
Enhancing Oral Communication through Live Streaming: Exploring Opportunities and Challenges

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Abstract

This study evaluates live streaming's effects on spoken conversations. After discussing voice communication's relevance in numerous situations, live streaming is studied. Study live broadcasting's impact on spoken communication. This research evaluates live-streamed spoken communication. Surveys, interviews, and relevant literature accomplished this. Livestream viewers and participants were assessed about spoken communication interest and usage. The research indicated live streaming enhances speech. Engagement, responsiveness, and dispersion increased. Global citizens can speak. Technology, privacy, and nonverbal communication are issues. These are concerns. Livestreaming spoken dialogue was advised. Streaming media is trustworthy and straightforward. Interactivity, standards, and communication best practices are covered here. Researching certain places and demographics may help explain live streaming's influence on speech. This research reveals how live broadcasting influences speech. Livestreaming's benefits and downsides. Live broadcasting helps businesses and people. Understanding this new media may boost communication skills and help organizations meet their communication goals. This approach benefits both.

Keywords: Oral Communication, Live Streaming

1. Introduction

Your capacity to articulate your ideas, emotions, and thoughts to another person in a way that is understandable while also being succinct is essential to the development and maintenance of rapport with that other person (Arumugam et al., 2015). As human history progressed, oral history was replaced by written language, which in turn was succeeded by digital networks (Al-Hashimy, 2019). These are only a few of the countless transmission techniques that have evolved throughout the course of human history. As a result of the fact that we now live in a digital era, live streaming has emerged as the most popular method of verbal communication, resulting in a shift in the way data is sent (Al-Hashimy, 2022b, 2022c; Al-Hashimy, Said, et al., 2022). Users are able to quickly disseminate audio and video content online using a method that is known as "live streaming," which may reach an audience situated anywhere in the globe. The growth of live streaming platforms such as YouTube Live, Facebook Live, Twitch, and Instagram Live has contributed to the rise in popularity of live streaming content (Al-Hashimy, 2022a; Al-Hashimy, Alabdullah, et al., 2022; Hussein et al., 2023). The users of these sites are able to hold real-time discussions with one another, exchange presentations,

organize events, and share their personal narratives with others from all over the world. This vibrant and intriguing mode of communication has captivated the attention of millions of people due to the fact that it enables immediate and authentic interaction.

The Problematization of the Definition Although live streaming has swiftly become a popular mode of verbal communication, the consequences that it has on listeners' capacity to absorb what is being said are still not completely understood (AL-Hashmy et al., 2022; Hussain, Alabdullah, Ahmed, et al., 2023; Hussain, Alabdullah, & Kanaan Abdulkarim, 2023). It is very necessary to have a comprehensive understanding of both the benefits and drawbacks of using this instrument to improve verbal communication as its popularity continues to rise. By delving further into the particulars of live streaming, we improve our chances of gaining insight into the factors that contribute to the platform's success as well as the factors that make it less useful in certain contexts (Thieme et al., 2023).

The primary objective of this study is to investigate the impact that live streaming has on the quality of verbal interactions (Pei et al., 2023). We explore the views, attitudes, and practices of people who utilize live-streaming platforms for oral communication so that we may get a better understanding of how the quality and effectiveness of communication are altered by this medium (Al-Hashimy et al., 2023). We wish to examine the probable challenges that viewers have in this environment so that we can have a better understanding of the potential advantages of live streaming for improving one's verbal communication abilities.

In order to carry out this study and achieve these objectives, we are going to use a strategy that takes components from a variety of different research approaches (Dawadi et al., 2021). To get a sense of how people feel about the possibility of utilizing live streaming for verbal communication, we first ran a survey to collect responses from the general public (Williams et al., 2021). The survey was covering a variety of subjects, including the respondent's level of general happiness, the frequency with which they use the product, their perception of its worth, and any challenges they have encountered (Tu et al., 2022). The next phase is to collect qualitative data by conducting in-depth interviews with a selected group of the participants in order to get a deeper understanding of the participants' individual histories, perspectives, and ideas. During the interviews, in-depth conversations on a broad variety of subjects, such as audience involvement, content development, and the utilisation of nonverbal indications in virtual interactions, are going to be a part of the process. In conclusion, a comprehensive literature review is going to be carried out in order to supplement the empirical data and provide a more comprehensive picture of the environment in which live streaming and spoken conversation take place. for the Direction of Future Research, The examination of the data will offer insight on elements of how live streaming influences talks that were previously unknown (Xu et al., 2020). The findings will provide light on the advantages and disadvantages of adopting this medium, demonstrating its ability to enhance communication, reach a broader audience, and stimulate true connection. On the basis of these results, recommendations will be given about how to make the most of the beneficial features of live broadcasting while simultaneously decreasing the impact of the bad aspects. One of the potential outputs of such brainstorming might be the formulation of guidelines for

the effective creation of content, as well as tactics for audience interaction and either enhancements or limitations on the growth of platforms (Gerber, 2021).

This study intends to contribute to the existing body of research on communication in the digital era by investigating the effect that lives streaming has on verbal communication and offering ideas that are supported by evidence. People, educators, content producers, and platform developers need to have a comprehensive awareness of the benefits and drawbacks of using live streaming as a medium for spoken communication in order to make the most of the potential that live streaming has to offer as a medium for spoken communication. This will allow the potential of live streaming to be maximized.

2. Literature Review

The purpose of this literature review is to offer a summary of the research that has been conducted on live broadcasting and spoken communication (Wongkitrungrueng et al., 2020). The purpose of this research was to investigate the influence that live streaming has on the efficiency of communication, the level of audience engagement, as well as the benefits and drawbacks of using this innovative medium. The purpose of this review is to provide a complete overview of the present level of knowledge and research requirements in the subject, in addition to highlighting the contributions that prior studies have made to the field. Several pieces of study have been conducted to investigate how well people are able to communicate with one another when employing live streaming systems. A comparison was made between the persuasive power of live-streamed presentations and that of prerecorded ones in research that were conducted by Xie et al. (2022). According to the findings of their research, live streaming significantly enhanced audience participation and the persuasiveness of presentations. In research that was connected to this one, Kinasih and Olivia (2022) discovered that those who participated in live streaming had enhanced communication skills and increased self-confidence when it came to public speaking.

With the impotence of enhancing firm performance and entrepreneurship as mentioned by a huge number of previous studies in the literature review (e.g., Almashhadani, 2020; 2021;2023; Almashhadani and Almashhadani, 2022; Alabdullah, 2019;2018; Ahmad et al., 2016;2017;2018;2022; Kanaan et al., 2018;2016;2019; Alabdullah et al., 2014, 2016; 2018;2020; 2022). Live streaming can significantly improve speech communication, which presents both opportunities and obstacles for improving corporate performance. Companies may reach a larger audience, interact with customers in real time, and produce a more immersive and dynamic communication experience by utilizing live streaming platforms. This better brand awareness, improved consumer happiness, and eventually higher sales and revenue can result from this improved accessibility and connectivity. But there are additional difficulties to take into account. A strong technical infrastructure, including dependable internet access and high-quality audiovisual equipment, is necessary to ensure a seamless live streaming experience. Additionally, it might be challenging to retain audience interest and control potential technological issues or interruptions during live events. In addition, talented communicators who are skilled in public speaking and rapid thinking are needed to adapt to the fast-paced environment of live streaming and effectively transmit the correct message in real-time. By overcoming these obstacles and seizing the chances offered by improving

conversation through live streaming, businesses can gain an advantage in today's digital environment.

The amount of audience participation and engagement has also been studied in studies that have been conducted on live streaming. The research was done by Lu et al. (2019) on the characteristics of live broadcasts that keep viewers interested and watching. Interaction, feedback in real-time, and compelling presentations were demonstrated to be crucial components in grabbing and keeping the attention of an audience. Additionally, Nadzri et al. (2023) investigated the impact of user-generated content (UGC) and social interaction in live streaming platforms (Nadzri et al., 2023). They focused on how audience involvement and comments increase the feeling of community as well as the quality of communication. According to the findings of recent studies, live streaming presents its users with a number of options and advantages that are not available via other types of spoken communication. The use of live streaming in the classroom offers a wide variety of potential uses, and Giovannella et al. (2020) conducted a study to investigate the viability of using this technology in educational settings. The authors illustrated how live streaming may be exploited to enhance real-time interactions between instructors and students, to facilitate distant learning, and to widen access to educational materials. The potential of live streaming for corporate communications were also investigated by Demmers et al. (2020) with a focus placed on the use of this medium for product demonstrations, the promotion of customer engagement, and the development of brand identification.

The study that has been done has revealed that live streaming does have a few drawbacks in addition to the many benefits that it offers. According to a study conducted by Yaqoob et al. (2020) on the technical constraints of live broadcasting, the capacity of consumers to engage may be adversely affected by problems with network connections, poor audio/video quality, and latency. According to Chen et al. (2021) a large number of people are reluctant to participate in live streaming because of the risk of being subjected to online abuse or having their video used in an inappropriate manner. The findings of the research project that was analyzed show that live streaming have a substantial impact on verbal communication (AL-HASHIMY, 2017; Al-HASHIMY & Al-hashimy, 2019; HUSSAIN, 2017). This has the effect of opening up new doors for audience participation, expanding geographic reach, and influencing people. However, in order to fully fulfill the promise of live streaming as a medium for successful voice communication, obstacles such as the limitations of technology and concerns about privacy must be tackled. This study intends to make a contribution to the area by expanding on past research that has been conducted on the topic. Specifically, the research will examine the advantages and disadvantages of live streaming and will outline ways in which the effectiveness of verbal communication may be improved.

3. Methodology

Methodology For the purpose of this study, a mixed-methods research strategy was used, and both qualitative and quantitative approaches were used to gather the necessary information. A better understanding of the objectives of the study as well as a broader knowledge of the topic under investigation were both made possible by the use of a strategy that combined several

research approaches. For the purposes of this research, a sample was carefully selected among conversationalists who use live-streaming sites (AL-HASHIMY, 2018; Hasan et al., 2015; Hussein et al., 2015). We recruited the assistance of content creators, streamers, and watchers so that we could ensure that a wide variety of perspectives and life experiences would be taken into consideration. In order to determine the suitable size of the sample, we made use of the principle of saturation, which states that data collection should continue until there is no longer any opportunity to acquire new information.

Participants in the study were given an online survey to fill out so that the researchers could collect numerical data. Through the use of closed-ended survey questions, information on the participants' demographics, use patterns, perceived benefits, actual challenges encountered, and overall satisfaction with live streaming as a spoken communication medium was gathered. In order to conduct an analysis of the survey data, descriptive statistics were used. In-depth interviews with a selection of the people who took part in the research were one source of qualitative data. The questions were intended to be somewhat open-ended in order to elicit genuine replies from respondents on topics such as audience participation, content production, and the relevance of nonverbal cues in face-to-face communication. For the purpose of conducting a theme analysis, each interview was first audio recorded, and then the recordings were transcribed word for word.

The quantitative data acquired in the survey were characterized via the use of descriptive statistics, which included frequency distributions, percentage breakdowns, and mean values, amongst other statistical measures. The interviews were analyzed using the method known as thematic analysis, which consisted of systematically coding, categorizing, and locating patterns and themes in the qualitative data that was obtained.

4. Results

After doing an analysis of the results of the quantitative survey, we came to the conclusion that the majority of respondents felt that live streaming helps them develop their verbal communication skills since it enables them to reach a larger audience in real-time and from a greater variety of places. The people who took part in the research pointed to a wide variety of additional advantages, such as a more attentive audience and the opportunity to get feedback in real-time. The use of a thematic analysis allows for the extraction of a great number of overarching topics from the qualitative interview data. Both those who participate in live streaming and those who watch it believe that the medium's focus on interaction and real-time engagement helps to develop a sense of community and connection. It was shown that nonverbal signals, despite the limits they face in a digital environment, nonetheless play a role in communicating feelings to an audience and maintaining their attention. It was taken into consideration, along with the advantages of live streaming, that technology has its limitations, there are worries about privacy, and there is a need for competent content production.

5. Discussion

This study, like previous ones, comes to the conclusion that live broadcasting makes individuals more communicative with one another. The findings indicate that live streaming

has the potential to engage a greater number of people, bring people closer together, and communicate with individuals located all over the globe. Participants reached a consensus that it was beneficial to both be able to immediately answer and to communicate with a bigger audience. In the course of the research, both technical challenges and personal concerns were brought up, highlighting the need to both enhance the platform and educate users. The findings indicate that live streaming has the potential to assist individuals in developing their skills in public speaking, open up new avenues for individuals to learn and collaborate, and strengthen organizations. However, there are several issues with live streaming that need to be solved before they can be used for communication in the most efficient manner.

6. Conclusion

This study's results provide novel insight into how live streaming might influence conversational language. The results show that live streaming has several advantages, such as increased audience participation and global outreach. The study also highlights problems, including technological challenges and consumers' fears about losing personal information. This study expands our knowledge of live streaming as a communication tool, and it suggests methods in which platform developers, content creators, and viewers may improve the quality of their interactions in live streaming settings. Live streaming presents both possibilities and problems, but with the right approach, it may help individuals and businesses improve their spoken communication skills and reach their communication objectives.

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