



Emotional Connection and Common Presence: the Internal Logic of Short Video Book Live Broadcast

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Abstract. In the past ten years of the rise of live broadcast, short video live broadcast has gradually become an important channel for retail books. This paper deeply analyzes the rise of the short video books live, development process and characteristics, the introduction of media survival theory, on the basis of thorough analysis of the past literature and news reports, it is concluded that the short video books live through the vocabulary, metaphor and identity to build the books live anchor emotional connection with the user line of sight, and through the scene to build a short video and the depth of the user connection. Short video book live broadcasts achieve emotional guidance through emotional connections and interactions, ultimately leading to a dissolution of the commercial atmosphere under the guidance of book hosts, Forming a shared presence with book live broadcasts, unconsciously promoting the consumption behavior of live broadcast users. promote the internal logic of book value realization.

Keywords: Book live broadcast; Emotion; Mediatization

1 Introduction

At the beginning of the rise of live broadcasting, many scholars have analyzed the factors influencing the behavior of consumers publishing live broadcasting^[1]. In this study, the research object of publishing live broadcast is reduced to short video publishing live broadcast. Combined with the characteristics of content production of short video platform, it discusses how short video live broadcast affects consumers willingness to buy books and promotes consumers consumption behavior, and has gradually become an important channel for retail books in the past two years. This paper, TikTok short video platform as the research object. As of March 2024, TikTok had mobile monthly active users of 763 million, according to QuestMobile^[2]. TikTok As a short video live broadcast platform, a large number of basic disk users make TikTok live broadcast ecology maintain a steady and upward trend, and from the perspective of sales heat trend, live broadcast sales occupy the majority of e-commerce shipments. So, how does short video live book selling gradually become an important channel for selling books?

2 Literature Discussion

From the first appearance of book live broadcast in 2015, to now that short video live broadcast has become the main front of selling books, the previous research has focused more on the exploration of book live broadcast marketing mode and the marketing mechanism of consumer buying intention from the perspective of sellers. From a short video live book is how to become an important channel of the core issue, this study based on the survival of "media" perspective, by focusing on the short video platform and publishing industry content production characteristics, discusses the live books anchor and consumers from content production, spread to the consumption of media life and real life two-way fusion, explain the internal logic of short video live books.

2.1 The Development of Short Video Live Book Sales

In 2016, "the first year of live broadcasting", the boom of live broadcasting swept the publishing industry. East China Normal University Press, Electronics Industry Press, Zhejiang University Press and so on all held live broadcasting marketing activities with various themes.^[3] Until 2020, various industries, including the publishing industry, were impacted by the epidemic, and live broadcasting platforms developed unprecedentedly, and book marketing officially entered the first year of live broadcasting with goods.^[4]

Most of the existing studies focus on the marketing of book marketing in the medium of live broadcast, and a consensus has been reached, but all of these studies study live broadcast independently of its platform. Previous research has agreed that live streaming is an effective book marketing model, and live streaming on short video platforms such as TikTok has become an important sales channel for books. In previous studies, book live broadcast is summarized as "celebrity live broadcast" led by authors and editors, "activity live broadcast"^[5] led by publishing houses, "theme live broadcast"^[6] conducted with a series of new books, and "web celebrity live broadcast"^[7,8] of various e-commerce and short video live broadcast platforms from 2020. However, with the rapid expansion of the scale of short video platforms, TikTok live broadcast has simultaneously carried the above four types of book live broadcast. In the past, researchers have paid more attention to the influence of human communication in the live book sales, Weakening the influence of short video and live broadcast as media on people. The current research points out that the recommendation and sale of books of "live broadcasting + short video" has gradually developed on a normal basis, and live broadcasting has become an effective way to promote and promote the nationwide reading of book fairs. In addition, many studies point out that the live broadcast of the publishing industry has core advantages: rich original content resources, author resources with strong ability to attract fans, high credibility and brand recognition. With the increasing standardization of live broadcasting platforms, publishing institutions reflect their advantages^[9,10]. By establishing their own live broadcasting teams, establishing reputation among user groups, and improving user experience through technological innovation and scene extension, which has brought considerable revenue to publishing institutions.^[11]

Looking back on the past research, most researchers will study live broadcast separately. Considering the knowledge service attributes of books and the short video platform itself is also a service platform for vertical content, it is difficult for live broadcast and short video to establish a strong connection with user groups without any part of each other in the process of book sales. In the process of book live broadcast marketing, short videos also help to establish a perceptual interface to create the presence experience. The liquid flow of knowledge text and the transparent visibility of knowledge dissemination greatly satisfy the sense of presence of network users.^[12] So short video live book, mentioned in the previous research "presence" of "field", is not simply understood as the studio place layout, more should be understood from the dimension of knowledge for knowledge dissemination of place, scene and platform, for the research object of this study TikTok short video is can be understood as "TikTok short video account + live" marketing matrix, bookstall live, attractions, exhibition, shop live, warehousing live live mode.

2.2 The Introduction of the Theory of "Medium Survival"

Short video live broadcast is the most typical embodiment of the integration of media life and real life.^[13] The anchors of live books include web celebrity, writers, publishing agency staff, experts and ordinary people, all of whom show digital labor during live streaming, and their work means "working on the screen". The "social sense of presence" created by the book broadcast room and the emotional connection between anchors and audiences are all evidence of the media of the consumption behavior of selling and buying books. According to the data in the TikTok influence index ranking of the book industry from July to August 2024^[14], the average live broadcast time of publishing self-broadcast and channel self-broadcast can reach 18 hours and the lowest is 3 hours. The total number of interactions of the top 20 short video accounts of publishing and distribution organizations exceeds 7.32 million times. All the above data show the medium of the life of book sellers and consumers.

At the outside of the main perspective of marketing in previous research, this research introduces the theory of "media survival". In the era of "everything is medium", live broadcast anchors, short video publishers, people who watch live broadcasts, short videos and interact with short videos and live broadcasts can all be regarded as media to explain the internal logic of short video book broadcast.

3 Study Data and Access Route

When collecting data, researchers can search and screen the public documents and journal papers related to book live broadcast and media survival from 2016 through the Internet, and sort out the practice and discourse content of live broadcast of books. At the same time, search the official data of TikTok short videos, and comprehensively organize the public content of the live broadcast of books. In addition, the researchers also used the full-text database of China Digital Books- -China Newspaper Resources, with "live broadcast", "book live broadcast", "short video live broadcast" and "media

survival", and focused on the media reports from 2016 as materials to understand the development practice of book live broadcasting.

4 Precondition of Media Change: Emotional Connection

Live book broadcast and short video content release is a continuous and lasting process. Live broadcasting can break the barrier of time and space, without the restriction and influence of objective factors such as site, personnel, weather and traffic. Relying on the massive user base of TikTok, it can spread fast, and can even provide sales services 24 hours a day anytime and anywhere through reasonable time arrangement. Compared with traditional e-commerce, the broadcast room with goods gives the e-commerce platform a life atmosphere, and also lets users find the experience of shopping malls. In addition to the visual presence, live streaming will also create a sense of social presence. Social sense of presence refers to the similar to human warmth and social communication brought by the media to users.^[15]In the tide of pan-entertainment live broadcasting, users attention is infinitely diluted, and the habit of live broadcasting viewers to "go away as they watch" eliminates the marketing window of the main body of live broadcasting. Different from the physical presence of physical bookstores, the sense of presence in live books comes from the emotional presence of users. In order to be able to build consumers immersive presence, establish live subject with users emotional connection, live in the process of live subject will adopt obvious vocabulary, metaphor and identity strategy, and live users establish emotional connection, and live subject and live physical gap between users, this is the subject and users common media.

4.1 Words Provide Emotion

In the early stage, e-commerce live broadcasting was used to use words that could strongly stimulate users emotions to set off the atmosphere that can achieve the carnival of users in front of the camera. Impulsive emotions will gradually stabilize in the process of users watching the live broadcast, and finally users will have a sense of gain in the process of the live broadcast, which is the so-called meaning consumption. The anchors of the book live broadcast provide users with the emotional bias and psychological cognition of a certain event through the core words such as "fate", "self", "life", "youth" and "reading". Anchors describe specific experience according to the theme content of each live broadcast and enhance emotional availability, so as to gain users attention and stimulate empathy. Taking the live broadcast of "Oriental Selected Books" as an example, the anchor will repeat the core words for the theme of each live broadcast, and use some more sympathetic modifiers, such as "live/cherish", "power/plain/unique", "suffering/failure", etc., to add the emotional infection function of the broadcast room. Different from the strategy of appealing to negative emotions, the book live broadcast focuses on creating a positive emotional atmosphere, which makes the live broadcast room present a positive appearance through the repetition and strengthening of vocabulary.

4.2 Metaphor Enhances Persuasion

Scarcity is the driving force of business. When it is included in the live book broadcast market, the primary reflection of scarcity is the emotional projection and resonance of users. Book live broadcast is more metaphorical than other live broadcasts. Many live broadcast users commented that "other live broadcasts are introducing products, while they are selling their life ideals". Live books symbolize books and give more metaphor to books.

As a kind of thinking mapping, metaphor maps the knowledge and experience of a specific conceptual domain (source domain) to another abstract conceptual domain (target domain), so that the relatively abstract and unfamiliar latter can be partially understood because of the relatively familiar, specific and perceived former.^[16] The discourse in the book live broadcast is to convey emotional elements and value judgment through the choice of materials and expression methods and metaphorical way. In the process of book live broadcast, words such as "road ahead, direction, life road, smooth road, rough" are used to metaphor the journey, and words such as "brave the wind and waves, drift with the current, stars and the sea" are used to metaphor for navigation. Using simple techniques is effective convincing techniques. In the investigated data, the overall emotions is positive. In the process of book live broadcast, anchors use metaphors to strengthen the positive emotions provided by vocabulary.

4.3 Identify with Self-building

If products and ideas make people look better, more smart, and brighter, then those products and ideas will naturally become social currencies, being talked about to sell well.^[17] People tend to choose identity signals as direct evidence to judge identity, which is part of commercial marketing and the most important step in the media process of live book users. Through the discourse identification strategy, the book live broadcast first establishes the cognition of "culture and knowledge" of the broadcast room, which is the users positive identification of the broadcast room. The anchors in the book broadcast room all maintain a positive appearance, and the scenes in the broadcast room are mostly based on the bookshelf, combining with the previous vocabulary and metaphors to create the image of the broadcast room. Second establish studio user identity, live books and other studio always keep dislocation competition, through the self and others in appearance, life, psychological state, environment of different dimensions, shaping live books user positive outlook, strengthen the similarity between the host and the user, affect the users cognitive tendency.

5 Practice of Media: Scene Construction and Common Presence

Scenario represents the immersive experience that triggers users and meets individual needs. Through scene adaptation, publishing institutions can form a deeper connection with users after generating emotional connection. Moreover, the particularity of short

video book live broadcast shows the characteristics of content aggregation of short video platform. In addition to live books, short video platforms can also operate accounts to communicate and interact with users, establish fan groups and build a sense of community. From the beginning of the live broadcast, users become the potential workers in the live broadcast room, which has the same attribute of workers as the book anchors, forming the physical body presence of anchors and the digital body presence of users, so as to realize the common media survival of anchors and users.

5.1 Scenes Build Emotional Interaction

The scene of the book live broadcast is not limited to the setting and scene at the physical level, but also lies in the plot extension and emotional extension of its construction. These scenes in the emotional sense include the connection of individual memory and the return temperature of collective memory. As early as 2016, Peoples Literature Publishing House planned the webcast "Train for Childhood" before the release of its new book Cocoon. The live broadcast connects the gradually blurred childhood memories of users through the slow train and the scenery along the way during the live broadcast, and echoes the background and theme of the creation of the works. This echo can be called "intertextuality", which can be traced back to Bakhtins dialogue theory, after the intertextuality into two types: "clear intertextuality" and "constructed intertextuality", the former refers to a specific text clearly appears in another text, by guiding or reporting verbs, the used text is clearly marked or implied; the latter is not obvious identification and boundaries, but to construct a new text with reference to another text. ^[18]The mode of live broadcast of knowledge and intangible cultural heritage is to use the strategy of intertextuality to connect the existing knowledge of live broadcast users and expand the knowledge framework while helping users gain the sense of psychological gain.

Based on different life experiences, education levels, interests, etc., book live streaming users will show different interpretations of the words mentioned above. Book live broadcast will be user-centered, pay attention to users cognition and feelings, connect the individual past and reality through the discourse in book live broadcast, and arouse the empathy of user groups. For example, book anchors will respond to users through @ users, associate with users, and respond in poetic language.

The key point that distinguishes the book live broadcast from other live broadcast lies in the humanistic connotation and cultural service attribute contained in the book itself, and the book has the social currency value. The last level of emotional interaction in book live broadcast is to create immersive live broadcast. The words of book live broadcast anchors often actively eliminate their commercial attributes, commensurate with live broadcast users with "friends", humanized communication, and meet the multiple needs of users senses and psychology.

5.2 Together Presence Emotional Guidance

It is generally believed that webcast technology transforms the invisibility and absence of the original online interaction process into the presence of the body. ^[19]The most

intuitive thing in the live broadcast room is always the presence of the anchors body, and the live broadcast users are usually considered to be invisible in the process of the live broadcast. But the physical stealth of live broadcast users has been appearing in other states. The active interaction of anchors, as well as the barrage reply of users during the live broadcast, and the reply and interaction in the comment area of short videos and fans before and after the live broadcast are trace presence elements. In addition, it is more noteworthy that live users emotional presence, books live the host through vocabulary, metaphor, identity and live users to build emotional connection, in the process of live books constructed scene under the empathy with the host, and form the host lead the user emotion, form the host physical body present and the user digital body present.

Book live broadcast is a kind of exciting live broadcast. Under empathy, increase the unique feelings and significance of books, trigger further emotional resonance of users, leverage more traffic, and finally realize the continuous accumulation of user scale and transaction data. Anchors and users who achieve empathy together to establish communities through the short video platform, gather attention to promote content consumption, and finally achieve the realization of book value.

6 Conclusion

Live video broadcast is the most typical embodiment of the integration of media life and real life. First of all, book anchors "work on the screen" has become a part of the media broadcast process, creating a positive atmosphere in the broadcast room, and providing intuitive users through the construction of physical scenes in the broadcast room. At the same time, the live broadcast room constructs the emotional connection between the live broadcast and the users through vocabulary, metaphor and identity. On the basis of the construction of physical scenes, anchors and users can further deepen the emotional interaction, and further create a social sense of telepresence from the visual sense of telepresence. The social sense of presence in the broadcast room is composed of physical scenes, communication and interaction, and emotional presence, so that users can have a sense of dependence on the broadcast room. Finally, a short video books live through emotional connection, interaction eventually achieve emotional lead, the user under the guidance of books, business atmosphere, and physical barrier, through comments, thumb up to join live, become one of the elements of building a live books, and live books form common present, unconscious promote live users consumption behavior, achieve the value of the books.

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