

On the Integration and Mutual Promotion of News Publicity and Corporate Culture Construction of State-owned Construction Enterprises

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Abstract

News propaganda is an important means for state-owned enterprises to carry out scientific management. Effective news propaganda plays an important role in promoting the establishment and improvement of the modern enterprise system of state-owned enterprises. Corporate culture is the core soft power for the development of state-owned enterprises, and a mature corporate culture will continue to promote the deepening reform of current state-owned enterprises. News and publicity is the catalyst for enterprises to promote the construction of corporate culture. It can display corporate values, corporate image, etc. in a wide coverage, multi-dimensional and three-dimensional manner through publicity platforms; corporate culture, as the core force of corporate soft power, is also in every moment. It affects the concept, angle and depth of corporate news publicity. The news publicity of state-owned enterprises and the construction of corporate culture complement each other. This article strives to start from the enterprises where they are located, from the perspective of methodology and communication, to root how state-owned construction enterprises can effectively promote, implement and implement the company's corporate culture through news publicity, and make state-owned construction enterprises. The news and publicity work of the company has reached a new level, which has certain pertinence, scientificity and operability, and has certain reference significance for other enterprises to carry out similar work.

Keywords

State-owned Enterprises; Construction Enterprises; News Publicity; Corporate Culture Construction.

1. Introduction

General Secretary Xi Jinping emphasized in his important speech at the National State-owned Enterprise Party Building Work Conference that state-owned enterprises are an important material and political foundation of socialism with Chinese characteristics, and an important pillar and relying force for our party to govern and rejuvenate the country. Since then, General Secretary Xi Jinping pointed out in an important speech at the National Propaganda and Ideological Work Conference that it is necessary to grasp the correct orientation of public opinion, improve the dissemination, guiding, influence, and credibility of news and public opinion, and consolidate and strengthen mainstream ideological and public opinion. As the incumbent communicators of mainstream public opinion, state-owned enterprises say what they say and how they say it, which reflects the corporate culture behind each state-owned enterprise. As an invisible force to unify the thinking of the employees of the grass-roots project department, guide the behavior of the employees of the project department, and an important starting point for the expansion of state-owned construction enterprises, corporate culture plays a pivotal role in improving the cohesion, centripetal force and creativity of the employees

of the grass-roots project department [1]. Therefore, continuously strengthen the construction of corporate culture, grasp the core and essentials, keep pace with the times, and promote and implement corporate culture and news publicity. While focusing on political attributes, it is the incumbent responsibility of state-owned enterprises to do a good job in the dissemination of business and income-generating activities such as industrialization and marketization, and to continuously strengthen, optimize and expand the enterprise[2].

2. Reasons for the Integration of News Publicity and Corporate Culture Construction in the New Era

News and propaganda and corporate culture construction both play an important role in promoting the development of state-owned construction enterprises, and how the two achieve integration and mutual promotion in actual operation and the reasons for achieving integration and mutual promotion are important topics for state-owned construction enterprises to explore. The reason is that the starting point for state-owned construction enterprises to integrate the two is nothing more than the following three aspects[3].

First, integrate and strengthen the content and depth of news publicity. News and publicity work has a pivotal position and role in all aspects of the development of state-owned construction enterprises, such as project management and development, preliminary project planning, commencement of construction, completion of important construction period nodes, difficult construction, completion acceptance, general use, etc. No matter what period of development of engineering production and operation, news and publicity is a magic weapon to overcome difficulties. The starting point of news publicity is the microscopic, and it should be oriented to the medium and macroscopic. At the macro level, state-owned enterprises are the most reliable force for the party and the country to rely on, an important force for resolutely implementing the decisions and arrangements of the Party Central Committee, and an important force for implementing new development concepts and comprehensively deepening reforms. The birth and growth of the corporate culture of state-owned construction must adhere to and implement the principle of party spirit and conform to the mainstream values of contemporary Chinese society. News propaganda separated from corporate culture is indifferent, fragmented, without warmth and depth. The lack of an outline and leading expression is like a person without a soul. It seems feasible, but the content is poor and lacks evidence[4].

Second, enhance the confidence of corporate culture. The integration of news publicity and corporate culture construction means further integrating resources, exerting the aggregation effect, and confidently becoming stronger, better, and bigger state-owned enterprises, which can help state-owned construction enterprises achieve new results in reforming important areas and key links. The strength of an enterprise is definitely inseparable from the blessing of a strong corporate culture, and the effectiveness is the only touchstone for the construction of corporate culture. The more closely the news and publicity work is integrated with the corporate culture, the more prominent the discomforts and problems in the corporate culture. If the discomforts and problems are corrected with practice, the faster the corporate culture will grow and mature. A mature corporate culture concept and system is an important aspect of the strength of large state-owned construction enterprises, and it plays an immeasurable role in the liberation and development of enterprise productivity. The two complement each other and achieve each other[5].

Finally, enhance the dissemination effect of the core values of corporate culture. The integration of news publicity and corporate culture construction can better promote corporate business philosophy, business goals and value concepts, compared to tour tours, special training, building corporate culture education bases, knowledge contests, speech contests, essay

contests, and seminars[6]. The Party branch of the project department organizes life, posts publicity materials and other direct evangelism methods, news publicity plays the role of "gatekeeper" and audio-visual means "soft" publicity and implementation of corporate culture is more advanced, which can effectively strengthen the project department staff. A direct feeling of the core values of the corporate culture. The higher the "acceptance" of the corporate culture of the employees of the project department, it means that the ideological value orientation of employees can be optimized and screened more efficiently, and their sense of belonging and identity to the core values can be subtly improved, and employees can be inspired to love the company and contribute Passion for business[7].

3. Measures for the Integration of News Publicity and Corporate Culture

At present, state-owned construction enterprises should do a good job in the integration of news publicity and corporate culture construction in terms of improving team cohesion, guiding work direction, guiding employee behavior, enhancing core competitiveness, and establishing corporate image. The following three measures can be taken.

3.1. Directly Bind the Core Concept of the Company's Corporate Culture with News and Publicity to Achieve the Basic Goal of Corporate Culture for All Employees

If the employees of an enterprise are still not clear about the basic elements of the value system and core concepts of the company's corporate culture, it can be said that the company's news promotion and corporate culture creation work is ineffective, at least it is not successful. In terms of formal means, establish a comprehensive and multi-carrier corporate culture media communication matrix. Today we are in the era of fusion media. News and publicity in the fusion media environment can not only transmit the text, pictures, sounds and images presented in traditional media, but also organically combine more elements, and can achieve further integration with new media. , synchronizing the release of various traditional media and new media, and teaming up the operation, so that the competitiveness of a single media becomes the common competitiveness of multimedia, and maximizes the effect of publicity. At this time, "convergence media" is not an independent entity media, but an operation mode that integrates and utilizes the advantages of radio, television, and the Internet, so as to comprehensively enhance its functions, means and values. As the first disseminator of corporate culture, the enterprise itself should make good use of the advantages of the fusion media era, that is, with the help of mobile phones, tablets, computer terminal services and other wireless communication technologies and Internet mobile technologies, make overall use of traditional media and "two micro-ends". " new media, creating an integrated new media pattern of "internal publicity + external publicity", "information + service" and "important news transmission + public opinion guidance" [8] . In a fast-accepting way, the comprehensive and systematic core values of corporate culture are released through multiple channels and spread at multiple frequencies. At the same time, it is necessary to work hard on the genre and effect, and continuously promote the development of corporate culture products. So, how to develop cultural creative products and what kind of corporate cultural products can be developed to make the boring corporate culture revive new vitality? "Content is king" is an extremely important path. In the financial media environment, people are more inclined to fragmentation and shallow reading, and process the core values of corporate culture, corporate spirit, corporate mission, corporate vision, corporate brand slogan, visual identity system, employee code of conduct, and song song through multiple means. Etc., from the four cultural levels of corporate culture, system, behavior and material, develop audio-visual cultural and creative products that carry corporate culture, and edit the content of corporate cultural concepts into catchy and easy-to-remember literary and artistic works, which can be poetry in genre. , prose

or drama, carry out extensive publicity and education of corporate cultural products, deliver the most vivid and understandable content to the largest audience, meet the growing, escalating and personalized material and spiritual and cultural needs of the vast majority of workers, make The employees of the project department are willing to accept it and begin to accept it actively, and even participate in the creation, so as to improve and enhance the awareness and awareness of the value system and core concepts of the corporate culture of the project department employees. Here, it means to give full play to the enthusiasm of various creative subjects and social forces, to diversify and improve the quality of corporate cultural products, so as to improve the communication effect.

3.2. Indirectly Bind the Core Concept of the Company's Corporate Culture with News and Publicity to Achieve the Higher Goal of Full Corporate Culture Recognition and Social Recognition

News propaganda itself is not the purpose, and the emergence of corporate culture is not for culture. Its fundamental purpose is to unify the will and actions of all employees within the enterprise, strengthen the quality of the team internally, build the corporate image externally, build the corporate brand, and create a friendly atmosphere of public opinion. Increase market share. In addition to the direct communication of the corporate culture system and concept content, the company and the project department will continue to enrich the communication materials that indirectly express the corporate culture. Make full use of "agenda setting" and "opinion leaders" in communication studies. Among the grass-roots project departments of the company, select advanced models that can represent the core essence of corporate culture or excellent practices in the process of corporate culture construction, and tell everyone how to do a good job in production and operation in the project department and how to do a good job in corporate culture at the project department level. The construction work and how to do it are correct and standardized, including news cases that happened around the employees of the project department, typical cases that happened in the history of enterprise development, etc., and select the ones that match the corporate culture concept. The so-called concept guides behavior, only when the corporate culture is internalized in the heart and recognized in the concept can it be implemented into practical actions. Our screening of these "actions" is "agenda setting". We do not directly express the connotation and terms of corporate culture. Instead, we provide filtered information and arrange related issues to effectively influence which facts, opinions and issues people pay attention to. The order in which they talk. Because in the actual process of disseminating information, interpersonal influence is more common and effective than other media, so at the same time, we have also done an important job, that is, in the broadest audience of the grassroots project department, select or have authority or well-informed, People who have outstanding talents or certain interpersonal skills and can be recognized by the majority of the project department as "opinion leaders". They can be selected as advanced models that can represent the core essence of corporate culture, and they can also be used as communicators who tell others the story of corporate culture . As "opinion leaders" interpret and evaluate information through news dissemination, and give direction or guidance on the situation, their followers also undergo expected changes in attitude, cognition and behavior. In the context of the self-media era, the role of these "opinion leaders" is very important. Internally, they tell the story of the grassroots, and externally they tell the story of the company. "It was perfectly displayed and disseminated, so that corporate employees and the public can be deeply infected and deeply recognized by these vivid news cases and typical cases.

3.3. Invisibly Bundle the Company's Business Strategy with News and Publicity to Achieve the Company's Staged Business Strategic Goals

During the "14th Five-Year Plan" period, the goal of corporate culture construction is to focus on solving outstanding problems that affect the high-quality development of enterprises, adhere to construction first, and innovate and build a new corporate value concept system as the core, which is compatible with my country's high-quality economic development. , A corporate culture system that is in line with the company's development strategy and the common development needs of the company and its employees[9]. With the increasingly involution and globalization of competition in the large-scale infrastructure industry, large-scale state-owned construction enterprises, as party-owned enterprises and important pillars of the state-owned economy, must have strategic determination, identify their own value position and value orientation, and implement them. The central government has long adhered to the general principle of seeking progress while maintaining stability, and gave full play to the strategic supporting role of the state-owned economy. The business strategy of an enterprise should be adjusted along with the national strategy, and the adjustment of business strategy will also give birth to a new corporate culture concept. Many people may have a misunderstanding that business strategy is not corporate culture, and they often ignore that business strategy is a part of corporate culture. Business strategy first directly serves the work of the production and operation center of the company. At the same time, as a constituent unit of the company's corporate culture, it must also operate within the framework of the corporate culture, reflecting the corporate spirit and core values, and has a profound corporate culture. A mature and excellent corporate culture often guides the formation of an effective business strategy, and is the internal driving force and strong pillar for realizing the business strategy. However, it is not difficult to find out from the comparison between the two that the corporate culture is the mainstream along with the development of the enterprise from the beginning to the end, and although the business strategy has been the mainstream development guiding ideology of the enterprise for a long period of time, compared with the corporate culture , still in stages. For large state-owned construction enterprises to develop with high quality and achieve the current strategic goals of the enterprise, they must do a good job in the news and publicity of the company's business strategy. News and publicity serve to realize the company's business strategy, and the two penetrate each other, influence each other, and promote each other. The news topic selection, planning and publicity work closely focus on the transformation of the company's business strategy, that is, from the strengthening of the party's leadership, refined management, construction technology innovation, environmental protection, energy saving and consumption reduction, etc. The lively practice of the employees of the publicity project department in these aspects has no word "corporate culture" from beginning to end, but it shows the business strategy of corporate culture and the connotation of deepening reform of the enterprise, making full use of short video public accounts, WeChat public accounts, The official website, internal office platform and other "traffic economy" platforms, unblock information and publicity channels, guide all employees of the project department to behave in a wise manner, and follow the good, so as to achieve the company's staged business strategic goals, and finally complete the corporate mission and achieve corporate vision.

4. The Great Significance of Doing a Good Job in the Integration of News Publicity and Corporate Culture Construction in the New Era

First of all, promote the construction of the company's corporate culture to go deeper and more solid. Corporate culture is the soul of a modern enterprise, and it is also the endogenous driving force to enhance the cohesion of state-owned construction enterprises and achieve sustainable

development. In the process of construction, we must "stick to the bottom" to the project departments at the grass-roots level. The production and operation units of state-owned construction enterprises are mainly project departments, which are generally scattered and remote, and are set up in all corners of the motherland and even overseas. To this end, it is necessary to use the "mouthpiece and horn" function of news publicity, rely on news publicity work, create a strong corporate production atmosphere, carry forward and inherit the values contained in the corporate culture, so as to deepen the project department staff's awareness and recognition of the corporate culture. Second, promote the continuous deepening of the reform and development of state-owned enterprises. The reform of state-owned enterprises is of great significance to stimulate the development vitality of large state-owned construction enterprises and enhance their global competitiveness. Business strategy is the primary issue that must be considered and studied in the process of deepening the reform of an enterprise, and an enterprise's business strategy is closely related and inseparable from the company's corporate culture. The relationship between business strategy and corporate culture is like the relationship between human behavior and ideas. On the one hand, business strategy is an important part of corporate culture, and on the other hand, the creation of corporate culture will help the realization of business strategy. In the process of promoting the implementation, rooting and growth of the state-owned construction enterprise culture, the news and publicity work can adjust the consistency of the work pace of all the staff of the project department, mobilize the enthusiasm of all the staff of the project department to realize the company's business strategy, and urge the internal staff to clarify the reform and development of the enterprise. The direction of progress and the external public's understanding of the achievements of the enterprise's reform and development have promoted local and regional harmony, thereby creating a good internal and external environment for the enterprise to continue to deepen the reform. Finally, optimize the corporate image and build the corporate brand. State-owned construction enterprises not only need to pay attention to the publicity of their own reform and development, but also need to show the refined management level of the project department and the strong sense of social responsibility of the enterprise through news publicity. Improve the corporate image, so that all sectors of the society, especially potential owners of all parties, have a more in-depth understanding and cognition of the construction enterprise itself, and provide services for the rolling development and operation of later projects, the branding of state-owned enterprises, and the preservation and appreciation of state-owned enterprise assets.

5. The Great Significance of Doing a Good Job in the Integration of News Publicity and Corporate Culture Construction in the New Era

Although when we talk about the construction of corporate culture, we still acquiesce that the main body of cultural construction is the manager, but in fact, the main body of cultural construction is quietly changing. The construction of corporate culture we talked about is one-way, mandatory and pouring. Therefore, in the process of promoting corporate culture construction, we should clearly realize that selection and improvement are also very important steps and effective principles. Without this understanding, corporate culture construction and management will be empty talk to a certain extent. The managed objects, that is, the internal employees of the enterprise, their part of the choice of the corporate culture and even the transformation and remodeling are also crucial. Receiving feedback from objects is an important part of communication, and it is often known to managers through news and publicity. Enterprise employees are either interviewed, or contributors to official media, or creators of self-media, expressing opinions or suggestions on the currently operating corporate culture. This complete communication ecological chain including feedback and the

external social, political and economic environment jointly promote the birth, cultivation, growth, maturity, and even transformation of corporate culture.

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