, quoting the poem "Realize the past is not seen, know the comers can be followed", and expressed his love and personal feelings for the deep cultural heritage of Guangxi. When Dong Yuhui was carrying seafood with many Oriental selection anchors, fireworks were suddenly set off outdoors. Dong Yuhui immediately got up and blurted out

a "small composition" on the theme of life, youth and life. Such improvisation greatly attracted the interest of the audience in the live broadcast room, and gave the originally dull live broadcast room a strong human atmosphere. Under the guidance of Dong Yuhui's improvisational live broadcast method, uncertainty has become an important feature of the live broadcast room, and it is the existence of the above uncertainty that can give the diversity of live content. It is precisely because of Dong Yuhui's strong accumulation of professional cultural literacy that he can form such a unique character. Thus forming a significant difference with other broadcast scripts live, script lines, so as to obtain explosive and popular.

3.3. Inviting Cultural Celebrities as Live Guests

The cultural attributes of the East Selection broadcast room are also reflected in the invitation of cultural celebrities as guests. With his strong professional quality and knowledge and cultural foundation, Dong Yuhui can interact well with cultural celebrities who enter the broadcast room. And in the process of Dong Yuhui's live broadcast with goods, cultural celebrities have also become a powerful symbol of the broadcast room. Through an overview of the live screen recording and live preview of the Oriental selection, it has invited Yi Zhongtian, Mo Yan, Yu Hua, Chi Zijian and other writers or celebrities with high visibility in the field of literature and culture. In the process of interacting with these cultural celebrities. First, it can effectively absorb social traffic. These cultural celebrities on the Internet have their own private domain traffic. Oriental Selection and Dong Yuhui can effectively combine the two waves of traffic by inviting these celebrities, which has a strong promotion role in improving the popularity of Oriental selection, the flow of anchors, the popularity of cultural celebrities, the sales volume of broadcast rooms, and the promotion and expansion of the popularity radiation of broadcast rooms.

Secondly, cultural celebrities visiting the live broadcast room can improve the cultural heritage of the live broadcast room, often when there are cultural celebrities in the live broadcast room, its products, explaining the main body mainly focuses on the characteristics or works around the cultural celebrities. Dong Yuhui invited Chi Zijian, the author of the right bank of the Erguna River, to be a guest in the broadcast room, and at the same time, he brought the kumquat with him. However, in the live broadcast with the goods, Dong Yuhui many times with the author to share reading feelings and life perceptions. With the help of the author of the book, the product is also cleverly combined with cultural elements.

3.4. The Lecture-style Expression Covers the Output of Cultural Knowledge

Oriental selection as a knowledge-based live broadcast room and simultaneous e-commerce live delivery. In addition to the commercial language used by Dong Yuhui in the broadcast room, he also focuses on the use of lecture-style expression to distinguish the state of the moment for the audience - is to bring goods or teach knowledge. In addition to Dong Yuhui's impromptu expression, Dong Yuhui will also specialize in explaining a certain knowledge, and his status is also in line with his former New Oriental professional lecturer. Using the time period of live broadcasting to teach knowledge can concentrate, powerfully and unobtrusively integrate various cultural elements into Dong Yuhui's expression. During the lecture, the audience can focus on acquiring cultural knowledge, and can transform the comments area of the live broadcast into an online teaching and question-and-answer area. And Dong Yuhui's fast and agile teacher thinking can trend him to quickly change his individual identity during the live broadcast. In terms of identity, Dong Yuhui has transformed into a lecturer. Therefore, the combination of special lecture-style expression can effectively integrate cultural elements and cultural knowledge into it.

Through the conclusion of the research on Dong Yuhui's live broadcasting mode, it can be a new reference direction for the subsequent knowledge-based marketing live broadcasting. No longer adhere to the traditional way of carrying goods marketing. Of course, the revelation obtained from

this study is that the premise of knowledge-based live broadcasting is to build a complete knowledge structure system of individual anchors and possess strong thinking and language expression ability, so as to draw lessons from anchors with high popularity and rich knowledge system like Dong Yuhui. Therefore, the inspiration of this study is to concretization of knowledge-based marketing livestreaming methods. By elaborating specific livestreaming methods and means, we hope to have a strong reference and practical application effect.

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