



# The Protection of Business Information and Internal Communication Control of Enterprises Based on Communication Theory

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**Abstract.** Against the backdrop of digitalization and globalization, enterprise business information protection and internal communication management are crucial for corporate development. Core elements of communication theory, such as communication subject, content, audience, channel, and effect, provide theoretical support for relevant management practices. From a communication perspective, enterprise business information protection requires enhancing confidentiality awareness among all employees, clarifying the scope of trade secrets, establishing an information classification system, strengthening technical protection measures, and optimizing communication channels to mitigate leakage risks. For internal communication management, enterprises should uphold the concept of truthful and impartial communication, define clear communication objectives, build and enhance the capabilities of communication teams, improve communication mechanisms to ensure quality, and innovate communication forms to enhance effectiveness. Through the coordinated implementation of these strategies, enterprises can effectively protect business information, optimize internal communication, and thereby improve competitiveness and internal cohesion.

**Keywords:** communication theory; business information; information protection; communication control

## 1 Introduction

In today's complex, dynamic, and highly interconnected business ecosystem, information has become a critical component of corporate competitiveness. Its value serves as the cornerstone of enterprise development, enabling companies to maintain their footing and progress in fierce market competition. Business information—including technical secrets, operational strategies, customer data, and financial status—encompasses numerous sensitive and valuable contents. It not only provides essential references for innovation-driven development and precise decision-making but also serves as strategic resources for maintaining unique market advantages and achieving sustainable growth. Any leakage or improper dissemination of

business information may lead to severe consequences such as market share erosion, loss of competitive edge, reputational damage, and even existential crises. Meanwhile, internal communication, as a vital channel for information circulation and sharing within organizations, directly impacts the implementation of corporate strategies, the shaping of organizational culture, and the enhancement of employee cohesion[2]. Effective internal communication ensures seamless information flow across all levels, enabling employees to accurately understand corporate objectives and values, thereby fostering strong teamwork synergy. Conversely, chaotic or uncontrolled internal communication may result in information distortion and misunderstandings, ultimately affecting operational efficiency, team collaboration, and weakening the company's overall competitiveness.

As a discipline studying information dissemination processes, principles, and effects, communication studies provide enterprises with rich theoretical perspectives and practical guidance for commercial information protection and internal communication management. From fundamental elements like communication subjects, content, channels, targets, and effects, to key processes including encoding, decoding, and feedback mechanisms, these aspects are closely tied to the practical needs of corporate information protection and internal communication control. By applying communication theories effectively, companies can accurately identify potential risks in information dissemination, establish scientific information protection systems, and optimize internal communication strategies to enhance accuracy and efficiency, thereby achieving effective management and utilization of internal information. However, many enterprises still face significant challenges in commercial information protection and internal communication control. In terms of information protection, some companies lack systematic strategies, have ambiguous definitions of commercial information, and implement inadequate safeguards, leading to frequent data breaches. Regarding internal communication management, issues like inefficient channels, information distortion, and poor dissemination outcomes hinder normal operations and development. Therefore, conducting in-depth research on strategies and methods for corporate information protection and internal communication control based on communication theories holds both practical significance and theoretical value. This paper aims to put forward some management strategies and suggestions through systematic analysis of the inherent connection between communication theory and business information protection and internal communication control, so as to provide useful references for enterprises to improve the level of business information protection and optimize the effect of internal communication.

## **2 The Core Elements of Communication Theory and the Fit of Enterprise Management**

### **2.1 The Subjects of Communication**

The communication subject, as the initiator and source of information, plays a pivotal role in the communication process. It determines the nature, direction, and intent of

the content, serving as the starting point of the entire communication journey. Factors such as the subject's characteristics, motivations, capabilities, and credibility profoundly influence communication effectiveness[4]. In communication studies, analyzing communication subjects helps understand the dynamic mechanisms of information dissemination and the reasons behind communication outcomes. Within strategic management, communication subjects hold critical importance. As primary communicators, corporate executives must clearly communicate the company's strategic vision, objectives, and plans to all employees. Effective communication enables employees to grasp the company's strategic direction, recognize how their work aligns with corporate goals, and ultimately boosts their motivation and creativity, fostering collective efforts toward achieving strategic objectives.

## 2.2 Content of the Dissemination

Communication content refers to the information transmitted during the communication process, encompassing diverse forms of knowledge, perspectives, emotions, and values. In communication studies, it serves as the bridge connecting communicators and audiences, forming the core of communication activities. The nature, quality, and presentation of communication content directly determine the effectiveness of communication. Communication research focuses on the encoding and decoding processes of communication content—how communicators transform information into transmissible symbolic forms, and how audiences interpret these symbols to achieve effective information sharing. In corporate management, communication content typically serves clear objectives. Whether conveying corporate strategies, policies, or sharing work experiences and practical solutions, communication content aims to achieve specific management goals.

## 2.3 Audience of the Communication

**Table 1.** Composition of communication objects in enterprise management

Classification	Form	Describe
Internal propagation object	Staff	Top managers need macro strategic information and market dynamics to formulate the development direction of the enterprise; Middle managers need specific business guidance and department coordination information to ensure the smooth implementation of the work; Grassroots employees need clear work tasks and operation specification information to complete daily work.
	Department team	Various departments and teams within the enterprise are also important communication objects. Information exchange and cooperation between departments are crucial to the overall operation of enterprises.
External propagation object	Customer	Enterprises need to disseminate product information, brand concept and after-sales service to customers to attract customers to buy products or services and establish good customer relations.

Supplier	Enterprises need to communicate effectively with suppliers to convey information such as purchasing demand, quality standards and cooperation expectations, so as to ensure the stable operation of the supply chain.
Partners	Enterprises and partners need to share information and cooperate to jointly develop markets and promote products or services.
Media and public	Enterprises need to disseminate the image, values and social responsibility of the enterprise to the public through the media, so as to improve the popularity and reputation of the enterprise.

The communication target refers to the recipients of information during the communication process, serving as key participants in communication activities. In communication studies, these targets are not passive recipients but active individuals or groups. They select, interpret, and respond to the content based on their knowledge background, experiences, values, and needs[5]. The characteristics, attitudes, and behaviors of communication targets directly influence communication effectiveness. Therefore, studying communication targets is a crucial component of communication research, helping communicators better adjust strategies to enhance the relevance and effectiveness of information dissemination. The composition of communication targets in business management is shown in Table 1.

## 2.4 Communication Channels

Communication channels serve not only as conduits for information flow but also as bridges for two-way interaction. In corporate management, feedback from employees, customer insights, and market trends must be circulated through these channels to form a closed-loop management system. The "two-way symmetry model" in communication studies emphasizes that organizations and their public (including employees) should reach consensus through reciprocal communication. To gather grassroots opinions and assist management in decision-making adjustments, channels like employee suggestion boxes, anonymous surveys, and regular forums can be utilized. The "Uses and Gratifications Theory" in communication studies indicates that audiences actively choose channels that satisfy their needs. Therefore, businesses should strategically design channels based on customer preferences to enhance responsiveness efficiency.

## 2.5 Communication Effectiveness

The key factors influencing communication effectiveness and their mechanisms in the context of enterprise management are summarized in Table 2. The formation of communication effect is not only the result of the information, but also the communication behavior and the communication media itself.

**Table 2.** Formation mechanism of communication effect

Classification	Content	Influence
Influence of communicators	The credibility, professionalism and authority of communicators directly affect the communication effect.	In enterprise management, as communicators, enterprises' brand image, industry status and reputation will affect the audience (employees, customers, partners, etc.)'s acceptance of enterprise information.
Design of communication content	The quality, logic and pertinence of the communication content will also affect the communication effect.	In enterprise management, the communication content needs to be designed closely around the enterprise strategic objectives, audience needs and market environment.
Choice of media	The characteristics of the media and the audience's catalytic habits will also affect the communication effect.	In enterprise management, it is necessary to select the appropriate media according to the characteristics of the audience and the communication objectives.

### 3 Business Information Protection: Strategy Construction from the Perspective of Communication

#### 3.1 Enhance the Awareness of Confidentiality and Establish a Culture of Participation

Confidentiality work is related to the core interests and long-term development of enterprises. Enhancing confidentiality awareness and establishing an all-employee participation culture is an urgent task. Enterprises should strengthen confidentiality education through regular training and case analysis to make employees deeply aware of the hazards of information leakage and internalize confidentiality awareness. Training content can include laws and regulations, enterprise confidentiality systems, and daily operational specifications to improve employees' confidentiality literacy[3]. Creating a confidentiality atmosphere is also crucial. Use internal publicity boards, online platforms, and other channels to disseminate confidentiality knowledge and share experience, making confidentiality culture visible and deeply rooted in the hearts of employees. Meanwhile, encourage mutual supervision and reminders among employees to form a good environment of mutual assistance in confidentiality. In addition, establish an incentive mechanism to commend and reward employees with outstanding performance in confidentiality work, stimulating the enthusiasm of all employees to participate in confidentiality efforts[9]. Let employees understand that confidentiality is not only a responsibility but also an honor. Only when all employees take the initiative to participate and jointly safeguard can enterprises build a solid confidentiality defense line and ensure stable development.

### **3.2 Define the Scope of Trade Secrets and Establish an Information Classification System**

Defining the scope of trade secrets and establishing an information classification system are critical components of corporate confidentiality management. Companies should precisely define trade secret categories based on their business characteristics, covering technical information (e.g., unique formulas, production processes) and operational data (e.g., customer lists, marketing strategies) to ensure no core assets are overlooked. Simultaneously, formalizing trade secret inventories in written form enables employees to clearly understand which information requires strict protection. Building on this foundation, organizations should implement a scientific information classification system. By categorizing information into different levels (top secret, confidential, secret) based on its importance and sensitivity, differentiated confidentiality measures can be applied. For instance, top-secret information should only be accessible to authorized personnel with multi-level approval, while confidential information requires restricted internal sharing and strict dissemination controls. Through clear scope definition and tiered management, companies can establish a robust confidentiality framework that effectively prevents data leaks, safeguarding both competitive advantages and legitimate rights.

### **3.3 Using Technical Means to Strengthen Information Security Protection**

In the digital age, leveraging technological solutions to strengthen information security has become essential for businesses to safeguard trade secrets and maintain stable operations. Implementing advanced encryption technologies to encrypt sensitive data during storage and transmission creates a "security lock" that renders stolen data unreadable to attackers[6]. Deploying firewalls and intrusion detection systems enables real-time monitoring of network traffic, accurately identifying and blocking unauthorized external access and malicious attacks to establish robust perimeter defenses. Utilizing identity authentication and access control technologies strictly limits employee access permissions, ensuring only authorized personnel can access specific information to reduce data leakage risks at the source. Additionally, conducting regular data backup and recovery drills prevents data loss from unexpected incidents[7]. Furthermore, employing security audit tools to comprehensively record and analyze system operations allows timely identification and resolution of potential security vulnerabilities, providing comprehensive protection for corporate information security[10].

### **3.4 Optimize Communication Channels to Reduce Leakage Risks**

The strategic selection and management of information dissemination channels are critical to mitigating corporate data leakage risks. Organizations should prioritize secure internal communication channels, such as establishing dedicated internal communication platforms with strict access controls and encryption mechanisms to ensure secure information flow. Public instant messaging tools should be avoided for

sensitive content transmission. For external communications, channels must be carefully selected based on information type and target audiences. Commercially sensitive data should be transmitted through highly secure methods like encrypted emails or dedicated personnel delivery, while general promotional materials can be released through public media. Regular security assessments and channel updates should be conducted to promptly address vulnerabilities and phase out outdated channels with security risks. Employees should receive standardized training to clarify usage guidelines and restrictions for different communication channels. By optimizing dissemination channels and establishing a multi-layered, rigorously controlled information dissemination system, organizations can effectively reduce data leakage risks and safeguard corporate information security.

#### 4 Internal Communication Control: Practical Path From the Perspective of Communication Studies

In corporate management, internal communication governance serves as a core mechanism to enhance organizational synergy and reinforce cultural alignment. Grounded in communication theory and supported by real-world case studies, this governance framework can be developed through five key dimensions: channel optimization, content standardization, feedback mechanisms, technology empowerment, and cultural integration. The implementation roadmap is as follows:

(1) Channel optimization: matching communication needs by stratification and classification

The "media adaptation theory" in communication studies suggests that information delivery should select appropriate media formats based on audience characteristics. As shown in Table 3, enterprises can establish a "three-tier communication channel system".

**Table 3.** "Three level communication channel system" of enterprises

Channel level	Applicable scenarios	Tool example	Key points of management and control
High level	Strategic decision-making, cultural publicity and Implementation	Plenary meeting, executive broadcast, internal publications	Unify information caliber and strengthen authority
Middle level	Department collaboration and project promotion	Department regular meeting, project group chat, knowledge base	Ensure information traceability and avoid information island
Grassroots level	Daily communication and instant feedback	Enterprise wechat, nailing, bulletin board	Limit information overload and set priority labels

(2) Content standardization: reducing information decoding deviation

The "encoding-decoding theory" in communication studies emphasizes that a unified symbol system is required for information transmission to minimize misunder-

standings. Companies may establish an "Internal Communication Language Standard" as shown in Table 4.

(3) Feedback Mechanism: Constructing a Closed-loop Communication Loop

The "feedback loop theory" in communication studies suggests that information transmission requires feedback to verify its effectiveness. As shown in Table 5, companies can design a "three-level feedback mechanism".

**Table 4.** Internal communication language specification of enterprises

Standard	Content
Terminology unification	Establish standardized dictionaries of industry terms, abbreviations and department abbreviations to avoid information gaps caused by professional barriers.
Format Templating	Design standardized templates for different types of information (such as policy notice, project progress, crisis announcement), and specify the required fields (such as background, objective, action plan, and responsible person).
Visual aids	It is required that complex information (such as process changes and data reports) must be provided with flow charts, data charts or short video commentaries to reduce cognitive costs.

**Table 5.** "Three level feedback mechanism" of enterprises

Standard	Describe
Immediate feedback	It is mandatory to reply to "read/confirm" in emails and messages, and it will be automatically reminded if there is no reply after timeout.
Regular feedback	Collect employees' scores (1-5 points) on the clarity and practicability of information every month through questionnaire stars, nail questionnaires and other tools.
Deep feedback	The "communication effect seminar" will be held quarterly, and the representatives of each department will put forward suggestions for improvement and optimize the communication strategy.

(4) Technology empowerment: Intelligent tools improve management efficiency

The "media technology determinism" in communication studies posits that technological tools can reshape communication paradigms[1]. Enterprises may adopt the following technologies: 1. AI-powered information assistants: automatically distill announcement highlights, retrieve knowledge bases, and analyze sentiment trends (e.g., negative feedback ratios) to inform managerial decisions; 2. Access control systems: assign information permissions based on job roles, restricting sensitive data (e.g., financial records, customer lists) to authorized personnel[8]; 3. Communication performance dashboards: provide real-time metrics including reach rates, engagement duration, and interaction volumes to quantify communication effectiveness.

(5) Cultural infiltration: from "institutional constraint" to "value identification"

The "Cultural Identity Theory" in communication studies underscores the need for communication to resonate with audience values. Companies can enhance cultural

integration through the following approaches: 1. Role Model Communication: Regularly recognizing "Cultural Role Models" and showcasing their stories through internal publications or video channels to foster group identity; 2. Event Communication: Organizing "low-threshold, high-participation" activities (e.g., "Old Photo Collection" or "Business Knowledge Q&A") to convey cultural values through interaction; 3. Community Communication: Establishing a "mentorship" system where new employees are paired with cultural mentors to communicate the company's mission through daily guidance.

## 5 Conclusion

The protection of corporate business information and internal communication management, grounded in communication theory, fundamentally involves establishing a dynamic equilibrium system integrating "information, personnel, institutional frameworks, and technology." The gatekeeper theory in communication studies underscores the necessity of multi-tiered filtering and review for information flow, while the agenda-setting theory highlights the importance of enterprises proactively steering internal communication priorities to prevent information overload or misalignment. Based on this analysis, the following recommendations are proposed:

(1) Implement tiered communication to strengthen information governance. Companies should categorize information by sensitivity levels (e.g., top secret, confidential, general) and design tailored channels (e.g., encrypted emails, internal forums, in-person meetings) with corresponding access controls. This ensures core information remains confidential while essential data flows smoothly, striking a balance between efficiency and security.

(2) Enhancing communication through a two-way feedback loop. Drawing on communication theory's feedback loop principle, companies should establish a dynamic "publish-receive-feedback-adjust" mechanism. For example, by collecting employees' misinterpretations via anonymous surveys and real-time comments, then using data analytics to pinpoint communication bottlenecks, they can regularly refine strategies to prevent cognitive gaps caused by one-way indoctrination.

(3) Cultivating a culture of confidentiality through cultural immersion. The "cultural identity theory" in communication studies posits that institutional constraints must be integrated with cultural identity to achieve lasting effectiveness. Enterprises can transform confidentiality awareness into employees' voluntary actions by means of case studies, scenario simulations, and cultural awareness campaigns (such as "Confidentiality Awareness Week"). This fosters a collective culture where "everyone is an information guardian," thereby fundamentally reducing leakage risks.

The protection of business information and the control of internal communication is a systematic project, which should be guided by the theory of communication, and take into account the technical tools and humanistic care, so as to ensure the security and stimulate the vitality of the organization, and lay a solid foundation for the sustainable development of the enterprise.

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