

Exploration of the cultivation strategy of live media e-commerce talents based on the fusion media platform in the context of smart media

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Keywords: Fusion media; Live e-commerce; Talent cultivation

Abstract: Live e-commerce has great potential, and exploring the effective path of the Internet-based profit model in the live e-commerce environment has become an urgent problem for the media. With the gradual improvement of the four-level integration and development layout of the media integration center, media integration development has entered the transformation stage from "media integration" to "smart media", traditional media rely on the advantages of the integrated media platform, integrating media quality resources and features, and carrying out media live e-commerce. To carry out the training plan of media live e-commerce talents, form a differentiated competitive advantage, and create a new growth point for the media industry, the article analyzes the existing problems of media live e-commerce talent cultivation, dissects the advantages of media cultivation of live e-commerce talent, and puts forward the strategy of media live e-commerce talent cultivation based on the converged media platform in the context of smart media from four aspects: market demand, smart media talent, differentiated advantages, and cultivation tools.

1. Introduction

The popularization of smartphones, the decline in network tariffs and the speed of mobile networks constitute the technical basis for the birth of mobile small-screen live broadcasting, which in turn triggered a national live broadcasting boom, giving rise to a new form of live e-commerce. The new crown epidemic makes a large number of digital technologies widely applied in advance, many life scenes migrated to the network side, digital survival mode has become the norm. [1] Coupled with the support of policies at all levels, the successive implementation of relevant regulations, live e-commerce ecosystem is more and more orderly. Under the triple force of technology casting, market promotion and policy support, live e-commerce ushered in the outbreak period. Ai Media Consulting data show that in 2021, the total scale of China's live broadcast e-commerce industry reached 120.12 billion yuan, and the scale is expected to reach 213.73 billion yuan by 2025. The rapid development of the live e-commerce industry has given rise to a huge demand for human resources, and the talent gap of Internet marketers reached 10 million in 2020, and the gap is expected to reach 40 million in 2025. Although the Internet marketer has become a

national official type of work, the live talent is still in extreme shortage, and its systematic training is in its infancy at both the theoretical and practical levels.

Live e-commerce has great potential, and traditional media have taken various ways to layout live e-commerce business. The high-flying live e-commerce has become a new media industry growth point from two dimensions.

2. Live media e-commerce talent incubation status and issues

2.1. Advantages of media fostering live e-commerce talent

Media at all levels to carry out media live e-commerce talent incubation is realized on the basis of integrating a large number of human and material resources within the media and expanding the scope of duties and responsibilities of various departmental positions, with rich experience and low cost, which is mainly manifested in the following three aspects.

First, from the perspective of organizational structure, diversified media live e-commerce talent incubation has a very high degree of suitability with the organizational structure of media at all levels. The existing curatorial, editorial and distribution departments of media organizations, which themselves cover the entire life cycle of cultural products, can constitute a mapping relationship with the live e-commerce business process. In addition, the media's practical experience and inherent advantages in terms of communication ability, media literacy, and net-sense acumen can help it quickly integrate into the field of live e-commerce, and build up a core competitiveness under the smart-media environment in the field of cultivation of live e-commerce talents in the media.

Second, media at all levels have utilized the existing self-built App to build an independent learning platform and expand private domain traffic. In the early stages of media integration, various levels of media have established their own brand applications and entered the public's view in the context of the rise of short video and live streaming e-commerce. You need to utilize your own app to carry out a talent training program for live streaming e-commerce, and integrate media resources to form characteristic courses. This will not only bring back the development of self-built apps, expand private media traffic, and lay the foundation for future development. It has also broken the current situation of third-party platforms monopolizing live streaming resources and achieved diversification of live streaming e-commerce.

Third, with the help of the fusion media platform, the cultivation of live media e-commerce talents has been carried out in an orderly manner in terms of curriculum production and teaching practice, in accordance with the existing process. In terms of course production, media at all levels make use of the fusion media platform to integrate the production of live media e-commerce course content by utilizing functional modules such as unified planning, content production, big data application, and cloud tool labs. In terms of teaching practice, with the help of the "interactive teaching platform" module carried by the fusion media platform, course classification management, course learning, examination and evaluation, performance management and other work are carried out, enriching the form of teaching and meeting the general trend of online education.

2.2. Existing Problems of Cultivating E-commerce Talents in Media Live Streaming

The rapid development of the live e-commerce industry has given rise to a huge demand for human resources, and the training of live e-commerce talents has entered the fast lane. Behind the high-speed development, problems such as the rigidity of the cultivation model, the seriousness of homogenization and the unsustainability of the method have gradually emerged.

First, the cultivation mode is rigid, ignoring market demand and industry adaptation. Live

broadcast e-commerce belongs to the industry with high comprehensive skill requirements, when it comes to live broadcast e-commerce business that does not involve similar products also needs to have relevant professional knowledge, and the standardized cultivation mode is obviously not suitable for live broadcast e-commerce [2]. Live talent education also shows a strong bias, that is, the main focus on the anchor, the training of other live management and other talents is seriously inadequate [3]. The ubiquitous and explosive characteristics of the demand for live media e-commerce talents lead to conflicts with traditional training concepts and methods, and even more contradictions with the suitability of the talent industry [4]. Paying attention to the market demand for live media e-commerce talents and adapting talent cultivation to industry positions is a problem that must be considered in the cultivation of live media e-commerce talents.

Second, serious homogenization, ignoring their own characteristics, it is difficult to form a differentiated competitive advantage. At present, the live broadcast enterprises for the pursuit of traffic in the live content production and output links have shown the phenomenon of pan-entertainment [2]. Media at all levels should make full use of the advantages of media convergence, give full play to the advantages and characteristics of the media in content production, communication channels, market reputation, media technology, etc., especially through localized exploration [5], based on their own characteristics to optimize the media live e-commerce talent cultivation content production, the formation of a differentiated competitive advantage, and the establishment of a brand identity.

Third, the existing cultivation methods are difficult to form experience, not easy to spread and spread, and unsustainable. In terms of talent cultivation methods, the existing practice and research focus on the exploration of e-commerce live talent cultivation mode through school-enterprise cooperation [6], and the lack of platform tools to theorize, integrate, and fix live e-commerce practical experience greatly reduces the circulation and accessibility of related knowledge. Media at all levels make use of the existing fusion media platform to create a standardized curriculum system for media live talent training, use the cloud platform to realize the subheading management and real-time updating of teaching resources, and at the same time, with the help of the media's self-built App, build a self-learning platform to realize the circulation and sharing of related resources, and cultivate high-quality media live e-commerce talents.

3. Live media e-commerce talent incubation strategy based on fusion media platforms

3.1. Demand-oriented analysis of live media e-commerce talent needs

Demand-oriented, realizing the correct rationing of talents in the live e-commerce industry chain is the key to the healthy development of the industry chain [7]. Meeting the industry's demand for the types and abilities of live e-commerce talents is the action guide and important goal of media live e-commerce talent training. The establishment of the "live skill standard training + characteristic modern apprenticeship" media live e-commerce talent cultivation mode that integrates systematic knowledge learning and personalized curriculum will become a trend.

Systematic knowledge learning is the foundation. Network live broadcasting has a very strong cross-specialty and interdisciplinary characteristics and it is necessary to master at least two aspects of professional knowledge: one is the basic theory, which involves many disciplines such as communication, marketing, e-commerce, management, economics, law, etc.; the second is the basic knowledge of live e-commerce, including copywriting planning, field control management, investment promotion ability, live broadcasting skills, and rules of the network live broadcasting platform. With the live broadcasting skills standard training as the core, a systematic basic theoretical knowledge framework is built to provide a solid knowledge base for the cultivation of media live e-commerce talents.

Personalized curriculum is the focus. The live broadcast industry has a strong verticality, and the school-enterprise cooperation model is strengthened through the introduction of modern apprenticeship [8]. Students enter the live broadcasting vertical field to carry out live broadcasting practice, supplemented by practice-oriented vertical field personalized curriculum, from both theory and practice to consolidate the vertical field of live broadcasting e-commerce knowledge and skills advantage.

3.2. Vision of live media e-commerce talent development in the direction of smart media talent

At present, live talent cultivation bias is obvious. Chen Zhijie pointed out that the education of live talent is currently mainly focused on the anchor, for other live management and other live talent cultivation is seriously insufficient, which is specifically manifested in the Feng Haining put forward on the e-commerce live management, research, planning, service and other aspects of the lack of attention to talent. At the same time, with the development of a number of NEW IT technology, not only the above talent cultivation bias problem will be more significant, but also induce new problems of live e-commerce talent cultivation under the new technology environment. With the accelerated arrival of the "smart media" era represented by the application of artificial intelligence, Internet of Things, big data, virtual reality, augmented reality and other technologies, the cultivation of live media e-commerce talents adapted to the smart media environment will become the next growth point of the media industry. The cultivation of live media e-commerce talents in the direction of smart media talents requires highlighting the technical characteristics on the basis of all-media talents, not only to cultivate live e-commerce talents in the project planning, content production, operation and promotion, marketing and communication of the whole industry chain of live media e-commerce knowledge, but also to pay more attention to the development trend of the new media technology, the new IT technology and its promotion of the market demand, consumption scenarios, Audience characteristics and other changes, in order to better meet the user needs of the intelligent era. For example, in the context of the meta-universe, media live e-commerce in the cultivation of talents should also pay attention to the development trend of heavy 5G networks, augmented reality, virtual reality, Internet of Things, digital twins, and other immersive, to create a virtual shopping environment with in-depth interactive features for the user, to create a sense of real presence, and to optimize the function of media e-commerce live service. [9] With the new direction of smart media talents, cultivating composite high-quality live e-commerce talents who understand the industry and are technologically proficient should become the vision of media live e-commerce talents training.

3.3. Live media e-commerce talent cultivation mechanism with differentiation as an advantage

Media at all levels should ride on the east wind of live e-commerce, allocate the media's existing resources and advantages to the industry of media live e-commerce talent cultivation, and build a media live talent cultivation mechanism adapted to broadcasters' media with differentiated competitive advantages.

Traditional media lay out the live e-commerce industry on the basis of credibility, and then cultivate media live e-commerce talents with solid business ability, knowledge of the law and discipline, therefore optimize the live e-commerce ecosystem. "Everything can be live, everyone can bring goods" live e-commerce development trend, behind the appearance of its rapid prosperity exposed a number of problems, including data forgery, exaggerated propaganda, counterfeiting, single mode, etc. [8], the mainstream media to its credibility as the endorsement of the entry into the field of media live broadcasting e-commerce, through the cultivation and delivery of high-quality media live broadcasting e-commerce talents, to avoid the emergence of live broadcasting with

goods advanced form, to optimize the live broadcasting e-commerce ecosystem.

In terms of specific cultivation practices, media at all levels should be based on their own differentiated characteristics, through the combination of regional characteristics and media expertise, cultivate media live e-commerce talents, avoid falling into homogeneous competition, achieve refined and professional operation, and expand the media's live e-commerce business opportunities. For example, we need to make full use of users, channels, advertising partners and other favorable resources and industry background. Master the broadcast media, expand the field of media broadcast e-commerce talent training; Using its own influence and resource integration ability, it integrates into the local life scene and develops the on-site media e-commerce talent training business. For example, through cooperation with the local government, it opens the precise training of agricultural on-site e-commerce and trains local 'village broadcasting' professionals.

3.4. Live media e-commerce talent cultivation base using fusion media platform as a tool

In line with the trend of media convergence, media at all levels have taken advantage of the established "central kitchen" and other integrated media platforms, together with the use of mobile apps, to carry out the practice of cultivating live media e-commerce talents and build online cultivation bases. Using the fusion media platform as an online base for cultivating live media e-commerce talents has multiple advantages.

First, the revitalization of stock resources. Under the four-level integrated development layout of deep media integration, media at the central, provincial, municipal and county levels have all built integrated media platforms to carry out news production and broadcasting, and have a certain amount of private traffic with the help of mobile editorial software and news apps. With the mature content production and distribution functions of the fusion media platform, the production of cultivation content, courseware management, online teaching, online quiz and other cultivation processes can be carried out in an orderly and efficient manner, thus unlocking new scenarios for the application of the fusion media platform.

Second, the integrated media platform facilitates the production and dissemination of cultivated content. The new production mechanism of media at all levels with the fusion media platform as the content production center and mobile App as the content distribution channel is conducive to the output of media live e-commerce talent cultivation content with high efficiency and low cost. In terms of content production, with the aid of mobile editorial software and cloud-based software, the fusion media platform can realize the rapid and low-cost production of live media e-commerce talent cultivation courses, and through the subheading management function, it facilitates the collection of resource content for multiple use at a time and optimizes content production and management. In terms of content distribution, with the help of the existing mobile news App, the targeted distribution of training content can be realized, interaction and communication can be strengthened through pop-ups, comments and other functions, and the background data of the fusion media platform can be used to build its own database, so as to realize the precise management and service of users. In terms of live e-commerce practice, the own live platform carried by the fusion media platform can be directly utilized to carry out live business, which not only protects the privacy of trainees, but also expands the private domain traffic of media live e-commerce. In addition, in terms of evaluation criteria, online testing of special courses can also be carried out through the fusion media platform to help assess the teaching effect and provide data support for improving the teaching content settings.

Third, it adapts to the dual trends of online teaching and mobile consumption. The popularization of mobile terminals, falling tariffs, and network speed-ups have led to more and more consumption scenarios occurring on the mobile side, especially under the impact of the new crown epidemic,

many life scenarios have migrated to online, and online learning on the mobile side has become the norm. By expanding the online learning function of the existing news App, the fusion media platform migrates the content of media live e-commerce talent cultivation to the mobile terminal to meet the dual needs of online learning and mobile consumption of users, while the real-time interactive function answers questions and solves problems, improves the quality and effect of teaching and is conducive to activating users, expanding the flow, and attracting more people to join media live e-commerce talent cultivation courses.

4. Conclusion

The overlap between the era of fusion media and the post epidemic era [8] has fueled the dual changes of media transformation and market transformation, and the boom of live e-commerce has forced media at all levels to rely on their own advantages to enter the field of live e-commerce and construct differentiated competitive advantages in order to expand the influence of the media and participate in the construction of the economy in depth. With the fusion media platform as a tool and smart media talents as a direction, the cultivation of media live e-commerce talents combining media advantages and market demand will surely become a new media growth point for the media in the new era.

Acknowledgements

This article is one of the research results of "Innovation of Integrated Education Mode Based on 'Fussion Media Operation Practice' Curriculum in the Context of AIGC", 2023 School-level Educational Reform Project, Sichuan University of Media and Communications.

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