Research on Webcast Communication Mode under the Background of New Media Era

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Abstract: With the development of economy and society, people's working style and pace of life have changed a lot, leisure time is fragmented, and the demand for interactive expression and information is increasing. The emergence of new media caters to people's new needs. In the interactive development, a chain of media has finally formed. People gradually realize the development opportunities and challenges brought by new media, and actively demand reform in marketing to promote better development. Traditional webcasting is mainly used in the process of reporting sports events and major news events. Ordinary people can also use the internet to broadcast their lives and introduce their products. The composition of webcasting is more diversified, and some neglected cultural phenomena and new cultural forms have attracted more attention, which has invisibly given birth to a certain number of economic drivers and is one of the more popular communication modes at present. Under the new situation of webcasting mode, we can improve the efficiency of webcasting by strengthening the research on the innovative mode of new media.

1. Introduction

The era of new media development has had a great influence on people's life and way of thinking, and the influence thinking has also changed. With the development of economy and society, people's working style and pace of life have changed a lot, leisure time is fragmented, and the demand for interactive expression and information is increasing. The emergence of new media caters to people's new needs. At the level of control, the business entity has full-time staff to monitor the anchor's wear, behavior and content, filtering out most of the inferior content that does not conform to the rules, and establishing the bottom line of platform communication; At the promotion level, the business entity either selectively puts some content in a conspicuous position on the website or carries out "agenda setting", which determines what users want to see to a certain extent [1]. With the in-depth development of the Internet, new media can penetrate into all fields of people's production and life, and finally form a chain among media in the interactive development. People gradually realize the development opportunities and challenges brought by new media, and actively demand reform in marketing to promote better development [2]. Traditional webcasting is mainly used in the process of reporting sports events and major news events. However, with the popularization of new media technology and the improvement of network technology, ordinary people can also use the network to broadcast their lives and introduce products. The composition of webcasting is more diversified, and some neglected cultural phenomena and new cultural forms have attracted more attention, which has invisibly given birth to a certain number of economic drivers and is one of the more popular communication modes at present [3]. Under the new situation of webcasting mode, in the traditional mode, webcasting is generally a form that TV media will only adopt when conducting large-scale webcasting [4]. In the current webcast, the identity of the communicator has already spread from the category of TV stations to ordinary people. It is necessary to realize the great responsibility of webcasting, strengthen the research on the innovative mode of new media and improve the efficiency of webcasting.

2. The characteristics of online live streaming

2.1. Immediacy

Online live streaming is a form of media that transmits real-time video or audio content to the audience through the internet. Online live streaming has the characteristics of immediacy and interactivity, and can be disseminated globally through internet platforms. The reasons for the rise of online live streaming can be mainly explained from three aspects, as shown in Figure 1.
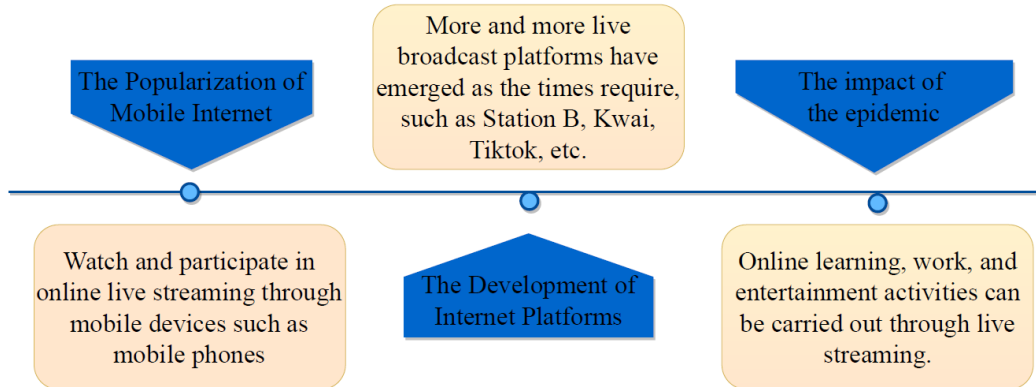

Figure 1 Reasons for the rise of online live streaming

The way online information is transmitted has undergone a disruptive change, with the original one-to-many one-way communication method gradually being changed, leading to the emergence of many to many information dissemination. In the original marketing, many were one-way and mandatory marketing activities, ultimately leaving a deep impression on consumers and guiding them to make purchases[5]. In the new media environment, online marketing mainly focuses on users, understanding their needs and service experience. Instability is one of the biggest characteristics of online live streaming, which is applicable to both new and old concepts of online live streaming. The sender sends out the message and the receiver receives it, which can be said to be completed simultaneously.

Due to the relatively large number of online platforms and anchors, in order to attract the attention of the masses, it is necessary to promptly push first-hand information to the masses. Due to the relatively basic work of information gathering, editing, and recording involved in the process of online live streaming, there is no need for further processing of information[6]. Therefore, it can quickly push relevant information to the public, which plays an important role in accelerating the speed of information dissemination. The webmaster can adjust the live broadcast direction by combining the message interaction of the masses, so as to achieve the most efficient communication with the masses. This mode effectively improves the interaction of the masses, and the masses' communication experience is fully respected in the process of live broadcast online. Online live streaming has also overcome spatial barriers, and live streaming information can be reached in real-time no matter how far away it is.

2.2. Cubization

With the development and popularization of internet technology, online live streaming has become a new form of media and an important way for people to obtain information and entertainment. Especially during the COVID-19 epidemic, webcast has become an indispensable tool for people to socialize, learn, and entertain [7]. However, the rise of online live streaming has also brought huge impacts and challenges to the traditional news and communication industry. As shown in Figure 2, the development of online marketing activities presents a characteristic that transcends time and space, no longer limited by time and location, providing great convenience for the development of their marketing activities. At the same time, the content of marketing is more abundant, with more carrying capacity, and transactions that break free from time and space constraints can also be achieved, thereby better meeting the different needs of users and ultimately improving marketing effectiveness.

Figure 2 Network Live Broadcasting

With the in-depth development of webcasting mode, a large amount of funds have gradually flowed into the webcasting market, which is reflected in various ways such as online shopping and game rewards, which also provides more employment opportunities for the masses, and the income of network anchors and their teams is relatively high. Webcast has further development space in terms of content integration and form upgrade, which will provide more forms of viewing experience for the masses, and can satisfy their diverse feelings such as conformity psychology and counterattack psychology, and the masses will naturally actively support webcasting. In the development history of human technology, the extension of skin is clothes, the extension of eyes is printed matter, and the extension of ears is telephone, and the whole human central nervous system is derived from computer [8]. Webcast, which takes the network as the medium, integrates words, pictures, sounds and videos through the network and computer, and also integrates collection, recording, editing and broadcasting.

2.3. Entertainment

In the new media era, online marketing is a two-way interactive development model. Through online marketing and promotion, enterprises can realize the interaction between enterprises and users with the help of social software. For enterprises, they can understand the personalized needs of users more comprehensively, deepen the impression of users, get feedback information on product and service experience in time, and improve it in time to enhance their popularity and user trust, and better achieve marketing goals [9]. Webcast is more about providing different types of entertainment for the masses, including music, videos, games and so on. In 2016, the relatively popular live video websites Huya and Betta mainly provided live games for the masses. Later, short video platforms such as Tik Tok and Aauto Quicker emerged and began to provide more diversified live services for the masses. People can use a webcast platform to watch the news highlights pushed by different online platforms and understand the specific connotation of news from multiple angles, which can effectively save people's search time and improve their online experience. Judging from the content of current webcasting, live games, music and dance are its main contents. Judging from the gender of the current webcasts, the number of female anchors is larger than that of male anchors. Under the background of the current hot live broadcast, some live broadcast content has also broken through the moral bottom line and wandered between pornography and entertainment. However, as far as the general form is concerned, entertainment is still one of the most important factors for major webcast platforms to attract audiences.

3. Analysis of Online Live Broadcasting Communication Mode in the New Media Era

3.1. Enhanced emotional resonance

With the increasing interaction between online anchors and audiences, the demands of the

masses during the live streaming process can also be met, and their pursuit of online live streaming will naturally increase. The great success of online live streaming must have its rationality. Some of the psychological needs of the audience have been met, and the popularity of live streaming platforms is inevitable. Online live streaming is precisely by producing content that meets the psychological needs of the audience, narrowing the distance with the audience and enabling them to find a sense of belonging. For the audience, especially fans, it will eliminate psychological distance and increase social presence. Therefore, the audience of live streaming platforms often have high stickiness. They stay in the live streaming room for a long time and achieve their entertainment and social needs through bullet screens, gifts, and other means. Meanwhile, in the process of analyzing online live streaming, it can be found that the live streaming audience is more diverse. In addition to celebrities and experts in various fields, there are also more grassroots celebrities conducting live streaming, which meets the live streaming viewing needs of different groups

3.2. The communication effect is obvious

Since the explosion of the webcast industry in 2016, there has been a boom in webcasting in many fields such as games and entertainment. Especially in the end of 2019 and the beginning of 2020 under the influence of COVID-19, a large number of online anchors of shopping platforms emerged, and the consumption of the masses increased significantly. Through the high-speed internet, real-time release and real-time reception of video information were realized; In terms of communication effect, relying on barrage, gifts and other technical means, the interaction of communication has been greatly strengthened, and users are highly sticky. Pass the information you want to pass on to netizens through the live broadcast platform and interact with the audience in real time. This is the convenience and advantage of webcast media. Compared with the boring that paper media may bring, the way of "internet plus Video" can bring infinite possibilities.

3.3. Personalization of communication content

Most network anchors will choose to interact with the masses online in a relatively popular way, and in order to retain more people, network anchors will generally characterize their performance methods and communication methods and communicate with the masses in a relatively exaggerated way. During the development of webcasting platform, a number of high-quality anchors have emerged, who will rely on their own personal creations or company support to push personalized content for the masses. In each live broadcast room, the audience can see the anchor's real expressions and actions, and the anchor can also understand the audience's feelings through the barrage. This two-way communication mode greatly improves the communication power of the live broadcast platform, and enhances the interaction and communication between the receiver and the receiver. People want to have a relaxing online experience after a meal, so people gradually get used to and tend to "fast food reading". Exaggerated performances and weird voices have also become the way for some network anchors to attract audiences. Although some live webcast content is too mediocre, there are also many anchors with personalized content production capacity.

4. Conclusions

In the context of the development of the internet, the arrival of the new media era has provided great convenience for people's lives, while also increasing the pressure and challenges for media workers. Online live streaming still belongs to a type of communication. In this dissemination process, the network anchor relying on the network platform serves as the transmitter, and the netizen serves as the receiver. Online anchors transmit various personalized content produced by themselves to netizens through online live streaming platforms, and netizens actively participate in this dissemination process due to various factors including social and psychological factors. This article conducts research on the mode of online live streaming communication in the context of the new media era. As one of the forms of communication, online live streaming has shown a rapid development trend in recent years, with a significant increase in communication and interaction with the masses. The audience's sense of participation during the live streaming process is

significantly enhanced, and online anchors can also adjust their live streaming content based on the feedback from the audience on the bullet screen. At the same time, they can increase the proportion of interactive links and engage in in-depth interaction with the audience, effectively improving the audience's sense of participation. In terms of communication channels, real-time release and reception of video information have been achieved through high-speed internet; In terms of communication effectiveness, relying on technical means such as barrage and gifts, the interactivity of communication has been greatly enhanced, and user stickiness is high.

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