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The new media marketing in the Chinese book publishing industry: Recommended book anchors, publishing industry and TikTok ecosystem

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Abstract:

Book presenters have become a key role in the publishing industry because their influence on children and young people is to promote reading and Book consumption. Based on 12 months of digital ethnography, in participatory observation, we tracked 25 presenters, including not only live broadcast activities, but also early publicity, short video release and other cyberspace content, and conducted semi-structured interviews. Using Pierre Bourdieu's field and capital concept, we analyzed how the presenters negotiated and worked with the publishing industry . This paper describes China's publishing industry's challenges in the context of digitalization, describes the status of recommendation anchors in the platform, and how they relate to the actors, politics and affordability of the short video platform, and analyzes the impact of the cooperation established by the tiktok and the publishers. This study helps to understand how platformization enables new agents to transfer capital from social media to other cultural industries.

Key words:

tiktok, platform,booktoker, Publication Research

1 Introduction

With the development of the Internet and the emergence of COVID-19, live broadcasting is no longer just a form of entertainment. Its own compatibility has also constructed a new consumption scenario. From the perspective of existing practice, "live goods" has begun to be used in all walks of life, and sales of books have also been widely adopted. But because books are a kind of cultural products, and can not show the use effect directly through the live broadcast, so the live broadcast marketing method of general commodities is not suitable for the marketing of books, and the book recommendation live broadcast activity arises from it. According to the data of "2020 Taobao live new economic report" released by Alibaba Research Institute, book audio and video ranked the third in the growth rate of Taobao live turnover. The book industry has irreversibly integrated into the current upsurge of live broadcasting with goods, creating a new marketing mode suitable for live broadcasting.

The rise of the live broadcasting of recommendation books cannot be separated from the objective environment of the publishing industry. The emergence of epidemic situation has blocked the development of offline sales, but it has promoted the development of the "live delivery" mode, which makes the "cloud operation"

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of book sales become normal. Peter Goodman, former chairman of the Independent Publishers Association (IBPA), believes that the publishing industry will face seven trends in the post epidemic era, among which online marketing will shape a new ecology of book sales and become the focus of the new industry. In addition to the impact of the epidemic, the discount brought by online sales on cost saving has caused a huge impact on offline sales. According to the book report of China physical Bookstore 2019 issued by China Bookstore conference 2020, the sales of real bookstores in 2019 increased by 5.85%, the difference between offline zero sales and online retail discount was obvious. The average offline retail discount was 91.39% and online retail was 63 The discount is 27.60% off at a discount of 79%. In the new situation, the real bookstore is losing its advantages under the pressure of rent, human resources, storage and other costs. Facing the survival difficulties of the physical bookstore, it has become a consensus of the publishing industry to turn online.

Different from the live delivery mode of other commodities, book recommendation live broadcast does not aim at direct sales. The second is to realize book sales indirectly through the introduction of the book content itself. In the process of book recommendation, the anchor will not only introduce the main content of the book and make book reviews, but also adopt a variety of forms, from the recommendation of famous celebrities and schools, or associate the current hot events with the content of the book, so as to enhance the audience's interest in the book. For example, when Mr. Zhong comes, he will recommend the main content of the hit drama "just thirty"; understand the 30 + women's must read list. Meanwhile, the low threshold of live broadcast has expanded the scope of the recommended anchors. It includes not only professional press staff, but also some media workers, including fan Deng's reading and Wang Fang, among whom fan tiktok's official account number has reached about 9000000 in the jitter, and fan Tong's founder Fan Deng in June 21st. The sales volume of 3-hour live broadcast products reached 109700, which set a good record of live broadcast marketing.

The development platform of the live broadcasting recommendation has played an important role. The acceptance of the platform's own audiences to the tiktok live broadcast activities largely determines the effect of the recommendation live broadcast. In view of this special function, the jitter is a good research case. The report on the live retail business War Within Three Kingdoms of new retail research released in early 2020 shows that in 2019, the Taobao live GMV could reach 18 for the whole year. 00 billion Kwai tiktok is expected to reach 400-500 billion in the whole year, and the annual total of voice business is estimated to be only 10 billion. Tiktok tiktok tiktok is a great development space for the live broadcast business. Meanwhile, the word of mouth is coming out of the flow of the sound and the regulations are regulated. The sound and live broadcasting are beginning to go to regularization and start a real cycle. As a new type of agent, the social capital they have enables them to readjust the relationship among publishers, distributors, authors and readers, and complete a new round of capital commercialization.

Bourdieu, a French sociologist, put forward the field theory. He defined the field as "a network or a structure with objective relations among various positions" Different from a fixed field or scope, field is an existence full of competition and power. In short, field is not an entity concept, but a relational relationship, which is used to study various objective relations in the development process of something, and has functionality and practicability. Therefore, this paper will use the field theory to analyze the ecosystem of recommendation live broadcast. One of the prominent characteristics of the field is competition. The field itself is a competi-

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tion space. The object of competition includes not only various capitals, but also the formulation of rules in the field. Different from Marx's concept of capital, a value that can bring surplus value, Bourdieu expanded it. Everything useful to the subject in the field can be called capital, including economic capital, cultural capital and social capital. In the field of recommendation live broadcast, the anchor will fight for the right to speak on the basis of his own capital, so as to realize the transformation of economic capital and the influence of other fields.

2 Literature review

2.1 TikTok

TikTok, known as Douyin in China, was launched by ByteDance in 2016 and quickly rose to become a leading global short video platform. The platform, s success can be attributed to its user-generated content (UGC) model and powerful editing tools, which enable ordinary users to easily create high-quality short videos. Additionally, TikTok' s intelligent algorithmic recommendation system analyzes user behavior data to accurately push content that users are likely to find interesting, thereby attracting a large user base.

The rise of TikTok influencers is closely tied to the platform' s algorithmic recommendation mechanism. Through its intelligent recommendation algorithm, TikTok can rapidly introduce emerging content creators to potential audiences, allowing creative and unique influencers to stand out. These influencers quickly amass large followings by producing creative short videos and engaging in interactive live streaming. By endorsing products and services, influencers can directly influence their followers' purchasing decisions. Li Dongqin' s research, based on data from the Taobao platform and survey questionnaires, explores the impact of influencer endorsements in live commerce on consumer purchase intentions, revealing that different attributes of influencer endorsements have varied effects on consumer purchasing behavior.

2.2 Marketing Methods of Book Publishers

Traditional book marketing has primarily relied on offline channels such as book signings and literary salons. Although these events can directly engage readers and enhance interaction between readers and authors, their influence is limited by geographical location and the number of participants. With the advent of the internet, book publishers began to leverage online platforms for marketing and promotion through social media. The rise of e-commerce platforms has brought new opportunities for book sales, allowing publishers to reach target readers more precisely through collaborations with these platforms.

In recent years, with the emergence of short video platforms like TikTok, publishers have started to explore new modes of book promotion through influencers. Short video book recommendations can quickly attract a large number of followers and boost book sales. This model not only reduces marketing costs but also expands the influence and reach of books. Ma Guanghui et al. pointed out that low discounts and weak conversion rates are core issues in the current live book commerce. Different marketing scenarios, such as influencer collaborations, brand live streaming, and live book marketing, each play distinct roles in achieving various objectives. Chen Wei, analyzing the official TikTok account of libraries, identified key operational issues and proposed optimization strategies, including creating high-quality content, forming collaborative networks,

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enhancing marketing efforts, and improving evaluation metrics, to facilitate the effective operation of library TikTok accounts.

2.3 Bourdieu's Field Theory

Pierre Bourdieu’s field theory is a crucial framework for understanding social practices. Bourdieu posits that society is composed of multiple fields, each with its unique rules, forms of capital, and power relations. A field can be viewed as a competitive social space where individuals and institutions vie for different forms of capital, such as economic capital, cultural capital, social capital, and symbolic capital. This theory emphasizes the complexity of social behavior, particularly in analyzing the distribution of power and capital, and offers an interpretative framework to understand how different social groups compete for resources and status within specific fields.For instance, Zhao Tingting et al. applied Bourdieu's field theory to examine the communication strategies of public welfare live streaming activities initiated by CCTV News in China. This study aimed to explore how online public welfare communication could overcome challenges and develop a culturally grounded path for public welfare.

Using Bourdieu’s field theory helps in understanding the interaction and power relations between TikTok influencers and the publishing industry. By analyzing how different types of capital operate within the short video platform and the publishing field, we can gain deeper insights into how these influencers impact the book market and their modes of collaboration with publishers. This approach not only provides a new perspective for academic research but also offers valuable references for publishers in formulating marketing strategies.

3 Method

3.1 Research methods

Based on the 12 month digital ethnography, this research is one of the research results of the project "Research on the quality audit and control strategy of content quality of Internet information communication platform" of the national social science academic group. It combines direct observation, media interaction, semi structured interviews and descriptive statistics.

3.2 Data sources

Physical work includes participatory observation on the jitter and in-depth interviews with Tiktok. In the participatory observation, we tracked 25 sponsor, including not only live broadcast activities, but also early publicity and short video release and other content of network space, such as personal microblog. At the same time, we cooperated with the publishing house to carry out three live activities to improve the understanding of the recommendation ecosystem and realize self-determination and reflective practice. In addition, in order to better understand the relationship between the main body in the live recommendation activities, the three senior sponsor hosts were interviewed. The three hosts were publishing staff, self media workers and university teachers. The understanding of different identities of the hosts will help to study the current ecosystem of the live recommendation.

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4 Analysis and discussion

4.1 Publishing industry: ecological imbalance

The development of digital media has led to structural changes in the publishing industry. The normalization mode of traditional publishing industry with offline book stores as marketing windows has been broken. The first wave of science and technology has led to the transformation of traditional publishing industry to digitalization. According to the different subjects in the publishing ecological chain, these transformation characteristics can be summarized as follows: 1) audience: A. fragmented and paperless reading; B. mobile field The main contents of this paper are as follows: (1) the publishing house: a. the promotion of Internet platform; (2) the proliferation of homogeneous publications; (3) the distributors: a. the low price strategy of e-commerce platform; B. obtaining user portraits.

The positive effect of technology application reform provides new guidance for traditional publishing marketing innovation, but at the same time, the negative effect caused by the imbalance of new and old media ecology is becoming more and more obvious. Affected by the impact of COVID-19 in 2020, the offline bookstore was closed. In February 2020, the volume of sales of physical bookstores decreased by 86.36% compared with the same period last year, resulting in the further expansion of the "voice" and market share of the e-commerce platform in book sales, accelerating the imbalance of the profit structure of publishing organizations, and the suspension of books salon, book sharing and other activities under the line. It is urgent for the publishing industry and distributors to use the e-commerce platform resources to turn the audience's offline community consumption to the realization of online attention commercialization.

In this special environment, the publishing industry uses the e-commerce platform to carry out the innovative practice of "publishing +" to make the commodity attribute of books more intense. The online marketing mode of the e-commerce platform may become the normal of the publishing industry in the post epidemic era. However, the value of books as special commodities should not be the victim of the e-commerce flow war. How to grasp the quantity of publishing marketing and the degree and level of cultural communication Balancing the popularity of online operation and feeding back the sales of offline books, realizing mutual benefit and win-win situation, and driving the reading trend of the whole people is one of the problems that the publishing industry should focus on.

4.2 Tiktok- platform of short video creation

Jitter is a short video social networking software incubated by Byte Dance It was launched in September 20, 2016 and is a music oriented short video community platform for all ages. In 2018, Tiktok released a new slogan_. Record a good life. Tiktok reported that the active voice users increased from 400 million in 2019 to 600 million in 2020. In February 12, 2021, the 2021 spring evening data released by the trembling voice released the report. The total number of red packets during the Spring Festival Gala was 70 billion 300 million, and the total number of people watching the live broadcast was 1 billion 221 million, the highest number of Tiktok online reached 4 million 984 thousand and 600. Tiktok sits on the largest traffic entrance, and the major publishing houses are also in the process of shaking, but the live broadcasting function of the shaking platform is late. Jitter will be launched at the end of 2017. The live broadcast will be needed. The number of

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accounts with more than 50 thousand fans will be able to be opened and live. Then the threshold will be gradually lowered in 2018, and Tiktok can be broadcast live. Meanwhile, the live broadcasting Academy Tiktok is designed to disseminate positive content and prevent low quality live content.

Tiktok live broadcast tiktok tiktok is diverse and rich. According to the live broadcast of live broadcast in 2020 February, the top 5 contents of tiktok are cultural education, plot, games, talent and fashion. And the official voice gives more support to the contents of cultural education.

During the 2020 epidemic, in the context of the rapid development of the book industry live broadcast, the amount of scholars' publications/book live broadcasts has increased significantly. But at present, domestic scholars have relatively few researches on the live broadcast of tiktok recommended books, most of which are mainly for the content research of tiktok short videos or the research on the marketing model of live broadcast. Wang Cui (2021) starts from the three aspects of content innovation, technology innovation, and marketing model innovation, and explores the innovation path of knowledge-based short videos in the 5G era. Shen Lihong (2020) analyzed the content of popular videos on tiktok, and found that short videos with popular knowledge and related social and cultural content are easy to become popular; short videos with celebrities appearing in the scene are more popular; short videos with strong emotional colors It is easy to get a sense of identity from users. Deng Xianglian (2020) explored the implications of social short video for the operation of social short video in the publishing industry in the 5G era: strengthening the guidance of publishing value, enhancing the knowledge service concept, user-centered, innovating and optimizing interactive methods; integrating industry resources and working together to improve the short video platform Publishing right. Zhu Yi (2021) is based on a third-party standpoint and perspective, based on Goffman's theory of drama, anchoring the tiktok platform as a practical scene, trying to interpret the new changes, new forms, and new forms of drama theory in the context of online live shopping. Connotation. Wang Lingzi (2020), guided by situational theory, analyzes the development of book short videos, sorts out the operation strategies of book short videos, and points out that book short videos are no longer limited to the promotion and marketing function, and publishing organizations should focus on "people" and conduct knowledge Sharing, IP marketing and brand building. Domestic research on publishing live broadcasts remains at the industrial and macro level, and there is still a lack of in-depth discussions and micro observations in conjunction with related platforms and related theories.

Through live broadcasts, authors and publishers began to directly face readers, shifting from traditional marketing methods to the Internet. Compared with content accounts such as beauty, film, and animation on tiktok, book accounts account for only a small part of tiktok, and stars account for about three of the top ten accounts on tiktok. One, self-media accounts accounted for one-half. It can be seen that self-media accounts account for the majority in tiktok, as do book recommendation accounts. Fans who reach a certain number of accounts can start to receive some corresponding advertisements or earn a certain income through live broadcast. Bringing goods is also one of the ways to make money.

Through analysis, users of book recommendation accounts can be divided into four types: self-media, individuals, publishers, and enterprises. What these groups of people have in common is that they all expect the fans of their accounts to grow as the number of likes and views increases, and when their accounts are "stalled" and there is no new idea, they will also feel frustrated, so they will continue to follow the hot spots.

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Choose a topic for creation. Evaluate your own performance through recent data analysis of the account on the Internet, and adjust the content of the account based on the audience's feedback. They strive to improve their shooting skills and content creation level, and actively participate in live interaction, answer the audience's questions to them, and interact with fans on other social platforms such as Weibo and WeChat to form their own private domain traffic. From Bourdieu's perspective, all these practices, tendencies, and knowledge can be defined as a habit: a practical meaning of what the activity is, how it is played, and what they must do.

Like other content creators, book-recommended video creators must produce their videos within the content standards of the tiktok Terms of Service, respect copyrighted materials, and avoid violence or hate speech, etc. when using music and text. Freedom of speech and freedom of the press must be based on legal provisions, and platforms become regulators. Recommended anchors do not account for a large proportion of tiktok. However, it is very active in other forms of capital accumulation, such as human capital (movies, editing, publishing, and participation in others through social media), social capital (following their Number of people, including fans, likes, audience) and symbolic capital (their reliability, taste, expertise, charm, and knowledge). The separation between economic capital and symbolic capital shows that book recommendation video creators are in a secondary position in the tiktok ecosystem, but they can allow publishers' books to be seen. This partnership will be discussed below.

4.3 Book Recommendation Anchor and Publishing Industry

The most common term used by these recommenders to describe their relationship with different businesses is "business cooperation." "Cooperation" is used as a euphemism for the commercial relationship with the brand sponsoring online content (cooperating with the brand means having an advertising contract). Recommenders use it to refer to the relationship they have established with publishers, businesses, or self-published writers. These transactions are not necessarily monetary transactions, but they are at the core of symbolic and material exchanges in the field of literature. For example, Liu Yuanyuan, the third most popular book recommendation account on tiktok, focuses on sharing learning methods and must-read good books. She said that there is no pit fee for good book cooperation, and books can be recommended for free. What you want is good books and Reserve the price, and leave the contact information for cooperation on the account page. The merchandise window sells 274 items, which have sold 100,000+.

As Bourdieu pointed out in his research on the field of literature, one of its core features is its inverted value system. Although economic capital is a form of distinction and power in most fields, it is considered "suspicious" in the field of art. According to the implicit rules and beliefs in this field, real artists create "art" for art. Contrary to other areas of power, economic motives are considered false.

There are two types of book recommendation anchors' cooperation here: one is simply being moved by the publishers and authors' symbolic prestige, and their knowledge or artistic value, or being moved by the content of the book itself and making recommendations; On the one hand, the business backbone of the field is sensitive to the economic pressures of the industry, eager to sell books, and tends to praise their ability to connect with young readers and try to build alliances with them. This is just a simple description, the reality is more complicated. Most of the self-media in the cultural field act on a mix of economic and symbolic motives, without purism. But I think these trends are related to the polarization of the field and help us analyze

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which businesses the publishing industry book accounts cooperate with.

In the following pages, I analyze how the recommender establishes a power relationship with the following agents in the literary field:

4.3.1 Publisher

In the process of this research and investigation, most of the publishers' marketing teams that have been contacted focus on popular publishing houses. The books published by these publishers can be well displayed in popular language on the tiktok platform, and the audience has a large range. , The professionalism is weak, suitable for the entertainment attributes of the tiktok platform itself. Publishers will provide these books to the book recommendation live broadcast, and then the book recommendation live broadcast will select among these books. The final selected books will be marketed by the book recommendation live broadcast through short videos or live broadcasts, so as to obtain good sales. Sales volume is often formed quickly in a short period of time.

In November 2020, Publisher Magazine planned a live broadcast of host Wang Fang & Publisher Magazine. The publisher magazine recruits 10+ publishing organizations. After the publishing organization submits the qualified products, the publisher magazine and Wang Fang select the final product. The 21 publishing houses that participated in the live broadcast selected more than 110 high-quality books. The first cooperation achieved a record of 15,500 book sales and 1.05 million sales. In addition, after the live broadcast, a data review exchange meeting was organized. Wang Fang and his team communicated face-to-face with the publishing organization to analyze the real delivery data of the special live broadcast, so that the publishing organization can directly face the love or cruelty of the market, whether it is editing, marketing, or distribution. , Can learn valuable experience and methods from this live broadcast. Not only can it reduce the communication cost and game cost of the publishing organization in the early stage, but it can also get the opportunity to cooperate with the head anchor by consuming less resources.

In the cooperation between publishers and book recommendation anchors, publishers rely on their own content advantages to achieve resource replacement with book recommendation anchors. Book recommendation anchors have obtained social capital, and publishers have gained sales benefits while also being able to further understand market needs. Sun Han, the editor-in-chief of Oriental Publishing House, clearly put forward the advantages of this live recommendation book.

"Because Wang Fang faces the market and consumer terminals directly, he can receive a lot of demand and feedback. In this process, editors will collide with book topics suitable for Wang Fang's live broadcast."

The construction of the book recommendation live broadcast platform provides editors and audiences. A way of direct contact. In the past, editors seldom had in-depth communication with the audience. Live broadcast expanded the opportunities for editors to contact the audience. On the one hand, they could bring some new ideas to planning and topic selection, and on the other hand, they could also watch the group through live broadcast. Clearly positioning the target audience, in this process, it has exercised the comprehensive ability of the publishing house's employees and realized the transformation from behind the scenes to the front stage. At the same time, brand and product promotion was carried out to a certain extent, maintaining the relation-

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ship with readers.

4.3.2 Author

When I asked an audience of the recommended book live broadcast why they came to participate in this live broadcast, she did not hesitate to tell me that it was because the author she liked came to the live broadcast room. The main purpose of this book recommendation live broadcast is to introduce young writer Liu Tong's new book. On March 4th, Liu Tong made a live broadcast preview for the new book on Weibo. Many fans left a message in the comment area and said that they would also go to see the same brother. Watch the live broadcast. Relying on the celebrity effect to attract audiences to watch, create a cultural carnival, transform the affection of the anchor into the pursuit of knowledge, and realize the realization of value. On the other hand, the concentration of attention is also an effective way to increase its own influence, which is the basis of social capital acquisition. In December 2012, Liu Tong's work "Who's Youth Isn't Lost" won the "Best Inspirational Book of the Year" in the 8th Chinese Writers Rich List, and was named the top ten authors of the year by Amazon in 2013 and won the award of Amazon in 2013. "Reader's Choice"-"Our Move" award. The honor the book author himself has obtained becomes the unique value of the author in the book recommendation live broadcast ecological chain-traffic accumulation, so as to meet the development needs of book recommendation live broadcast.

At the same time, whether the author himself brings its own traffic will also become an important measure of whether the publisher cooperates with it. In an interview with a university teacher, she mentioned: *"When I was negotiating with the publishing house on whether to publish a book, the staff of the publishing house would directly ask me how much traffic I can bring or whether I know a recommendation with a strong ability to carry goods. Book anchors, if these two conditions are not met, then publishers will not consider cooperating with you to publish books."*

On the one hand, the demand for traffic in the book recommendation live broadcast ecological chain makes authors with their own traffic come to the front and use Its own traffic and reputation endorse the quality and sales of books. On the other hand, it also makes it difficult for authors without traffic to enter this ecosystem. Traffic has become the most competitive resource in this field.

4.3.3 Book fair

Other ways to transfer online popularity to the publishing field are book fairs and literary festivals. According to García-Canclini, this pair of cultural industries "retransforms their business models related to digital circulation and live events" (Revista Ñ (Clarín), 2018) Is essential.The 2020 China Book Fair presents obvious "cloud" characteristics. In addition to the physical book fair, it will use online channels such as websites, APPs, mini programs, online shopping and social platforms to hold cloud viewing exhibitions, cloud exchanges, and cloud trade. activity.The setting of cell-style sub-venues such as bookstores, cultural centers, and farm bookstores is another embodiment of the Cloud Book Fair.For example, in the Shanghai Book Fair in August 2020, the online and offline dual tracks are parallel. Compared with the strict offline control of the number of people, what is displayed online is the infinite extension of the book fair boundary.There are a number of professional live broadcast rooms at the book fair site, and editors become anchors to recommend books, which is convenient for publishing organizations to publish online activities in the live broadcast

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room.This breaks the objective factors of the book fair's geographical restrictions and the number of people, so that more readers who are not on the book fair can also feel the power of reading.

Therefore, as the invited guests, the recommender can be more attractive than the Nobel Prize winner.Indeed, the appearance of a well-known author or book recommendation anchor can make the exhibition full and attract young people to participate in the book fair or reading sharing session.At the Shanghai Book Fair, Luo Xiang brought his new book "Lecture Notes on Criminal Law". The audience was very popular. Readers can get close to celebrity lecturers and listen to the book recommendation expert Fan Deng and others. Book fair, in-depth content sharing on reading.

Since most publishing houses in China have different distribution methods and sales chains, book fairs organized by local governments have played a significant role in the circulation of a book.Some of the most important book fairs, such as the Shanghai Book Fair, the Beijing International Book Fair, the book fairs in Bogota or Guadalajara, have begun to include book recommendation anchors in their projects.The Shanghai Book Fair is one of the largest book fairs in China. The major publishing houses invite book anchors to "walk around" the Shanghai Book Fair online through the tiktok live broadcast room. In addition, the "Tik Tok Store" was opened to facilitate tiktok users to place orders in real time. Activities such as Yunyou Publishing House, Yunguan Book Fair Seven Days Music, and Live Cloud Sharing held on live platforms such as tiktok will also help online reading dissemination and cultural sharing.

4.3.4 Booksellers and retailers

Booksellers refer to bookstore owners, bookmakers, and publishers ranging from street vendors to national chain bookstores. Some book recommendation anchors establish contact and cooperation with book retailers in different ways, such as leaving booksellers with the book types and contact information they need in their account profiles, or actively contacting offline bookstore owners to carry out offline book recommendation. Events and online live broadcasts.Some well-known book recommenders such as Fan Deng and others have cooperated with retailers and bookstores. The booth of this bookstore will display the photos of well-known book recommenders, and attach the pictures they usually share and sell on live channels. books.In this case, the personal brands of these book recommenders were used as endorsements for the bookstore. Another form is that these bookstore owners and publishers set up their own tiktok accounts to become book recommenders. For example, Xunyang Bookstore has 330,000 fans on the tiktok platform, and the bookstore owners become Internet celebrities and have a group of loyal fans of their own. He recommends some genuine good books in the video. He believes that online and offline book sales are directly proportional. Through tiktok, his bookstore has expanded its popularity and gained more opportunities.

4.3.5 Recommend a book anchor to become a writer

The last way to commoditize the capital accumulated on multiple social media platforms is to convert popular anchors into writers. On January 7, 2015, the radio station "Listen to One" was officially launched. So far, this audio self-media has more than tens of millions of fans on the entire network, with a total broadcast volume of more than 2 billion, making it a super popular brand of audio self-media. The radio anchor Rui Xi released the first personal collection of graphic works "May You Get Lost by My Side". This book, planned and launched by Baima Shiguang, has been pre-sold on May 9th, and the sales volume in just one week has

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exceeded 80,000 copies. Through this example, we can find that the publisher has replaced the resources of its own book production and sales with the resources of the host and the platform. In short, the built-in fan group of the host and the platform can guarantee the book's availability to a certain extent. Sales volume.

Therefore, in the publishing industry, authors who have accumulated a certain amount of capital are the spokespersons of a series of IP works and have the ability to make demands from publishers (such as Liu Cixin, Nanpai Sanshu, Ma Boyong). On the contrary, authors who have not formed a personal brand, because Lack of an audience is often in a weak position. This also explains why the sales of non-fiction books by hosts, reporters, athletes, celebrities and other celebrities, as well as original books of hit shows, account for a large percentage of publishers' revenue sources. In addition, from the perspective of relevant data, the sales differences under different book live marketing models are also very different. In general, book sales in the self-broadcasting mode of publishing organizations are far lower than that of webcasters, celebrity live broadcasts, well-known authors live broadcasts, and expert live broadcasts.

The change of the anchor's identity as a writer also provides a new selling point for publishers' book marketing. Publishers make posters, bookmarks, and other paper publications bundled with books from anchors' signatures, quotations, and photos. This invisibly strengthens the commodity attributes of books. Even though such publishing trends are common, they rely too much on personal traffic and The book sales model of emotionally linked audiences is easy to stimulate irrational consumption, and the cultural value of books is difficult to be highlighted.

5 Conclusion

The case of book recommendation anchors shows how platformization connects social capital and symbolic capital obtained on digital new media platforms such as tiktok Kuaishou Weibo to other cultural industries. This is similar to what some scholars discovered when studying Chinese gamers. The popularity of creators accumulated on the Internet is becoming an important resource for platform owners, advertisers and creators. For the platform, the huge number of daily active users is the best advertisement. However, the investigation revealed a situation where a famous book recommendation anchor conducts a live broadcast on another platform, and fans will also move to other platforms. Therefore, for the platform, how to avoid the loss of influencers and audiences is also full of challenges. At present, the cooperation between recommendation anchors and publishers is paid, and there is a clear sharing system between them. This can be interpreted through the perspective of digital labor, as well as the framework analysis around the debate about the creator's paid labor and capital. As some interviewees said, this economic satisfaction proves that their work is worthwhile and reasonable.

Pierre-Bourdieu's field theory is that we can study how book recommendation anchors can accumulate power between two different fields through their own positioning: on the one hand, the social media entertainment field, and on the other hand, the cultural publishing field. area. Compared with other popular book recommendation anchors, such as talent anchors, face value anchors, gourmet masters, etc., book recommendation anchors account for a relatively small portion of tiktok. Many book recommenders actually don't have enough popularity to profit from the creator incentive program of the tiktok platform or advertisers. However,

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the survey found that their social and symbolic capital in a group of passionate young readers is very valuable to the publishing industry, because the publishing industry needs to allow books to gain traffic in an oversaturated and highly competitive market, and to make books as people. Known. The most unique thing about this case is that it demonstrates that even if most creators cannot be extremely popular and influential, they can still occupy a key position in some markets, or establish themselves as readers, librarians, The working life of the author and so on.

The Alliance for Emerging Directions in Audience Research (CEDAR) found the same trend in its research on the future of audiences: One of the main challenges facing researchers is related to the "cooperation" of major powers and cultural industries on audience creativity. In the above, using the comparative method of field theory to study the dynamics of different types of social media creators and their relationship with other industries (such as games, food, automobiles, tourism) will enable us to better understand the dynamics of these exchanges. Another key element of the field theory is that Bourdieu emphasized not only to study the agents who produce literary works, but also to study that the joint efforts of these agents produce consumers who can understand and recognize works of art. The rise of recommended anchors and other new media creators in the literary field has opened up discussions about their intermediary status. As a heterogeneous force, they push readers' perceptions toward commercial interests, rather than independent art. value. One of the most prominent forms of capital transactions between various fields is the conversion of famous book friends into writers. Although the publication of books by celebrities is nothing new, publishers are always looking for books from celebrities, politicians, athletes, and other celebrities. Book publishing is becoming a good way to monetize online popularity. As Marwick (2013) discussed in his work on technology micro celebrities.

From a broader perspective, if the popularity principle pursued by new media platforms-the more likes you get, the more valuable you are, and can become the legalization principle of other cultural and artistic fields, then these two different The overlap of cultural logic will be threatened to a certain extent. The Chinese government's strong support for the book industry also plays a very important role, which is conducive to the development of mainstream culture and the promotion of the main theme. In fact, the most important thing is to continuously analyze how the platform (using payment capabilities, algorithms and terms of service as the medium) makes certain content visible and popular, and pay more attention to the intellectual and cultural core of books, so as to strengthen the cultural value of mainstream publishing.

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