Analysis on the Connotation of Corporate Culture of State-owned Enterprises

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ABSTRACT

Corporate culture has similarities and overlaps in connotations with the concepts of political culture, ideology, ideological propaganda work, party member education, news and public opinion within the party. Especially in the process of carrying out the construction of corporate culture, it was often carried out as an important part of party building and propaganda work. Or it might be promoted through platforms such as news propaganda, party member education, and ideological work, which often blurs the conceptual boundaries of corporate culture and even expands it. This article analyzes corporate culture and related concepts to provide reference and reference for further clarifying the concept of corporate culture and work boundaries.

Keywords: Company Culture, Ideology, Ideological Propaganda, News Public Opinion.

1. INTRODUCTION

In the "Modern Chinese Dictionary", the word "culture" is defined as: the sum of the material wealth and spiritual wealth created by mankind in the process of social and historical development, especially the spiritual wealth, such as literature, art, education, and science. This definition points out the following two characteristics of culture. One is that culture is created, that is, culture is not formed naturally with the development of society, but is produced through human intervention and creation in a specific historical period and under specific historical conditions. The second is that culture in a broad sense includes both material wealth and spiritual wealth. That is, culture does not exist only on the abstract spiritual level, it can also be expressed through the material level[1].

Corporate culture, understood in a literal sense, refers to the culture within the company. Combined with the definition of culture, the corporate culture can be understood as the sum of the material wealth and spiritual wealth of the company created by all employees in the course of its development. A complete corporate culture should include at least two aspects. It should include a series of observable tangible things formed during the long-term development of the enterprise[2]. Such as the style of the company's physical environment, the dressing style of employees, traditional ceremonies and ceremonies, etc. At the same time, it should also contain a series of values and concepts that are hard to feel directly. These spiritual corporate cultures may be gradually formed in the process of corporate development and have become common beliefs recognized by most employees, or they may be behavioral norms declared by corporate decision-makers and hoped that employees can abide by them.

The corporate culture is a consensus formed by employees who have succeeded in using and testing certain problem-solving methods for a long period of time. Therefore, we can understand corporate culture as a product of social learning. It is the behavioral model and values that has evolved under the interaction of personal cognition, behavior and environmental factors of corporate members. Corporate culture can make the corporate environment more reasonable and orderly, which is recognized and shared by most corporate members. It can include explicit behavioral norms, implicit organizational rules, belief in values, corporate atmosphere, formal ceremonies and celebrations, etc. But it is worth noting that not all corporate culture is formed through repeated use and testing. Some abstract values and moral concepts are difficult to test their validity in practice. They are usually put forward by the decision makers of the enterprise and continuously strengthened

through certain rules and make it a consensus, which is used to clarify the overall development direction of the company and maintain the internal stability of the enterprise[3].

To sum up, the corporate culture should be produced when the members of the enterprise solve the problems of external adaptability and internal integration of the enterprise. Corporate culture is formed through mutual learning, repeated testing, or through human intervention, and continuous reinforcement, which gradually evolves, or is expected to become, and is the basic value concept shared by internal members of the enterprise.

When grasping the connotation of corporate culture, we should pay attention to the following aspects. One is that the corporate culture should be a consensus, that is, it should be at least recognized by most of the members of the company. This kind of identification can be convinced by repeated verification of correctness. It can also adopt certain rules to continuously strengthen correct behaviors and reject wrong behaviors to turn them into an indisputable agreement that business members abide by. The second is that corporate culture may originate from grassroots practices or the decisions of corporate decision makers. It not only reflects the potential behavior norms and overall atmosphere naturally formed within an enterprise, but also reflects the ideological orientation within the organization. It has played an extremely important role in guiding the development of enterprises. Third, the value concept contained in the corporate culture may be detached from the current reality of the company. That is, the corporate culture may be more idealized than the actual behavior of corporate members. It may deviate from the corporate atmosphere, behavior habits, and even value concepts presented within the company.

2. THE RELATIONSHIP BETWEEN CORPORATE CULTURE AND RELATED CONCEPTS

Corporate culture has similarities and overlaps in connotations with the concepts of political culture, ideology, ideological propaganda work, party member education, news and public opinion within the party. Especially in the process of carrying out the construction of corporate culture, it is often carried out as an important part of party building and propaganda work, or promoted through platforms such as news propaganda, party member education and ideological work. As a result, the conceptual boundaries of corporate culture are often blurred and even generalized.

Although there is a big difference between corporate culture and the concepts of political culture, ideology, ideological propaganda work, party member education work, and news and public opinion within the party. But

these are not completely mutually exclusive, but there is a certain intersection[4]. When the interests of the ruling class, the broad masses of the people, the interests of the proletariat and the interests of the party have reached a high degree of consistency, the connotations of these concepts will also be highly overlapped. At present, China is in a special historical period when the interests of all parties have reached a high degree of overlap. All work must be based on the highest standard of conformity to the fundamental interests of the broadest masses of the people. Therefore, these concepts are also extremely closely related.

Table 1. Corporate culture acd related concepts

Name	Concept
Company Culture	In the course of its development, the sum of the material wealth and spiritual wealth of the company created by all employees.
Political Culture within the Party	Guided by Marxism, based on Chinese excellent traditional culture, with revolutionary culture as the source, and socialist advanced culture as the main body, it fully embodies the party spirit of the Chinese Communist Party.
Ideology	A social superstructure built on a specific economic foundation. It is a power ideological system for the purpose of maintaining and consolidating political power-a politicized and socially dominant ideological system. It is a form of consciousness that embodies the interests and ideas of the ruling group.
Propaganda and Ideological Work	Propagate the political ideas of the proletariat and "make socialist propaganda" "awaken the workers" and strengthen the ties between the countries of the world, mainly Europe. This kind of propaganda should implement the idea of moral influence, that is, "not administrative orders, but ideological guidance and guidance."
Party Member Education	Education and training for members of the Communist Party of China.
News and Public Opinion	Public opinion formed by reflecting public opinions through news methods.

2.1. Same Direction

Except for news and public opinion that need to ensure absolute objective neutrality, although other concepts have certain differences in political orientation and the main objects they represent, they maintain a high degree of consistency in the overall direction of advocacy[5]. On the one hand, as the mainstream ideology of China, Marxism fundamentally determines the tendency of political culture, ideology, propaganda and ideological work, party member education, and other concepts with obvious political colors within the party. That is to say, relevant work should clearly follow the guidance and requirements of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, the important thinking of the "Three Represents", the scientific outlook on development, and Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. On the other hand, the company's central enterprise attributes

fundamentally determine the company's political background. Therefore, the company's corporate culture construction work and the orientation of the party's political culture, ideology, propaganda and ideology, and party member education must be consistent[6].

2.2. Similar Function and Purpose

Corporate culture and the concepts of political culture, ideology, ideological propaganda work, party member education work, news and public opinion within the party belong to the category of spiritual civilization. They all use the promotion and diffusion of various types of information or values as their main means, and their main purpose is to have a certain influence on the audience's thoughts and behaviors. In addition, these concepts have a high degree of consistency in direction, so the ultimate goal of these works is more convergent. That is to follow the overall requirements of the Party Central Committee's propaganda and ideological work, take the company's strategic layout as the guide, create a positive cultural atmosphere within the company, guide employees to establish positive values, and encourage employees to truly put their values into action and integrate daily work. But at the same time, it is precisely because of the similarity of functions and purposes that the content, objects, and platforms of these tasks often overlap each other in the actual development process, and sometimes even some concepts are confused with each other[7].

3. THE DIFFERENCE BETWEEN CORPORATE CULTURE AND RELATED CONCEPTS

Corporate culture and the concepts of political culture, ideology, ideological propaganda work, party member education, news and public opinion within the party have certain similarities, they are extremely closely related. However, these concepts are quite different in terms of origin, representative objects, and means.

3.1. Different Origins of Concepts

The origins of these concepts are different. Some of these concepts originated from abroad, and some were born based on our country's special national conditions. Some of them come from the concepts of management, and some from other disciplines such as philosophy, sociology, political science, journalism and so on. The origins of the concepts are different, which is destined to have their own emphasis in the subsequent development process, and the significance of the times contained in them will also be very different. For example, the concept of corporate culture originated from the academic research of management. Therefore, in the subsequent development and enrichment process of its connotation, no matter how its functions are expanded,

how construction methods are adjusted, and how characteristics are changed, corporate culture can hardly be given special meanings other than academic concepts. And the corporate culture will never deviate from the essential purpose of improving the level of corporate management. Another example is the concept of ideology[8]. Although there has been a process from neutral to derogatory and then back to neutral in the evolution of its concept, the concept itself has also undergone great changes, but its scope of use has never deviated from its original political attributes. It always represents the name that plays a certain role in daily political struggle.

3.2. Different Representatives

From the perspective of political attributes, the two concepts of corporate culture and news and public opinion do not have obvious political attributes, while other concepts have distinct class attributes and political tendencies[9]. However, as mentioned above, under certain historical periods and historical conditions, their political tendencies will be highly unified, and thus the class attributes of the objects they represent will also tend to be consistent. From the perspective of scope, the scope of objects represented by each concept is different. Among them, the scope of representative objects of corporate culture is the smallest, including only corporate employees. The scope of news and public opinion representatives is the broadest, including all the public. The objects represented by these concepts are sorted from small to large: corporate culture, inner-party education work, propaganda and ideological work, ideology, inner-party political culture, news and public opinion.

3.3. Different Methods

In the process of implementation of these tasks, most methods and methods in the field of publicity and education will be involved, and there will also be some overlaps. However, due to the differences in the focus and purpose of the work itself, the platforms and methods used to carry out each work still have their own focus. Among them, the form of corporate culture construction is the most abundant. It can use publicity and education methods, use news reports, literary works, books, teaching materials and other resources to publicize and spread corporate cultural concepts to employees. It is also possible to integrate corporate culture into the overall working environment of the company through corporate atmosphere creation and corporate environment construction, and subtly make employees' values gradually move closer to the direction guided by the company. It is also possible to formulate rules and regulations, to clearly put forward standardized requirements for employees, and to solidify employee

behaviors so that the practice of corporate culture becomes a conscious action of employees.

4. CONCLUSION

The connotation of corporate culture is very rich, and the academic interpretation of corporate culture is divided into many schools. Therefore, it is necessary to clarify the corporate cultural connotation of state-owned enterprises based on the actual development of state-owned enterprises. In addition, in the specific implementation, it is also necessary to further clarify the boundaries and content of the company's corporate culture construction work to lay a good foundation for subsequent work.

Corporate culture is essentially a cultural category. Corporate culture is the sum of the material wealth and spiritual wealth of the company created by all employees in the course of its development. Specifically, the corporate culture should be the basic values which are formed or expected to gradually evolve through mutual learning, repeated testing, or through human intervention and continuous reinforcement when corporate members solve the external adaptability issues and internal integration issues of the company, so that shared by the members of the enterprise[10].

The connotation of corporate culture includes the following three aspects: The first is that corporate culture should be a common value, which can be recognized through correctness verification, and consensus can also be achieved through the strengthening of rules. The second is the generation and development path of corporate culture, which may be natural bottom-up growth, or top-down corporate decision-making. The third is that the concept of corporate culture may be a reflection of the current actual situation of the company, or it may be an expectation for the future development of the company.

Corporate culture is closely related to related concepts such as political culture, ideology, ideological propaganda work, party member education work, news and public opinion within the party. The above concepts maintain a high degree of consistency in direction and direction, and they should all have a distinct political character. These concepts are also very similar in terms of function and purpose, all of which are to have a certain influence on the audience's thoughts and behaviors through related work. And under specific historical periods and historical conditions, the connotations of these concepts will highly overlap.

There is a big difference between corporate culture and related concepts such as political culture, ideology, ideological propaganda work, party member education, news and public opinion within the party. The above concepts have certain differences in terms of origin, representative objects, and methods. Therefore, the significance of the times, the main audiences, and the platforms and methods used by each concept are different.

In terms of the specific implementation of the corporate culture construction work of state-owned enterprises, while we accurately grasp the connotation of corporate culture and clarify the boundaries of corporate culture construction work, we must also focus on integrating various resources and coordinate the deployment of corporate culture construction work. One is to avoid the ubiquity of corporate culture work. Do not blindly include all relevant ideological propaganda work into the scope of corporate culture construction work, and further clarify the scope and boundaries of corporate culture work. The second is to promote the integration and development of corporate culture construction work and other related work. It is necessary to make full use of the platform resources of ideological work and publicity work to carry out corporate culture dissemination and publicity. The third is to pay attention to the scope and intensity of corporate culture construction work. While working in conjunction with party building work such as political and cultural construction within the party and party member education, we must also focus on increasing corporate culture work for non-party members.

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