The Governance and Construction of the "Refined and Popularized Environment" of the Bullet Comments in Webcast

Ke Zhou
School of Public Affairs and Administration
University of Electric Science and Technology of China
Chengdu, China

Li Wang
School of Public Affairs and Administration
University of Electric Science and Technology of China
Chengdu, China

Abstract—**As a special network comment language, bullet comment is introduced by two domestic websites "Acfun" and "bilibili". It is widely used in the Internet because it conforms to the upsurge of the Internet age and meets the diversified needs of Internet users. In the process of the development of bullet comments, the webcast booth has changed into a real-time interactive chat room. Based on the analysis of the bullet comment transmission in the webcast and combined with the current popular network live broadcast platform — "BiliBili" and "Douyu", this paper makes a systematic analysis of "elegance" and "vulgarity" in the communication of bullet comments in live broadcast. At the same time, it discusses the problems existing in the current network live broadcast and the language communication in live broadcast, so as to provide reference for further regulating and managing the language communication in the webcast.**

Keywords: webcast, bullet comments, language communication of bullet comments, cyber environment

I. INTRODUCTION

In recent years, with the increasing development of electronic information technology, the increasing variety of network platforms and the growing diversified needs of Internet users, "webcast" came into being, becoming a new type of Internet culture industry. All the major online live platforms are competing with each other. As a new thing that appears later, the development system of webcast needs to be improved gradually. According to the 41st statistical report on the development of Internet in China released by China Internet Network Information Center (CNNIC), in 2017, the number of users of online entertainment applications in China maintained a rapid growth, including 422 million live broadcast users, with an annual growth rate of 22.6%.

With the rapid progress of the webcast, the "bullet comment" has been a hot issue. The emergence of bullet comments has fundamentally broken the inherent pattern of comment language in people's mind. As the main component of "bullet comments culture" in live broadcast, it gradually spans from the ACG world to the real world. With its unique short, refined, novel and interesting charm and the strong attraction of "real-time interaction with zero distance", it has

gradually replaced the traditional critical text and won the favor of netizens. From the disseminator to the audience, from the content to the effect, the spread of bullet comment has left a deep mark in the hearts of netizens. With richness, colorfulness and variety, not all bullet comments are elegant and there are many times, the comments are vulgar. It is true that this newly sprouted thing has a huge openness, but it is in such an open and unconstrained environment, coupled with the oversight of government departments and platforms themselves, the live broadcast is often full of these "vulgar" remarks. Therefore, it is urgent to create an environment that "suit both the refined and common people"

II. WEBCAST AND BULLET COMMENTS

A. Webcast

With the gradual evolution of the Internet model, the network broadcast has set off a wave after wave of upsurge. In 2016, the rapid rise of online live broadcasting ushered in an "exclusive frenzy" of online live broadcasting. Therefore, 2016 is called "the first year of China's online live broadcasting". As a new media form, network live broadcast, with its unique advantages of low threshold, low cost and interaction, has promoted the operation and development of itself, and has also been recognized and loved by the majority of Internet users, which accelerated the arrival of the "era of national live broadcast" in return (Li Na, 2017).

In a broad sense, webcast is the sharing and exchange of information at the same time through the network platform with the help of the network system. In a narrow sense, it means that the network anchor shares his work or life and other information fragments in real time regarding the network platform as the communication medium and with the help of video recording tools. In this process, through the use of "bullet comments", the real-time interaction between the anchor and the netizen as well as between the netizen and the netizen is realized.

B. Bullet comments

As a new generation of comment, "bullet comment" has won the favor of netizens by virtue of its advantages of being

short, smart and open. In the network live broadcast, the bullet comment is a very important part.

The use of bullet comments in the live network shows the "participatory culture" well. Participatory culture was first proposed by Henry Jenkins, an American communication scientist, in 1992. It refers to a free, equal, open, inclusive and shared new type of media culture style created by taking the Web2.0 network as the platform and all netizens as the theme. By some kind of identity, it is featured by actively creating media text, spreading media content and strengthening network communication, which are the main forms of bullet comments. As a kind of special comment language, bullet comment has a unique attraction to the audience.

III. THE "ELEGANT" ENVIRONMENT OF BULLET COMMENTS

The emergence of bullet comments has become a beautiful landscape of youth network subculture. Its unique charm has attracted many young people. At the same time, the communication process of bullet comments will also appear confrontation of "elegance" and "vulgarity". Its "elegance" is the "special weapon" that supports it for a long time.

A. The consciousness expression of the communicator — the "elegance" of the subject

As a special critical language, the main body of bullet comments is more complex than that of the common critical language. In this case, everyone can become the disseminator of the language. In the same live channel, netizens are allowed to express different opinions on the same content, or add different opinions to a comment to form a conscious interaction between multiple subjects and better communication. The emergence of the bullet comments has transformed the previous "one-to-one" and "one to many" communication methods into "many to many" style (Fan Chunli, 2016), better promoting the interaction and exchange among the bullet comments subjects, and accommodating more diverse opinions.

B. A new channel of opinion expression — "elegance" of channel

The reason why the bullet comments can be a hot phenomenon is that it can form "group carnival". Many people are used to watching the live broadcast to open the bullet comments, which allows them to look for the same touch from a group of unrelated strangers, look for the same kind of people who are like-minded, and pursue resonance and satisfaction. As a new interactive communication platform, everyone has an access to express their opinions freely and equally. All of them are the disseminator and receiver of information, almost without any restrictions and constraints.

At the same time of watching the live broadcast, the bullet comments are published "immediately", and users can communicate in time through the comments, which greatly keeps the "hotness" of the communication topic. Different from ordinary film reviews, the bullet comments float on the top of the live screen, so, users will not miss the wonderful live clips while commenting. Therefore, as a new communication platform and information communication channel, the bullet comment has its unique advantages and charm.

C. Multicultural communication — "elegance" of content

Because of the wide variety of live network, it is involved in various fields. For the special bullet comment, it has a certain "de-massification", and each field has a "stem" that belongs to the core audience. However, it is precisely because of such a small crowd, the bullet comments can realize the multi-cultural collision.

In the live broadcast of various events, "7777777", "4396", "piggy with 7" and other lively and lovely words often appear in the bullet comments. For outsiders, these symbols may be difficult to understand, but for loyal fans of the LOL, they have a unique meaning. These comments ("777777777" is because the player's English ID is "clearlove7"; "4396" is because the player has hit 4396 injuries in a certain game; "piggy with 7" is because one of the commonly used heroes used by the player is like a piggy, and his name is "7") are all about honoring the No. 001 professional player — Nuoyan. In every live broadcast of the event, there will always be such a screen flick. Through this style, the "LOL fans" convey a kind of emotion and belief to the video game, which makes the existence of the bullet comments have a deep meaning.

D. Meeting multiple needs — "elegance" of audience

The rapid popularity of the bullet comment has won the favor of many young people, which is attributed to its strong "social interaction". Through the comments, the "bullet comment group" can communicate, exchange emotions and transmit positive social energy in real time. The bullet comments are faster and more instant than microblog, WeChat and other social tools. Its social function is also reflected. People who watch the same live broadcast are almost all audiences with common interests. When they watch the bullet comments, they find that the one comment is exactly what they think in their hearts, so that they will have a sense of "meeting their friend". Moreover, the user name of the disseminator is visible, which makes the way to make friends is convenient and fast. The attraction of common interests will accelerate the pace of social interaction. The bullet comments can provide the audience with this kind of social elegant enjoyment.

IV. "VULGAR" ENVIRONMENT OF BULLET COMMENTS

While the bullet comments bring audience elegance and interest, its corresponding "vulgarity" is also reflected. "Openness" is one of the most popular charms of the bullet comments. Netizens can comment freely on the live broadcast to make the comments shine. However, just because they are not bound, there are always some vulgar

and abusive words in the comments. Some people try to win the eyes through "sex", "lust" and other contents, spreading a large number of vulgar elements through the comments, which is a great damage to the cyber space.

A. The quality difference of the "bullet comments group" — the "vulgarity" of the subject

The bullet comments have no strict "threshold" restriction on the main body of communication. Its arrival makes everyone qualified to be one of a "bullet comment group". Meanwhile, it makes it more convenient for netizens to comment and exchange opinions, but unfortunately, this too open environment makes a group of communication subjects with different personal qualities appear in the "bullet comments", and their cultural level is quite different. Correspondingly, there are lots of vulgar comments, which pollute the bullet comments environment.

B. Secondary processing of live broadcast content — the "vulgarity" of content

"Vulgarity" has two meanings here. One is popular and easy to understand, that is, everyone can know what it aims to convey; the other is the meaning of low taste and vulgarization. With the emergence of the bullet comments, the audience has paid more attention to it than the live content itself. The comments can be regarded as the "secondary processing" of the live content. Bullet comments are closer to life, easy to understand, but at the same time, there are also some vulgar, content. So here the writer is going to talk about the latter. From the perspective of communication content, vulgar bullet comments can be divided into three categories: ridicule and malicious brain picturing.

The first one is the lack of rational ridicule. Under the tremendous pressure of the current society, netizens are willing to ease their pressure through the "ridicule", expressing their emotions, and trying to attack and sneering at live content for fun. "Ridicule" often stays on the material surface from the perspective, and makes random comments without rational thinking. Lack of supervision and advocacy of freedom of bullet comments have undoubtedly become the best platform for ridicule. Low quality "ridicule language" is full of comments, seriously causing pollution and affecting the harmony of the entire live broadcast.

The second one is forcible misinterpretation and malicious brain picturing. Brain picturing, that is, making supplement in brain causally, is the current network language. It usually means to supplement some plots in the brain, and to fantasize about the plots in comics and novels, which in reality, they hope but don't happen.

C. The negative influence of the vulgar bullet comments — the "vulgarity" of the audience

The bullet comment reflects the popular culture of the network, and also reflects the criticism of the current network culture. Because of the anonymity and unrestricted freedom of the comments, there is no bond when netizens express their opinions. The "space of bullet comments" is chaotic. All kinds of explicit and vulgar language occupy the screen, spreading negative energy and resulting in negative social effects.

"Screen swiping" is a common phenomenon in the spread of bullet comments. "Group mentality" makes more people keen to participate in it. Once there is a strong momentum in the spread of the comment, it will accelerate the "silent spiral". Usually, the opinions of the dominant side are overriding all others, so that it's hard for netizens with different opinions to remark again. Even if someone bravely expresses their different opinions, it's hard to be recognized. Once out of control, it may even form cyber violence. At present, there is a lack of relevant laws and policies for live broadcast and bullet comments communication, and the political supervision of government departments and relevant institutions is not strict enough, so the negative social effects cannot be ignored. However, most of the "bullet comments" groups are post-90s groups, mainly concentrated in the post-95s. These groups are mostly school students, with weak will and weak discrimination ability, which will affect the thoughts and behaviors of the youth groups imperceptibly, bringing serious negative effects.

V. THE BULLET COMMENTS ENVIRONMENT CONSTRUCTION OF "BOTH ELEGANCE AND COMMON TASTE"

In the environment of network live broadcast, the emergence of bullet comments has formed a special "bullet comment culture". When people enjoy the convenience and fun it brings, its potential social problems are also inevitable. Leading the whole people to have fun, accommodating multiple cultures, and realizing the "common appreciation" of bullet comment are the right development ways of bullet comments communication.

A. "Both elegance and common taste" — "interactive participation"

The emergence of bullet comments provides a new platform for netizens to remark and express their opinions freely. Due to the particularity of the network, there is no strict restriction and "threshold" for the main body of communication, and everyone is allowed to join "bullet comments group". It is this kind of open and unrestricted freedom that makes the personal quality of the "bullet comments group" different in cultural level. Most people belong to spontaneous group. The comments are elegant, exquisite, and vulgar or diffuse, which makes the space of the bullet comments brilliant.

In addition, the bullet comments can not only realize the interaction between the anchor and the netizen, but also realize the interaction between the netizen and the netizen, forming a one-to-one, one-to-many, many-to-many communication modes. Through simple bullet comments symbols, a special bullet comment will be formed, which strengthens the emotion interaction among comments communicators.

B. "Elegance and common tastes" of communication content — "bullet comments etiquette"

Because of the existence of the bullet comments, it often makes the audience feel that the comments are more wonderful than the video itself. Gradually, the bullet comments group also formed a conventional "comment etiquette", which is quite interesting. For example, if there may be some unexpected or rather creepy pictures in front of you, the whole screen will display similar words such as "high-energy warning" sent by netizens. Such a "collective game" greatly enhances the netizens' sense of ceremony and participation, and enriches the culture of bullet comments.

It's true that vulgar comments are inevitable, but some measures can be taken to reduce the appearance of such words. Now the live network has vigorously advocated "anti-illegal, anti-spoiler, anti-lead war, anti-meaningless" comments. On the platform of bilibili, if you want to use the function of sending bullet comments, you need to take a "bullet comments etiquette test". The full score of this test is 100 points, which is divided into network environment standard questions and professional optional questions. If the result reaches 60 points, you will be qualified to send bullet curtain. Although this kind of requirement is a little tedious, it can penetrate the normative behavior of cyberspace into people's hearts and keep the purest and harmonious "bullet comments experience". With the popularity of this etiquette, the concept of civilization is also deeply rooted in the people's mind. In response, the content of bullet comments in the live broadcast will be greatly improved.

C. "Elegance and common tastes" of the audience — the "spiritual buffer zone"

On the one hand, the emergence of the bullet comments meets the needs of mass communication and enriches their spiritual life; on the other hand, the rampant spreading of the negative comments greatly disrupts the network order, resulting in bad social effects. Therefore, it is necessary to pay much attention to the reasonable control of the spread effect of the bullet comments. Only by reasonable use of this function, rational comments and civilized exchanges when venting emotions, can the commenter achieve emotional resonance and the sublimation of the soul.

Generally speaking, the users of bullet comments are mostly young people. With the acceleration of social rhythm and the increase of social pressure, the burden on young groups is heavier and heavier. They urgently need a way to release the pressure and vent their emotions. Sometimes they also need to realize the dual needs of "refusing to grow up" and "escapism". By watching the live network, they will become more targeted, dynamic and energetic after a proper relaxation in the "spiritual buffer" of the bullet comments.

VI. CONCLUSION

Based on the environment of webcast, this paper analyzes the language communication of bullet comments. From the network live broadcast to its tacit combination with the language of the bullet comments, from the elements of the comments to the expression style, and then to the characteristics of the communication, this paper systematically analyzes the "elegance" and "vulgarity" of this new comments style in the network live broadcast. This paper is not only to analyze the bullet comment itself, but also to find some problems existing in the current network live broadcast and bullet comment communication, hoping to provide some references for regulating the language communication in the webcast.

With the joint efforts of the government, the live broadcast platform and the public, the newly sprouted thing of bullet comments will surely develop better and better, and its audience will be more and more wide. In the process of the spread of this language, the flexible and free transition from the transmitter to the receiver, the unique and novel content of the spread, and the positive and elegant social effect well reflect the "elegance" of the spread of the bullet comments language.

However, it cannot be ignored that the cultural quality of the main body of the bullet comments communication is uneven, so, the "vulgar" communication is inevitable. Vulgar communication content is full of network space, for example, the extreme and violent remarks and other uncivilized phenomena can be seen in the live broadcast, which have brought some negative effects to the society and caused a bad impact.

In this era of Internet, which is users-dominated, the "boom" of bullet comment is the general trend. All Internet users cannot ignore its negative benefits while enjoying the convenience it brings. It's crucial to strengthen government supervision, enhance the governance for the live broadcast platform, and improve the quality and binding force of Internet users to jointly build a bullet comment environment in which both the refined and the common people will enjoy themselves.

REFERENCES

[1] Chen Songsong. 2015. Language Features and Expression Significance of the Video Featured by Bullet Comments [J]. News World, 2015 (07): 105-106. (in Chinese)

[2] Chen Yi, Cao Shengqi, Wang Tong. 2013. Perspective of the Bullet Comments Website and the Bullet Comments Group: View Angle of Youth Subculture [J]. Youth Exploration, 2013 (06): 19-24. (in Chinese)

[3] Dai Yingjie. 2016. Bullet Comments: Ethical Reflection in Carnival Era [J]. Friends of Editors, 2016 (02): 62-64. (in Chinese)

[4] Fan Chunli. 2016. Analysis of Bullet Comments Audience and Their Psychological Appeal [J]. Young Reporters, 2016 (06): 86. (in Chinese)

[5] Gong Chao. 2015. Research on Bullet Comments and Media Literacy [J]. Journal of News Research, 6 (18): 17-18. (in Chinese)

[6] Huang Huixian, Zhu Jie. 2015. The Meaning Construction and Psychological Needs of the Bullet Comments Group for Bullet Comments [J]. Young Reporters, 2015 (27): 73-74. (in Chinese)

[7] Li Jingjing. 2017. Language Expression Characteristics and Behavioral Significance of Bullet Comments[J]. New Media Research, 3 (21): 107-108. (in Chinese)

[8] Li Na. 2017. Innovation and Application Enlightenment of Bullet Comments Communication mode [J]. News Research Guide, 8 (01): 58-59. (in Chinese)

[9] Lv Peng, Xu Fanjia. 2016. Analysis of the Audience and Psychological Appeal of the Bullet Comments as a Grocery Store: Research on the Bullet Comments-Oriented Video [J]. International Press, 38 (10): 28-41. (in Chinese)

[10] Marshall McLuhan. 2011. Understanding Media: on the Extension of Human Beings [M]. Jiangsu: Yilin Translation Publishing House. (in Chinese)

[11] Ma Zhihao, Ge Jinping. 2014. Analysis of Japanese Animation's Bullet Comments: A Perspective of Quasi-Social Interaction [J]. International Press, 36 (08): 116-130. (in Chinese)

[12] Wang Yuan. 2015. The Popularity and Application of Bullet Comments Technology [J]. Youth Reporter, 2015 (34): 50-51. (in Chinese)

[13] Wang Zhuoer. 2017. Perspective of Development Status of Bullet Comments [J]. Youth Reporters, 2017 (02): 89-90. (in Chinese)

[14] Xie Mei, he Ju, Feng Yule. 2014. Research on Bullet Comment-Oriented Video from the Perspective of Mass Communication Game Theory [J]. Press, 2014 (02): 37-40. (in Chinese)

[15] Zhou Xu. 2016. The ACG of Cross-Border: Bullet Comments-Oriented Movies, Participatory Culture and Future Audiences [J]. Contemporary Films, 2016 (08): 149-151. (in Chinese)

[16] Zhu Liang. 2016. Symbolic Resistance of Bullet Comments Culture to Mainstream Culture [J]. Young Reporters, 2016 (35): 4-5. (in Chinese)