

Multimodal Discourse Interaction Analysis in Live E-commerce Streaming

-- A Case Study of Li Jiaqi's Taobao Live Selling

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Abstract: Live e-commerce streaming is an electronic commerce marketing approach where anchors showcase, introduce, and promote products in real-time through live streaming platforms, interacting with viewers while guiding them to purchase products. Its core lies in constructing a persuasive interactive communication process to induce viewers to complete purchasing actions. This paper conducts research based on live streaming videos from relevant social media platforms and finds two notable characteristics during the live streaming process. Specifically, anchors achieve the purpose of selling products through personalized expressions and the use of emoji in the live studio setting. Meanwhile, verbal communication serves as the primary means of exchange during live streaming. Anchors use informal introductions and employ product-centric strategic language and user-need-oriented strategic discourse during interactions to enhance audience engagement and increase their purchasing intentions.

Keywords: Live Streaming Selling; Multimodal Discourse; Interaction.

1. Introduction

E-commerce live streaming has emerged as a pillar in shopping websites, characterized by its rapid speed, high sales volume, and significant traffic attraction. According to relevant data monitoring results, the live streaming e-commerce industry in China has experienced explosive growth in recent years, with the market size reaching 4.9 trillion yuan in 2023. This trend indicates that live streaming e-commerce has become an important force driving the growth of online retail. Live streaming e-commerce is an efficient marketing method that establishes trust and promotes product sales through real-time interaction and intuitive displays. Essentially, it is an economic activity centered on multimodal language interaction aimed at facilitating product transactions. Notably, product sales are largely influenced by factors such as the sales pitches employed by live streamers. Through professional acting and presentation skills, live streamers guide consumers to develop trust in products, thereby enhancing their confidence and satisfaction in purchase decisions.

Multimodal language serves as a bridge for information communication between live streamers and consumers. During their interactive communication, both parties can play the roles of information senders and receivers, processing and understanding the information provided by each other in-depth, and giving feedback to form a bidirectional interaction, thus constituting a positive interactive cycle. In this interaction, multimodal discourse is presented dynamically, with language as the primary component, along with other symbolic resources, to jointly construct meaning. It encompasses various symbolic systems such as images, sounds, and colors, and engages in interaction through multiple senses such as vision and hearing. For example, language features include loudness, tone, intonation, and speaking speed; bodily features include gestures, posture, facial expressions, and movements; and non-bodily features encompass PPTs, audio equipment, the internet, and

surrounding environmental factors (Zhang Delu, 2009). Presented in video format, this approach conveys product information more intuitively and vividly, enhancing consumers' shopping experience and playing a crucial role in triggering their purchase intentions and promoting direct consumption.

This study aims to deeply analyze, from a linguistic perspective, how live streamers utilize multimodal language interaction strategies to effectively guide audiences to complete shopping behaviors. Furthermore, it explores the novel characteristics of online language exhibited in the specific context of live streaming e-commerce. Specifically, this study will focus on how live streamers construct attractive shopping scenarios by comprehensively utilizing language, non-verbal symbols, and technological elements such as live streaming effects and barrage interactions, thereby promoting audiences' emotional resonance and purchase decisions.

2. Multimodality and Interaction

In the context of multimodal discourse analysis, Gu Yueguo (2007) defines "modality" as diverse channels and carriers for information transmission and communication, encompassing a rich array of symbolic systems, including but not limited to verbal or written language expressions, various technological media, visual images, color utilization, music, and sound effects. Dai Shulan (2013) points out that "multimodality" refers to texts that, beyond text, also incorporate images, graphs, and other symbolic discourse, i.e., any text that realizes meaning through the encoding of more than one symbol. Zhu Yongsheng (2007) discusses the emergence, definition, nature, and theoretical foundation of multimodal discourse analysis, as well as its content, methods, and significance. Zhang Delu (2009) establishes a comprehensive framework for multimodal discourse analysis from cultural, meaning, contextual, formal, and media perspectives, while also exploring the complementary and non-complementary

relationships among various modalities. Zhang Delu and Guo Enhua (2013) suggest that the combination of the social semiotic perspective of systemic functional linguistics and the conceptual metaphor perspective of cognitive linguistics can effectively promote the development of multimodal discourse analysis theory. Zhang Delu (2018) proposes an improved new model based on the existing framework of multimodal discourse analysis. This new model emphasizes systemic characteristics, selection processes, the integration of systemic functions, the study of intersemioticity, and the addition of descriptions at the entity level.

In e-commerce live streaming, Liu Pingsheng and Shi Yongdong (2020) believe that good interaction and high interaction frequency significantly contribute to the effectiveness of live streaming sales. Jiang Rui (2020) explores how e-commerce platforms leverage live streaming's immersive "scenes" of "screen swiping, waiting for events, and flash sales" to greatly enhance users' new interactive and consumer experiences, leading to desires and resulting in negative impacts such as irrational consumption. Jiang Linlin (2020), based on the theoretical foundation of American sociologist Collins' Interaction Ritual Chains, analyzes the construction and output of distinct "interaction rituals" in live streaming sales from three dimensions, which mobilize users' enthusiasm and positive participation, forming the core of sustainable competitiveness. Su Jinyao and Sun Haifeng (2021) discuss how anchors and viewers, placed under a mechanism of mutual attention and emotional connection, complete ritualistic interaction with each other by continuously transmitting and conveying emotional energy in the live streaming context, thereby completing purchase behaviors. It is evident that the interactive behavior between anchors and audiences in live streaming plays a crucial role in promoting the completion of purchase behaviors. Moreover, interaction is not a singular behavior but emerges in conjunction with other modalities, exhibiting multimodal interactive characteristics. Therefore, analyzing how anchors promote consumers to complete purchase behaviors from the perspective of multimodal discourse analysis has important practical significance.

3. Interaction Analysis

This study collects live streaming replay videos of Li Jiachi, a top-ranked anchor on Taobao's shopping platform, as the corpus for analysis. This choice is based on Li Jiachi's status as one of the leading figures in the e-commerce live streaming industry, combined with his strong sales ability and vast audience base on e-commerce live streaming platforms. It should be noted that, due to the duration of each live stream being approximately seven hours, and considering the anchor's established image and live streaming characteristics among the audience, this study records and selects a 30-minute segment from Li Jiachi's daily live streaming videos using a mobile phone screen recorder as the corpus video. The annotation tool ELAN is utilized to analyze the video corpus. First, the audio from the video is extracted in MP3 format, and both the audio and video are imported into ELAN for annotation. Subsequently, the corpus from the MP3 audio is extracted into text for analysis of the linguistic features aimed at achieving sales objectives.

3.1. Contextual Interaction

Halliday (1985) defines situational context as the people involved in speech, the background, and related situational

factors, encompassing three components: field, tenor, and mode. Field refers to the spatio-temporal environment and social situation in which language is used, including factors such as the relationship between communicators, topics, and purposes (Peng Liyuan, 2008). A live stream typically revolves around a specific thematic column, such as a food festival, which provides the audience with a limited situational context and introduces and sells products according to the theme. Additionally, the live streaming room may include guest anchors and settings. Tenor refers to the thoughts and emotions expressed in language and the role relationships among the participants in the speech (Peng Liyuan, 2008). On live streaming platforms, the relationship between the communicators is mainly the interactive relationship between anchors and fans. Taking Li Jiachi's live streaming room as an example, when audience members send barrage comments, they are given titles such as "Iron Fan" or "Diamond Fan" based on their consumption, viewing duration, and number of comments, with different levels having different colored names, and higher levels having more eye-catching colors for their barrage comments. Mode refers to the way and form of language expression, including sentence types, structures, tones, and other factors (Peng Liyuan, 2008). It serves as the medium of communication between anchors and the audience, with anchors mainly conveying information through voice, while the audience interacts and communicates mainly through barrage text. In this communication process aimed at achieving sales objectives, the following characteristics are mainly presented between anchors and the audience:

3.1.1. Personalized Expression to Achieve Sales Objectives

In terms of text display style, anchors make corresponding settings. For example, there will be a series of direct indications on the background screen in the live streaming room guiding viewers to make purchases, such as "Buy it!". In the live streaming links, anchors frequently use exclamation marks and word repetition at the end of sentences to attract viewers' attention. For instance, "Babies, home goods are coming, coming!" "Go ahead, people paying the balance! Pay the balance! Grab in-stock items! Snack festival at 6 pm tomorrow night, shop rationally, and happily." Additionally, the props also reflect a trend of guiding viewers to make purchases. When anchors are on the stage, staff members provide corresponding props, such as colorful display boards with patterns like "Thumbs up" and "Buy, buy, buy!", indirectly guiding viewers to generate shopping needs. Meanwhile, to ensure that viewers do not make impulsive purchases, small words like "Shop rationally" appear at the top of the live streaming room, reminding viewers not to make blind and impulsive purchases. This gives viewers the impression that Li Jiachi is on their side as a friend, reminding them, thereby increasing trust and goodwill towards the anchor, and indirectly achieving the effect of being "recommended".

3.1.2. Use of Emojis to Achieve Sales Objectives

The use of emojis in Li Jiachi's live streaming room, as an important form of non-verbal communication, plays a positive role in promoting sales, enhancing audience interaction, and creating a live streaming atmosphere.

In terms of enhancing emotional resonance and the fun of live streaming, the use of emojis can quickly close the distance with the audience, making them feel the anchor's sincerity and enthusiasm, while also activating the

atmosphere in the live streaming room, thereby making it easier to generate emotional resonance. When the audience develops trust and goodwill towards the anchor, they are also more easily guided to follow and purchase products. In terms of visually displaying product features, some features or advantages of products are difficult to describe accurately with language, and emojis can play an important role at this time. For example, Li Jiachi can use a series of emojis expressing “amazement” and “liking” to emphasize the exceptional performance or uniqueness of a product, allowing viewers to see at a glance. This intuitive expression helps enhance the product's appeal and promote sales. In terms of promoting interaction and feedback, during the live stream, viewers send their questions and comments through barrage, and anchors such as Li Jiachi quickly respond to these interactions with emojis. For example, when viewers ask questions, anchor Li Jiachi uses a “thumbs up” emoji to express recognition and gratitude. This instant interaction and feedback mechanism helps enhance viewers’ sense of participation and willingness to purchase.

These emojis not only enrich the expression forms of live streaming content but also effectively convey Li Jiachi’s emotional attitudes and product features through their intuitive and vivid characteristics, thereby helping to achieve sales objectives.

3.2. Verbal Interaction

Within the framework of live streaming activities, it can be broken down into three key components: the opening monologue, the core product showcase, and the closing segment of the live stream. In these segments, the streamer employs thoughtfully crafted verbal strategies, such as using specific titles, warm greetings, and constructing particular sentence structures, to clearly define the role relationships with the audience, even though they are physically absent from the scene. Given the unique nature of live streaming, where the audience is not physically present, the streamer often incorporates elements of monologue to convey information and cleverly utilizes non-verbal modes such as gestures and changes in tone to compensate for communication barriers arising from spatial distance, thereby enhancing the completeness of information transmission and fostering emotional resonance. Notably, when the streamer directs their gaze towards the comment section and actively responds to audience questions or comments, the live stream transitions from a one-way information transmission to a two-way or multi-way interactive mode. In this process, smooth turn-taking and coordination among different roles become particularly important, collectively constituting the core strategies of live stream interaction. Below is an analysis of strategic language centered around “products” in Li Jiachi’s sales-oriented live stream, focusing on the opening monologue and the interactive process during the live stream.

3.2.1. Informal Opening Monologue

The opening monologue plays a crucial role as it marks the commencement of the live stream. It is a meticulously designed segment of interactive communication. Li Jiachi intends to promptly draw the audience’s attention, establish a vibrant and engaging atmosphere, and also convey essential information.

At the very beginning, Li Jiachi initiates the session by expressing gratitude for the audience’s unwavering support and close attention. This direct display of appreciation for the viewers serves as a warm welcome and signals the official

inauguration of the live stream. It effectively narrows the psychological distance between the host and the audience. By highlighting the viewers' continuous daily companionship and valuable support, a stronger sense of belonging and active participation is instilled among the audience members. This makes them feel more connected to the live stream and encourages them to be more involved in the subsequent activities and interactions.

(1) “Alright, thank you all for your support! Please give our live stream room more attention. Thank you for your hard support, and let’s get our live stream started! Special thanks to everyone for guarding and supporting our live stream every day.”

Immediately after initiating the live stream with expressions of gratitude, Li Jiachi takes it a step further and shows genuine concern for the various needs of the audience. This goes beyond just a superficial acknowledgment and delves into understanding the specific requirements and pain points that the viewers might have. For example, he might address common questions or concerns about product quality, sizing, or functionality that the audience often has. Not only does he display this concern, but he also takes proactive measures to offer specific and practical solutions. By providing detailed purchasing guides, Li Jiachi equips the audience with the necessary knowledge and tools to make well-informed decisions. These guides could include step-by-step instructions on how to select the right product, compare different options available, and understand the key features to look for. This not only helps the viewers in making more confident and accurate purchasing choices but also enhances their trust and sense of security in the entire shopping process. It gives them the assurance that they are being guided by an expert who has their best interests at heart, thereby making them more likely to engage in transactions during the live stream.

(2) “And for all the girls who have any questions about purchasing products, you can reach out to the brand’s customer service. If they can’t help you resolve the issue, you can contact our customer service team at number one.”

By skillfully teasing the highly anticipated upcoming Snack Festival event and placing a strong emphasis on its remarkable scale and irresistible appeal, Li Jiachi manages to effectively stimulate the audience's interest and build up their anticipation. Li Jiachi goes into great detail about the specific content and substantial quantity of the various snacks that will be featured in the Snack Festival. For instance, Li Jiachi might mention the wide range of unique and delicious snack varieties from different regions and cultures that will be available, along with the generous quantities of each item. This detailed description not only makes the event more vivid and tangible in the minds of the audience but also significantly increases the event's specificity and credibility. It gives the viewers a clear picture of what to expect and makes them more eager to participate and engage with the Snack Festival, knowing that it is a well-planned and substantial event.

(3) “The deadline for paying the balance is

tonight and tomorrow night. And we have thoughtfully prepared a Snack Festival for you all tomorrow night! It's a huge, huge, huge Snack Festival. Tomorrow night, we will have 70 snacks for everyone. Isn't that great? And we also have 40 flash sales, so there will be 110 snack links available tomorrow night alone."

Here, Li Jiachi, perhaps alluding to his interactions and discussions with his team members behind the scenes, playfully teases the audience in a humorous and engaging manner. Li Jiachi outlines how he will utilize his expertise and the collective wisdom of his team to assist viewers in making the most optimal purchasing decisions. By sharing some lighthearted anecdotes or inside jokes related to the product selection and evaluation process, Li Jiachi manages to create a more relaxed and enjoyable atmosphere. This, in turn, encourages the viewers to actively involve themselves in the purchasing process. Li Jiachi doesn't just present the products but also offers valuable insights and tips, such as which snacks are perfect for different occasions or personal preferences. Through this approach, Li Jiachi effectively guides the buying behavior of the audience, making them more likely to choose products that truly suit their needs and desires. It is a clever strategy that combines entertainment with practical shopping advice, ensuring that the viewers not only have fun during the live stream but also make informed and satisfying purchases.

(4) "I've been frantically outputting information, telling everyone how to buy, how to combine orders, and how to save money. I'll let you know the prices and how many to order. All you have to do is buy quickly."

As he draws near to concluding the opening monologue, Li Jiachi makes it a point to once again express his sincere gratitude to the audience for their unwavering support. His words are filled with genuine appreciation, making the viewers feel recognized and valued. At the same time, he artfully teases the upcoming live stream content, providing just a tantalizing glimpse of what is in store. Li Jiachi might drop hints about exclusive product launches, exciting demonstrations, or special guest appearances that are yet to come. This strategic move serves to maintain the audience's attention firmly fixed on the live stream and keeps their anticipation levels high. It creates a sense of excitement and eagerness among the viewers, making them eager to stay tuned and discover all the surprises and delights that will unfold as the live stream progresses. By ending the opening segment in such a way, Li Jiachi sets a strong foundation for a successful and engaging live stream experience.

(5) "Alright, thank you all for your hard work and support. Please continue to give our live stream room more attention. Before we end our live stream tonight, we will tease which snacks from our Snack Festival are worth buying."

From the above examples, it becomes evident that Li Jiachi's opening monologue is a masterful piece of communication that effectively hooks the audience. He achieves this through a series of carefully designed and well-thought-out remarks. Right from the start, he has a unique ability to capture the viewers' attention, making them focus intently on what he has

to say. By emphasizing the significance of the audience, he makes them feel valued and special.

Moreover, he doesn't just stop at getting their attention; he also provides clear and practical purchasing guidance. This helps the viewers understand how the products can meet their needs. Additionally, he tantalizes them with hints of exciting events to come during the live stream, creating a sense of anticipation. All of these elements work in harmony to guide the viewers' purchasing behavior. Despite being the result of meticulous planning, the entire opening monologue unfolds in a seamless and natural manner. It is packed with valuable information and manages to convey sincere emotion, thereby establishing a solid groundwork for the rest of the live-stream content.

3.2.2. Strategic Language Focused on "Products" During Live Streaming Interactions

The language used in live streaming sales is essentially a form of advertising, where hosts use clever verbal designs to stimulate viewers' consumption desires. This language has a distinct style and is structured around the "product". Such sales language exhibits the following programmatic characteristics: verbal previews of product names, detailed presentations of product information, highlighting price and quantity advantages, emphasizing brand popularity and credibility along with personal usage feedback, followed by instructing viewers to prepare for "snatching" the products, opening links after counting down from 321, providing real-time feedback on purchase quantities, and guiding viewers to make purchases.

(6) Taking Qingke Milk Tea as an example: "Qingke Milk Tea has a salty taste, and you can see the fragrant Qingke grains. It brings back the original flavor of milk tea, and it uses high-quality milk powder, so what you get when you brew it is very fragrant, creamy, and smooth... Qingke is a famous local crop, giving the milk tea a more granular texture... The milk powder is also imported from New Zealand... It comes in both sweet and salty flavors..."

Firstly, the core attributes of the product are introduced in detail, including ingredients, taste, flavor, appearance, etc., which are directly related to the "quality" of the product. Through specific descriptions, such as "Qingke Milk Tea has a salty taste, and you can see the fragrant Qingke grains," consumers gain an intuitive and comprehensive understanding of the product. Besides, the basic information about the product itself, Li Jiachi also introduces the historical and cultural background or production process of the product, such as the history of Qingke as a famous local crop, which adds cultural value to the product and enhances its attractiveness.

(7) Taking Li Jiachi's live stream on November 2, 2021, featuring Qingke Milk Tea as an example: "The price on the Tmall store is 49 yuan, but in Jiachi's live stream, the price this time is 35 yuan for two bags... Yak milk is naturally produced during lactation, and only 1 to 3 kilograms of ordinary milk can be produced daily, which is one-tenth of that of ordinary cows. Seventy percent is used to feed calves, and thirty percent is used for production. The production of yak milk is really low," and "(Qingke) You must grab it, there are only 10,000 sets available!"

Afterwards, by clearly comparing prices (e.g., “The price on the Tmall store is 49 yuan, but in Jiachi’s live stream, the price this time is 35 yuan for two bags”), Li Jiachi directly showcases the price advantage of the live stream room, stimulating consumers’ purchasing desires. By emphasizing the limited or scarce availability of the product, such as “The production of yak milk is really low” and “There are only 10,000 sets available!” he creates a sense of urgency using the scarcity principle to prompt consumers to place orders as soon as possible.

(8) “Ladies, Tibetan honey has a history of more than 50 years, and it comes from the provincial-level bee farm on the Qinghai-Tibet Plateau. It is an old-brand enterprise in Qinghai and a leading enterprise in poverty alleviation in our province. This one is wildflower honey, which is certified organic by the EU and has a national geographical indication...”

By emphasizing the brand background, history, certifications, and other information of the product, such as “Tibetan honey has a history of more than 50 years, is from the provincial-level bee farm on the Qinghai-Tibet Plateau, and has EU organic certification,” he establishes brand credibility and enhances consumers’ trust.

(9) “And about that chicken breast I ate, thank you all for your support. You know that grilled sausage? Just cut it up and stir-fry it in a pan, and the taste is really...”

By sharing personal experiences after using the product, such as “that chicken breast I ate” and “the taste is really...,” this personalized recommendation approach brings him closer to consumers and increases the credibility of the recommendation. At the same time, interactive phrases like “You know” are used to guide consumers to resonate, creating an intimate and friendly atmosphere of communication, further promoting sales.

Overall, the overall language structure of this host during live-streaming product sales clearly showcases programmatic characteristics. At the very beginning of the introduction, it commonly commences with either the product name or its most prominent feature. This initial step is crucial as it has the power to swiftly capture the viewers’ attention, drawing them in. Subsequently, there is a seamless transition to a detailed presentation. This detailed part follows a specific order, starting with product information, then moving on to price advantages, brand credibility, and personal experiences related to the product. Each element unfolds one after another, presenting a clear and logical sequence with distinct hierarchical levels.

Once the purchase link is opened, the host further engages in interaction and order promotion. During the introduction process, interactions with the viewers are interspersed, such as answering their questions and collecting their feedback. Moreover, at opportune times, the host guides the viewers to place orders, using phrases like “Everyone, go ahead and take a picture, the quantity is limited”. Finally, the host briefly sums up the product, underlining the compelling reasons for making a purchase and strongly encouraging the viewers to finalize their orders. This well-structured sales language not only effectively imparts product details but also drives sales

conversions by establishing emotional connections and building trust.

3.2.3. Strategic Discourse of User Needs in the Interaction during the Live Broadcast

In the sales strategy adopted by the anchor Li Jiaqi, he demonstrates remarkable skill in leveraging the discourse of user needs to direct consumers. He meticulously portrays consumer images from various dimensions and constructs vivid scenarios. By doing so, he can effectively arouse consumers’ purchasing desire and drive their decision-making process.

(10) “Girls who like to drink milk tea must not miss this product” and “Really, for those who like to drink milk at home, whether adults or children, you must buy this milk... For children at home who like to drink milk, you can buy it for them... Girls who want to buy it, hurry up and grab it... OK... Girls in the dormitory can also buy it...”

By precisely positioning the target consumer groups and defining and attracting specific consumer groups according to the characteristics of the product. For example, directly mentioning specific groups such as “girls who like to drink milk tea”, “adults and children who like to drink milk”, “girls in the dormitory”, etc., enables the audience to quickly substitute themselves, feel that the product is tailor-made for themselves, and thus enhance the impulse to purchase.

(11) “All girls, if you are cooking at home now, and you want a little dietary fiber... When we cook white rice, you can be like us...” and “Jiaqi highly recommends that if you are not allergic to honey, the first thing you do every morning... If you keep doing this, the effect will be very, very obvious (honey helps with defecation)”.

When promoting healthy food or health-care products, Li Jiaqi constructs healthy scenarios in daily life (such as “adding dietary fiber when cooking at home”, “drinking a glass of honey water after getting up in the morning”), and integrates the products into consumers’ daily living habits. This way not only shows the practicality of the product but also conveys the concept of a healthy life, making consumers feel more at ease and necessary when purchasing.

(12) “Especially for mothers, for dry skin, dry and fragile skin... That is, if your skin is dry, in an air-conditioned room... And all girls... Except for those with sensitive skin, both boys and girls can use it...”

In the field of skin-care products, different skin types have different requirements for products. By clearly distinguishing groups such as “dry and fragile skin”, “mothers”, “girls in air-conditioned rooms” and “boys and girls except those with sensitive skin”, he provides personalized product recommendations for each type of people. This refined marketing strategy makes consumers feel valued and understood, and thus they are more willing to accept product recommendations.

(13) “You really need to stock up on down jackets, OK, come on, you really need to stock up on down jackets!... This year may be a cold winter, so you may

need to prepare our thick clothes....”

For seasonal or highly practical products like down jackets, Li Jiaqi has mastered the art of driving sales by deftly creating a sense of urgency and necessity. In the context of promoting such items, he capitalizes on various factors. For instance, he closely monitors weather changes. When there are indications that “this year may be a cold winter,” he seizes this opportunity to convey to consumers the potential challenges they might face without proper winter gear. This taps into consumers’ natural concerns about staying warm during harsh weather conditions. Moreover, he zeroes in on their actual needs. By highlighting the importance of “stocking up on down jackets”, he makes consumers consider the practicality of having an adequate supply of warm clothing.

During the sales process, his use of imperative language cannot be underestimated. Through repeatedly emphasizing phrases such as “you really need to stock up”, he plants a strong seed of purchase intention in the minds of consumers. This not only makes them recognize the urgency but also compels them to take immediate action.

Throughout the entire sales journey, the anchor’s approach is multi-faceted. He precisely identifies the target consumer groups, understanding their preferences and pain points. By integrating the concept of health and wellness, perhaps emphasizing how a warm down jacket can protect one’s health during cold days, and providing personalized skin-type recommendations for related products if applicable, he adds more value to the purchase decision. Additionally, he is highly skilled at creating an engaging environment. He interacts with the audience in a seamless manner, asking them questions about their needs, suggesting suitable options, and encouraging them to make a purchase. This establishes an emotional connection, making consumers feel cared for, warm, and respected during the shopping process. As a result, he successfully converts user needs into powerful sales momentum, thereby achieving the effective promotion and sales of products.

4. Conclusion

E-commerce live-streaming with goods has emerged as a novel e-commerce marketing approach and holds a crucial position within the current consumer market due to its distinct interactivity and real-time features. By conducting an in-depth analysis of live-streaming videos on various social media live-streaming platforms, this paper uncovers two remarkable characteristics during the live-streaming with goods process. Firstly, the anchor can effectively create a warm-hearted and engaging shopping environment. This is achieved through the personalized design of the studio scene layout and the clever utilization of emoticons. Such an atmosphere not only attracts the audience but also encourages them to stay, thereby significantly facilitating the sales of goods. Secondly, during the live-streaming session, speech serves as the primary means of communication for the anchor. An informal opening is adopted to quickly reduce the psychological distance between the anchor and the audience. Meanwhile, strategic discourses centered around the “goods” and customized discourses based on user requirements are employed. These discourses enhance the audience’s sense of participation and boost their purchase intention. Collectively,

these strategies form an efficient and persuasive interactive communication process, effectively guiding the audience to complete the purchase action.

Although this paper has achieved certain results in the multimodal discourse analysis and interaction strategies of live-streaming with goods, there are still some deficiencies. First, the diversity of research samples needs to be expanded. The corpus of this paper mainly comes from specific social media live-streaming platforms, and may not fully cover all the actual situations of live-streaming with goods, resulting in certain limitations in the universality of the research results. Future research can consider incorporating more types of live-streaming platforms and data samples to improve the extensiveness and accuracy of the research results. Second, the in-depth analysis of non-verbal factors is still insufficient. Although this paper mentions the use of studio scene layout and emoticons, the specific mechanism of action and the degree of influence in the persuasion process have not been deeply studied.

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