Research on the Construction of Persona Image in Live-Streaming with Goods—Taking Tiktok Live as an Example

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Abstract: The new media era is accelerating with technological progress, changing many of the ways of life of people today. Smartphones is now also popularized to all people, and TikTok app and other communication media such as these are constant to refresh people's new perceptions of the information age. Among them, the persona image construction from the film to the new media lives with goods, through the charm of the anchor character image for Consumption pattern into everyone's eyes. This paper briefly discusses the theoretical concept, the construction method, specific advantages,the development direction and strategy of the persona image in live streaming.

Keywords: Live with good, persona image, new media, information age, shakeout

1. The concept of persona image in the new media era

The term "persona" first originated in manga, anime and novels to create a character with distinctive features and extraction and three-dimensional image of a character's personality, skills, appearance, the family background, relationships and so on. Such an image is designed through a similar outline, so the concept of persona may be different from the character image itself, it is a collection of many character characteristics to analyze, refine and finally exaggerate, idealized, programmed. For example, in the early comics and cartoons, we can see many distinctive persona images, such as the framework of Nezha's persona in "Nezha's Demon Child Descending", which combines the rebellious characteristics of children in the post-90's and post-00's to change the image of heroism from the old days. The image of Nezha as a child. The characterization of Nezha is no longer just a simple interweaving of good and evil. It meets the needs of people in the new era. Once the established persona deviates from this framework, it will cause the persona to collapse, which in turn will affect the value of the works and merchandise surrounding the persona.Therefore, the primary core of the persona image in the new media era is to be able to attract fans and make a persona image that meets the trend of the times by combining the background of the times and the current public values in order to bring value.

1.1. Categories of persona images

The setting of the persona image is roughly divided into the hardware image and a packaging image. The hardware image is the original image such as age, gender, experience, body, etc. We can not change easily at will. Hardware image part is more stable, attract fans corresponding to the crowd loyalty is also more solid, so the hardware image part will not easily lead to the collapse of the persona. It is for this reason that most American films must be interspersed with black actors have the hardware persona image to meet the needs of black audiences. The packaging image adopts visual decoration processing, combined with linguistics, psychology and other methods to create the audience, the customer needs the persona image, on top of the hardware image targeted to meet the needs of the target group.

1.2. Elements of the persona image

The first element, face value is not the most important, the audience is the first important. The high face of the need for idol drama persona, and the face of the public groups, such as live with goods, short video production to meet the needs of the audience is the ultimate goal. Face value has a high or low but in the new media era to find the corresponding style of the track can also create a high popularity persona image. For example, many bloggers within the TikTok short video are loved for their simple and

unpretentious image. The second element is to combine the framework of the persona image for visual processing, which includes clothing, jewelry, makeup, the scene design and so on. Appropriate packaging can highlight the characteristics of the persona image, so that the impression is more profound. Such as 80s, 90s traditional nostalgic image of the persona image with Tunic, canvas shoes clothing and props to make the persona image features more full, but do not overly pompous performance will be counterproductive. The third element is the language expression, the persona image is not only seen, but also heard. The way a sentence is expressed depends on the construction framework of your _ image. This includes humor, nonsense, straightforwardness or a certain dialect. In the new media era, the persona image needs to build up the perception in a short time, and the language expression is one of the important ways to get the character information quickly.

2. The construction of the persona image in the shake lives with goods

The 21st century has entered the era of Internet big data, the use of persona image is no longer only limited to animation, film and television character production, and the arrival of short video has brought persona image design to a new platform. TikTok as a successful type of the new media era, which is undoubtedly also successfully built the gathering place of persona image cases. At the same time, the Internet has driven the development of commodity economy, and e-commerce operations in the era of the epidemic is the main force pulling the economy. TikTok live brings the persona image to the electric business operation, live selling of goods channels. The traffic will be liquidated for the current hot persona image to establish the goal. An anchor to quickly obtain economic benefits through the live form, the first thing needed is to attract traffic to the account, live room and anchor all-round to create a persona image, finding your niche is key. Compared to other e-commerce platforms, TikTok lives with a stronger persona image building power, through the production of short videos so that the audience has a deep impression of the account style and the character image, and thus improve the trust. Instead of the direct purpose of a more rigid and raw way of selling live goods. For TikTok persona in addition to shaping your personal image, it also means that after you set up this persona, your later videos, live broadcasts, everything when you show yourself in front of the public you have to match this image. TikTok is essentially a content platform, the entire platform algorithm, traffic, will not take into account the form of live room e-commerce, so the entire algorithm,traffic these is not the same. This is also the advantage of TikTok live with goods.

2.1. Common types of TikTok with goods anchor persona

2.1.1. Factory factory type

Live promotion for the persona of direct sales of manufacturers, with the factory as the positioning, through the link transparent and open, to reduce the middleman price difference. The live broadcast room with the factory as the background, the production, packaging, logistics procedures through the live broadcast, so that viewers can see the one-stop production chain of goods through the video, so that people feel at ease to place orders. At the same time, the factory direct sales to create a good price/performance ratio, so that quality and price to meet the needs of customers in both directions, to fundamentally solve the problem of concern before placing an order.

2.1.2. Bloggers promote a professional persona

Through the account's long-term professional review, it wins people's trust value and belongs to the head anchor with goods. The character of the account is a professional service type, who understands the quality, ingredients, market, popularity and people of the products. Through the sharing of the goodies of the corresponding group of people, it can absorb the fans. Compared with advertising, this type of live broadcast eliminates the over-promotion and packaging of products, and instead shapes one's persona into a personable and authentic character to attract fans.

2.1.3. Funny and entertaining persona

Through the production of the account video, writing paragraphs, making creative and funny material video to create their own funny image, so as to attract fans. At the same time in the live with goods at the same time still continue its unique form of entertainment style, such as combination of persona under the nonsensical funny behavior speech, DJ, shouting entertainment performance form, etc.. By first mobilizing the emotions of the viewers to guide them to buy goods.

2.2. Specific methods for constructing TikTok persona

Through personality traits to express interaction and shape the persona image style to lock the main group of people with goods. For example, Crazy Little Yang attracts a large number of young fans through its long-term unique humorous video style, and continues the video style of the account into the live broadcast, bringing a live broadcast style with a unique persona image.

2.2.1. To Empower characters

The innovation of Crazy Little Brother Yang's video content compared with the previous one is the addition of new character roles - parents. And according to different character roles to give the character image and personality characteristics. For example, the younger brother did not have any character image set before, but after the innovation, the younger brother was given the character image of loving to play games, the older brother loved to mess with the younger brother; the father was afraid of the older mother; and the older mother was the head of the family.

2.2.2. To Set contradictions using serial output

The plot is based on different characters, setting up conflicts between them, and constantly enriching the character traits of each character in the plot of conflicts and struggles. For example, the image of the brother who loves to play games and the image of the brother who is mature and stable form a sharp contrast in the struggle, and the brother in order to play games with the brother all kinds of funny and exaggerated behavior, and the parents are also involved in the farce. In the midst of the conflict, it also reflects the relaxed and harmonious atmosphere of the family, which attracts the interest of modern 80 and 90 emerging families. Through the different characters fighting in the process, constantly in the process of resolving conflicts, highlighting the character and personality,Pushed forward better the climax of the plot.At the same time, it adopts the short video form of "serial", so that the story has continuity and attracts fan

2.2.3. Design of Inverted Contents' attention and expectation

The persona image can be impressive often have a characteristic, that is, not according to the rules, to build a reversal. This reversal has a very strong appeal. Nowadays, many movies have built a reversal of the plot of the suspense drama are very attractive to the audience, such as the movie "no double" "Yang Ming Li Wan" and so on. This kind of surprise, this kind of different can better impact the brain's emotional fluctuation and make people impressed. Who can better mobilize the user's emotions. In addition to the reversal of content, costumes and dresses, the reversal of common sense guidelines can also be used as a "different" way to attract people. In the crazy little Yang brother to the two brothers to reverse the way to screw the parents easily to attract the attention of users, in our traditional idea that the atmosphere of the family is serious, the conventional image of the persona is that we are at home by the parents, do good children. But Crazy Little Brother Yang did the opposite and took the initiative to screw up his parents, making the video very interesting.

2.2.4. Smart use of props

The second attractive point of Crazy Little Brother Yang's short video is - the matching large props. In the live broadcast, the interaction between the two brothers often uses more exaggerated life props, such as enlarged spatulas, spoons, horns and so on.These novel props undoubtedly played a greater role in helping Xiao Yang 's love of the whole deceitful human image

The use of distinctive props can better impress fans with the video content and the character image through props. The use of these exaggerated props for interaction in the live broadcast highlighted the recognizability of Xiao Yang's nonsensical and quirky persona image reinforcing his _ image through details. To the natural shaping of the persona image has played a half-hearted effect.

2.2.5. To interact with fans with unique humorous language

In the live broadcast room through the excited language, fluctuating tone and witty while language content and audience real-time communication, in the background of the short video persona viewers can participate in the pop-ups, the way the continuous mic. TikTok live platform nowadays has become a relaxing leisure activity for many people under high pressure work using fragmented time. The humorous and quirky language style to get through the viewer's emotional links is one of the ways to soothe the audience's emotions. While profound truths can be elucidated through solemn and serious logical arguments, it is often better to reason with humorous language for a leisure and relaxation platform. In this way you can also easily convince others to place orders in the live room. For example: in the crazy

Xiao Yang brother live sales of wine and fans arguing with each other "is the wine is not urine wine", and in the language expression to amplify their helplessness, collapse of the quirky emotions, first to save the audience's unhappiness and stress and then to introduce information about the goods.

In addition, the success of the famous anchor Li Jiaqi is not only based on diligence and professionalism, but also on the expression of words in the image of other people. In terms of lipstick, many other anchors often use the expressions "this lipstick looks good" and "this color is so white", while Li Jiaqi will use "this is a color that is not afraid of the sky and the earth" and "it's so white, babies". "By using such the language, Li Jiaqi has brought her female audience closer to her and enhanced the closeness and trust of her persona in their hearts.

2.2.6. To live room scene arrangement

The visual arrangement through the scene in the live room is also one of the channels to highlight the image of the persona. In the live studio, the light and darkness, the style of decorations, and the furnishings of the background is all used as part of the auxiliary persona image. Live room scene if you can do better, you can attract fans to spent more time in the live room, so as to improve the live room traffic. For example, there is a newly promoted anchor on the TikTok platform: Qu Yige, live for two months, has gained 12,000 fans, it is understood that the anchor does not rely on video works to attract fans, most fans are concerned through the live broadcast. Many fans said the decoration of the live room is very 80s style, full of memories, especially like the layout of the room and the anchor singing nostalgic old songs, and even want to claim some of the old objects in the room.

3. Personality image construction under the promotion of TikTok lives with goods

Through the innovative use of persona image, many anchors can absorb a large number of fans in a short period of time. "Crazy Little Brother Yang" has been slowly exploring his own characteristics since 2018, and the content has gradually started to show his own personality in an enlarged way. From the fight with his brother, being taught by his father's style is constantly changing to the current fixed persona "Internet addicted teenager" 3 years of time directly up 70 million fans. The result is very pleasing. The persona of the anchor has a great impact on the accumulation of fans and the output of values. The fan retention and update are an important condition for the sustainable development of the live broadcast For the anchor, before the live broadcast, the fan base brought by the image of the persona is conducive to promoting the cold start of the live broadcast, that is, no financial investment, through the image of the persona to attract traffic. The threshold for live streaming is not as high as you might think. More and more ordinary bloggers are operating a section of their own persona image through the short video and then open up live with goods. The door to live goods is gradually open to the public under the channel of building a persona image.

At the same time in the persona image building many heads anchor with goods mode can drive the development of a platform, such as Li Jiaqi, Luo Yonghao, Xiao Yang brother live with goods to the TikTok platform has brought live over a billion sales. Help TikTok to occupy the live with goods market share.

4. The Problems and countermeasures for the establishment of TikTok live the persona image

Although today's TikTok platform has many cases of successfully established persona images, how to achieve sustainable traffic assurance is a serious problem faced. TikTok live platform is also a fast-paced platform, people are used to fast food life in the new media 5G era, how to keep the persona image fresh is a serious problem.

4.1. The persona image needs to continuously integrate the development needs

How to respond to the times to find a good persona image in the values of most people is the key. Analysis of the fan base in addition to combining their own labels also needs to take into account the crowd of fans you are facing, understand the users you are ready to target,the age group, the gender ratio, horoscope hobbies and their current troubles, etc.. Let your _ image become the demand of fans is the element of traffic preservation.

4.2. Two-way interaction needs to be strengthened

In the live-streaming mode, interaction is an essential part.Make the audience better integrate into the interactive communication between the live broadcast can make them have more emotional resonance and dependence. For example, strengthen the fun of interactive props on the TikTok platform, add more interactive game sessions, ask more questions and advice to the audience with their own persona image, and ask for what they need.

4.3. Monotonization of persona image presentation

The persona image is the organ that opens the flow code, however, if it simply follows the trend of imitation, the existence of the persona will not stand the test of time. Whether it's funny or simple, or face value. These are just a big hat of the persona image, how to find a niche and combine their own unique style features to do even humor is different, unique is the key. The character and worldview of the persona should be distinct and have a sense of existence, so that the audience can clearly perceive its position. Starting from three views, in order to build a flesh and blood, logical and self-consistent characters. Concretely expressed in the persona's inner belief and insistence, the persona's attitude towards things, joy, sorrow and emotions, must have a laugh point and a tear point and a bottom line. The persona of "Papi Sauce", for example, is a distinct three-dimensional persona, it is good at being smart and funny, but good and evil.

5. Conclusion

The persona image building of TikTok lives with goods is actually quite different from the traditional character building in the field of film and television scriptwriting, except that the carriers are different. The so-called persona building is to extract the elements of the character through external means, combine with the character's own characteristics, packaging the character on the communication, turning the character into a long-term business product. Quality persona image can attract a large number of fans, so as to carry out traffic cash to promote the development of new media live with goods, persona is designed, and therefore has a purpose, and this purpose is to meet the public aesthetic and values.

Acknowledgements

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