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Spoken Discourse Design and Cross-Cultural Awareness Cultivation for English Live Streaming in Cross-Border E-Commerce

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Abstract: With the rapid development of the cross-border e-commerce industry, the demand for professionals with specialized English live streaming capabilities has been increasing significantly. This study delves into the training models for English live streaming talents in cross-border e-commerce, focusing on the design of spoken discourse and the cultivation of cross-cultural awareness. By analyzing the current state of language skills among English live streaming practitioners in cross-border e-commerce and aligning with job requirements, this research proposes training strategies centered on enhancing spoken discourse proficiency and fostering cross-cultural awareness. The aim is to cultivate more high-quality, professional English live streaming talents with advanced oral communication skills for the cross-border e-commerce industry.

Keywords: cross-border e-commerce; English live streaming; spoken discourse; cross-cultural awareness

1. Introduction

With the rapid advancement of global economic integration and artificial intelligence, the cross-border e-commerce industry has encountered unprecedented opportunities for growth. However, the language skills of English live streaming talents in cross-border e-commerce, particularly their live streaming oral proficiency and cross-cultural communication abilities, currently fall short of meeting the demands of the industry's rapid expansion. For this reason, this study will further explore the current state of oral communication skills and cross-cultural communication competencies among live streaming talents, as well as analyze specific strategies for improving spoken discourse and cross-cultural communication skills.

2. Literature Review

2.1. Research on Language Skills and Spoken Discourse of English Live Streaming Talents in Cross-Border E-commerce

It has been pointed out that the current training process for live streaming talents in higher vocational education, particularly within English programs focused on cross-border e-commerce, suffers from slow knowledge updates and monotonous teaching methods. This has significantly hindered the development of students' language skills [1]. Artificial intelligence technology has been leveraged to implement empowering practices in college English oral instruction, effectively enhancing students' overall oral proficiency. This approach provides new ideas and methods for the sustainable development of the cross-border e-commerce sector [2]. Task-based teaching models have introduced innovative measures in impromptu English speaking courses [3]. Short video task-based learning methods, such as Vlogs, have been proposed to improve students' oral expression and

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cross-cultural communication skills. In addition, the linguistic features of English in cross-border e-commerce have been systematically analyzed, emphasizing that oral skills in live streaming contexts must precisely align with the practical demands of cross-border e-commerce, characterized by professionalism, conciseness, and a colloquial style [4].

2.2. Research Motivation

The aforementioned studies have proposed numerous practical insights and methods for the development of English live streaming oral communication in cross-border e-commerce. However, certain deficiencies remain in the practical application of live streaming oral discourse and the cultivation of cross-cultural communication skills. Building on the strengths of these previous studies, this research aims to make improvements in these two areas to better meet the developmental needs of the cross-border e-commerce industry. Furthermore, it seeks to provide feasible solutions for cultivating more competitive and high-quality live streaming talents. Specifically, this study will conduct an in-depth analysis of live-streaming cases from different cultural backgrounds to distill more targeted oral expression strategies and cross-cultural communication skills. And it will introduce a simulated live-streaming environment, allowing live-streaming talents to continuously improve their language use and cultural adaptation abilities in practice. Through these innovative measures, this study aims to provide a more systematic and comprehensive guide for the education of live-streaming talents in the cross-border e-commerce industry, helping them better interact with international audiences in the global market, enhance brand influence, and boost sales performance.

3. Analysis of the Current State of Spoken Discourse and Cross-Cultural Competence Among English Live Streaming Talents in Cross-Border E-commerce

3.1. Importance of Spoken Discourse in Live Streaming and Cross-Cultural Awareness

As a critical competency for English live streaming talents in cross-border e-commerce, spoken discourse during live streams has a direct impact on broadcast effectiveness. According to a study analyzing recruitment information from 20 cross-border e-commerce companies, "recommending English products in the live room and interacting with fans" is a frequently occurring task, mentioned 31 times across 15 recruitment documents [5]. This indicates that outstanding spoken discourse skills enable live streaming talents to capture audience attention, stimulate consumers' desire to purchase, enhance brand influence, and effectively increase both viewership and product conversion rates.

Simultaneously, cross-cultural awareness is another essential aspect that cannot be overlooked in cross-border e-commerce live streaming. A lack of cross-cultural awareness can severely hinder both personal and industry development. For instance, one streamer vigorously promoted alcohol-containing food products to consumers in the Middle East, disregarding religious taboos against alcohol consumption in the region. This led to misunderstandings among consumers and negatively impacted product sales. Thus, sufficient cross-cultural awareness is a fundamental prerequisite for live streaming talents to thrive in the cross-border e-commerce industry.

3.2. Current Issues in Live Streaming Spoken Discourse

3.2.1. Inadequate Mastery of Professional Terminology

Some individuals engaged in live streaming have reported that their insufficient professional competence is reflected in a lack of specialized training when presenting products to audiences. Specifically, live streaming talents often struggle to fully understand product-related professional terminology and frequently encounter confusion and unclear expression when explaining such terms. Additionally, there is a widespread absence of a complete and scientific discourse system during live streams, resulting in key product information not being effectively communicated to viewers. For example, when live-streaming high-tech electronic products, if the live-streaming talents cannot accurately

explain the technical specifications and functional advantages of the product, the audience may feel confused and may even start to doubt the quality of the product. Similarly, when live-streaming beauty products, if the live-streaming talents cannot clearly explain the ingredients and effects of the product, the audience may give up on purchasing due to a lack of sufficient information. This deficiency in professional knowledge directly impacts the effectiveness of live streams, making it difficult for audiences to accurately comprehend product details and ultimately leading to hesitancy in purchasing decisions. More seriously, such unprofessional explanations can damage the brand's professional image and undermine consumer confidence in the product.

3.2.2. Low Degree of Oral Colloquialism

A common issue among current live streaming talents is the rigidity of their expression during product introductions and a lack of interactivity with audiences. This is manifested through mechanical repetition of product descriptions or corporate advertising copy, the use of overly formal and stylized language, and an inability to translate these into vivid and natural oral expressions. The frequent use of difficult-to-understand professional terms, complex sentence structures, or excessively formal expressions makes the live broadcast content dull and unengaging, hindering the establishment of an emotional connection with viewers. In some beauty live-streams, the live-streaming talents may introduce the ingredients and functions of the products in a rigid, textbook manner, neglecting the audience's interest in the actual usage effects and personal experiences. From a consumer psychology perspective, most consumers prefer a relaxed, humorous, and highly interactive live streaming style. They are increasingly focusing on personalization and a sense of participation, hoping to engage in real-time communication with the live streaming talents through live streaming, ask questions and receive answers, and even participate in the recommendation and selection of products. Therefore, such practices not only negatively impact audience retention time and purchase intention but may also reduce the brand's affinity in the market in the long term.

3.3. Current Deficiencies in Cross-Cultural Communication Skills

Audiences of cross-border e-commerce live streams come from different countries and diverse cultural backgrounds. Thus, the challenges faced by live streaming talents are not only linguistic but also lie in the realm of cross-cultural communication. If live streaming talents lack a relevant international perspective and cross-cultural awareness, they are highly prone to being misunderstood by audiences, thereby hindering friendly exchanges between nations. For instance, in regions like the United States, the "OK" hand gesture signifies approval and commitment, whereas in countries like Brazil, it can be perceived as an insult. Moreover, there are significant differences in the acceptance of marketing rhetoric by live streaming talents across different countries and markets. For example, Western consumers often emphasize novelty and fun, while Southeast Asian consumers place greater importance on cost-effectiveness and discounts. In any case, if live streaming talents fail to accurately grasp the cultural taboos of foreign consumers, leading to errors in information delivery, it is highly likely to provoke audience aversion and even trigger public relations crises. Therefore, live streaming talents must possess strong cross-cultural awareness; otherwise, even excellent oral skills will ultimately render them uncompetitive in the market.

4. Live Streaming Spoken Discourse Training Strategies Based on Person-Job Matching

4.1. Defining Training Objectives and Optimizing the Curriculum

Defining the objective of cultivating high-level live streaming talents necessitates focusing on developing their clear, natural, and engaging oral skills. This includes practicing the ability to adapt pacing during broadcasts and ensuring the accurate delivery of

product information. Simultaneously, it is crucial to train talents to enhance their impromptu speaking capabilities, enabling them to flexibly handle unexpected situations during live streams, thereby ensuring broadcast smoothness and watchability.

Furthermore, cultivating high-level live streaming talents must involve collaboration with higher education institutions to continuously optimize the curriculum. For instance, introducing courses specifically on spoken discourse for cross-border e-commerce English live streaming can enhance talents' improvisational skills and the persuasiveness of their speech through scenario-based simulation training, thus boosting their professional competence. Incorporating intensive Business English oral courses tailored to different live streaming scenarios can improve pronunciation, intonation, and fluency, thereby strengthening their overall oral expression.

4.2. Strengthening Live Streaming Spoken Discourse Training through Industry-Academia Collaboration

4.2.1. Simulating Real Live Streaming Scenarios

a. Creating Authentic Contexts to Stimulate the Desire for Oral Expression

Universities, by collaborating with enterprises to simulate live streaming studio environments, can highly recreate authentic live broadcast settings. A professional and realistic live streaming environment can stimulate talents' desire for oral expression. Elements ranging from professional broadcasting equipment and studio layout to simulated audience interaction scenarios can easily ignite their motivation to communicate. However, in traditional classroom teaching, talents often only practice simple oral skills, lacking both authentic scenarios and real listeners or interactive commentary, making it difficult to achieve ideal results in oral expression. In simulated live scenarios, they must face simulated "viewers," present products, and answer questions. This strong sense of realism and urgency prompts talents to express themselves spontaneously and gradually improve their oral proficiency through practice.

b. Enriching Discourse Practice to Build a Comprehensive Expression System

During live streams, talents need to use diverse spoken discourse to achieve goals such as attracting the audience, conveying information, and promoting interaction. Simulated live scenarios provide a platform for practicing discourse across various situations. Guided by a dual-mentor system comprising both "on-campus mentors and industry mentors", talents can start with crafting compelling opening statements to quickly capture viewer attention, introduce product selling points, and use humorous and sincere responses during interactive sessions to win audience trust and recognition [6]. From openings to interactive banter, mastering discourse for these different scenarios is essential. Only through repeated practice in simulated environments can talents gradually build their own complete oral expression system, enabling them to deftly employ various discourse strategies effortlessly during actual broadcasts.

c. Simulating Real Challenges to Enhance Responsiveness and Psychological Preparedness

Actual live streams involve numerous uncertainties and challenges, such as audience questions, network disruptions, or product stock-outs. Simulated live scenarios recreate these real-world challenges in a targeted manner, allowing talents to train their response capabilities and impromptu speaking skills in a controlled yet realistic environment beforehand. The dual mentors can simulate scenarios where viewers ask challenging questions, encouraging talents to develop the ability to think quickly and respond accurately. This not only helps maintain order during the broadcast but also demonstrates professionalism. Simultaneously, mentors can simulate network lag, training talents' on-the-spot handling skills to reassure viewers, adjust the pace, and ensure the broadcast proceeds smoothly. Through such training, talents can not only improve their crisis management and responsiveness but also fortify their psychological resilience, effectively overcoming potential nervousness and anxiety associated with live streaming. This enables

them to become calmer and more confident when facing challenges, while also significantly honing their impromptu speaking skills, which are highly demanded in these situations.

d. **Precise Feedback and Guidance for Continuous Improvement of Oral Proficiency**

Within simulated live streaming environments, the dual mentors should observe and evaluate various competencies of the live streaming talents, including their overall expressiveness, accuracy in pronunciation, control over speech rate and intonation, logical structure of content, persuasiveness, and ability to interact with the audience. Following the simulation, the mentors conduct a detailed assessment of these skills, engage in reflective feedback sessions with the talents, pinpoint specific issues in oral delivery, and offer targeted improvement suggestions illustrated with concrete examples. This precise feedback mechanism enables the talents to gain a clear understanding of their shortcomings, define a focused path for future development, and continuously refine and optimize their performance in actual live streaming scenarios, thereby achieving sustained professional growth.

As evidenced by the four points discussed above, training via simulated live streaming environments not only allows talents to acquire diverse oral communication techniques in a controlled setting but also effectively enhances their capacity to handle the challenges inherent in real broadcasts, such as adaptability and psychological resilience. It is important to emphasize that all these competencies are fundamentally underpinned by excellent oral expression skills.

4.2.2. Interactive Teaching: Stimulating Learning Enthusiasm and Enhancing Oral and Collaborative Skills

In the cultivation of live streaming talents, interactive teaching significantly promotes mutual assistance and collaboration within teams while substantially advancing the oral expression capabilities of the talents. This pedagogical approach utilizes various interactive formats, such as group discussions and role-playing games, through which the trainees' initiative is fully engaged. It allows them to improve oral proficiency in a relaxed and enjoyable atmosphere while simultaneously fostering team consciousness.

During group discussions, the dual mentors divide the talents into small groups to facilitate in-depth exploration of live-streaming-related topics. The talents are required to articulate their opinions clearly in English, actively listen to others, and communicate effectively. In role-playing exercises, the dual mentors design specific tasks based on authentic live scenarios. The participants assume different roles, such as 'host' or 'viewer.' Those playing the host must employ relevant expression techniques to present and analyze products and engage in dynamic interaction with the audience. Those playing viewers pose various questions, testing the host's ability to respond instantly and sustain improvised dialogue. By simulating realistic live streaming environments, the oral expression skills of the talents are rigorously practiced. They also learn to approach situations from diverse perspectives and strengthen their sense of teamwork.

Following the role-play session, the dual mentors summarize the strengths and weaknesses observed during the simulation and guide the talents in sharing their insights and reflections. This comprehensive educational model effectively cultivates outstanding oral communication skills and a strong cooperative spirit among live streaming talents.

4.3. Introducing AI Technology to Assist Teaching

AI oral evaluation systems and intelligent dialogue robots. An AI-powered oral evaluation system is introduced to conduct real-time assessment of the trainees' spoken English during practice sessions and provide immediate feedback. "The designated oral practice platforms for students are the FIF Smart Oral Platform and the AI agent Wen Xiaoyan (ERNIE Bot); for data analysis, an AI Teacher Assistant is used for oral text analysis, and SPSS 29.0 is employed for processing performance data." This system assists students in

promptly identifying and correcting various issues in pronunciation, intonation, grammar, and other aspects [2].

Simultaneously, an intelligent dialogue robot is incorporated to offer 24/7 oral companionship, operating continuously without downtime. This robot provides unwavering support as a practice partner, enabling talents to fully utilize fragmented time, integrate oral exercises into their daily routines, and thereby increase both the duration and efficiency of practice. Through consistent interaction, the talents can not only acquire the specific skills required for professional live streaming but also enhance their language organizational abilities, effectively improving their oral command and responsive capabilities.

Furthermore, this robot possesses advanced language analysis capabilities, allowing it to monitor the quality of the talents' oral expression in real-time. If it detects pronunciation errors, grammatical mistakes, or inappropriate word usage, it immediately flags these issues, provides correct examples with detailed explanations, and helps the talents rectify problems swiftly, thus preventing the formation of poor oral habits. The robot can also customize settings based on individual proficiency levels. Novice talents can begin with simple product introductions, engaging the robot in targeted product dialogue practice. As their abilities improve, the exercises can evolve into complete simulated live broadcast conversations. For experienced talents, the robot offers challenging tasks, such as international trade negotiation scenarios or handling unexpected live situations, thereby bolstering their confidence when facing global audiences in real streaming environments and continuously raising the ceiling of their capabilities (Table 1).

Table 1. The Function of AI Technology to Assist Teaching.

AI Technology / Tool	Main Functions
AI Oral Evaluation Systems	- Oral text analysis - Process performance data (SPSS 29.0) - Correct pronunciation - Correct grammar - Correct intonation
Intelligent Dialogue Robot	- 24/7 oral companionship - Advanced language analysis capabilities - Detect pronunciation errors - Detect grammatical mistakes - Detect inappropriate word usage
AI Teacher Assistant	- Customize teaching/learning settings - Support other aspects of teaching

4.4. Strengthening the Development of Cross-Cultural Communication Competence

4.4.1. Objectives of Cross-Cultural Communication Training and Optimization of Curriculum Design

Live streaming talents must gain an in-depth understanding of the cultural customs, consumer psychology, and taboos of target markets to avoid cultural conflicts and enhance the credibility of live streaming content among viewers. Simultaneously, they must learn to adapt to the preferences for live streaming styles in different regions rather than employing a uniform approach for audiences from various countries. Only through systematic training can live streaming talents develop strong oral communication and broadcasting skills, accurately grasp the needs of foreign consumers, and thereby better support the globalization efforts of enterprises and markets in a structured and progressive manner.

Furthermore, incorporating foundational courses on international marketing will enable live streaming talents to better understand consumption trends and marketing strategies in overseas markets. This will facilitate their ability to integrate marketing theory with live streaming practices, thereby elevating their cross-cultural literacy and awareness.

4.4.2. Industry-Academia Collaboration in Cultivating Cross-Cultural Communication Competence

In cross-border e-commerce English live streaming, talents face more challenging audience demographics from diverse industries. These viewers hail from different countries and regions, possessing rich and varied cultural backgrounds, which impose higher demands on live streaming talents. In other words, live streaming talents must acquire extensive cross-cultural knowledge, including the cultural habits, social etiquette, and communication practices of target markets. For example, audiences from different countries have varying preferences for product presentation styles. Some cultures prefer a direct display of product functions, while others place greater emphasis on the usage scenarios and emotional value of the products. According to the practical needs of the cross-border e-commerce industry, the development of cross-cultural communication skills requires a combination of efforts from both universities and enterprises. Universities can provide theoretical knowledge and a systematic educational framework, while enterprises can offer practical industry experience and case studies. Through systematic education, dual mentors help live-streaming talents fully recognize and understand the cultural differences of each country. In terms of live streaming interactions, audiences from different cultural backgrounds have varying focuses, which is a key point that live streaming talents must learn. For example, their tolerance for different tones, preferences for questioning methods, and linguistic expressions in response to questions. Through professional training in these scenarios, the cross-cultural sensitivity of live streaming talents can be effectively enhanced. At the same time, dual mentors should provide reference examples by incorporating relevant cross-cultural cases, thereby strengthening live streaming talents' awareness of cross-cultural communication. This will enable them to demonstrate stronger cultural adaptability in real broadcasts and interact more flexibly with audiences from diverse cultural backgrounds. For example, dual mentors can share the challenges they encountered and the successful cases they experienced while live-streaming in different countries, helping live-streaming talents better understand how to deal with various cultural differences.

4.4.3. Implementing International Exchange Programs

The development of cross-cultural communication competence plays a vital role in the growth of live streaming talents. However, it must be emphasized that theoretical learning alone is far from sufficient. Substantial practical activities are essential to genuinely foster cross-cultural awareness, and international exchange programs serve as a high-quality platform for such practice.

Cultivating cross-cultural awareness among live streaming talents can be achieved by organizing various activities such as overseas internships and international conferences, which help them immerse themselves in authentic international work environments. Through these practical experiences, live streaming talents engage in face-to-face interactions with experts from diverse cultural backgrounds, including seasoned cross-border e-commerce professionals, international buyers with distinct consumption habits, and industry specialists.

Taking overseas internships as an example, live streaming talents can join local renowned e-commerce companies, participate in the planning and operation of entire processes, and collaborate and communicate with local staff. These experiences allow them to directly appreciate the unique styles of e-commerce live streaming in different countries and more accurately grasp the viewing preferences and consumer psychology of local audiences.

International conferences, on the other hand, provide another crucial practical platform by gathering top cross-border e-commerce experts and industry leaders from around the world. Through these events, live streaming talents can not only quickly stay updated on the latest industry trends and cutting-edge ideas but also broaden their international

perspectives via in-depth exchanges with peers from multiple countries. Furthermore, face-to-face interactions with fellow professionals and experts significantly enhance their cross-cultural sensitivity and communication skills.

Participation in international exchange programs enables live streaming talents to achieve sustainable and high-quality development within real cross-cultural work settings. This practice-based training model helps cultivate professional competence in live streaming and aligns more closely with the demands of English live streaming in cross-border e-commerce.

4.4.4. Developing a Cross-Cultural AI Module

This study will incorporate a cross-cultural communication module into the aforementioned AI teaching platform, providing dialogue scenarios and linguistic expression methods tailored to diverse cultural backgrounds, thereby significantly enhancing the development of live streaming talents' cross-cultural competencies.

More specifically, the cross-cultural communication module can design various dialogue and application scenarios that are customizable according to different countries and regions. This allows live streaming talents to experience specific communication situations within distinct cultural contexts. Simultaneously, the artificial intelligence technology can provide real-time feedback and suggestions based on the input from live streaming talents, identifying potential issues in cross-cultural communication and offering constructive recommendations for improvement.

This interactive AI-based learning approach not only increases the learning engagement of live streaming talents but also strengthens their practical application skills. It provides a safe virtual environment where they can make mistakes, learn from them, and ultimately engage in cross-cultural communication with greater confidence in real-world situations.

Integrating the cross-cultural communication module into the AI educational platform not only offers a space for practical cross-cultural practice and reflection but also equips live streaming talents with a global perspective and actionable knowledge in cross-cultural communication.

5. Conclusion

Based on systematic literature research, this study explores a training model for live streaming talents designed to enhance oral communication skills and cross-cultural communication competence. Through a structured teaching system, emphasis has been placed on building an immersive spoken language training module and incorporating an AI feedback system, which significantly improves the linguistic expression and cultural adaptability of live streaming talents. The refinement of this training model not only enhances individual career competitiveness but also contributes to the sustainable development of the cross-border e-commerce industry. In the future, this research could integrate more intelligent application tools such as VR or AR, providing continuous momentum for cultivating high-level, high-quality live streaming talents.

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