

# **Anchors' Presentation of Selling Purple-Clay Teapots Toward a Nexus Analysis of Douyin Live Streaming Selling**

**Xixin Su**

**H23092110088@cityu.edu.mo**



**澳門城市大學**  
Universidade da Cidade de Macau  
City University of Macau



**無錫工藝職業技術學院**  
Wuxi Vocational Institute of Arts & Technology





# Presenter ★

## Self-introduction

- English major @ Nanjing & Shanghai
- College English Teacher & Lecturer @ Wuxi, China



- Doctoral Candidate in Applied Linguistics @ CITYU MACAU





# Research Interests ★

- PhD research interest

Discourse analysis

Doyin live-streaming

Multimodal perspectives (with future AGI applications)

- Project: Vocational English teaching studies; discourse analysis

# Current Research Highlights ★

## 1. Theoretical Framework:

This study, a single case study, employs nexus analysis to explore how Douyin live streaming promotes intangible cultural heritage through linguistic and multimodal practices.

## 2. Discourse Strategies:

Investigates the discourse strategies within a live streaming room to create audience engagement and cultural appreciation.

## 3. Multimodal Integration:

Reveals how live streaming integrates historical embodiment, interaction orders, and multimodal discourse to construct cultural meaning.

## 4. Beyond Transactional Models:

Demonstrates the potential of live streaming sales to transcend transactional models, fostering deeper rhetorical and emotional audience connections.

## 5. Practical Implications:

Offers actionable insights into sustaining intangible heritage through innovative digital economy frameworks.

# **Current Research Outline ★**

**1 Background & Rationale**

**2 Research Questions & Objectives**

**3 Methodology**

**4 Key Findings**

**5 Discussion & Implications**

**6 Conclusion & Future Directions**



# 1 Background & Rationale

## Contextualization

- Live streaming e-commerce in China
- Uniqueness of Yixing purple-clay teapots



Hong Ni (Red clay)



Zi Ni (Purple clay)



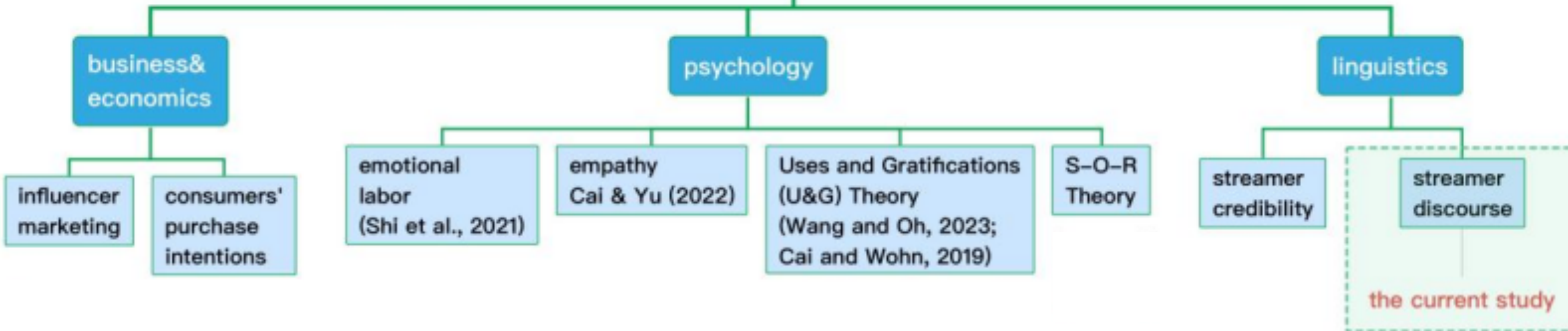
Duan Ni (Fortified clay)



Lv Ni (Green clay)



### LSS literature





## 2 Research Questions & Objectives

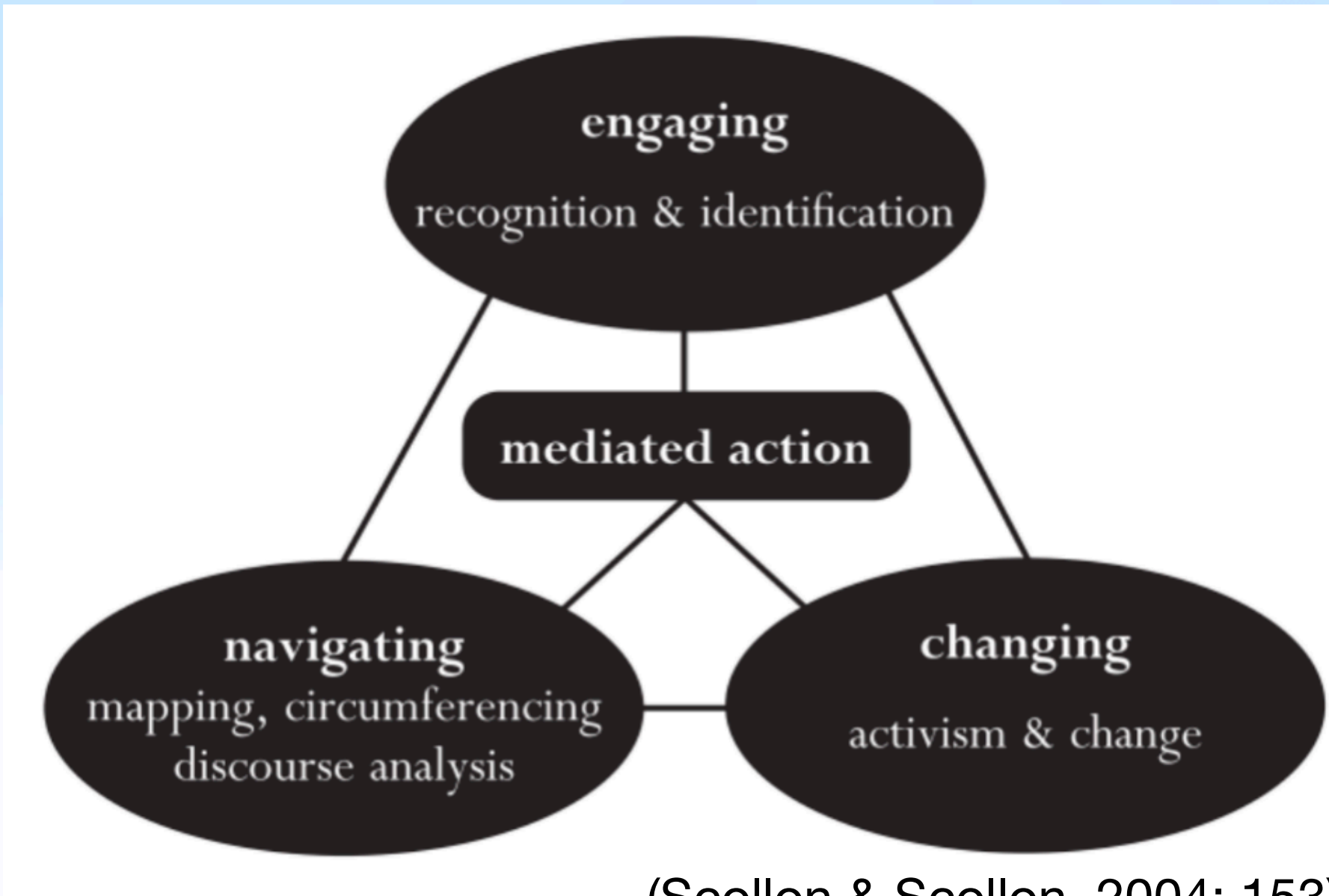
**RQ: How is a nexus of practice established in the context of live streaming selling?**

Sub-question 1:

What discourse patterns do anchors employ to promote Yixing purple-clay teapots?

Sub-question 2:

How do these discourse patterns contribute to audience engagement and cultural promotion within the nexus of practice?



(Scollon & Scollon, 2004: 153)

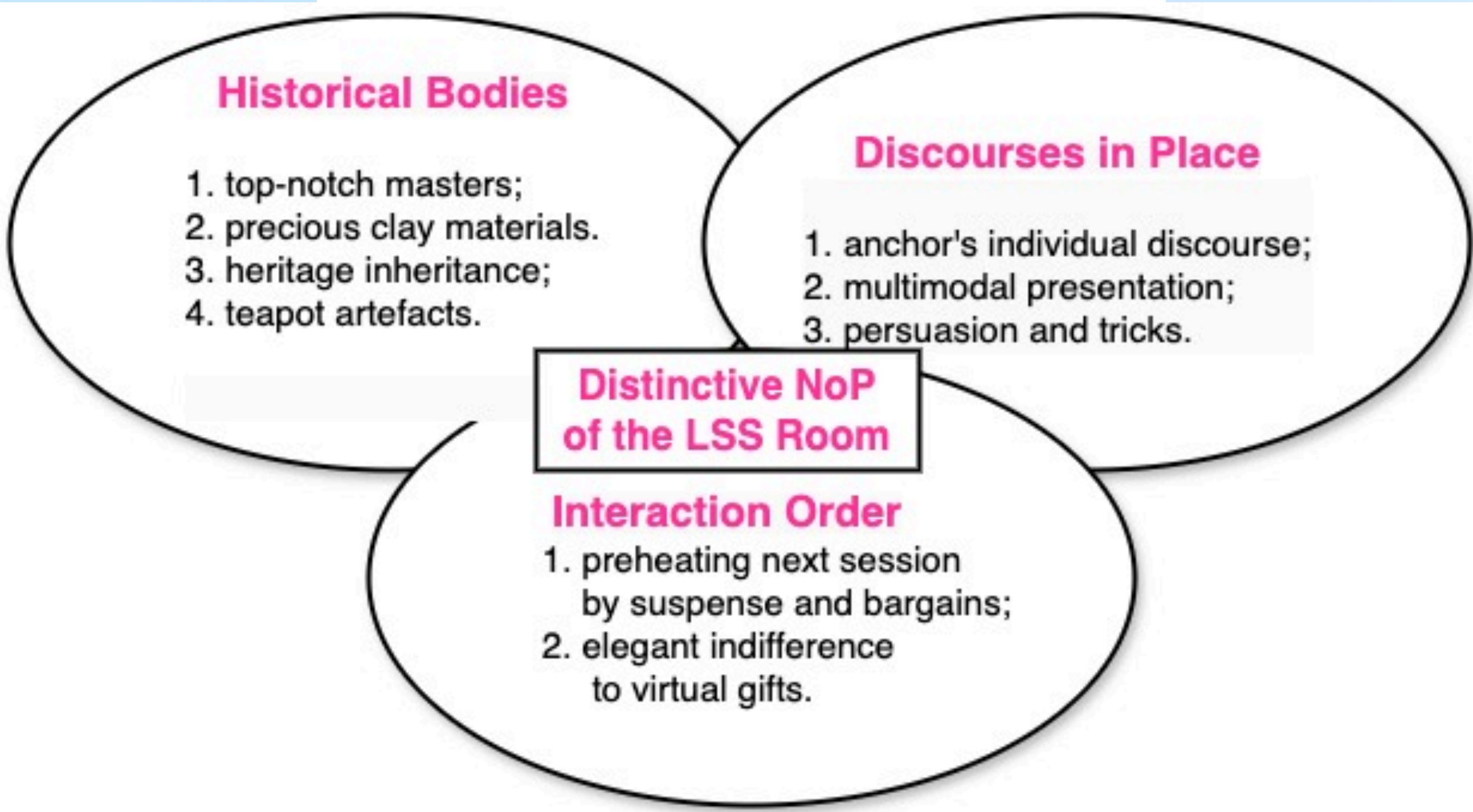
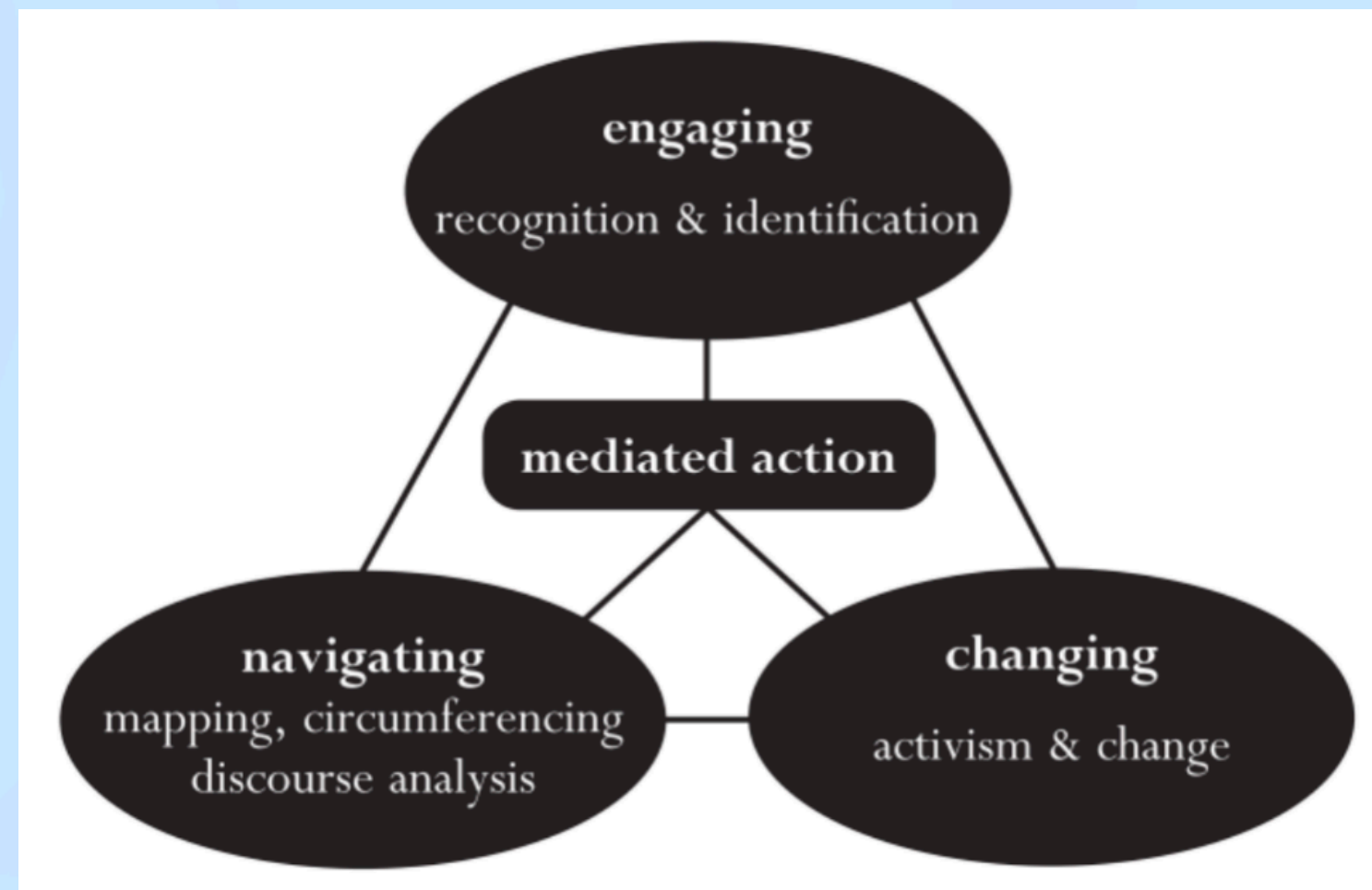


# 3 Methodology





# 4 Key Findings



Phases of NoP	Findings	Elements
Phase 1: Engaging	Constructing LSS Interaction Order with Intended Peculiarities	<ol style="list-style-type: none"> <li>1. Enticing messages that foster a strong sense of community among the audience.</li> <li>2. Contrast between quality and price.</li> </ol>
Phase 2: Navigating	Bringing Historical Bodies into LSS Rooms	<ol style="list-style-type: none"> <li>1. Master lineage, exhibited a commitment.</li> <li>2. Heritage, top-notch ambience beyond financial gains.</li> </ol>
Phase 3: Changing	One Dominant Persuasion Discourse in Place	<ol style="list-style-type: none"> <li>1. Multimodal Cultural Elements.</li> <li>2. Strategic Rhetorical Devices.</li> </ol>



# 5 Discussion & Implications

## Implications:

- Significance of cultural promotion via live streaming.
- Nexus analysis effectively reveals sophisticated interactions and persuasive discourse strategies.
- Insightful for future live streaming practices aimed at intangible cultural heritage promotion.

## Contributions:

- Filling the gap by analyzing culturally rich products rather than consumer goods.
- Enhancing understanding of multimodal discourse in digital commerce contexts.



## 6 Conclusion & Future Directions

Key takeaway:

- Live streaming selling of cultural products can significantly contribute to cultural sustainability.

Future research directions:

- Broader data sets across different products and platforms.
- Ethnographic studies incorporating viewer perspectives.



**Thank you for listening!**

**Anchors' Presentation of Selling Purple-Clay Teapots**  
Toward a Nexus Analysis of Douyin Live Streaming Selling

**Xixin Su**

**[h23092110088@cityu.edu.mo](mailto:h23092110088@cityu.edu.mo)**

**[vickisu2011@gmail.com](mailto:vickisu2011@gmail.com)**