

A brief analysis of the industry language of online live broadcasting

Jiajia Wang

Xi'an International Studies University, Xi'an, 710000, China

Keywords: Webcast; Industry language; Generalization

Abstract: Industry slang is a special word used in various industries, and they are of great significance to the language communication of all walks of life. With the progress of social productivity and the improvement of living standards, people have more material and spiritual needs, and a large number of emerging industries have emerged. In the process of operation and circulation of this emerging industry, a unique language style and form have gradually formed, that is what we now call the online live broadcast industry slang. This professional language applicable to the live streaming industry not only influences and promotes the development of the live streaming industry, but also continues to penetrate into people's daily lives. This article will focus on the linguistic phenomenon of the online live broadcast industry, analyze its various aspects, infer its future development trend and explore the reasons behind it.

1. Introduction

In recent years, with the accelerated development of the Internet and big data, more and more emerging industries have emerged, among which, webcasting as a new industry, is widely sought after by the public, especially the younger generation. The society has gradually entered the "era of live broadcast for all", and live broadcast has gradually integrated with people's lives. Watching live broadcast has not only become a fashion, but also a new way to obtain information, leisure and entertainment. It not only injects new vitality into economic development, but also affects and changes society in some other aspects. Webcast marketing is a new type of marketing method that uses the network platform to display and exchange product information on the basis of webcast. Compared with traditional e-commerce, webcasting is more efficient in the marketing process, which can effectively improve the speed of consumers' access to product information, answer consumers' questions about products in a timely manner similar to "face-to-face", and meet consumers' various needs. In the process of live webcasting, a large number of industry slang and buzzwords emerged, such as "family", "buy it", "oh my god", "321 link" and so on. Adding a lot of interest to the otherwise boring sales atmosphere. Starting from the concept of industry slang, this article will analyze the characteristics of online live streaming industry slang, predict its future development trend and analyze the reasons behind it.

2. The concept of industry language

Liang Yonghong (2012) pointed out that industry slang is "a special term used by all walks of life to refer to things or phenomena in the industry and a special term in various disciplines".^[6] Zhang Wangxi (2005) pointed out that the so-called modern Chinese industry slang is a special term used by various industries in the Han society due to the needs of work. The reason why industry slang is different from other commonly used Chinese words is that it has certain attributes, objects, and specific scope of use. Due to social progress, people's needs in all aspects are also increasing. Over the time, the general vocabulary used by the public gradually cannot achieve the goal of communication within the industry, so a language dedicated to serving the communication within the industry has been produced. It can be seen that the generation of industry slang relies on all walks of life and is the product of the continuous development of society.

3. The characteristics of the industry language

Since the industry slang is produced to serve the needs of a specific industry, it has the following characteristics: 1)Professionalism. Industry slang is usually associated with a specific occupation or discipline, so its language can reflect the professional knowledge background and technical terms related to it. Each word has a specific professional meaning, so it is difficult for ordinary people to understand the meaning of the word accurately except for people in the industry. 2)Limitations. Industry terms are generally used alone in a certain industry and a certain department, so their scope of application is relatively limited. 3)Monosemy. Slang often has a clear meaning and purpose, and does not have multiple meanings or ambiguities like some everyday words. 4) Developmental. With the rapid development of society, new industries and occupations continue to emerge, and the corresponding industry slang will also be developed and updated to adapt to new needs and environments. These characteristics make industry slang an important way to generate new words, and play an increasingly important role in social life.^[1]

4. Introduction to the online live broadcast industry and its characteristics

Before understanding the concept of webcast industry slang, let's first understand what webcasting is. At present, although webcasting has been widely used in daily life, there is no clear definition of it in the academic community. In 2016, the Provisions on the Administration of Internet Live Streaming Services were promulgated and defined Internet live streaming as an activity that continuously publishes real-time information to the public in the form of video, audio, graphics and texts based on the Internet. In other words, the technical basis of Internet live broadcast is Internet technology, and the form of live broadcast can be video, audio, or graphics, etc. The content of the live broadcast is real-time information. The slang of the webcast industry is a professional language that serves the webcast and enables it to develop better. The industry terminology for webcasting has grown tremendously, and here are a few examples. First of all, "anchor", a professional term that belongs to the online live broadcast industry, specifically refers to the anchor with goods. In the business activities of online celebrities, the anchor with goods not only has the identity of advertising spokesperson, but also has the identity of producer and seller. Another example, "field control", also known as "central control", refers to the personnel responsible for the operation of the center console during the live broadcast, such as the members who put products on the shelves, modify prices, distribute red envelopes, coupons, count the information of winning fans, and cooperate with the anchor to mobilize the atmosphere of the live broadcast room. "Operation" is the director of the live broadcast room, who is responsible for organizing the team to select products and formulate the live broadcast process and content before the live broadcast. Responsible for monitoring real-time traffic and data, adjusting the live

broadcast rhythm in real time according to the live broadcast situation, and guiding the work of personnel in each position. After the live broadcast, he is responsible for organizing the team to do a good review, optimize and improve the live broadcast effect, put forward solutions and suggestions. "Customer service" is to cooperate with the sales of the live broadcast room, interact with fans online, be responsible for answering fans' questions before sales, handling and solving after-sales problems. In addition, there are also professional products such as "welfare", "explosive" and "standard". "Welfare money" refers to the products provided during activities in the live broadcast room, which are used to give back to fans, increase the influence of stores and products, and guide the interaction of audiences in the live broadcast room, and are very cheap compared with other sales channels. Some anchors also call it "event money" or "pet fan money". The role of this type of product is to enhance fan stickiness, enhance fan retention, attract fans to stay, and guide fans to interact. There is no fixed requirement for the time when this kind of product is generally sold and put on the shelves, and it can be launched from time to time in the sales process, according to the planning of the live broadcast content to attract the attention of fans. "Explosive models" are products that have a very high sales volume or even short supply in the current market or in the past sales process of the live broadcast room. The role of this type of product is to go to the volume, win by the volume, and improve the conversion rate. "Standard products" refer to products with unified market standards, and the prices are transparent and open, such as mobile phones, computers, home appliances, etc. There are many similar professional names, which are combined to form the slang of the webcast industry. At the same time, because webcasting has the characteristics of real-time, popular and interactive, the industry language in this field has also formed the following characteristics on this basis.^[2]

4.1. Co-performance

Performability refers to co-performance. Because of its special presentation form - a one-to-many, several-to-many interaction between the anchor and the audience, in a short period of time, what the anchor says and what the audience in front of the screen says are presented in the live broadcast room at the same time. That is to say, everyone wants to speak, there is no specific order, no start and end restrictions, and there is no rotation of discourse. All of a sudden, everyone's words came together as if they were performing a common performance. There is no topic limit, you can ask the anchor about height and weight, you can also talk about today's weather, and you can improvise invite the anchor to do a talent show. The words that come out seem to be irrelevant to each other, each is its own content, the audience can participate in it at any time, the audience's language is connected with the anchor or send a real-time barrage, which is also the content of the live broadcast. The anchor will also randomly select some of the barrage published by the audience, read these contents, some viewers who like to spoof, will also deliberately scare the anchor, say on the public screen that there is someone behind the anchor, there is a woman in red clothes or something. In short, the live broadcast room is a big stage, everyone can go on stage, and everyone will perform this performance together.^[3]

4.2. Creativity

The terms that appear in the online live broadcast, they spread rapidly, update and iterate quickly, and new words are produced almost every day. When these terms are widely imitated and used by people, they also reveal an important reason why the language of the online live broadcast can become the vane of the times. The creativity of the people has been mobilized in the live webcast. Everyone with their own creativity, boldly play their talents, without too many scruples. All valuable, interesting, touching words have the opportunity to be widely circulated by everyone, have an unexpected impact, and even some have become the mantra in people's daily life, but also imperceptibly affect people's world view, outlook on life, and values. Of course, there are two sides

to everything, and these online live broadcast industries are no exception. From the positive side, it has an incomparable role in entertaining the public, adding a lot of joy to people's plain and simple lives. From a negative point of view, it sometimes deviates from the thoughts of some teenagers, in the online live broadcast room, there are not too many restrictions on what the audience can post, so many people will say what they dare not say in real life in the virtual world of the Internet, and inadvertently cause some harm to the people on the other side of the screen. For example, some live broadcast rooms are full of some vulgar male yellow humor. There are also anchors whose cultural level is not high, and their live broadcast rooms are also full of a large number of fans who follow him and imitate him. These fans are affected by the words of the anchor during his live broadcast, and they also use the words of the anchor to leave traces in the comment area and live broadcast room of other bloggers, and the adverse effects caused by it are also extensive.^[4]

4.3. Modernity

The epochal nature of the online live broadcast industry is reflected in the timely reflection of social life and the group psychology of the modern young generation, which is the most fashionable part of the online language. In the past, people mainly relied on news websites to get the latest information and gossip, but now they only need to chat with everyone in the live broadcast room, or even without opening their mouths, and someone can quickly understand what today's hot topics are. For example, news such as "Japan's discharge of nuclear wastewater" and "the divorce of a certain celebrity" are mentioned at any time in the live broadcast room. The reason for this phenomenon is that the language of live streaming is immediate, reflecting the current social environment and people's psychology. At the same time, there are a large number of participants in the live broadcast, from a wide range of sources, and people from all walks of life have different sources of information acquisition.

4.4. Extensive use of salutations and internet slang

Salutations are words that people use to refer to the other person they are talking to. Salutations have a social communication function, and communicators consciously regulate their speech behaviors to achieve certain communicative purposes. For example, there is often an interaction between the anchor and the audience in the live broadcast room. "Babies, our clothes are of quality assurance" or "Family, click on the small yellow car at the bottom of the live broadcast room to get the same style of the anchor". Some popular words are also widely and frequently used, such as, "321 on the link", there was a period of popular "take-it-ism", when the audience in the live broadcast room faced their favorite goods, or when the anchor showed their items, they commented "bring it to you" at the bottom. It can be seen that the linguistic characteristics of the industry language of online live streaming are mainly reflected in the large number of salutations and Internet slang used in the vocabulary, and most of the newly generated Internet hot words are newly coined words, or the metaphorical development of the original word meaning, which greatly enriches the vocabulary system of modern Chinese.^[5]

4.5. Clustering

In a sense, industry language is a kind of social dialect. "Social dialect is a variation in the use of language by people of different ages, genders, occupations, classes, strata within a society, and is a sign of a speech community. "Every live broadcast room belongs to a certain anchor and has unique personal characteristics. It is precisely because of these characteristics that many people with the same hobbies have attracted that through the language of the anchor and some people in the live broadcast room, the audience in front of the screen continues to imitate, transform, and disseminate, and gradually forms a variety of language clubs. These language clubs have their own

characteristics, such as the famous game anchor Chen Ze's mantra "OK family", etc. Under their leadership, the audience will also participate in the development and transformation of these languages, so as to generate more vocabulary.^[6]

4.6. In terms of sentence structure, be good at using imperative sentences, exclamation sentences, comparison sentences, and exaggerated sentences, and the language is more vivid and full of connotation

Pragmatics are diverse, concise and interactive. Language is developing in many ways.

4.7. Vulgarity

The vulgar culture of online live broadcast language is mainly reflected in language violence and other pornographic and illegal language. Because the opening authority of the online live broadcast room is not high, like the well-known short video platform Douyin, which only needs real-name authentication, and the number of fans exceeds 1000, it can be opened. Therefore, the online live broadcast room is mixed, and the source of people participating in the online live broadcast is also very complex, basically there is no limit, no matter who has the right to participate in the online live broadcast. So the audience who enters the online live broadcast room, due to the different levels of education, plus hidden behind the screen, directly express their inner feelings without restrictions. Therefore, in the live broadcast room, there are often all kinds of swear words and unsightly words. These words will have a bad impact on the body and mind of young people who have not yet formed a stable world outlook and outlook on life, and are not conducive to the formation of a good social atmosphere.^[7]

5. The future development trend and reasons of the webcast industry

As far as the essence of language is concerned, language is a dynamic system that is always changing, and the industry language is such a dynamic system in constant change. With the development of society and the improvement of the level of understanding, there will be new industry languages. At the same time, there will be a large number of industry languages through semantic generalization and mutation into the national common words. The generalization of predicates in Chinese refers to the phenomenon that the two parties are forced to expand, enlarge, or change the original predicates, and use predicates with certain characteristics of social relations to refer to people who do not have such social relations, when the original applicable predicate resources are insufficient and new suitable predicates do not appear. In social interactions, when social factors such as identity, occupation, gender and other social factors change, new social relations appear, but due to the lack of corresponding appropriate predicates, we will choose certain predicates from the original predicate system to expand their meanings and give them new connotations. In different historical periods of social development, industry languages will continue to enter the national lingua franca, especially in today's society, the number and variety of industry languages into the national lingua franca are larger. The 2005 edition of the Modern Chinese Dictionary contains 119 more semantic generalized words than the 1996 edition, and covers many industries such as finance, economics, sports, medicine, physics, chemistry, aerospace, computer, mathematics, culture and education. Among them, in the area of online live broadcast industry language, the most obvious generalization phenomenon is the salutation, and for different types of live broadcast content, the salutations used by online anchors are also different. For example, the word "old iron" originates from the "iron buddy" in the Northeast dialect, which is another name for buddies, and similar to this title is "Tiezi", which describes a close, solid, trustworthy, and iron-like relationship, which is a metaphor for the very good relationship between friends. In recent years, there has been a clear generalization. The word "Lao Tie" appeared on the Kuaishou platform earlier,

because the original more influential anchors on the Kuaishou platform were mostly Northeast people, under their guidance and drive, the word "Lao Tie" was frequently active on the Kuaishou platform, and was mostly used for the interaction between the anchor and the fan group. Then with the development of the Internet, more and more people entered the Kuaishou platform to bring goods in the live broadcast, no matter which province the anchor from, in the live broadcast room began to use "Lao Tie" to call their fans, and the fans interacted like brothers and friends. Nowadays, friends and brothers who have a good time on Kuaishou and Douyin, as well as the owners of gifts, popular iron fans, and lively tourists, can all be called "Lao Tie", and pull in the relationship with each other while joking. On August 24, 2019, "News Network" officially entered the Kuaishou short video platform, and the first video released on the day of entry was "Kuaishou Lao Tie, hello" as the copy. It invited Kuaishou "Lao Tie" to "move and pay attention to a wave". As a result, the specific connotation of the original Northeast dialect "Lao Tie" has been enriched. Another example is the term "family", which was originally only used in groups with family and blood relations. Such as "I live with my family" and "I went on a trip with my family". This title began to change when the Kuaishou anchor "Winter Swimming Monster Pigeon" affectionately called netizens "family" in a speech, and since then "family" has become popular on Kuaishou APP, causing everyone to imitate. Now not only in Kuaishou, but also in Douyin, Bilibili, Xiaohongshu and other platforms, the title of "family" can be seen everywhere, and its use is no longer limited to groups with blood relations, but an intimate name between netizens. Similarly, there are "brothers and sisters", "babies", etc. For example, "Thank you brothers and sisters for your support", "Babies, click the link below the live broadcast room to get the same style as the anchor". Summarizing the above phenomenon, it can be found that salutations are generalizing at an unprecedented rate in the era of live webcasting. In addition to salutations, other industry slang in online live broadcasts are also taking place, such as the craze of imitating central control speech that rose from Douyin and Kuaishou some time ago, a couple walked on the street and saw the clothes samples in the shop window next to them. The boy said to the girl, "Do you want it, if you want, send a 1 on my screen", "There is not much inventory, babies who want it to place an order quickly", which makes people laugh. At the meantime, it also reveals the trend of the online live broadcast industry language slowly penetrating into people's daily life. In fact, it is not only the language of the online live broadcast industry that is gradually generalizing, but almost all types of industry slang are being generalized to a greater or lesser extent, which is an inevitable trend. Scholars such as Wang Jue (1997), Feng Ziwei (1994), Liu Yun (2000), and Dong Ruoying (2008) have discussed the reasons for the semantic generalization of the industry, mainly focusing on four external reasons. First, it is based on the development and change of society. The emergence of new things and new phenomena has provided sufficient objective conditions for the generalization of industry terms. Second, the dissemination of media has played a boosting role. In today's society, with the rapid development of the Internet, new media has been deeply integrated into our lives and runs through our daily lives. It can be said that most people's lives and even survival have been inseparable from the Internet and new media. As a channel for information dissemination, new media can achieve rapid dissemination of information. Through the Internet and social media platforms, information can be transmitted to anywhere in the world in an instant, so that people can be the first to know about various information and events. Whether it is news, entertainment, education, or science and technology, information can be disseminated through new media, making it easier for people to access knowledge and information. Therefore, as soon as some industry slang in the online live broadcast industry appeared, it spread to the eyes of major netizens, which greatly increased the contact between the online live broadcast industry slang and the society, allowing it to penetrate into people's daily life to the greatest extent, and also laying the foundation for its generalization. Third, the cognitive subject has changed. Today's people's overall quality is generally higher than before, their psychology of seeking innovation and difference is stronger, and the use of metaphorical thinking is more prominent, and metaphor happens to be the main way of word formation in the semantic construction of most popular online industries. Metaphor is essentially a cognitive

phenomenon. Modern linguistics considers metaphor not only to be a linguistic rhetorical phenomenon in the traditional sense, but more importantly, to be a phenomenon of human cognition. Shu Dingfang believes that the phenomenon of polysemy is a process in which human beings extend from the basic meaning of a word to other meanings with the help of metaphorical cognitive means, and is the result of human cognitive categories and conceptualization. The development of the meaning of a word can be unlimited, as long as a certain metaphorical meaning is accepted by society, it will be fixed in the language. At the same time, on the basis of its own metaphorical meaning, it will take the connotation as the core to derive new metaphorical meanings. Fourth, the popularization of science and technology has brought the industry language into the public life. In addition to these four external reasons, there is also an internal reason, that is, the inadequacy of language, and the academic community believes that the generalization of industrial language is one of the ways for language to self-regulate and achieve a new equilibrium. In other words, generalization is a necessary trend in the development of language, under which words gradually tend to be complete and unified. This internal reason, together with the four external reasons mentioned above, has become a strong basis for us to infer the future development trend of the live streaming industry.^[8]

6. Conclusion

Nowadays, the Internet has been integrated into people's lives, and online live broadcast has become a popular emerging industry, there are many young people who hope to be able to open up a small world in this field. Online live broadcast is also a very potential industry, from the beginning of the anchor simply chatting with fans to later develop to the live broadcast room to bring goods, from individual live broadcast to teamwork and so on. The industry is in full swing to develop and grow. At the same time, the slang of the webcast industry is constantly updated and enriched, and it is also constantly breaking through the limitations of the industry and gradually being used in daily life. However, this phenomenon does not occur in every industry. The longer it exists or the closer it is in contact with people's daily lives, the greater the probability of generalization. This paper analyzes the online live broadcast industry slang, aiming to attract the attention of scholars, and the online live broadcast industry slang itself and its generalization phenomenon is a language phenomenon worthy of our attention. However, because the power of the individual is very small, there may be problems in this article, some places may not be discussed in depth, and some places may lack sufficient scientific analysis, etc. In general, more efforts are still needed.

References

- [1] Huang Borong, Liao Xudong. *Modern Chinese*[M]. Beijing:Higher Education Press, 2017:247.
- [2] Ye Yusheng, Xu Tongqiang, Wang Hongjun, Li Juan revision. *Outline of Linguistics (Revised Edition). Revised Edition*. Beijing: Peking University Press, 2010:198.
- [3] Huang Jinxian. *Overview of the characteristics of live webcasting* [J]. *Read the world (comprehensive)*, 2018, (15):274-274.
- [4] Tan Chang, Jia Hua, Du Gang, et al. *Analysis of the definition, characteristics, development process and business model of webcasting* [J]. *Modern Business*, 2018, (19):165-168.
- [5] Wei Mengtian. *See the generalization of the address from the network broadcast* [Z]. *Chinese University Humanities and Social Science Information Network*. <https://www.sinoss.net/upload/resources/file/2023/10/13/34676.pdf>
- [6] Liang Yonghong. *Analysis of the internal causes of semantic generalization in modern Chinese industry* [J]. *Language and Writing Application*, 2015(04):96-102.
- [7] *The Role of new media (Baidu Library)* [Z]. https://wenku.baidu.com/view/8d81330aa717866fb84ae45c3b3567ec112ddc7a.html?_wks_=1707321879603&bdQuery=%E6%96%B0%E5%AA%92%E4%BD%93%E4%BD%9C%E7%94%A8
- [8] Qiu Ling, Xie Shuqing. *Semantic construction of Internet buzzwords from the perspective of metaphor*[J]. *Yunneng Journal*, 2015, 36(04):136-139.