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A Cross-Cultural Analysis of Cross-Border E-Commerce Livestream Discourse: A Case Study of Mother's Day Product-Selection Livestream on Amazon Live

Manxue Zhang*

Qufu Normal University, Jining, Shandong, China

**Corresponding author: Manxue Zhang.*

Abstract

Against the backdrop of global digital transformation and the rapid growth of cross-border e-commerce, English-language livestreaming has become an important channel for reaching international consumers. However, its discourse structure and cross-cultural adaptation remain underexplored. This study takes a Mother's Day selection livestream on Amazon Live as its corpus and adopts a corpus-based mixed-method approach. Using LCA and L2SCA, it analyzes lexical richness and syntactic complexity and then interprets the findings through Hall's high- and low-context theory [1]. The findings indicate that the conversation exhibits intermediate lexical sophistication together with significant lexical density and diversity. Short clauses, low subordination, restricted coordination, and condensed noun phrases are its syntactic characteristics. Overall, the livestream discourse follows a low-context cross-cultural communication strategy. This study enriches empirical research on English cross-border e-commerce livestream discourse and offers a linguistic reference for cross-cultural business communication.

Keywords

cross-border e-commerce livestream, lexical richness, syntactic complexity, cross-cultural communication

1. Introduction

1.1 Background

Cross-border e-commerce livestreaming is becoming a new engine for international trade, propelled by the Belt and Road Initiative and the global digital revolution. It has developed into a crucial venue for facilitating commodity transactions and bringing together Chinese and international consumers [2]. In this context, language plays a crucial role in shaping the retail environment and influencing consumer behavior, in addition to serving as a conduit for information. It also fulfills a variety of purposes, such as trust-building, emotional resonance, and identity creation [3]. However, the expressive and participatory methods of livestream discourse face greater pressure due to the cross-cultural character of cross-border livestreaming, including linguistic and cultural cognitive disparities.

The marketing strategy, consumer behavior, multimodal communication, and other facets of cross-border e-commerce livestreaming have been the primary subjects of previous research [4]. By contrast, the linguistic

features of livestream discourse itself have received relatively limited attention. This is especially true in livestreaming settings where real-time interaction and cross-cultural communication coexist. There is still a lack of systematic linguistic research on how English livestream discourse uses lexical and syntactic resources to realize product description, relationship maintenance, and consumption conversion. Therefore, it is necessary to conduct a more detailed linguistic analysis of English cross-border e-commerce livestream discourse from a corpus-based perspective.

1.2 Research Purpose and Significance

This study takes English cross-border e-commerce livestream discourse as its object of analysis. It focuses on lexical richness and syntactic complexity and examines the communicative functions and cultural adaptation mechanisms behind different language forms from a cross-cultural perspective. The aim is to reveal the language organization patterns of English cross-border e-commerce livestreaming and its communicative features in cross-cultural communication.

At the theoretical level, this study can broaden the scope of corpus linguistics and discourse analysis. It can also enrich research on new media language and business discourse and provide new cases and new directions for language research in the digital economy era. In addition, combining livestream language analysis with intercultural communication theory offers a new linguistic perspective for business communication research.

At the practical level, this study can provide a linguistic reference for the standardized development of cross-border e-commerce livestreaming. It may help practitioners organize language more effectively in product introduction, interactive communication, and order conversion. In this way, it can also support the training of cross-border e-commerce talent, help Chinese brands integrate better into the international market, and promote the sustainable development of the cross-border e-commerce industry.

2. Literature Review

2.1 Overall Study on Cross-border E-commerce Livestream Discourse

In recent years, cross-border e-commerce livestreaming has become an important topic in livestream commerce research. Existing studies mainly focus on consumer behavior, trust mechanisms, cross-cultural communication, and host training. In terms of discourse function, prior research has shown that hosts build trust through professionalism and authenticity, and they promote viewers' transition from watching to purchasing through speech acts such as assertions and instructions [5-6]. At the platform level, real-time interaction is believed to strengthen host credibility, while personalized recommendations can further influence consumers' willingness to participate and buy by increasing the transparency of product information [7]. In research on host training, attention has begun to shift to discourse design and cross-cultural awareness in English cross-border e-commerce livestreaming. These studies indicate that hosts still exhibit clear weaknesses in language organization, interactive expression, and cultural adaptation, and propose responses such as industry-academia cooperation and AI support [8]. In addition, a systematic review of livestream commerce discourse research from 2019 to 2023 shows that existing studies mainly examine marketing strategies, interaction patterns, and pragmatic functions. Most of them use qualitative methods, while corpus-based empirical studies on the structural features of livestream language remain limited. Overall, existing studies have revealed the business communication function and interaction mechanism of cross-border e-commerce livestreaming. However, they pay insufficient attention to language adaptation patterns in English cross-border livestreaming, particularly to the systematic description and structural analysis of authentic livestream discourse.

Based on this, the study defines "cross-border e-commerce livestream discourse" as the set of communicative forms through which a host interacts with an international audience, using language and multimodal nonverbal cues to promote product sales in a cross-border e-commerce livestream setting [9].

2.2 Studies on Syntactic Complexity and Lexical Richness

Syntactic complexity and lexical richness are two core indicators of language production quality, and research in this area has developed a relatively mature micro-level analytical framework. Lexical richness is

generally measured from lexical density, lexical sophistication, and lexical diversity, while syntactic complexity is mainly examined in terms of the length of production units, subordinate structures, coordinated structures, and phrasal complexity [10-11]. With the development of the L2 Syntactic Complexity Analyzer (L2SCA) and the Lexical Complexity Analyzer (LCA), measurement in this field has become increasingly automated. These tools have been widely used in studies of L2 writing, oral narrative, and lexical attrition, with good reliability and validity [12-13]. Related studies suggest that as second-language proficiency improves, language complexity usually increases in unit length and phrasal complexity, while subordinate structures may develop in stages or in a nonlinear way. At the lexical level, lexical diversity is considered to have a relatively stable relationship with the quality of oral production. In recent years, this analytical framework has also been extended to the study of AI-generated text [14]. However, the micro-level analytical framework of syntactic complexity and lexical richness has not yet been systematically applied to English cross-border e-commerce livestream discourse, and the specific language patterns in this setting still need further empirical examination.

In this paper, "language complexity" refers to the degree of variation in language structures and elements, including lexical and syntactic complexity [15]. "Lexical richness" follows Lu's (2012) framework and includes lexical diversity, lexical density, and lexical sophistication. "Syntactic complexity" refers to the diversity and complexity of grammatical structures [16].

2.3 The Application of Discourse Analysis in Cross-border E-commerce Livestream

Existing studies mainly examine cross-border e-commerce livestream discourse from three angles: cross-cultural communication, interactive strategies, and multimodal coordination. In the cross-cultural dimension, livestreams in different cultural contexts show differences in information organization and emphasis [17]. This phenomenon can be explained by Hall's high- and low-context theory. The theory provides a cross-cultural perspective for explaining the organizational patterns and expressive tendencies of livestream discourse in different cultural settings, and it also offers a theoretical basis for studying language variation in cross-border e-commerce livestreaming. At the level of interaction strategies, pragmatic empathy expressed through forms of address and modal particles can effectively reduce the psychological distance between hosts and consumers [18]. From a disciplinary perspective, researchers have found that hosts regulate consumption behavior through identity construction, countdown cues, and scarcity-based language, so that discourse serves both information transmission and behavioral guidance [19]. Studies on persuasion mechanisms further show that the interactivity and instant feedback of livestreams significantly affect consumers' perceived value and purchase intention, while the empathy and friendliness of interactive text on e-commerce platforms can also positively affect user dependence and consumption decisions through trust mechanisms [20]. Multimodal studies point out that cross-border livestreaming is a communicative process in which multiple symbolic resources, such as language, image, and action, work together [21-22], and the modal configuration differs across sales stages [23]. Speech act theory further summarizes these strategies into a functional model in which assertive speech acts build authority and directive speech acts promote conversion [24]. Although previous studies have initially revealed the discourse features of cross-border e-commerce livestreaming, most of them focus on Chinese livestreaming as the main subject. Less attention has been paid to the cross-cultural features of English cross-border livestream discourse, and systematic discourse analyses based on authentic corpora remain limited.

Based on this, this paper introduces Hall's high- and low-context theory as a cross-cultural interpretive framework to further explain the cultural motivations and discourse production mechanisms behind these features from a cross-cultural communication perspective.

To sum up, existing studies have explored the discourse functions and communication mechanisms of cross-border e-commerce livestreaming from multiple angles, including consumer behavior, trust mechanisms, cross-cultural communication, interactive strategies, and multimodal coordination. These studies show that livestream discourse not only transmits information, but also plays an important role in building trust, promoting interaction, and driving conversion. However, three limitations remain. First, insufficient attention has been paid to adaptation in the specific context of cross-border livestreaming, and most studies remain centered on Chinese livestreaming contexts, so the discourse features of English cross-border livestreaming have not been fully revealed. Second, micro-level linguistic analysis is still lacking, especially quantitative research based on syntactic complexity and lexical richness. Third, empirical corpora are still limited, and systematic analyses based on real cross-border livestream corpora remain rare. Therefore, this study adopts a

corpus-based mixed-method approach to analyze lexical richness and syntactic complexity in English cross-border e-commerce livestream discourse. Quantitative analysis is used to reveal overall patterns of language use, while qualitative analysis, combined with a cross-cultural communication perspective, is used to explain the relevant phenomena. In this way, the study aims to present the linguistic features of cross-border livestream discourse systematically and provide empirical support for research in this emerging field.

3. Research Design

3.1 Research Questions

(1) What are the salient features of English cross-border e-commerce livestream discourse in terms of lexical richness and syntactic complexity?

(2) What intercultural communication strategies are reflected in these linguistic features?

3.2 Research Methods

3.2.1 Corpus

The corpus of this study is drawn from English livestreaming videos in the beauty and fashion category on Amazon Live. The data cover the Mother's Day selection period in 2026, from May 4 to May 9. Corpus sampling combines purposive sampling with controlled random selection. This approach was used to improve representativeness while maintaining the typicality of the sample.

The selection criteria are as follows:

(1) English is the main language of communication;

(2) The livestream is a typical cross-border e-commerce sales scene;

(3) The content includes relatively continuous and complete oral expression;

(4) The livestream is long enough for transcription and quantitative analysis.
Specific corpus sources and durations are shown in Table 1.

Table 1: Total data in the corpus

Steamer	Duration of live streaming videos	Word tokens
Anthony Urbano	0.51 hours	6190
Trisha Hershberger<3	0.51 hours	5314
ClevelandFashionista	0.55 hours	6779
Kirti Tewani	0.70 hours	6943
Bellivera	0.74 hours	5240
LizBelle Lopez	0.82 hours	6861
Ekouaer	1.33 hours	14040
	5.16 hours	51367

After selecting the video, firstly, the live content is preliminarily transcribed by using the automatic speech recognition function of the Feishu, and then the manual proofreading and corpus cleaning are carried out in combination with the original video. In the process of processing, non-linguistic and irrelevant information such as background music prompts are removed, and natural features in oral communication, such as necessary repetition, self-correction and pause, are retained to reflect the actual use of live discourse as much as possible.

In order to improve the reliability of the transcribed text, this study used two-person independent proofreading and cross-revision to verify the corpus. The two researchers independently verified and revised the transcribed content, and the final consistency reached more than 95%, indicating that the corpus had high consistency and credibility. Finally, the sorted text is stored in plain text format to construct a small thematic corpus as the data basis of this study. The corpus contains 7 live English broadcasts with a total number of 256,172 characters.

3.2.2 Data Measurement Indicators and Tools

This study makes a quantitative analysis of English cross-border e-commerce livestream discourse from two levels: lexical richness and syntactic complexity.

Lexical richness is a core indicator to measure discourse quality and language expression ability [25-26]. Referring to the lexical richness analysis framework proposed by Lu (2012), this study conducts a quantitative study of cross-border e-commerce livestreaming discourse from three aspects: lexical diversity, lexical density, and lexical sophistication. The Lexical Complexity Analyzer (LCA) tool was used to automatically analyze the self-built corpus. Three representative indices, Mean Segmental Type-Token Ratio (MSTRR), Lexical Density (LD), and Lexical Sophistication-I (LS1), are selected to reflect the diversity of vocabulary use, the degree of information carrying, and the characteristics of advanced vocabulary use. The measurement indicators and formulas are shown in Table 2 below.

Table 2: Lexical richness measures investigated

Measures	Code	Formula
Mean Segmental Type-token ratio	MSTTR-50	Mean TTR of 50 word segments without overlap
Lexical Density	LD	N_{LEX}/N
Lexical Sophistication-I	LS1	N_{SLEX}/N_{LEX}

T is total types, N is total words, S denotes "sophistication", LEX denotes lexical items.

Syntactic complexity is an important dimension to measure the fineness of discourse structure and the ability of language organization. This study uses the L2 syntactic complexity analyzer (L2SCA) developed by Lu (2010) to analyze the self-built corpus automatically and makes a quantitative investigation on the syntactic characteristics of cross-border e-commerce livestream discourse so as to reveal the overall level and organizational characteristics of its syntactic structure. Combined with the validation conclusions on the validity of the syntactic complexity index, this study selected 10 indicators with the best validity in its index system for analysis [27]. See Table 3 below for details.

Table 3: Syntactic complexity measures investigated

Measures	Code	Formula
Length of production unit		
Mean length of clause	MLC	# of words/# of clauses
Mean length of sentence	MLS	# of words/# of sentences
Mean length of T-unit	MLT	# of words/# of T-units
Amount of subordination		
Dependent clauses per clause	DC/C	# of dependent clauses/# of clauses
Dependent clauses per T-unit	DC/T	# of dependent clauses/# of T-units
Amount of coordination		
Coordinate phrases per clause	CP/C	# of coordinate phrases/# of clauses
Coordinate phrases per T-unit	CP/T	# of coordinate phrases/# of T-units
T-units per sentence	T/S	# of T-units/# of sentences
Degree of phrasal sophistication		
Complex nominals per clause	CN/C	# of complex nominals/# of clauses
Complex nominals per T-unit	CN/T	# of complex nominals/# T-units

3.3 Process

First of all, complete the corpus transcribing, manual proofreading, and text cleaning, and construct the research corpus. On this basis, the lexical richness and syntactic complexity are analyzed respectively. At the lexical level, the corpus is automatically measured with the help of the LCA tool to describe and analyze the data information of the three dimensions of lexical diversity, lexical density, and lexical sophistication. At the syntactic level, L2SCA is used to measure the corpus automatically, and descriptive statistics are made on the index data of the dimensions of length of production unit, amount of subordination, amount of coordination, and degree of phrasal sophistication. Finally, based on the analysis results from the two levels and Hall's high and low context culture theory, this paper qualitatively explains the intercultural communication strategies in English cross-border e-commerce livestream discourse.

4. Data Analysis

4.1 Lexical Richness

The statistical results of lexical richness description are shown in Table 4 below.

Table 4: Lexical richness measurement data

Measures	Code	MD	SD
Mean Segmental Type-token ratio	MSTTR	0.72	0.02
Lexical Density	LD	0.42	0.02
Lexical Sophistication-I	LS1	0.28	0.05

4.1.1 Lexical Diversity

Lexical diversity is an important indicator to measure the range and repetition of different words in a text. The traditional type token ratio (TTR) index is greatly affected by text length, and its value usually decreases with the increase of text length [28]. In contrast, MSTTR alleviates the text length effect to a certain extent by dividing the text into fixed length segments and calculating the average TTR value, so it is widely used in the study of lexical diversity in corpus linguistics [29].

The average MSTTR of the corpus in this study is 0.72 (SD=0.02), indicating that the overall discourse of English cross-border e-commerce livestreaming has a high and stable lexical diversity. The results show that the host does not rely on fixed expression for a long time in the livestreaming process but will constantly adjust the vocabulary organization with the advancement of product introduction, interactive Q&A, and reminder transformation stages so as to maintain the dynamic change of the text.

Furthermore, the product introduction in the livestream usually needs to focus on multiple dimensions such as material, function, appearance, use experience, and emotional evaluation, and different dimensions correspond to different vocabulary sets. Therefore, although there is a certain degree of lexical repetition in the livestream discourse, it has not formed a single and closed expression mode as a whole. The results show that, as a real-time interactive discourse, the vocabulary use of cross-border e-commerce livestream does not tend to be simplified due to the oral attribute but shows a strong ability to adapt vocabulary in a highly interactive and advanced communication environment. This result is basically consistent with previous studies' view that different text types present differentiated lexical features.

4.1.2 Lexical Density

Lexical density (LD) usually refers to the proportion of notional words in the total number of words, which is used to measure the information carrying capacity and language formality of a text [30]. On this basis, Halliday (1985) further incorporated lexical density into the study of stylistic features and pointed out that it is one of the important indicators to distinguish spoken and written language [31]. Generally speaking, the lexical density of written discourse is usually higher than that of spoken discourse.

This study found that the LD average value of cross-border e-commerce livestream discourse was 0.42 (SD=0.02), indicating that cross-border e-commerce livestream discourse has strong information carrying capacity, and the consistency between different sessions is high. From the perspective of stylistic features, this value is higher than the low-density state of general spoken discourse, but it does not reach the high compression level of typical written explanatory discourse [32]. This result shows that the cross-border e-commerce livestream discourse has formed a relatively balanced structural feature between oral interaction and information transmission efficiency.

Specifically, livestream discourse not only needs to maintain real-time interaction, but also needs to continuously output information such as product attributes, price advantages, usage scenarios, and promotion conditions within a limited time. Therefore, the proportion of notional words is increased accordingly. However, because live is still an instant communication scene, its expression has not developed into a highly compressed written structure. It can be seen that the cross-border e-commerce livestream shows obvious register mixing characteristics at the level of lexical density; that is, it has both oral interaction and information intensity in business communication.

4.1.3 Lexical Sophistication

Lexical sophistication mainly measures the proportion of high-level words or low-frequency words in the text. Lexical sophistication-I (LS1) is used to represent the proportion of high-level words in the total notional words, and is a common indicator in the study of lexical sophistication.

The results show that the average LS1 value of cross-border e-commerce livestream discourse is 0.28 (SD=0.05). This means that in cross-border e-commerce livestream, about 28% of the notional words belong to low-frequency words. The results show that the English livestream discourse of cross-border e-commerce does not rely heavily on professional terms or highly written expressions, but mainly on high-frequency basic vocabulary. When it comes to product functions, material features, use effects, or style positioning, it is appropriate to introduce low-frequency vocabulary to enhance the professionalism and detail of expression.

This way of using vocabulary is highly consistent with the communicative needs of cross-border e-commerce livestream. Because the live audience usually has different language backgrounds and language abilities, the anchor first needs to ensure the immediate comprehensibility of expression. At the same time, if we completely rely on basic high-frequency words, it is difficult to effectively present product characteristics and brand texture. Therefore, the lexical sophistication in livestream discourse does not represent a large-scale expansion of specialization, but rather a moderate tendency of complexity, that is, to improve the professionalism and persuasiveness of product descriptions through a limited number of low-frequency words on the premise of ensuring communication efficiency. The standard deviation is slightly higher than the first two indicators, which also shows that different hosts have certain differences in lexical complexity, which may be related to the host style, product type, and audience positioning.

4.2 Syntactic Complexity

The statistical results of syntactic complexity description are shown in Table 5 below.

Table 5: Syntactic complexity measurement data

Measures	Code	MD	SD
Length of production unit			
Mean length of clause	MLC	11.53	2.49
Mean length of sentence	MLS	11.13	1.79
Mean length of T-unit	MLT	7.41	0.62
Amount of subordination			
Dependent clauses per clause	DC/C	0.30	0.08
Dependent clauses per T-unit	DC/T	0.48	0.20
Amount of coordination			
Coordinate phrases per clause	CP/C	0.13	0.04
Coordinate phrases per T-unit	CP/T	0.09	0.03
T-units per sentence	T/S	1.03	0.08
Degree of phrasal sophistication			
Complex nominals per clause	CN/C	0.82	0.20
Complex nominals per T-unit	CN/T	0.55	0.10

4.2.1 Length of Production Unit

The corpus of this study shows obvious short sentence characteristics in the dimension of length of production unit. Specifically, the MLS was 11.53 (SD=2.49), the MLT was 11.13 (SD=1.79), and the MLC was 7.41 (SD=0.62). The results show that the length of the sentence is close to the length of the T-unit, and the expansion of the clauses within the T-unit is relatively limited. On the whole, the discourse organization is completed in a short, direct and linear way, rather than accumulating information by extending the syntactic chain.

From the perspective of dispersion, the fluctuation range of sentence length is relatively large, while the clause length is relatively stable, indicating that there are some differences in the overall expression rhythm of different livestream samples, but it still shows high consistency at the basic syntactic organization level. Combined with the context of livestream, this short sentence feature is highly consistent with the instant communication mechanism of cross-border e-commerce livestream. Hosts need to complete the process of

product introduction, interactive response, and return conversion in a short time, so they are more inclined to use short sentence structures, which are convenient for immediate processing and rapid understanding.

As far as the complexity of oral production is concerned, relevant studies have shown that oral production is often constrained by less planning time and real-time generation pressure, and the complexity is more reflected in the instant organization process rather than the sentence length itself; at the same time, there are also significant differences in the syntactic organization mechanism between spoken and written languages. The former is not necessarily manifested as long sentences and hierarchical expansion [33-34]. It can be seen that the short length of language output in the corpus of this study does not mean that the expression ability is insufficient, but rather reflects the influence of instant communication needs on the syntactic organization in the livestream scene.

4.2.2 Amount of Subordination

The subordinate structure index shows that the average number of DC/C in this study is 0.30 (SD=0.08), and the average number of DC/T is 0.48 (SD=0.20), indicating that cross-border e-commerce livestream discourse does not rely heavily on subordinate clauses to expand information, but more on concise description, sequential advancement, and partial supplement to complete product introduction and interactive negotiation.

From the perspective of function, this structural choice is highly consistent with the context of livestream sales: the core task of the host is not to carry out rigorous argumentation, but to continuously promote product selling points, preferential information, and audience response within a limited time so as to maintain the sales rhythm and attention focus.

Relevant studies have shown that the generation of subordinate structures in spoken language is usually restricted by immediate processing pressure, while complex information is more often achieved through internal compression of noun phrases in written language. Therefore, the proportion of subordinate structure in the corpus of this study is relatively low, indicating that the cross-border e-commerce livestream discourse is closer to a kind of functional oral discourse oriented by instant communication as a whole.

4.2.3 Amount of Coordination

The average CP/T is 0.13 (SD=0.04), the average CP/C is 0.09 (SD=0.03), and the average T/S is 1.03 (SD=0.08). The results show that although there is a certain coordination expansion in the corpus, its density is not prominent, and the syntactic organization is still dominated by a single T-unit or mild expansion.

At the same time, the distribution of the coordination structure in different samples is relatively concentrated, and the difference is small, indicating that different livestreams show a more consistent organizational tendency in the use of the coordination structure. This task-based spoken language does not rely on high-density coordination to form information stacking [35]. Compared with general conversations, livestream discourse is subject to multiple constraints of sales goals, lens rhythm, and audience attention distribution, so its coordination structure bears more functions of local supplement and immediate progression rather than forming loose presentations through continuous coordination.

In other words, the parallel structure features presented in this study show that although livestream discourse has oral attributes, it is not an unorganized free conversation, but a highly contextualized and goal-oriented discourse type.

4.2.4 Degree of Phrasal Sophistication

Compared with the above subordinate structure and coordinative structure, the corpus of this study is more prominent in phrasal sophistication. Specifically, the CN/T average is 0.82 (SD=0.20), and the CN/C average is 0.55 (SD=0.10), indicating that the internal expansion of noun phrases is an important complication path in the corpus of this study.

At the same time, the fluctuation of phrasal sophistication in different samples is relatively more obvious, especially at the T-unit level, indicating that the use of noun phrases will be greatly adjusted with the type of goods, the focus of introduction, and the specific interactive content. Combined with the overall data, it can be seen that the syntactic complexity of the corpus in this study is not mainly achieved through clause nesting or coordination chains but more through information compression within noun phrases.

In specific discourse, hosts tend to focus on organizing information such as materials, specifications, functions, preferences, and applicable scenarios in shorter sentence frames, thus improving information density without significantly increasing sentence length. Relevant studies have pointed out that English written language, especially academic style, often achieves structural compression through the internal modification of noun phrases, rather than relying solely on the expansion of subordinate clauses. Although the object of this study belongs to the colloquial live corpus, its performance at the phrasal sophistication level is similar to this structural mechanism. It can be seen that the complicated path of cross-border e-commerce livestream discourse is more biased towards information integration at the phrase level, rather than hierarchical extension at the sentence level.

5. Case Analysis

On the basis of quantitative analysis, this study further combines the high and low context theory to conduct a qualitative analysis of typical discourse fragments in English cross-border e-commerce livestream. According to the differences of livestream process and discourse function, the case analysis is mainly divided into three stages: product introduction, interactive Q&A, and reminder transformation. It focuses on how the host realizes commodity display, relationship maintenance, and consumption transformation through direct information expression, emotional discourse strategy, and individual-oriented interaction so as to reveal the cross-cultural communication characteristics and persuasion mechanism of English cross-border e-commerce livestream discourse.

5.1 Product Introduction

In the product introduction stage, the host's discourse as a whole presents a relatively distinct low-context feature, which is manifested in direct information transmission, clear expression, and explicit commodity elements. According to the theory of high and low context, low-context communication emphasizes the information density carried by the language itself, and the meaning is mainly completed by direct expression; high-context communication is more dependent on situations, relationships, and implicit cues. The typical contexts are as follows:

Example 5-1 It's **32% off** right now. And just, so just $**18.99**.

Example 5-2 But **six-minute** treatment every single day, if you consistently do it, within **40 days**, you're gonna start seeing your fine lines are minimized.

Example 5-3 It feels really **relaxing**.

The above examples show that the hosts give priority to specific information such as price, discount, time period, and effect expectation during the product introduction process so that the product advantages can be quickly identified and understood. Among them, the expressions of '32 % off', '$18.99' and '40 days' have strong information explicitation characteristics, which reduce the burden of understanding in cross-cultural communication and enhance the comparability and verifiability of commodity information. At the same time, experiential and evaluative words such as 'relaxing' combine product functions with physical feelings and emotional experiences, further enhancing the perception and appeal of product description. Although the discourse of this stage is mainly based on direct explanation, it does not exclude emotional expression but enhances the audience's sense of substitution and consumption imagination on the basis of clearly transmitting information. Relevant research also shows that product information in e-commerce livestream has a significant impact on users' purchase intention, and the rational appeal and emotional expression of anchors often work together on consumption judgment [36-37].

5.2 Interactive Q&A

The interactive question-answering stage mainly undertakes the function of problem repair and instant negotiation. Compared with the product introduction stage, this stage is more prominent in responsiveness, pertinence, and situational fit. At this stage, the audience mostly asks specific questions such as material, structure, usage, and duration of effect. The host needs to immediately add explanations, clarify ambiguity, and resolve uncertainty based on the questions.

The discourse in the interactive Q&A stage is still dominated by low-context expression. The host usually responds directly to the specific questions of the audience, and completes the information repair by means of negation, explanation, instruction and supplementary explanation. The typical contexts are as follows:

Example 5-8

Is it too transparent though?

No, it is not **transparent**. Not at all. It is not **see-through**. It's a nice **thick material,** and it's **buttery soft**.

Example 5-9

Wait, does the foot go into the **mouth** or into the **pipe**?

Oh, for the slippers... No, the **pipe** is just the holder. So this is the slipper, right? The foot goes right in here.

Example 5-10

How long does it peel off for?

Like, I've read some people, Laura, like it peels off for **days afterwards**.

The above examples show that when responding to audience questions, hosts often use direct and clear explanations to immediately supplement the material, structure, and effect of the product. Focusing on keywords such as 'transparent', 'pipe', 'days afterwards', the host completes the closure of the explanation with a short and clear sentence, making the product information easier to be confirmed and understood. The interaction in e-commerce livestream can help consumers obtain more specific product information and reduce purchase uncertainty through real-time communication. At the same time, interaction itself is also an important mechanism to promote purchase intention.

5.3 Order Conversion

After the completion of product introduction and interactive Q&A, the focus of discourse further shifted to order conversion. Compared with the first two parts, this stage is more focused on pushing the audience to complete the purchase through time cut-off, inventory scarcity, operational instructions, and value call. Time-limited sales, scarce promotion, time pressure, and emotional arousal in interaction will significantly increase impulse buying tendency [38-40].

The discourse in this stage still presents distinct low-context characteristics, mainly manifested in clear purchase paths, direct action instructions, and clear time boundaries. Hosts usually compress the audience's decision-making time through time-limited discounts, inventory changes, and operational prompts. The typical contexts are as follows:

Example 5-15 Make sure you check that, because a lot of those deals are **ending tonight**.

Example 5-16 It's only **$7.49**. It ends in **10 hours**. So if you see something you like in the stream, especially if it's on sale, don't forget to **add it to your cart** and **check out** at the end of the livestream.

Example 5-17 This cute basket that I got is **sold out**. So you can **click through** there. It will give you some other recommendations.

These expressions indicate that the host no longer focuses on product attributes in the reminder stage but highlights the urgency of 'immediate action.' Expressions such as 'ending tonight,' '10 hours,' and 'sold out' directly limit the purchase time and inventory status, while verb phrases such as 'add it to your cart,' 'check out,' and 'click through' further concretize the purchase behavior path. At this time, the discourse function has shifted from information explanation to behavior promotion, and its core task is to compress the audience's decision-making time and strengthen immediate transformation.

Based on the three stages of product introduction, interactive Q&A and order conversion, it can be found that the English cross-border e-commerce livestream discourse presents a clear stage-by-stage progressive structure : from information presentation to information repair, and then to behavioral catalysis, the discourse function continues to advance, and it is always dominated by low-context expression. At the same time, the discourse continues to be accompanied by a certain degree of emotional expression to enhance the audience's participation experience and enhance the persuasion effect.

6. Conclusions

This study takes the livestream of mother's day selections on Amazon Live platform as an example to analyze the lexical richness, syntactic complexity and cross-cultural communication characteristics of English cross-border e-commerce livestream discourse. It is found that such discourse has both high diversity and information carrying capacity at the lexical level, and maintains a moderate complexity ; at the syntactic level, it is characterized by short sentence, low subordination, low coordination and noun phrase compression, which shows a clear tendency of low context expression. It can be seen that cross-border e-commerce livestream is a functional business discourse type with high interactivity, strong timeliness and cross-cultural communication attributes. This study combines lexical richness and syntactic complexity analysis with cross-cultural communication theory, and explains this kind of discourse from two dimensions of language form and cultural motivation, which provides a reference for the study of e-commerce livestream and new media business discourse. There are still some limitations in this study. Since the corpus comes from Mother's Day livestream selections on Amazon Live, the research results mainly reflect the discourse characteristics of specific platforms and scenarios. Future research can further expand the scope of corpus and include live corpus of multi-category, multi-platform and different cultural backgrounds, so as to enrich the understanding of cross-border e-commerce livestream discourse.

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Conflicts of Interest

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