On the Discourse Construction of Knowledge Payment in the Age of Digital Reading

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Abstract

With the development of knowledge payment, there have been new changes in the discourse mode of producing knowledge and disseminating knowledge. Based on the perspective of discourse construction, combined with the relevant cases of the knowledge service platform, such as De Dao, the Himalayan FM and Zhi Hu, this paper clarifies the discourse construction path of knowledge payment from the aspects of discourse subject, discourse form, discourse subject and self-discourse practice activities. That is, the discourse subject highlights the diversified features to emphasize the openness and tolerance of discourse. The discourse form focuses on the vocal language symbols to pursue the precision and fineness of the service. The discourse theme covers the richness of the field to enhance the connection between the user and the knowledge, and self-construction uses the "internal discourse" to consolidate the professional status of paid for knowledge. At the same time, the discourse of knowledge payment has the defects of traffic, catering to user discourse requirements, and information bubble. It needs to seek long-term development from the aspects of strengthening social responsibility, tapping users' multiple discourse needs, and improving interactive narrative. The article believes that paid discourse reflects the changing times of reading culture, and also shapes people's perception of knowledge payment and has a realistic impact on its image construction.

Keywords

Digital reading; knowledge payment; discourse construction.

1. Introduction

According to the 2018 Research Report on China’s knowledge payment market, the scale of China’s knowledge payment industry in 2017 was about 4.9 billion yuan, up nearly three times year-on-year [1]. Data shows that in 2018, the number of knowledge payment users reached 292 million, and it is estimated that by 2020, the market size of knowledge payment will reach 23.5 billion yuan [2]. In the era of digital reading, more and more people are not satisfied with entertainment and fragmented reading. Platforms like get, Himalaya FM, Zhihu focus on the paid content of knowledge dissemination and knowledge services. Based on this, new changes have taken place in the way of producing and disseminating knowledge, such as more emphasis on accuracy and refinement, so as to help users master the core knowledge points efficiently in a short time, and then successfully occupy their time. This paper focuses on the discourse construction strategy of knowledge payment, and then analyzes the social value brought by such discourse expression and meaning construction. Combined with case analysis, it attempts to optimize the discourse of knowledge payment to promote its long-term development and show its era responsibility.
2. The Context of the Times in Which the Words of Knowledge Payment Come Into Being

In the era of digital reading, which focuses on interaction and sharing, although producers and users of paid discourses such as experts and scholars are not present at the same time, that is, the encoding and decoding of information take place at different times, users can influence the flow of experts' discourses by virtue of the strong two-way interactive features of the Internet, and the grasp of users' reading preferences and demands by various technologies such as big data and artificial intelligence. It can be said that the knowledge payment discourse is the product of the interaction between the producer and the user, and it is constructed together in the dynamic negotiation process. On the one hand, with the discourse empowerment of communication technology, the cost of discourse communication and production is greatly reduced, coupled with the enhancement of copyright awareness, individual knowledge, experience, thinking and other cognitive surplus may be released, activated, and then realized. Social media has a strong ability of aggregation, which further promotes the initiative of discourse producers to use their cognitive surplus for discourse production. Paid discourse provides a new opportunity for Internet knowledge and cultural communication, and strengthens the cultural origin and spiritual resonance of its discourse. On the other hand, the fragmentation and randomness of digital reading urge users to acquire more accurate and appropriate knowledge services urgently, and the hardware support provided by the Internet mobile payment with increasing convenience, so that users' willingness to pay and behavior are gradually cultivated. The payment behavior makes users more active in reading, promotes them to consciously grasp the context of reading content, obtain high integrity information, innovate the information dissemination situation of reading, and slow down the knowledge anxiety of modern people. In a word, as Norman Fairclough (2003) said, "discourse can not only reflect and describe social entities and social relations, but also play a constructive role in social entities and social relations; different discourses and different ways of constructing various vital entities."[3] In the era of digital reading, the unique discourse construction power of knowledge payment is the era driving force of cultivating new reading culture.

3. The Discourse Construction Path of Knowledge Payment

The path of discourse construction is the way and method of discourse expression for the need of meaning interpretation. Discourse construction not only refers to the narrative of the dissemination of information itself, that is, how to present the content, and how a text is constructed, interpreted and distributed, such as opening, ending and turning. It also includes the narration of discourse practice, that is, the construction of itself. In a knowledge field with different users' participation, knowledge payment strategically uses discourse subject, discourse form, discourse theme and other resources to construct the social value and significance of knowledge payment, display the social image, gradually deepen the society's clear recognition of the importance of knowledge payment, and promote users to generate reading and knowledge consumption stickiness.

(1) The subject of Discourse: highlighting the characteristics of diversity, emphasizing the openness and inclusiveness of discourse

The discourse production subject of knowledge payment has diversified characteristics, including experts, scholars and other professionals in many fields such as economy, culture and technology, as well as ordinary people such as grassroots users, which makes it have a large number of high-quality content to expand the scale, and also reflects the openness and inclusiveness of knowledge payment discourse. On the one hand, experts and scholars, with their distinctive identity, status or professional background, decide that their discourse is
Authoritative, answer questions for users, play the role of interpreter, expand some major issues of the times or classic traditional culture to the network space with relatively decentralized discourse power, and let knowledge pay for discourse weighting through their discourse influence, which is beneficial to authoritative discourse and grass-roots. The exchange of root discourse can further promote the dialogue at the knowledge level. On the other hand, in the era of digital reading, the deconstruction and reorganization of the discourse power of new media technology dialogue, the discourse of small and medium-sized people in the past knowledge dissemination can be amplified through the Internet, and its repercussions sometimes far exceed the dissemination effect of the traditional elite discourse subject. For example, Himalaya FM selects 200000 relatively excellent anchors from nearly 5 million grassroots users. Focus on improving their skills in content production, broadcasting, communication, etc. Turn the knowledge capital and intellectual capital of grassroots users into knowledge that can be paid [4]. Cooperates with ordinary users to carry out standardized paid discourse, which greatly improves the enthusiasm of ordinary users' discourse production and expands the discourse influence scope of knowledge payment. In a word, through the excellent experts, scholars, ordinary users and other discourse subjects to construct the image of knowledge payment professional and authoritative knowledge service providers, to lay the foundation for more sustainable provision of high-quality discourse, so as to enhance the discourse influence of knowledge payment.

(2) Speech form: the main voice language symbol, the pursuit of service accuracy and precision
Discourse form: it focuses on the acoustic language symbols, pursues the accuracy of service and the fine discourse as a language communication event in a specific social, historical and cultural environment. It is concrete, and its meaning is inseparable from the form of language [5]. In the era of digital reading, there are more forms of paid discourse, integrating multiple symbol resources, especially the full excavation of audio, video and other audio language symbols, so as to convey the awareness, concepts and thoughts of the subject of discourse directly, and make the user's cognition of knowledge paid discourse more specific and sensible. For example, the main audio products are obtained, and the discourse is technically transformed. There are speech speed, sound quality and timing play. In addition, in order to make the knowledge service more refined, the knowledge service platform will build discourse forms to meet different needs around different scenarios of users. For example, when "hub: China in 3000" is put into operation, it will respond to the needs of application users and build discourse around different scenarios. For users who need to quickly understand the content of hub, 34 points and 40 points listening products are produced, focusing on its core content and central idea. Meanwhile, in order to meet the needs of users who want to have a deeper understanding of the author's thoughts and deeper exchanges with the author, we have produced the product of the 50 lectures on the history of China, and refined the essence of the book into 50 classes. Each class takes 15 minutes to share with the users. In the collection and static reading scenarios, we have launched paper books and e-books. In order to effectively connect users and realize the effective dissemination of knowledge, the service function in the form of knowledge payment discourse reflects the product thinking. According to McLuhan, the message delivered by "hot media" is clear and clear, and the receiver can understand it without mobilizing more sensory and association activities, as is the case with knowledge payment discourse. For unfamiliar knowledge or content, reading may be more tired. Knowledge paid discourse is mostly in the form of "hot media" of audio and video, accompanied by expert explanations that meet the needs of the scene, to transfer a profound knowledge in a way that users can understand more easily, and the colloquialism of the discourse is enhanced, like talking, so that reading and learning become easier.

(3) Topic: rich coverage, enhancing the connection between users and knowledge
In the era of digital reading, users' knowledge needs are more extensive. After mastering users' reading needs and hobbies through big data and other technologies, knowledge payment focuses on pushing valuable and meaningful content matching with them, arousing users' enthusiasm for reading, and then arousing them to mobilize more attention and thinking activities. The reading process can "sink" and think seriously. For example, it has courses such as school of Social Sciences, School of business, School of competence, School of vision, School of humanities, School of science, etc., covering a wide range of fields and meeting the knowledge needs of users at multiple levels as much as possible. There are experts, scholars and other elite discourses to interpret and explain classic works, academic works and special topics, while highlighting the practicality of knowledge discourses. As mentioned above, there are many courses in the section of getting ability college, focusing on workplace skills, communication and expression, thinking model, life health, interpersonal communication, self-management, family parent-child, financial investment and other aspects. This section also often appears in the content recommendation on the home page. In a word, knowledge payment focuses on the production discourse of users' work, learning and life, greatly improving the psychological participation of the reading subject, that is, "the audience is infected by the characters, events and scenarios in the process of receiving, unconsciously enters into the situation of communication, and produces the same psychological feeling of self and communication object."[6] From the user's point of view, looking for the intersection of user needs and their own advantages will help to obtain the user's psychological recognition of the image of knowledge payment, find cognitive resonance, gradually cultivate their interest in reading, and improve consumption stickiness.

(4) Self construction: using "internal discourse" skillfully to consolidate the professional position of knowledge payment
If the subject, form and theme of the speech are more seen or perceived by users, it is the "external discourse" in the "foreground". This part focuses on the "internal discourse" in the "background". Discourse construction also includes the narration of discourse practice activities, that is, the construction of professional knowledge paying practitioners to themselves, including how to understand knowledge paying, how to evaluate knowledge paying practitioners and industry development, how to understand the function of knowledge paying and its professional role, etc., taking knowledge paying itself as the object of discourse construction, and knowledge paying practitioners as the main body of meaning interpretation. This affects the social image displayed by knowledge payment and how the society views knowledge payment. This kind of discourse is particularly important in the context of knowledge payment being questioned or "singing Down". The expression, interpretation, criticism and Discussion on the concept, value and practice of knowledge payment and knowledge service issued by knowledge payment practitioners through news media or self-Media. All kinds of interviews and reports on knowledge payment industry and knowledge services, industry development data, etc. are the "focus moment" for the construction of knowledge payment discourse, which can relatively focus on the value pursuit, professional norms and role positioning of knowledge payment, and build the public's confidence in knowledge payment. For example, the use of "disordered, overflowing, invalid reading of massive information, fragmented reading", "information overflowing" and other words to express the problems existing in digital reading, behind this critical expression is actually to construct "the required knowledge payment", and shape their own role as "innovators" in the digital reading era. In addition, knowledge payment industry leaders show their "charismatic personality", so that paid reading has a wider range of communication and a stronger communication effect. If the official account of Luo Zhenyu, in addition to the logical thinking video and public number @ logical thinking column "Luo fat 60 seconds" cultural talk show "knowledge is power" and the "three year friend" inter annual speech in recent three years, the
personalization framework will be interpreted to show its interesting and high perspicacity image. The expression of the need and scarcity of knowledge in the Internet era also implies the significance, function and values of knowledge payment for the society, which will deepen the public's recognition of the importance of knowledge payment, maintain and consolidate their professional status, enhance the cohesion of knowledge payment, and enhance their social trust.

4. Case Study: Discourse Analysis on How the Feudal Society Came to An End

With 14 minutes of discourse practice, it explains the theme to users efficiently and quickly: that is, the logic of war changes from etiquette to practicality, the technological changes of agricultural production technology and knowledge communication technology and other factors promote the end of feudal society with secession. The time for users is relatively weak, which can be effectively embedded in the fragmented time of users' daily life.

The narrative way of discourse is in the form of "conversation", which attracts users' attention through communication. "So why does the logic of war change?" "The reason is..." "In order to make this change clear, let's first talk about how the aristocrats in the feudal society of the Zhou Dynasty came from." At the same time, use popular words skilfully, such as: routine, noble style, rolling, personage group, professional manager. The author is a young historian and director of the center for world political studies of the school of foreign affairs. He is concerned about "what is China and why China has achieved today." We should think about the problems systematically and deeply. In a word, the discourse practice of shaping the authority of knowledge payment culture is mainly manifested in the integration of authoritative narrative and colloquial narrative, which is not only professional but also easy to understand. It transfers a profound knowledge in the form of discourse more easily understood by users and accurately grasps the user's demand points. Even if the reading process is interrupted, it can enter a more focused learning state more quickly, so as to obtain knowledge Paid discourse weighting.

From the perspective of discourse structure, the review before the beginning and the summary at the end of this lecture use repetition rhetoric, which is helpful to realize the systematic understanding of the content and lay the foundation for the integrity of knowledge acquisition. In addition, after class interaction can strengthen knowledge points or key points, so as to improve user participation, especially psychological participation.

The speech forms of audio and text adapt to the reading needs of users in different scenes, and the spoken language of audio version is stronger, which is more conducive to the concentration of users' attention when listening. The text version is helpful for the further understanding and memory of the user's dialogue.

In terms of self construction: in the 2018 "Friends of time" cross year speech, Luo Zhenyu repeatedly recommended the exhibition, his new book "hub: China in 3000" and his column "50 lectures on Chinese history", which is a master's course. "In 2017, I met a person who gave me the biggest thought shock of the year As I mentioned earlier, the director of the center for world political studies of the school of foreign affairs, Mr. Zhan Thank you very much for the brain hole that teacher Shi Zhan opened for me in 2017. He wrote this set of thoughts and Thoughts on the evolution logic of China's history for three thousand years into a book, the hub that we repeatedly mentioned. As a conscious discourse construction of "insiders" of knowledge payment at a specific "ritual" moment, the right to deepen the cognition of the product and expand its influence with the help of on-site interaction."
5. Problems and Optimization of Knowledge Payment Discourse

As a form of social interaction between people, discourse has the function of construction. According to Fiske, discourse refers to the interactive process and final result of thought and communication, "which is the socialization process of creating and reconstructing meaning." In the mobile reading era of information fragmentation, knowledge payment has been recognized by more and more readers. It can adapt to the psychological needs of self-understanding and self-construction in the current fast-paced life, so that users have a relatively systematic learning and relatively complete thinking, and then increase their own knowledge, improve the knowledge structure and knowledge system. At the same time, by creating an immersive reading experience for users, knowledge payment can prevent the rich production of information society discourse and the further deterioration of human spiritual poverty, promote users to maintain a rational attitude of communication, discussion and exchange in the virtual space of the network, avoid the expression of irrational discourse such as abuse, insult, intimidation and the spread of vulgar content, and build the network The ideal speech situation of collaterals helps to realize Habermas’ communication rationality.

However, the impetuous gene of Internet, especially driven by business interests, makes the development crisis of knowledge payment discourse, such as overemphasizing the flow of discourse, neglecting the control of knowledge service taste and quality; catering to the content and form of discourse, lacking rational and profound knowledge connotation; adopting technology to track the user’s demand preference and reading too much In the course of time, preference is pushed to push information that they want to know and know, and form information bubbles over time. The long-term development of knowledge payment first depends on the strengthening of its positive social responsibility and responsibility, focusing on improving the real concerns of discourse, stimulating users’ attention to major public issues and social hot spots, imperceptibly improving the extensibility of users’ reading, and paying equal attention to the depth and breadth of reading. Secondly, the exertion of the unique cultural characteristics of knowledge payment needs to integrate the power of artificial intelligence and artificial editing, in order to fully explore the diverse knowledge needs of different groups, with high-quality discourse expression, explore the appeal and emotional tension of discourse, improve the control of users’ self-image management in the Internet with the help of reading, and build a positive and healthy view of knowledge consumption. Finally, knowledge payment also needs to strengthen interactive narrative to promote the user’s discourse exchange not only active, but also more rational in thinking and expressing ideas. In this context, the concept exchange and value sharing can be successfully completed, further forming a common semantic space and cultural identity, discussing social issues and promoting social governance through public dialogue.

Discourse not only reflects reality, but also has the constructive effect of actively interpreting and creating reality. In the context of building a bookish China, the society has not really formed a universal reading habit and culture. Knowledge payment simplifies and eases complex and serious college discourse, spreads it in a civilian discourse style, creates a cultural atmosphere for building a digital reading scene, and promotes the construction of a new Internet reading culture. It can also enrich reading ecology, provide diversified reading space for the society, and then extend the influence of its discourse practice from the virtual network to the real society, bringing profound changes to social culture and people’s behavior.

References


