Impact pf Changes in Anchor Language Style on Audience Language Habits and Social Communication Methods: Investigation and Analysis

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Abstract: The language style of the anchor at different times would have varying degrees of impact on the audience's language habits, communication methods, and social cognition. Through investigation and analysis, this article finds that under the influence of changes in the language style of the anchor, the audience would gradually form corresponding language habits and social cognition. Relevant experimental research is conducted to prove the viewpoint of this article. At the same time, by analyzing the reasons and impacts of changes in the language style of anchors, the issues and methods that should be paid attention to in the change of anchor language style are proposed.

1. Introduction

Since the rise of live streaming platforms in 2013, the online live streaming industry represented by "tipping" has entered a stage of rapid development. Today, the number of users on live streaming platforms has reached nearly 500 million, with over ten million anchors. The business model of the online live streaming industry is gradually taking shape. According to the 2019 China Online Performance (Live) Industry Development Report, the number of online anchors exceeded 1.7 million in the first half of 2019, with a total annual income of 2 billion yuan, making it one of the most popular professions currently.

As a new type of information dissemination and social communication method, online live streaming has its own distinct characteristics. In the process of information exchange between the anchor and the audience, the anchor's language style plays an important role. Whether the language expression of the anchor in the live broadcast room is standardized and appropriate, and whether it can be accepted and loved by the audience. This is not only related to the quality of live streaming content and the audience's understanding of the anchor, but also an important indicator for judging the operation of live streaming platforms, audience participation, and social and cultural environment. Therefore, studying the impact of anchor language style on the audience is of great significance for understanding the online live streaming industry and promoting its healthy development.

This article would investigate and analyze the impact of changes in anchor language style on audience language habits and social communication methods through investigation and analysis. The organizational structure of this article is as follows: In the second paragraph of the article, the research results on the impact of changes in anchor language style on audience language habits and social communication methods are elaborated. The third paragraph of the article would focus on explaining relevant theoretical knowledge and survey methods. In the fourth paragraph of the article, the method is demonstrated through experimental design. Finally, a summary was made in Chapter 5 and recommendations were made for future research.

2. Related Works

In recent years, many scholars have conducted research on this. Li Chunyan pointed out that the change in language style is not only a profound change in the environment that shapes language, but also a change in style caused by social development and changes in language itself. In addition, he also pointed out that in the process of constantly adapting to and optimizing language style changes, it is important to pay special attention to the negative impact of language style changes on the development of social culture [1]. Guo Jialin studies the language art characteristics of broadcasting and hosting from three aspects: colloquialism, personalization, and fashion, in order to provide reference for TV program broadcasting and hosting hosts to adjust their hosting style and language art in a reasonable manner based on contextual changes. This helps broadcasters transform and develop in a new context [2]. Liu Bin proposed that the hosting style of hosts in new media programs is obvious and has been sought after by audiences of different age groups. The host of a radio and television station is limited by the

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style of the program during the process of hosting, and the language style used is very singular, leading to a gradual decrease in the ratings of the program. He believes that one can learn from the style of new media hosts, transform their language communication style, and achieve a transformation of their own style [3].

3. Method

3.1 Changes in Live Streaming Platforms

The current online live streaming industry is mainly composed of three types of online live streaming platforms, namely professional live streaming platforms represented by Yingke, Sichuan pepper, Longzhu, etc., mass live streaming platforms represented by YY, Momo, and Taobao, and platform oriented direct streaming represented by Douyu, Panda, and tentacles [4-5]. According to relevant data, by the end of 2021, the number of global live streaming users exceeded 1.5 billion, of which the number of Chinese users exceeded 800 million [6-7]. This indicates that live streaming has gradually become an indispensable part of people's daily lives, and its live content has also become increasingly diversified. Today, the classification of live streaming content is shown in Figure 1. As the core of a live streaming platform, the anchor's every word and action would affect the audience and social communication methods [8-9].

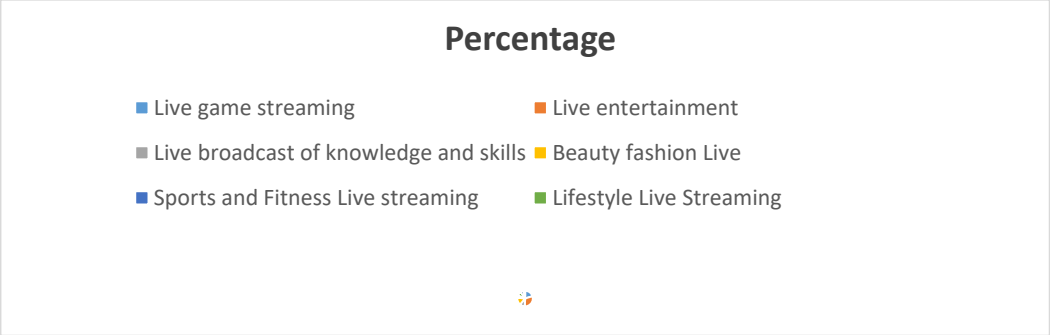

Figure 1: The proportion of live streaming types

3.2 Changes in Anchor Language Style

The language style of the anchor refers to the language style presented by the anchor to the audience during the live broadcast. Specifically, it is to explore the reasons for changes in anchor language style and their impact on audience language habits and communication methods through data analysis. The changes in the language style of anchors are influenced by various factors. Anchors may adjust their language style based on their audience, as well as different types of live content. They may also be influenced by factors such as the anchor's personality traits, emotional state, and social environment [10-11].

According to the survey results, the use of emotional speech and discourse volume continues to increase among the changes in the language style of anchors. Among them, emotional voice refers to the use of words such as "I", "you", etc., by the host during the live broadcast. The continuous increase in discourse volume refers to the host using a large number of words in live broadcasts, such as "hello", "thank you", "sorry", etc. The continuous increase of these vocabulary and sentences indicates that the language style presented by the anchor to the audience during live streaming is constantly changing. In the changing language style of anchors, there has been an increasing use of internet slang and language. For example, internet slang such as "666" is frequently used, which is related to the popularity of internet slang such as "666" among young people. In addition, the use of online language also reflects the anchor's intention to attract more viewers and increase the popularity of the live broadcast room. This situation not only increases the audience's sense of closeness and identification with the anchor, but also enhances the interactivity and fun of communication and interaction during the live broadcast process.

3.3 Survey on the Impact of Audience Language Habits and Social Communication Methods

The changes in the language style of anchors have had a profound impact on the language habits of the audience [12-13]. With the development of social media and live streaming platforms, the language expression of anchors is no longer limited by traditional formal language, but closer to colloquial expression. In the past, people often used more standardized language in formal occasions or writing, which emphasized accuracy, formality, and rigor in the expressed content. To search for language related data that people use in formal occasions or writing today, this article would obtain the survey results shown in Table 1 through a questionnaire survey.

Table 1: Survey Results Table

	Daily expressions	Formal language
Puberty	61.75%	38.25%
Early adulthood	77.40%	22.60%
Young and middle-aged	87.70%	12.30%
Middle age	55.55%	44.45%
Old age	50.20%	49.80%

According to survey results, people nowadays tend to prefer colloquial forms of expression. This mainly

benefits from the live broadcast by the host, which conveys new vocabulary, internet slang, and popular phrases that appear on the internet to the viewers in the live broadcast room [14-15]. The change in the language style of the anchor breaks the norms of traditional language and conveys a more casual and free way of expression to the audience. This would lead to more flexible and diverse language norms for the audience, while also making language more closely aligned with everyday life and people's thinking patterns today [16-17]. At the same time, the change in the language style of the anchor not only has an impact on the live streaming platform they are on, but also has a profound impact on the way society communicates. It not only affects people's language habits on social media, guides the public's public opinion tendencies, but also changes the pace and methods of social communication, making communication more urgent, concise, and active.

3.4 Data Collection

In order to further analyze the impact of changes in language styles of different anchors on audience language habits and social communication methods, this article would collect relevant language style change information of anchors on different platforms through text analysis, social media analysis, survey questionnaires, anchor interviews, and other methods [18-19]. The data information can be processed through techniques such as data mining algorithms for future use. The formulas that may be used for feature extraction are as follows:

The naive Bayesian algorithm formula [20] is shown in formula (1): where C represents the categorical variable, X1, X2, Xn represent the characteristic variables.

$$P(C \mid X1, X2, ..., Xn) = \frac{P(X1, X2, ..., Xn \mid C) * P(C)}{P(X1, X2, ..., Xn)} \quad (1)$$

$$\mathrm{sim}(x, y) = \frac{(x \cdot y)}{(\| x \| * \| y \|)} \quad (2)$$

The cosine similarity formula is shown in formula (2), where x · y represents the inner product of vector x and vector y, and | | x | | and | | y | | represent the norm of vector x and vector y.

4. Results and Discussion

4.1 Experimental Design

This article designs an experiment to study the impact of changes in the language styles of different anchors on audience language habits and social communication methods. The main experimental content is to randomly select a certain number of audiences from different types of anchors as the experimental subjects, and divide them into 10 groups randomly. It collects relevant information about the experimental personnel before the start of the experiment through a survey questionnaire as control data. Then each group would watch the live broadcast of the anchor in different language styles, while ensuring that the audience watches the anchor's live broadcast in a quiet and undisturbed environment, ensuring no external interference.

4.2 Language Habit Influence Experiment

In the experiment on the impact of changes in anchor language style on audience language habits, the degree of change in audience vocabulary habits is an important indicator for evaluating its impact. This article collects information on the audience's vocabulary habits after the live broadcast, and statistically analyzes the obtained information. The results are shown in Figure 2. I represents the anchor's language style as colloquial expression, and II represents the anchor's language style as strong affinity. III represents that the anchor's language style is humorous, while IV represents that the anchor's language style is professional. V represents the anchor's strong expressive language style, VI represents the anchor's strong infectious ability, and VII represents the anchor's lyrical language style. VIII represents that the language style of the anchor is narrative, while IX represents that the language style of the anchor is motivational. X represents the personality of the anchor's language style.

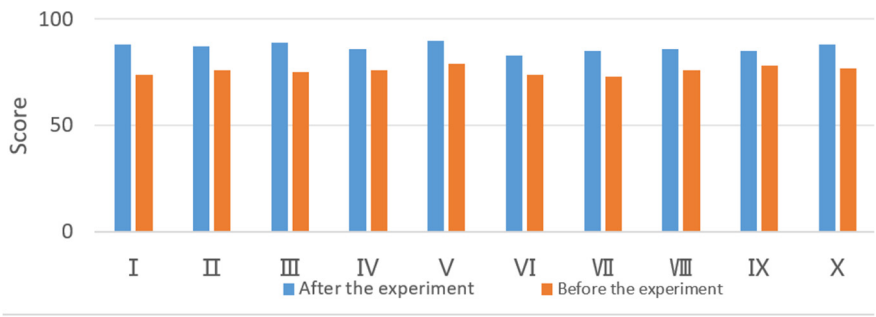

Figure 2: Language Habit Rating Scale

In Figure 2, this article compares the vocabulary ratings of 10 groups of audience members before and after the experiment. Through data analysis, it was found that the ratings of each group of audience after the experiment were higher than those collected before the experiment. This is because as a public figure, the style and expression of the anchor's language often have a certain demonstrative effect on the audience, guiding their language habits to a certain extent.

4.3 Impact of Social Communication Methods

In the investigation of the impact of anchor language style changes on social communication methods, their social media interaction behavior is an important indicator for evaluating this experiment. This article would examine the behavior information of users on social media before and after the experiment, including the number of likes, content of comments, and the number of shares and shares shared. It conducts statistics through descriptive statistics, and the statistical results are shown in Figure 3.

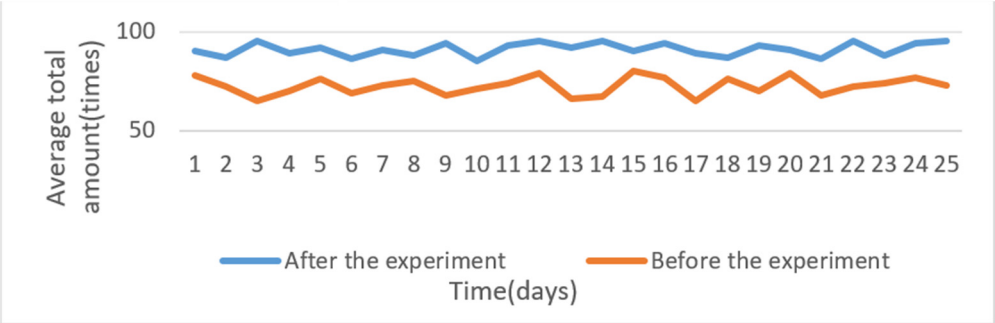

Figure 3: Statistical chart of interactive behavior

In Figure 3, this article separately analyzed the social media interaction behavior of the experimental population for the 25 days before and 25 days after the experiment. By comparison, it can be seen that after the experiment, the behavior of social media interaction became more frequent. This is because the change in anchor language style has brought more urgent and interesting language vocabulary and popular phrases to the audience, enriching the content of social communication and making communication more vivid and interesting.

5. Conclusions

This article investigates the impact of changes in anchor language style on audience language habits and social communication methods through survey questionnaires and data analysis. This article finds that changes in the language style of the anchor would gradually affect the language habits and social cognition of the audience. The audience also forms corresponding language habits and social communication methods under the change of the anchor's language style, and this influence is subtle. This article designs relevant experiments to verify the advantages and disadvantages of this influence. The experimental results show that this influence is mostly positive and can enhance the emotional and mental state of the audience. But there are also negative impacts, so anchors should carefully consider their words and actions during the process of changing their language style, and try to convey positive and beneficial values, in order to better promote the development of social communication methods.

Acknowledgement

Xi'an Fanyi University, Teaching Reform Program of Education in 2022: Exploration of Educational Reform Based on Liang Shuming's Rural Education Theory and Practice, 2022-2024 (J22A05)

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