

New Ideas for the Development of Slow Live Streaming Models from the Perspective of News Communication

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Abstract: Under the influence of the COVID-19 in 2020, China has opened the “first year of nationwide live broadcast”, also let many people open the live mode, at the same time, slow live gradually approached the public’s field of vision. Central video launched the Wuhan epidemic “Fire God Mountain” “Thunder God Mountain” hospital construction video broadcast will be slow live to the climax, followed by a new type of public opinion supervision - cloud supervisor The cloud monitor has become a new medium and a new product of public opinion monitoring. In the post epidemic era, the application field of slow live is gradually expanding, from the Perseid meteor shower slow live to a variety of cherry blossom viewing snow scenery slow live to the field of advertising live application, so that live present diversification, in the way of interaction with the audience, slow live has also become a way to promote the development of new ways of live economy, a new strategy for advertising.

Keywords: Slow Live Streaming; Public Opinion Monitoring; Advertising; Live Streaming Economy

Introduction

At present, the domestic live broadcast according to the live medium can be divided into video live, text live, picture live, voice live, etc., and according to the rhythm of the live broadcast can be divided into fast-paced live, such as the audience is accustomed to shaking sound with goods live, etc., as well as slow live. The main research object of this paper is slow live.

The application of “slow live” can be traced back to the American director Andy Warhol (Andy Warhol) in 1963 to shoot the movie “Sleep”, the movie with a fixed lens to shoot the main character’s sleep for up to six hours, without any ups and downs of the plot, which can be interpreted as a kind of original lens, the whole process, slow pace, no post editing. and slow tempo, without post-processing editing and processing of the novel form of live broadcast. Early stage of COVID-19 epidemic, CCTV launched the “race with the epidemic” program, but also in the form of slow live record of Wuhan Vulcan Mountain, Lei Shenshan two hospitals completed construction, resulting in millions of netizens online “supervisors” of the macro, in the post-epidemic era in addition to such as the CCTV News, Sichuan Observatory, and other mainstream media for slow live, major universities have also opened the slow live journey, Wuhan University and Xinhua News. Slow live journey, Wuhan University and Xinhua News Agency, China Mobile to create a slow live cloud cherry blossom viewing is to harvest a large number of fans, Beihang University 30 hours of graduation season slow live, Henan Finance University of the campus of the snow slow live are typical. With the continuous development of the media, the scope of application of slow live has been greatly expanded.

1. The current situation of slow live broadcasting

1.1 Media subject homogenization

At present, the domestic slow live broadcast from the Wuhan epidemic “fire god mountain” “thunder god mountain” hospital construction debut, to the late Perseid meteor shower slow live, as well as the local launch of the cloud cherry blossom viewing, cloud snow viewing, the campus of the University of slow live show, etc., although the scope of the slow live constantly expanding! But the media subject of the above slow live broadcast is mostly CCTV or local satellite TV, college institutions, it is not difficult to find the problem of monolithic media subject behind it.

The reason why slow live can not be as popular as the public’s fast live, the reason is that the CCTV or other organizations often have

better hardware and software than individuals to put into the slow live practice. For example, on the occasion of Wuhan's unsealing, CCTV cooperated with China Mobile 5G and Migu Video to launch "Cloud Watch: Witness the Warmth of Spring and Flowers at this Moment" slow live broadcasting, combining with other types of "fast live broadcasting" to realize a variety of live broadcasting displays, and to build a new network live broadcasting ecology.

1.2 The coexistence of extensive and rigid content

Domestic slow live development, although there is a single subject, but the content is very extensive, although not all news topics are applicable to slow live, but currently in a variety of fields more or less will see the slow live figure. Such as the People's Daily, China Tower jointly launched a slow live - Guilin "moonlit night Li River" on the line, sharing the most beautiful place to enjoy the moon; Shenzhen Longgang Wanda Plaza, the country's first fourth-generation Wanda Plaza slow live, a 1.2 million people late at night spectators; CCTV network jointly with the Anhui Province, Anhui Province, China. Linqun County, Anhui Province, to help rural revitalization, "cloud encounter China" slow live local sweet potato planting base of the bountiful scene; Guangdong Silver Forest "roaming" travel notes: 12 hours of slow live, realize the viewing of the South Ridge freezing fog.

1.3 Weak audience stickiness

Throughout the slow live broadcast, due to its own characteristics, it can be a long period of time without time limit live broadcast, so that the total broadcast volume of the whole live broadcast reaches an amazing number, such as the first day of the new year at home cloud to see the snow scene in Xinjiang, slow live network-wide viewing volume reached 4.884 million people. Although it has a huge amount of viewing, but also have to admit that slow live in comparison with jittery, Taobao and other platforms fast live, the audience's viscosity is very weak, resulting in the audience and the product of the connection is very far, that from the economic effect, in the slow live advertising and promotion, the audience for the product to buy a single chance will decline, as well as the product of the second purchase willingness and loyalty is not with the anchor effect of the fast live that is as high. The slow live broadcast content is a combination of the original content and the original content. Slow live content is the most primitive natural state of things presented to the audience, which, in addition to its previously mentioned media singularity, some of the content of the rigidity of its content, its content is not similar to the anchor, scene layout and other elements of the infection and intentional orientation, its content is also obvious that the lack of more agenda-setting. In terms of audience stickiness, slow live broadcasting is more in a passive state, leaving most of the initiative to the audience's ego, and its audience stickiness is quite weak.

2. Advantages of the development of slow live broadcasting from the perspective of news communication science

2.1 Long-time accompanied live broadcast

Slow live compared to fast live a greater advantage is its long-time companion live, its live time is usually days as a unit of calculation, and to ensure that its live uninterrupted, high quality, which is very difficult to reach the individual fast live. Slow live is not only to provide users with a long live channel, to give users full companionship is also a point that must not be ignored, in this kind of companionship, the user in the escape from reality to relax, relieve the pressure does not feel lonely, they can through real-time pop-ups, comments and images, to obtain a strong sense of group identity and sense of belonging, because at this moment the audience watching the slow live broadcasts belong to the same common subject of the Group members.

2.2 The original ecology of the scene and the realization of the show

Slow live without editing, no post-processing and screen switching also gives the audience the scene of the original ecological and real-life display, giving the audience sufficient autonomy at the same time, but also gives the audience a full sense of presence. In the news,

news value can be said to be the second major characteristic requirement of news truthfulness and objectivity, in which proximity requires that the news should be geographically close or psychologically close to the audience, and the slow live scene of the original ecological and real-life display is very good to meet the audience in the psychological proximity. Wuhan epidemic outbreak sealed the city, the whole country people's heart Wuhan, but can not be in the scene, this time the slow live play a bridge role, coupled with the technical empowerment, maximize the audience to make up for the lack of the body is not in the scene.

2.3 Characteristics of the New Strongly Interactive Vehicles

According to the theory of use and fulfillment in communication science, the audience is an individual with specific needs, and the activity of the audience contacting the media is the process of fulfilling specific individual needs. Audience will be in a variety of purposes to contact the media, such as understanding the outside world to make a basis for decision-making, interactive entertainment, passing personal information to others and so on. Based on the theory of use and fulfillment, the characteristics of slow live broadcasting as a new type of strong interactive carrier are well reflected. During the Wuhan epidemic, the slow live broadcast construction of Vulcan Mountain and Leishen Mountain hospitals is undoubtedly in front of its slow live broadcast to satisfy the audience to obtain the external information of the frontline epidemic, and the closed management of the epidemic at home, such as the entertainment of the network.

3. Explore slow live optimization strategy and development of new ideas

3.1 “Slow” + “fast” live combination, promote economic growth diversification

Nearly three years was called as the first year of e-commerce live, and then live e-commerce total scale reached 433.8 billion yuan, a huge consumer market, so that the live this industry in full swing, slow live accounted for a relatively small number, but can not be ignored behind the huge economic benefits, such as the slow live + e-commerce, the opening of the cloud farming mode, according to Taobao issued data show that there are 2 million people in the Taobao slow live raising pigs, chickens, crayfish, cherries and other plants and animals, a live broadcast also reached a turnover of 1.05 million. The combination of slow live and fast live on advertising is not a new trend, fast live anchor with goods based on the introduction of the basic functions of the product to live offers to promote product sales, while slow live can be better used in the product brand image, Huawei, Tencent, for example, 24 hours of live broadcast of the company's working environment, symbolic product displays, etc., not only to meet the ordinary people for Huawei, Tencent big factory The curiosity of the working environment and content of Huawei and Tencent can satisfy the curiosity of ordinary people for Huawei and Tencent's big factories, but also convey the company's concept and shape the brand image in the slow live broadcast. The two modes of double-barreled, the development of the enterprise economy is bound to have a positive effect.

3.2 Enhance the audience's subjective consciousness and create a new way of public opinion supervision

From the early magic bullet theory of the unconscious, passive state of the audience to the current audience-centered theory, the status of the audience has been improved unprecedentedly, but in terms of slow live, we still need to mention the strengthening of the audience's subjective awareness of the 2022 Wuhan epidemic slow live, if known as the epidemic live, might as well be known as the cloud supervisors, in fact, behind the back of the silent exercise of the audience for the frontline epidemic prevention and control of the right to supervise. After this, the cloud supervisor has also become a hot word, in the later Hebei epidemic, another 2.5 million netizens of the cloud supervisor was born, a new way of public opinion supervision is also being born on the slow live.

3.3 New business card to promote city image and new means to help rural revitalization

Cities also need to be “widely known”, in terms of city image publicity, slow live can be a “good agent”, Sichuan Watch 24-hour live broadcast of the Chengdu Global Center, basically maintaining a huge base of 10 million people watching, in the low-cost record, not only directly conveyed the traffic situation of Chengdu Ring Road, but also set up a new first-tier city of Chengdu as a city card. The traffic situ-

ation of Chengdu's ring road, but also set up Chengdu as a new first-tier city's city card, in addition, Chengdu's "park city under the snowy mountains, the national park at the doorstep" slow live broadcast, but also to show Chengdu as a national park city of the new city's image, as well as to attract more people to watch Chengdu's pandas, for the local tourism industry to promote the momentum. Slow live popularity, but also let the city publicity to find new ideas, the country's current large and small cities have tried to slow live, but also easy to low-cost for the city to create heat fire burst out of the circle, no doubt slow live no matter in the present or the future is a good way of city publicity.

4. Conclusion

Throughout the whole development process of slow live broadcasting, the popularity of slow live broadcasting in China will never be in a pandemic in a flash, especially in the Internet is extremely developed today, the application of slow live broadcasting with the network, the technology of the addition of the social needs, it will certainly be more widely used in the field of major event reporting and public security, digging behind the power of political supervision, the huge economic power of live broadcasting is also inevitable. However, due to the continuous changes in the form of slow live development, in order to its future orderly and healthy development, the academic community had to continue to explore the laws of its development, in order to better grasp and use of slow live, and even specific to the slow live industry regulations. It can be predicted that the prospects for the development of slow live is relatively good, the new door of a live broadcast will also be opened by the slow live, looking forward to creating a new miracle in the field of live broadcast.

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