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LINGUISTIC CHARACTERISTICS OF MEDIA COMMUNICATION IN THE FIELD OF E-COMMERCE

Master's thesis
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INTRODUCTION

Nowadays, the development of the Internet and science and technology make people's life more convenient. Looking back, in China around the 1990s, with the rise and expansion of the Internet field, e-commerce also developed slowly, gradually expanded its scope, and gradually integrated with business activities. E-commerce in China has formed an industrial system with China characteristics, which has been continuously improved and got the innovative development.

E-commerce refers to commercial trade activities conducted through the internet, so the first key point about the concept of e-commerce is that it must be done through the internet or information technology, and the second key point is to engage in commercial activities. Although there may be differences in the understanding or definition of e-commerce among countries or regions, the above two points remain unchanged.

In today's China, the development of e-commerce is not limited to various e-commerce software, (such as Taobao, JD, Tmall, etc.) it is also slowly combined with some social media software (such as TikTok, Little Red Book, etc.) for product display, sales and e-commerce trade exchanges. In the ranking of Chinese e-commerce websites in 2023, the top three are Taobao, Jingdong and TikTok. It is worth noting that TikTok is a creative music short video social network application developed by China ByteDance Company. It gradually gained popularity in 2016. At first, it was just an application for people's entertainment. Then, with the improvement of the platform and the development of the marketing model and other factors, this social media also went online in June 2020. The e-commerce activities on the TikTok platform were carried out on the app through online stores, live broadcasts and other ways. Especially since the "first year of TikTok e-commerce", e-commerce in social media has risen to prominence. The mode of "social media + e-commerce" has quickly become a big hit.

E-commerce in social media is still evolving, and people can browse various products or reach product introductions and recommendations pushed by big data based on different user preferences while entertaining and leisure.

The research topic of this paper is to analyze and study the language characteristics in the field of e-commerce with the current popular social

media software TikTok (China version) as the research object. The main issue discussed in this paper is to analyze the language used by merchants and anchors in e-commerce activities on the TikTok platform through specific words, phrases and sentences, analyze their language style characteristics, and summarize the reasons and successes that can attract people's attention and stimulate people's desire to buy.

The topicality of this study can be summarized as the continuous development and improvement of e-commerce, combined with social media to form a new model of e-commerce development, which facilitates people's shopping activities and is closely related to their daily lives. This paper starts with the development stages of e-commerce in China and abroad, then analyzes the language features of e-commerce in social media, and finally introduces the case of TikTok to conduct specific language feature analysis and research.

In addition, the main research method of this dissertation is linguistic analysis, including phonetic features, semantic features, and syntactic features. And theoretical research on the existing content and inductive analysis of relevant papers.

The area of possible practical implementation areas: social media, e-commerce, language feature, teaching of PR, media communications, marketing and sales professionals.

OVERVIEW

The present dissertation contains: 62 pages, 41 source.

Keywords: SOCIAL MEDIA, E-COMMERCE, LANGUAGE CHARACTERISTIC

The purpose of this study is to single out the language features of e-commerce in China and analyse their functions under the background of continuous development and innovation of e-commerce.

The purpose of this study is to unfold within the following framework:

1) Describe the development process of e-commerce and the favorable conditions suitable for its development

2) Study the linguistic characteristics of e-commerce language of Social Media

The object of study in this paper is Chinese social media.
The subject of the research are the characteristics of e-commerce language in social media in the context of today's internet society.

The structure of this master's thesis consists of three main chapters covering the following topics:

(1)   Opportunities for e-commerce provided by TikTok;

(2)   Linguistic Characteristics of E-commerce in Social Media;

(3)   TikTok benefits for e-commerce.

This master's thesis consists of a table of contents, a general description of the work, an introduction, three chapters, a conclusion, references and appendices.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

В работе 62 страниц, 41 источник.

Ключевые слова: СОЦИАЛЬНЫЕ СЕТИ, ЭЛЕКТРОННАЯ ТОРГОВЛЯ, ЯЗЫКОВАЯ ХАРАКТЕРИСТИКА

Цель данного исследования – выделить языковые особенности электронной коммерции в Китае и проанализировать их функции на фоне постоянного развития и инноваций электронной коммерции.

Цель данного исследования состоит в том, чтобы развернуться в следующих рамках:

1) Описать процесс развития электронной коммерции и благоприятные условия, подходящие для ее развития.

2) Анализ и изучение языковых особенностей языка электронной коммерции в социальных сетях.

Объектом исследования в данной статье являются китайские социальные сети.

Предметом исследования являются характеристики языка электронной коммерции в социальных сетях в контексте современного интернет-сообщества.

Структура данной магистерской диссертации состоит из трех основных глав, охватывающих следующие темы:

(1) Возможности электронной коммерции, предоставляемые TikTok;

(2) Лингвистические характеристики электронной коммерции в социальных сетях;

(3) Преимущества TikTok для электронной коммерции.

Данная магистерская диссертация состоит из оглавления, общего описания работы, введения, трех глав, заключения, ссылок и приложений.