Cross-Cultural Adaptation Strategies for English Live-Streaming Scripts in Higher Vocational College Cross-Border E-Commerce Education

Jinxin Yang*

Shanwei Polytechnic, Shanwei 516600, Guangdong, China

*Author to whom correspondence should be addressed.

Abstract: Against the backdrop of digital economic development and economic globalization, cross-border e-commerce live streaming has become an important engine for enterprises to expand overseas markets and boost foreign trade growth, thanks to its real-time, interactive, and intuitive advantages. Society has put forward higher requirements for the quantity and quality of cross-border e-commerce live streaming talents, who need to possess not only cross-border e-commerce knowledge but also proficient English communication skills and excellent live streaming techniques to meet the needs of consumers from diverse cultural backgrounds worldwide. Starting from linguistic expression, content design, and interaction logic, this paper analyzes the cross-cultural adaptation pain points of English live-streaming scripts in higher vocational cross-border e-commerce education, proposes targeted adaptation strategies, and explores teaching support and guarantee paths based on school-enterprise collaboration. It aims to provide a reference for the reform of cross-border e-commerce professional teaching to adapt to industry development needs.

Keywords: Higher vocational education; Cross-border e-commerce; English live-streaming scripts; Cross-cultural adaptation; strategies

1. Introduction

Under the wave of the digital economy, live-streaming e-commerce has risen rapidly with the advantage of high traffic. More and more domestic and foreign consumers have begun to purchase goods online, and the global demand for cross-border goods is constantly increasing. Cross-border e-commerce is becoming an engine driving global economic growth [1]. According to the "2024 China Cross-Border E-Commerce Market Data Report" released by NetEase Society, the scale of China's cross-border e-commerce market reached 17.66 trillion yuan in 2024, a year-on-year increase of 4.8% compared with 16.85 trillion yuan in 2023. Cross-border e-commerce live streaming is a sales channel that combines product display and sales, introducing product features and advantages through video live streaming. Featuring global transactions, cross-border e-commerce has seen the development

of mainstream platforms such as TikTok, Amazon, and Shopee, which have put forward higher requirements for live streaming talents in terms of English live-streaming script design, application capabilities, and cross-cultural competence [2]. However, the current cultural context perception ability of some higher vocational graduates is weak, and their English live-streaming scripts are relatively rigid, divorced from consumers' cultural backgrounds, making it difficult to adapt to the needs of cross-border live streaming scenarios and even leading to a decline in the number of live room users. Therefore, focusing on the industry's requirements for cross-border e-commerce live streaming talents' cross-cultural communication capabilities, exploring scientific and implementable cross-cultural adaptation strategies for English live-streaming scripts, deepening the teaching reform of cross-border e-commerce majors in higher vocational colleges, realizing an accurate connection between production and education, and improving live streaming talents' English cross-cultural communication capabilities are imperative.

2. Cross-cultural adaptation pain points of English live-streaming scripts in higher vocational cross-border e-commerce education

In cross-border e-commerce activities, English live streaming talents are the bridge between commodities and consumers [3]. Currently, the cross-cultural adaptability of English live-streaming scripts of higher vocational graduates is insufficient, mainly reflected in three aspects: linguistic expression, content design, and interaction logic.

2.1. Lack of cultural context adaptation in linguistic expression, leading to inefficient information transmission and insufficient credibility

In cross-border e-commerce live streaming scenarios, some students over-rely on fixed English scripts and templates, ignoring the expression differences between Chinese and English. They fail to flexibly adjust their linguistic expressions in combination with the cultural backgrounds and contexts of target consumers, resulting in a certain sense of incongruity in live streaming language [4]. For example, when introducing product technical parameters, they directly describe them in the active voice of Chinese, such as "We use food-grade materials to make this product", which does not conform to the pragmatic habits of English-speaking groups, reduces the effect of information transmission, and is difficult to convince target audiences.

2.2. Content design touches cultural taboos, and severe homogenization triggers audience disgust

The design of English live-streaming scripts fails to consider cultural differences between different countries [5]. Some students have not deeply understood the cultural backgrounds of target markets, and the designed live streaming content may inevitably touch cultural taboos. For example, topics such as age, income, and marriage are personal privacy issues for users in European and American markets, and excessive mention is likely to arouse user disgust. At the same time, there is a problem of homogenization in live-streaming scripts. Some students directly explain product parameters and prices without in-depth research on the preferences of target audiences, making it difficult for live streaming content to arouse emotional resonance among consumer groups [6].

2.3. Interaction logic is disconnected from target groups' habits, and aggressive marketing tactics are counterproductive

Live streaming interaction is the key to narrowing the distance with users and promoting conversion, but

students mostly follow the aggressive marketing interaction logic of domestic live streaming, which is seriously disconnected from the communication habits of overseas users [7]. Users in European and American markets value rational communication and independent choice rights, emphasizing an equal dialogue atmosphere. However, some students frequently use urging expressions such as "Limited time flash sale, miss it and wait another year" and "Hurry up to place an order, stock is urgent", which are likely to make users feel coerced and take the initiative to exit the live room.

3. Construction of cross-cultural adaptation strategies

Based on core cross-cultural communication theories such as Hofstede's cultural dimensions theory and high-low context theory, combined with the practical orientation of higher vocational talent training and industry needs, cross-cultural adaptation strategies are constructed from three dimensions: linguistic expression, content design, and interaction logic to realize the refinement, localization, and contextualization of scripts, and solve current adaptation pain points.

3.1. Linguistic expression: Dynamically adapting to cultural cognitive load

The core of cross-cultural adaptation in linguistic expression is to "reduce cognitive load and fit expression habits". Combining the linguistic characteristics and cultural cognitive logic of target markets, optimize the sentence structure, vocabulary selection, and bilingual collocation of scripts to improve information transmission efficiency and credibility [8]. Optimize the script structure in accordance with the language habits of target markets. English explanations strictly adopt concise short sentences, avoiding the accumulation of long sentences and complex clauses. The length of a single sentence is controlled within 15 words, and the amount of information per minute is stable at around 200 words, which is in line with the information-receiving habits of English users and reduces cognitive burden. Dynamically adjust sentence voices according to live streaming links. For professional links such as product parameter explanation and qualification certification introduction, the passive voice is used to enhance authority and professionalism, such as "The product is crafted with food-grade materials", which is more in line with the professional expression norms of English live streaming than the active voice; for links such as scene demonstration and user experience sharing, the Chinese active voice is used to enhance sense of involvement, forming a bilingual complementary model of "English for information transmission and Chinese for emotional resonance".

At the same time, formulate localized vocabulary lists according to the cultural backgrounds of target markets, and use words that conform to local cultural contexts for expression [9]. For example, when facing the US market, use "truck" and "apartment" instead of "lorry" and "flat"; for the Australian market, use "thongs" instead of "flip-flops" to enhance regional adaptability. Sort out cultural taboos in different countries and regions: avoid using words related to crosses and pigs in the Middle Eastern market, avoid negative content about cows in the Indian market, and avoid discussing privacy topics in European and American markets to ensure that linguistic expressions fit the local cultural environment. According to the cultural characteristics of different target markets, reasonably control the tone and speech rate. For European and American users, keep the tone friendly and natural with a slightly faster speech rate; for rigorous markets such as Germany, maintain a moderate speech rate and a calm tone to reflect professionalism; for markets such as Thailand and South Korea, use a humble and polite tone with honorific expressions.

3.2. Content design: Integrating localized cultural elements

Cross-border e-commerce live streaming personnel need to understand the cultural customs of trading markets[10]. Use professional books, film and television works, and online platforms to understand the historical and cultural development backgrounds of target markets, and sort out cultural knowledge such as holiday customs, common topics, and characteristic slang. Design live-streaming scripts in a targeted manner according to the humanistic backgrounds of target markets. European and American markets focus on personal experience. Starting from technological innovation, material quality, and personalized design, add scripts on sustainable development, personalized development, and environmental protection, such as environmentally friendly and recyclable materials. Southeast Asian markets value practicality and cost-effectiveness. Design expressions such as "suitable for family gatherings" and "fit for local climate" to highlight product selling points that fit regional culture and climate, stimulating purchasing desire.

Connect with the holiday culture of target markets to design holiday-themed script content and enhance user identification. During Christmas in European and American regions, connect elements such as family gatherings, Christmas decorations, and Christmas gifts to design scripts that enhance the holiday atmosphere, launch "Christmas exclusive bundle", and send Christmas blessings. Link with Thanksgiving cultural themes to design topics such as exclusive discounts for new users and benefit feedback for old users, convey the concept of gratitude, and narrow the emotional distance with users. In Southeast Asian regions, design topics based on the customs of family gatherings and travel during Eid al-Fitr, highlighting the portability and halal attributes of products. Before Songkran (Water Festival), design scripts suitable for holiday scenarios in combination with customs such as splashing water, inserting colored flags, and piling sand pagodas. In terms of color preferences, pay attention to differences in the use of colors, numbers, and patterns. For example, avoid using green and purple for British audiences, avoid the number "13" for European and American audiences, and avoid mentioning chrysanthemums in Italy to avoid misunderstandings caused by cultural differences.

3.3. Interaction logic: Fitting target groups' behavioral habits

The core of cross-cultural adaptation in interaction logic is to "respect habits and communicate sincerely". Abandon domestic aggressive marketing tactics, and design adaptive interaction scripts in combination with target groups' communication preferences and consumption psychology to promote conversion through trust[11]. Adopt sincere communication-style interaction, convert directive scripts into open and guiding expressions, and respect users' independent choice rights. When guiding interaction, use open-ended questions instead of mandatory directives, such as replacing "Please like and share" with "What's your favorite color for this item?", and replacing "Follow us for more products" with "Which function do you care most about?", fully mobilizing users' participation enthusiasm.

In the promotion link, weaken "sense of urgency" and strengthen "value transmission". For example, convert "Buy now or miss it" into "This lightweight design fits business trips. We offer a free storage bag for orders today, take your time to decide", which not only clearly conveys welfare information but also shows respect for users' right to choose, in line with the rational consumption psychology of users in European and American markets. Design localized interaction links for different markets. For European and American markets, launch interactions such as "product experience sharing" and "personalized demand voting" to meet users' desire for expression and personalized needs; for Southeast Asian markets, design localized interactions such as password lucky draws and family scenario sharing, combined with simple local language greetings to fit the local humanistic social culture.

4. Strategy implementation guarantee: School-enterprise collaborative teaching paths

To promote the implementation of cross-cultural adaptation strategies for English live-streaming scripts in cross-border e-commerce, schools should cooperate with enterprises to build a "culture + scripts + practical operation" trinity training system, and explore paths for connecting teaching content with industrial needs.

4.1. Build a situational teaching system to strengthen the in-depth integration of culture and scripts

From the perspective of cross-cultural communication, integrate English live-streaming scripts into the curriculum system of cross-border e-commerce majors [12]. In courses such as "Cross-Border E-Commerce English" and "Cross-Border E-Commerce Live Streaming Operation", add a "cross-cultural script design" module. On the basis of explaining cross-cultural theories, integrate cultural background knowledge of different countries and foreign trade scenario cases to build a situational teaching system based on foreign trade contexts, allowing students to understand the script adaptation logic of different markets. Form cross-border e-commerce live streaming groups, introduce a virtual live streaming scenario system, simulate live streaming scenarios in markets such as Europe and America, Southeast Asia, and the Middle East, and set project-based practical tasks, such as "US Gen Z beauty live streaming", "Thai home holiday live streaming", and "German electronic product live streaming". Let students, in groups, complete the full-process script design and live streaming drills of linguistic expression, content design, and interaction logic in combination with the cultural characteristics of target markets. Teachers can evaluate students' project performance, point out students' shortcomings from a cross-cultural perspective, and give suggestions to help them adjust learning strategies.

4.2. Deepen school-enterprise collaborative cooperation and build a practical training platform

Cooperate with leading cross-border e-commerce enterprises and live streaming institutions, invite enterprise experts and operation personnel to co-build a project-based practical training platform. Schools and enterprises jointly build on-campus productive training bases, transform real overseas live streaming project cases into training resources, and carry out curriculum teaching and practical training activities relying on live streaming scenarios [13]. In practical teaching, invite operation experts to share script design experience, cases of handling cultural differences, and cultural adaptation skills for connecting foreign markets, allowing students to intuitively understand industry needs. Expand off-campus practice bases, arrange students to intern in enterprise live streaming teams, and participate in the script design, on-site execution, and interactive response of real cross-border English live streaming projects to accumulate experience in actual combat [14]. Enterprise mentors and school teachers provide joint guidance, conduct targeted analysis on cross-cultural script problems encountered during internships, help students optimize their script design capabilities, and achieve the training goal of "internship is on-the-job".

4.3. Jointly develop teaching resource libraries with enterprises to provide precise support

Comprehensively integrate enterprise project resources and practical experience, and cooperate with front-line operation personnel to develop an English live streaming cross-cultural adaptation resource library for different markets around modules such as cultural backgrounds, local vocabulary, script templates, cultural difference lists, and positive and negative cases. Dynamically update the cross-cultural adaptation resource library according

to changes in foreign trade markets and platform rules, replacing outdated cases with new demonstration cases. At the same time, leverage the role of large models, use tools such as AI large models, AI translation, and live streaming simulation to build an online resource platform, generate cases of different foreign trade live streaming scenarios, help students understand cross-cultural knowledge, and assist in practical exercises. Organize resources such as daily topics of cross-border e-commerce live streaming, anchor live streaming skills, and enterprise practical projects, develop full-process teaching resources for live streaming goods, and allow students to understand common problems in processes such as commodity consultation, order payment, logistics and transportation, after-sales evaluation, dispute handling, and offline cooperation through modular task resources, to exercise their communication and negotiation skills [15]. In addition, develop cross-border e-commerce compliance education resources, design special lectures on "cross-border e-commerce live streaming compliance", guide students to understand relevant laws and regulations such as the Digital Services Act and the General Data Protection Regulation, avoid legal risks caused by inappropriate scripts, and lay a foundation for future employment and entrepreneurship.

5. Conclusion

In summary, with the implementation of foreign trade systems such as cross-border e-commerce comprehensive pilot zones, global procurement, bonded logistics, and free trade zones, the demand for English live streaming talents in the cross-border e-commerce industry continues to grow. Cross-border e-commerce English live streaming talents not only need to be familiar with international trade processes and master the application capabilities of cross-border e-commerce platforms, but also must have good English communication and negotiation capabilities, cross-cultural communication capabilities, and organically combine theoretical knowledge, practical skills, and comprehensive literacy. Therefore, higher vocational colleges and teachers should, from the perspective of serving national and local economies, attach importance to the cultivation of students' language abilities and cross-cultural literacy, build a cross-cultural adaptation strategy system of "precise linguistic expression, localized content design, and contextualized interaction logic", strengthen connections with local cross-border e-commerce enterprises, jointly develop cross-cultural adaptation resources, strengthen cross-cultural education and practical training on English live-streaming scripts, continuously improve students' linguistic expression capabilities and cross-cultural practical capabilities, promote the accurate connection between higher vocational cross-border e-commerce professional teaching and industrial needs, and cultivate more compound talents with language abilities, cross-cultural literacy, and live streaming skills to provide talent support for the development of the cross-border e-commerce live streaming industry.

Disclosure statement

The author declares no conflict of interest.

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