Research on the Meta-topic in Live Streaming with Goods under the Horizon of Cross-border Communication
--Text Analysis Based on the Oriental Selection Live Broadcast

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Abstract: With the implementation of the "double reduction" policy, the education and training industry is forced to transform. With its unique cultural background, New Oriental has joined the e-commerce flood, and realized the phenomenal cross-border communication in the field of live broadcasting with goods. This paper uses text analysis method, through the analysis of the Oriental Selection live broadcast content, to discuss the meta-topic in live streaming under the horizon of cross-border communication from three aspects: field construction, symbol change and discourse reconstruction. By analyzing the comments of netizens, to explore more possibilities of the meta-topic construction in live streaming in the future. Conclusion: (1) through the formation and empowerment of the "communication field", the meta-topic eliminates the antagonistic relationship between buyers and sellers and gives goods more value by deepening communication in this field. (2) the meta-topic, as the deeper investigation of the meaning of commodity symbols,achieves the goal of excavating the multi-level value of commodities and reversing replenishment of the concepts. (3) by deconstructing and reconstructing the discourse system of live streaming with goods, the meta-topic promotes mutual benefit symbiosis of commercial value and cultural value. In the future, the network anchor should strengthen the introduction of commodity attributed in the meta-topic, and constantly promote the change and innovation of the meta-topic construction from the perspective of development.

Keywords: Cross-border Communication; Live Streaming; Meta-topic; Oriental Selection; Text analysis

1 Introduction

With the implementation of the "double reduction" policy, the education and training industry is forced to transform. At the same time, with the rapid development of the e-commerce industry, the effect of the old top anchor is gradually declining, and the field of live streaming with goods has ushered in a subtle change. In such context, New Oriental Education & Technology Group actively joins the ranks of live streaming with goods, realizing the integration of business value and cultural value through the double mode of "selling" + "teaching". Among them, the anchors represented by Dong Yuhui created a good performance of a single live broadcast sales of more than 50 million yuan, marking that the construction of meta-topic provides an effective means to realize cross-border communication. Meta-topic is another set of discourse behind the content of the discourse. It can be understood that the topics set in the live streaming with goods are different from the theme of selling goods or even unrelated to it. What is the formation of the topic of live streaming based on and what kinds of impact does it have? Will the meta-topic in the live streaming with goods still present more diversified possibilities in the future? The discussion on these issues may provide more theoretical and practical basis for the transformation of live streaming with goods.

2 Literature Review

2.1 Cross-border Communication and Meta-topic

2.1.1 Cross-border Communication

By reviewing the entries related to "Cross-border Communication", at present, there is no clear definition of "Cross-border Communication" in the field of communication in China. In the political field, the use of "Cross-border Communication" mostly focuses on the implementation of the Party's theory, line, principles and policies. Among them, Xu Jiangshan takes technology as the fulcrum and defines "Cross-border Communication" as things that originally belong to a certain attribute, are grafted

with another attribute under the action of new technology, so that each independent theme can create innovative expression forms and communication formats through crossover, penetration and integration" (Xu Jiangshan, 2021) . In the cultural economy field, "Cross-border Communication" and "Cross-border Marketing" are always joint together. For example, the People's Daily New Media Center using IP cross-border marketing model to create activities such as "Time Museum" and "China-fashion Hall" has realized the innovative development of new media communication (Zhang Yiming, 2019). In the context of technological empowerment, the application of cross-border communication in various fields will gradually deepen with the precipitation of theory and the accumulation of practical experience. As a key node integrating political, economic and cultural fields, live streaming with goods should give full play to the benefits of cross-border communication. However, the existing research shows that in addition to the cross-platform live streaming research for mainstream media such as CCTV anchors, there are a lack of more in-depth researches on cross-industry and cross-cultural in live streaming (Peng Song et al., 2022). This article takes New Oriental from the education and training industry into the live streaming industry as an example, pointing the communication subject as the research object, to study its communication in the cross-industry and cross-cultural background. The research of cross-border communication in the field of live streaming with goods may provide more theoretical support for the application and development of the concept.

2.1.2 Meta-topic

Because of the rise of the concept "Metaverse", the research of it has emerged continuously (Tu Yili et al., 2022; Hoffert, B, 2022) . “Meta” contains the meaning of origin and root. Taking the topic of "Meta" in to consideration also shows a deeper exploration of the core issues. In this study, a meta-topic refers to another topic that is parallel to and independent of the main topic, that is, "topics outside of the topic". For example, when selling corn, the meta-topic is independent of the topic of selling corn, which leads to the topic of childhood memories and thoughts on family relationship in the Oriental Selection live broadcast room. What’s more, the knowledge that the New Oriental anchors put forward in the process of live streaming with goods are also meta-topic. Among the existing studies, there are no analyses starting from the influence of the meta-topic to explore the effect of the live streaming with goods and

the cross-broder communication. Researching on the meta-topic,on the one hand, is a breakthrough of the pattern of live streaming. On the other hand, it will also provide more basis for the specific practice of cross-border communication in the field of live streaming.

Therefore, as the two concepts that are still not widely used in the field of live streaming with goods, with cross-border communication as the background and meta-topic as the main object, analyzing the formation of meta-topic and its influence on the effect of live streaming with goods will provide more theoretical basis for the construction of meta-topic and will find more possibilities for the development of the live streaming in the future.

2.2 Current Status of Network Live Streaming with Goods

Since the outbreak of COVID-19 in 2020, the scale of the online live streaming delivery industry has shown a blowout expansion in the post-epidemic era (Wei Lin et al., 2021). Mainstream media, entrepreneurs and celebrities have begun their transition by visiting the top anchor's live broadcast room or joining the live broadcast platform by themselves (Huang Zhongjun et al., 2020). However, behind the prosperous phenomenon of live streaming industry with goods, there are also many urgent problems to be solved. Firstly, the market is chaotic, the quality of anchors is uneven, and some non-professional anchors transmit wrong information in the process of live broadcasting (Ding Guofeng et al., 2022). secondly, the single mode of selling goods and the similar sales expression also gradually kill the patience of the consumers (Liu Yuanquan, 2022).

In this context, in order to realize the benign development of the field of live streaming with goods,standardizing the values of the live delivery industry and renovating the inherent mode of live delivery has become the meaning of this study. Therefore, this study is of great research value.

3 Method

3.1 Text Analysis of Live Streaming Content

Using the live streaming content of Oriental Selectionl, since June 10,2022, on the

TikTok platform, as the research object, to analyze the meta-topics set in the process of cross-border live streaming.

3.2 Text Analysis of Netizen Comment Content

Using the netizens' comment content of the videos related to the Oriental Selection on the Bilibili platform as the research object, to integrate and analyze the views in the comment section. Starting from the "use and gratifications approach", more suggestions for the multiple construction of meta-topic may be provided.

4 Results

4.1 The Analysis of Meta-topic Construction

4.1.1 Field Construction--the Gestation of the "Communication Field"

1.The basis of the field construction. The study of field theory can go back to the French sociologist Bourdieu (1989). A field can be defined as a network of objective relations existing among the various locations. Psychologist Kurt Lewin (1936) introduced the concept of "field" in physics into the field of psychology, it is believed that the interdependent symbiosis between the physical space fields, the psychological space fields, and the two spatial fields will all have impacts on the social behavior. In the process of Oriental Selection live streaming with goods, in addition to the "trading field" based on physical space, relying on the live broadcast room, live broadcast platform and electronic media. Anchors also build another "communication field" based on common cultural concepts and common life experience at the psychological level through the proposal of meta-topics. For instance, Dong Yuhui once said when selling the literature books, "I hope that the senior intellectuals of a society can have compassion... Let me give you an example, you don't shout when you know there are so many people living in your neighborhood...I believe that people's hearts are good, you have some restraint from your actions...." "Human nature is kind" is a common cultural concept ", taking the community as an example is based on a common life experience. On this basis, an "communication field" independent of book trading with the theme of "we should have compassion in the face of suffering" has been established.

2.The power of the field construction. The meta-topic breeds the "communication field", the formation of the "communication field" also feeds back to the meta-topic. As a new field established based on the background of common cultural concepts and common life experience, "communication field" can effectively eliminate the antagonistic relationship between anchors and consumers as buyers and sellers in the "trading field". At the same time, consumers can establish contact with anchors and other users with the help of the interactive function in the comment area of the live broadcast platform, which can further increase the intensity of the field, so as to reach a kind of understanding, consensus and empathy in the new field. With the further deepening of the emotional communication between consumers and anchors in the "communication field" formed by the meta-topic proposed by the anchors, the meta-topic will realize the influence on the assignment to commodity value through the "communication field". For example, some netizens comment that "after listening to the teacher's live broadcast, I have a feeling that I will become more literate after eating the rice" is a good explanation of its value.

4.1.2 Symbol Change--the Establishment of a New Relationship between Signans and Designatum

1.The establishment of the relationship between signans and designatum. Symbol is an important part of information dissemination, the linguist Ferdinand de Saussure first proposed the concept of language symbol, which is composed of both signans and designatum. There is an interdependent relationship between signans and designatum (Zeng Jianguo, 2020). By applying the theory of semiotics to the live delivery activities and treating goods as signans, the formation of meta-topic is a deeper and wider mining of the meaning of designatum. The formation of meta-topics is both independent of commodities and exists because of the existence of commodities, like the "Yin and Yang" in the traditional Chinese culture , so that one is inseparable from another. In the live streaming with goods, the anchor's construction of the meta-topic is not completely divorced from the goods, for example, when anchor Dong Yuhui sells the corn, he describes the meaning of the corn on the topic of childhood,. such as "you have played all day, sometimes your mom thinks that you are too tired to play, so she call you back and cooked the corn that growed in your family’s field for you... so if we want to find delicacy, it must have emotional links..." is taking the emotion behind the corn as

the link, and extends from the corn to the memory of childhood, finally builds up the connection between the signans and designatum.

2.The deepening of the relationship between signans and designatum. In addition to interdependence, the relationship between signans and designatum is also dynamic. Specifically, it can be manifested as the complement and conversion of each other in a certain context. After the formation of the relationship between the signans and designatum, the anchors then further deepens the connections between the two by supplementing the designatum. Specifically speaking, after establishing the connection between the commodity and meta-topic from the perspective of the commodity, with the continuous mining of the meaning of the meta-topic, it will in turn complement the meaning of the commodity. For example, "At that time your parents were still very healthy... grandparents also accompany with you, you actually did not miss the corn, you were actually thinking of yourself... Those details are actually make you feel more intimate... That is the real world's life..." Therefore, the concepts of "your own self in those days" and "real world's life" are given to the corn through the in-depth elaboration of the meta-topic, which further deepens the correlation between commodities and the meta-topic. Comments such as "those who buy corn in the live broadcast room, do they really need corn? .. or even if it's not corn,but potatoes or cabbages, whatever it is, what people really want is just to listen to the teacher's speech? ", these comments are the best proof.

4.1.3 Discourse Reconstruction--Deconstructing and Reconstruction of Discourse System.

1.The digestion of the system of live streaming discourse. The traditional mode of live streaming is mostly "hawking type". In the process of selling goods, each anchor will introduce and promote the goods according to a certain formula (Liu Qingqing, 2022). After watching Li Jiaqi's live streaming for many times, some netizens have summarized the script model of his live streaming as--"finding the pain point + enlarging the pain point + inducing the product + enhancing the value + lowering the threshold". Different from the traditional live streaming with goods, The Oriental Selection room effectively avoids the imitation of the traditional system of live streaming discourse. Through the construction of the meta-topic, a set of its own unique live streaming process is formed. The meta-topic based on the premise of freedom realizes

the digestion of the system of live streaming discourse. The abandonment of " OMG, buy it!" means a new change in values in the field of live streaming with goods.

2.The construction of the system of cultural value. As teachers, rooted in New Oriental's deep educational background, the anchors naturally unconsciously or consciously export their knowledge and the orientation of values in the process of live delivery. On this basis, the meta-topic assumes the responsibility of carrying and exporting the cultural value. The phenomenon of New Oriental's teachers combine live streaming with English teaching has caused a hot discussion among netizens. A Chinese and English translation "Never be afraid of the moments--thus sings the voice of the everlasting." is widely spread from Dundun. Anchors of the New Oriental actively build a platform for the output of their cultural values through constructing knowledge meta-topic. On this basis, the New Oriental live streaming has formed a unique cultural values output system. For example, some netizen comments, "When recommending Peruvian shrimp, he also explains why shrimps are fat in Peruvian fish grounds, liking giving me a geography lesson." Behind the transformation of the reduction of marketing discourse and the increase of knowledge discourse in the live streaming room of New Oriental shows its active construction of the cultural value system in the entertainment industry. Through the construction of knowledge and cultural meta-topics, the New Oriental has reshaped the discourse system in live streaming, and realized the bidirectional fusion of the commercial value and cultural value under the cross-discourse system.

4.2 Prospects of Meta-topic Construction

Table 1 Quantitative analysis of the views in the comment area of Bilibili under a related video

	Positive attitude	Neutral attitude	Negative attitude	Sum
Quantity	104	21	0	125
proportion (%)	83.2	16.8	0	

Through the integration of the netizens' opinions in the video comment area of Bilibili, it is found that the vast majority of the netizens are in favor of the rise of New Oriental in the field of live streaming with goods. Such views as "this is the sense of advanced and excellent atmosphere, which makes shopping comfortable and clear"

and "in the very noisy live streaming field, they are clear streams" are a lot. But there are still a small number of netizens holding a wait-and-see or negative attitude. Among them, the netizens question mostly focused on the following two aspects: 1. Lack of the introduction of the commodity attributes; 2. A new round solidification of the live streaming discourse system. Based on the problems above, there are two suggestions putting forward for the construction of the meta-topic in the future:

4.2.1 Ingeniously Embedding Commodity Attributes

Different from the rules in a single field of education or live streaming field, the special attribute of cross-border communication means that its benign operation needs to take into account the dual attributes or multiple attributes between boundaries, so as to maintain the balance of all parties in the cross-border communication. As one kind of e-commerce sales, live streaming with goods should still pay more attention to the quality and price of goods, and regard real introduction of the property of goods as the main purpose. Some netizens comment :The argument in the New Oriental studio is that the anchor who should sell corn can not explain the properties of corn clearly. It can be seen that the anchors of New Oriental still fail to achieve the balance between bringing goods and education, and fail to make full use of the tension formed in cross-border communication. This paper believes that the problem of insufficient introduction of commodity attributes in such meta-topic can be solved from the following two aspects:

1.Balance of inner discourse. The construction of meta-topic has reshaped the discourse expression in the field of live streaming with goods. However, in order to make full use of the effect of meta-topic, it is necessary to further comb and standardize its discourse expression. Take the education industry crossover to the live streaming industry as an example, when constructing meta-topic, anchors should analyze the intersection points, key points and sub-topics of topics in various fields, in order to realize both producing the value of goods detailedly and also realizing the aims of education. For example, when Dong Yuhui recommended the reeves shad as the "Yangtze River three fresh", he introducesd Eileen Chang's "Three Hates in Life" as the central construction of the meta-topic. When introducing “the second hate: shad is prickly”, ehe delicious, prickly, scaleless commodity attributes of shad are introduced subtly. This is a successful case of skillfully integrating commodity attributes into

meta-topic discourse expression. This paper believes that the key point is the anchor should consciously construct the meta-topic from the commodity attribute, so that the value output of the meta-topic can form more introduction of the commodity attribute.

2.External practice assistance. In addition to pursuing the balance of discourse expression internally, anchors can also realize a more comprehensive presentation of commodity attributes with the help of external practice. For example, in the outdoor live streaming of the Oriental Selection studio on July 17,2022, Yu Minhong and Dong Yuhui, two anchors, leading the audience to visit the peach garden, showing consumers the origin and production environment of the peaches, which makes consumers cloud observe the quality of the products online by themselves. This behavior is the supplement of the introduction of commodity attributes under the meta-topic construction with the aid of external practice. In the indoor studio, anchors can take a similar approach like "lipstick color test". For example, when selling corn, the anchors can explain while cooking corn, and when selling shad, they can steam a shad at the meantime. It may become a powerful practical supplement for the transmission of commodity attributes in the pursuit of value output.

4.2.2 Persistently Updating Discourse Construction

The solidification of traditional live streaming technique is formed by the attitude of live streaming industry that are confined to the status quo and do not eager to seek change. Facing of the huge benefits brought by the traditional script, most anchors leave other values except the commercial value behind. On the one hand, this reflects the lack of innovation in the live streaming industry, while on the other hand, it also reflects the lack of the audience's aesthetic quality. Through the construction of meta-topic, New Oriental has opened up an innovative way for the field of live streaming. Yet, the extremes meet the opposite, if excessively pursuing the construction of meta-topic, then another round of solidification in live broadcasting will be formed. Comments such as "all the same, like reading a college entrance examination composition" should attract timely attention. This paper believes that, in order to prevent the pattern of meta-topic construction, we can start from the following aspects. First of all, anchors should always be alert to changes, and actively prevent the solidification of meta-topic construction from a mobile perspective. By following the comments and feedbacks of netizens, valuable opinions can be extracted and be applied into practice. Second,

changes in form can also stimulate innovation in topics. For example, transforming the indoor live streaming form into the outdoor live streaming form can break through the limitations of the meta-topic construction in the indoor mode. Finally, the field of live streaming should extensively absorb cross-border talents from different backgrounds, so that the theoretical basis of the construction of meta-topic will achieve a multi-directional, multi-field and multi-disciplinary expansion. The collision between cross-border fields may provide more diversified forces for the development of meta-topics.

5 Conclusion

5.1 The Formation and Significance of the Meta-topic

In the aspect of field domain construction, based on the common cultural ideas and common life experiences, the construction of meta-topic promotes the formation of "communication field" at the psychological level and effectively eliminate the opposition between the buyers and sellers. And Assign to commodity values through the continuous deepening of the communication in the field; In the aspect of symbolic change, meta-topic, as the deeper investigation of the meaning of commodity symbols, achieves the goals of excavating the multi-level value of commodities and reversing replenishment of the concepts; In the aspect of discourse remodeling, the construction of meta-topic eliminates the single mode of words in the traditional live streaming with goods, then it establishes the value output system of multicultural symbiosis and has realized the mutually beneficial symbiosis of commercial value and cultural value in the field of live streaming with goods.

5.2 Suggestions on the Development of the Meta-topic

Live streaming with goods field should not be satisfied with this situation. In view of the shortcomings of commodity attribute introduction in the current meta-topic construction, anchors should make up for the dual perspectives of internal discourse balance and external practice assistance. In response tothe audience's concern about the solidification of the meta-topic discourse mode, anchors should learn lessons in time, actively receive feedback from audiences, and constantly promote the change and innovation of meta-topic construction with the perspective of development.

In the future, the construction of meta-topics may be seen in more rooms that eager for progress and innovation. On the one hand, the research on the meta-topic will provide more theoretical support for the field of crossover live streaming in the live streaming industry; on the other hand, it will also provide more information for the development of non-crossover live streaming anchors.

At present, China's external communication does not correspond to the orientation of trade and investment culture, Chinese story discourse communication is out of touch with trade strategy (Li Huajun et al., 2022). In this context, can the integration of commercial symbols and cultural symbols realized under the construction of meta-topic breaks through the shell of live streaming with goods, and closely "package" meta topic and goods to reach a larger field? With the expansion of the domestic live streaming market, whether the communication concept based on meta-topic can go out of the domestic market and set step on the international communication market represented by TikTok to realize the external communication under the combination of commodity export and Chinese culture（Montag,C et al,2021； Xiong Y et al,2019)? More in-depth thinking and research on the meta-topics may answer these questions.

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