Research on the Formation Process of the New Media Eating and Broadcasting Community

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Abstract: This paper hopes to explore the current situation of online food broadcasting culture communication in the perspective of We Media, and explore the areas that need to be improved in combination with my personal work "Uncover the secrets of new species of" food broadcasting ", so as to provide a better new path for the development of online food broadcasting culture, discuss the survival and development of food related short video We Media, and deeply analyze the current situation of marketing strategy application of food related We Media community, There are problems in the application of strategies and suggestions for solutions, and relevant conclusions are drawn. Through this study, to some extent, it is helpful to provide some reference significance and reference value for the future development of short video We Media.

Keywords: Formation Process; New Media; Eating and Broadcasting Community

1. INTRODUCTION

2022 is a very special year. Our country is affected by COVID-19. In order to respond to the national call, people should try their best to stay at home. Under the background of this era, the scale of online video users has grown rapidly, and the average length of time people use mobile phones has also been greatly improved. The huge number of Internet users has promoted the vigorous development of China's consumer market. Short video We Media stands out with its unique advantages.

According to the types of eating and broadcasting content classified by "mini, the king of big stomach" in "Uncover the secrets of new species of eating and broadcasting" and a large number of different types of programs watched, eating and broadcasting can basically be divided into three categories, namely, literary school, primitive school and grotesque school. This is basically the consensus of the food and broadcast industry. Everyone will have their own unique style. On the one hand, it is not only to attract audiences, but also to achieve perfection in a vertical subdivision style field. In a narrow sense, "eat broadcast" refers to a live program where the host faces the camera and communicates with the audience while eating.

When it comes to eating, the first word that people think of is "the king of big stomach", because they are most often seen. Broadly speaking, eating broadcast can be the general name of all food or meal live broadcasts and short videos. China is a country that attaches great importance to food culture. "Food is closely related to the life of Chinese people. Director Chen Xiaoqing said in the column" China on the Tongue "that the threshold of food and photography is the lowest." Food is the most important thing for people. From many food programs, it can be seen that Chinese people care about their three meals a day. Every Chinese traditional festival or 24 solar terms has its corresponding traditional food. Communication effect refers to the effective results of communication on human behavior.
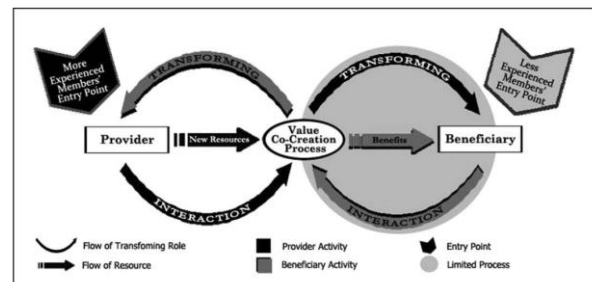

Figure. 1 A Study on the Formation Process of Eating and Broadcasting Community

2. THE PROPOSED METHODOLOGY

2.1 Overview of Internet Food and Broadcasting Culture Communication from the Perspective of We Media

Specifically, it refers to the changes in knowledge, emotion, attitude, behavior and other aspects of the recipient after receiving the information, which usually means to what extent the communication activities have achieved the intention or purpose of the communicator. The specific communication effect is divided into three levels: environmental cognitive effect, value formation and maintenance effect, and social behavior demonstration effect. The characteristics of the media era are that users dominate content, and the audience spontaneously produce content out of interest and interest and actively disseminate content. Since the socialist market-oriented reform, China's social consumption structure has gradually changed, and the change in consumption structure reflects the change in the diet structure: the diet structure of Chinese families has changed from grain and vegetables to meat.

The "nutrition transformation" brought about by the change of diet structure has given birth to "experiential consumption". As the name implies, "experiential consumption" pays more attention to the experience of consumption than the commodity itself. Scenes play a crucial role in community marketing. When we are in a rich scene, each of us will find

people who are like-minded and attract each other in the scene, and these like-minded people in the scene form a new organization. Once inside the Starbucks store, the appearance of the bullet screen played a very important role in the spread of food and broadcast culture.

The bullet screen is the link of interaction in eating and broadcasting. The owner of eating and broadcasting created the original content, and the audience gave feedback in the form of bullet screen, and the audience can also have two-way or even multi-directional interaction in the form of superimposed comments. The audience comments and shares the content released by the food broadcaster through the pop-up screen, and other audiences can also interpret the audience's comments and sharing at the same time. This multi person online communication scene is very similar to the food salon in our real life, creating a food broadcast communication circle.

2.2 Rules Establishment of Eating and Broadcasting Network Community

To some extent, watching eating and broadcasting should be categorized as "experiential consumption", which is directly related to China's market-oriented reform, but different from the experiential consumption in real society, the audience's experience when watching eating and broadcasting tends to be emotional, the consumption mode is more implicit, and the consumption potential is greater. The author will discuss this in detail in the "traffic transformation" section.

The fundamental purpose of brand building community is to create value for the brand. It is no exaggeration to say that if a community has no products, it can only exist in a fragmented way. For the food category we media, products are the basis for the existence of the community. There should be products in any scene in the community. The food broadcaster is the information source of the whole food culture communication process, and plays a vital role in the correct public opinion. They should not only be responsible for their own creative content and speech, but also bear the trust of the audience.

We media platforms such as Station B, Weibo and Today Toutiao should improve the review system in the process of certification of food broadcasters, and verify the qualifications of broadcasters from multiple perspectives. The personal style of the host affects the positioning of the content. Whether it is an individual anchor or a professional team anchor, the anchors will set up "personal settings" according to their own styles. Taking Station B as an example, the author has sorted out the styles of food anchors with high traffic in Station B. On the contrary, the lower the community, the fewer community products. Therefore, community is about equal to brand value to a large extent. To build a high-end community brand value, we need to further explore and discover. However, the brand value of many food communities has not been fully explored, and the community value needs to be further strengthened. Value is the identity of the brand community, and high value communities will enhance the identity and status of the brand.

3. CONCLUSION

There have been some relevant studies on "eating sowing" at home and abroad. However, the research on "eating and broadcasting", content production and its communication mechanism still belongs to a new field. In particular, "eating broadcast" has an indelible origin with the Chinese food culture. As a new program form, how can we spread the Chinese food culture well on the live broadcast platform with a mixture of good and bad? Community development must be inseparable from high-quality community products. At the same time, however, it is also noted that the improvement of brand value still needs to be further improved. Many food we media are still at the initial stage of exploration in terms of brand value improvement, and more efforts are needed to achieve the improvement of community brand value in the future.

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