Analysis of the Enterprise Culture Construction in the New Media Environment

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Abstract

Along with the economy globalization and the trend of globalization, the development of digital media has already affected all areas of our society deeply. The new media environment brings chances and challenges to the enterprise culture construction. In this paper, we discussed the new media environment and its characteristics, the corresponding suggestions are put forward for the construction of enterprise culture in order to alleviate the current state which our country's enterprise culture construction relative lag, improve the effectiveness of the enterprise culture construction.

Key words: new media environment enterprise culture construction

1. INTRODUCTION

With the popularization and development of the information technology, the new media which has digital technology as the main characteristics has become a mainstream daily modern way of life. [1] The construction of enterprise culture and the spread method has presented the diversification trend, and the connotation is also more abundant in the new environment. Under the condition of market economy, the current enterprises are in the fierce market competition, some enterprises existing some phenomenon that the staff thought is relatively complex, enterprise culture construction is lag behind. Coupled with the influence of the new media environment, the diverse ideas, a variety of culture had a great influence and impact to enterprise staff's ideological concept and value orientation.

2. The connotation and characteristics of the new media environment

2.1 The connotation of the new media environment

In recent years, the trend of the new media innovation shows a tendency of development with the emergence and popular of the Internet technology. Throughout both at home and abroad, it has a lot of discusses about new media, in aggregate, it has several different meanings: one from the Angle of the transmission mode, such as, the new media is defined as "the spread of all the people to all the people" in the magazine of Wired; [2] Two, the Angle of the different from the traditional media, such as Chen Dongsheng, the Shanghai theater academy thinks, new media is various application forms compared with the traditional media , Mainly, there are the Internet media, handheld media, digital interactive media, vehicle-mounted mobile media, outdoor media and new media art, etc at present; [3] Three, from the perspective of technology applications, such as professor Xiong Chengyu----the school of journalism &communication of Tsinghua University says, new media is a media form which is on the basis of computer information processing technology, it is a relative concept and it is also a time

concept and development concept; [4] Four, from the perspective of social relations level, such as the professor Huang Shengmin, the Communication University of China believes that the new media's construction elements is concluded three infinite which is based on the network and digital technology----demand infinitely, transport and production infinitely [5].

2.2 Based on the characteristics of the enterprise's new media environment

The new media which is based on the Internet, belong with science and technology, the biggest characteristic is to break the bad situation that the information is not well informed, shortened the border of geographical, administrative, groups, and even between communicators and recipients. For enterprise culture construction, some enterprises effectively used the advantage of new media to realize the spread of the enterprise culture in order to promote the enterprise's innovation and development, however, some companies have suffered heavily damaged by causing various problems of exposure. Therefore, the success of the enterprise culture construction cannot leave the familiar and understanding of the characteristics of the new media.

2.2.1 The space transmission of the information

Traditional media mainly conclude books and newspapers, it can only be limited to the narrow circle of the culture. However the rise of new media realizing the instant messaging function of information, make the information more beyond time and space. At the same time, it is be exempted from the drawbacks of traditional media, such as when the transmitter personalized communication unique information to each receiver, no longer limited by a only for one person or is unable to provide personalized content, different cultural exchanges has become common. [6]

2.2.2 The mutual of the information

For the enterprise culture, every one in the enterprise is a

flow of cultural element. With the continuous development of information, the culture transfer form also be in fast development, the crowd outside the enterprise to obtain the enterprise culture's scope is more and more big, and the different cultures transfers around the world. Only with the help of new media technology, can enterprise culture be to artwork, go depth into the hearts of every consumer.

3. The theoretical results of enterprise culture construction

3.1 The connotation of enterprise culture

The "enterprise culture" as the professional word first appearance in western management science about twentieth Century 80's . For the definition of the term "enterprise culture", the experts and scholars in the world have not yet reached agreement. Among them, the representative view is as follow:

Deal and Kennedy (1982) argues that enterprise culture is the values and behavior of employees in the level of overall and the corporate external image.

Hofstede (1980) argues that enterprise culture is a kind of subconscious of "business psychology and organization, which on the one hand, produced an impact in the behavior of the members organization, on the other hand, guided the behavior of these members as a" common psychological traits".

Domestic scholars Liu Guangming believes that corporate culture is a kind of organizational culture which formed in the economic activities organization, its contains values, the conduct code such as ideology and physical form are all shared by the group members.[7]

Shi Wei believes that corporate culture is the sum of the behavior standards, system norms and external images that the values is as the core which is formed in the internal and external environment of the organization.

3.2 Problems in the construction of enterprise culture in China

At present, there are many practical problems in the

construction of Chinese enterprise culture, which directly affect the development of Chinese enterprise culture. First of all, China's enterprises are facing serious problems such as internal staff's spirit lax, shirk responsibility, enterprise cohesion weakened. Under the condition of market economy, employees appeared diversified values, the crisis of confidence happened between the people and people, the managers of the enterprise are difficult to make the staff's ideological condensation together, the value function of the enterprise cohesion cannot get effectively play. Again, the enterprise CEO has shortage power to the enterprise culture construction. In the process of the building enterprise culture, part of the staff and management proposed corresponding solutions and strategies for their own corporate culture construction, but it does not caused the corporate CEO's great attention through the layers of upload, still, most of the chairman believe that the corporate culture does not need to change, lacking of motivation to change. Finally, lack the effective methods of the enterprise culture construction. At present, some enterprises' enterprise culture building only stay on the surface, lacking of the effective means, what's more, some slogan of the enterprise cultural construction is regularly asked employees keep in mind, dose not deeply instill into the hearts of employees and change the enterprise behavior, results to making the building of enterprise culture just a form.

3.3 The deep reasons for the problems in the construction of enterprise culture

A thorough analysis of the enterprise culture construction problems in our country at present, we found, mainly for the following reasons: on the one hand, due to the impact of multiple values, the employees affected by the influence of all kinds of values, there are different ideas, enterprise utilitarianism generally rise, some employees in order to get their own interests harm colleagues and business interests by hook or by crook, seriously impacted on the development of enterprise culture construction. On the other hand, the enterprise lacking of good cultural atmosphere of effective communication. Sincere communication and exchange is be lacked

between employees, different levels do not get friendly, the trust crisis aggravated, in the long run, it is not conducive to the construction of enterprise culture.

4. The new media environment's influence and function for enterprise culture construction

4.1 The new media environment has shortened the distance between enterprise staff and enterprise culture.

In the traditional information condition and media cultural environment, the information of enterprise staff is always occluded, they could get the knowledge-based enterprises, the industry's information only from the mode of convey the way, so their understanding for enterprise culture is lag behind. And in the new media environment, the staff simply needs to open the computer, or click the buttons on the phone can easily and quickly understand the enterprise culture, and participate in the enterprise policy decision, master the latest business information. Therefore, the new media environment has shortened the relationship between the staff and the enterprise, it has shortened the distance between the staff and the enterprise culture.

4.2 The new media environment opened a new road for the enterprise culture construction

Traditional enterprise culture construction is in the closed state, because of the information transmission lag, enterprise's management and policy makers are often rely on his own experience and subjective active consciousness in the lead of the enterprise culture construction. So most of the enterprise culture construction are adhering to the "touch stone across the river". For example, its cultural construction methods, could by reading some superior documents, through traditional media channels to learn some experiences and lessons from other enterprises, communication can also take part in several times. The enterprise culture construction experience is very limited through this way to obtain. The narrow in the field of learning caused the

situation which our country's enterprise culture construction lag behind. However the modern new media environment is open environment, the builders of the enterprise, can browse, learning from other enterprises a lot of culture construction experience by new media, will be able to get a lot of knowledge of cultural construction, especially can greatly broaden their horizons, expand their thinking way, promote the innovation of the enterprise culture construction. [8]

4.3 New media environment, promote the enterprise internal democratization process

Due to the occlusion of the information communicated, traditional enterprise management mode made many effective suggestions failing to adopt, employee suggestions and requirements are also easily be ignored, is not conducive to creating a favorable business atmosphere, at the same time, it also hindered the development of enterprise internal democratization process. Undoubtedly, it's conducive to enterprise culture construction. However, in the modern new media environment, the enterprise may set up through electronic messages, business department, led electronic mailbox to collect staff's opinions, and timely feedback to employees through the network, make the employees feel the attention from the enterprise, realizing himself a sense of pride as a member of the enterprise. It's helpful to balance employee psychology, concentrate the power of employees, promote the smooth development of the enterprise culture construction.[9] The enterprise democratic atmosphere build through new media, can make employees enhance self-confidence, enhance their democratic responsibility consciousness, so that can more effectively promote the development of the enterprise culture construction.

4.4 The new media environment is both opportunity and challenge to the enterprise culture construction

Under the new media environment, we should able to see a lot of knowledge, rich information and experience, providing rich resources for the building of enterprise culture, and also providing a creative ideas and inspiration for the building of enterprise culture. But at the same time, we should also see that the new media environment is a double-edged sword, some negative thought culture and the backward values caused a series of moral problems that emerge in endlessly, it will undoubtedly bring difficulty to the enterprise culture construction.

5. Grasp the opportunity of the new media environment, improve the effectiveness of the enterprise culture construction

5.1 Improve the quality of staff by using new media environment

Since the market economy, enterprise competition is becoming increasingly fierce, almost all enterprises put the human resources and material resources into the enterprises' economic development and business development, basically ignoring the cultural construction of the staff, it is certainly not conducive to progress in the construction of enterprise culture. So, it puts forward new requirements for the management of enterprises. They must recognize the importance of the enterprise culture development. Some internet media such as Micro blog, Micro channel and other network media can provide rich information for enterprise employees, while the staff to master the knowledge, their quality will also increase. What's more, they may also communicate with the enterprise management through new media timely, and take part in the enterprise policy formulation and other related matters to create a good atmosphere, promoting the development of enterprise culture construction.

5.2 Take advantage of new media platforms, strengthen the enterprise culture practice

New media can provide enterprise culture practice platform for enterprises. Enterprise culture activity is a practical activity, it will produce good results if we can better put the culture activity into the enterprise daily production, management and operations. Correctly, the

new media environment is the important platform for enterprise staff to carry out the various activities. Through the new media platform, enterprises can organize employees to participate in various learning activities, technical activities, such as design contest in order to better promote the construction of enterprise culture. In the activity, we should make full use of new media's function such as organization, propaganda, supervision, feedback, etc, creating a good atmosphere, enlarging the influence of practice activities, improve the effect of the activity, more advantageous to the construction of enterprise culture.

5.3 Improve the effect of enterprise culture construction by using visual media

Television media is an indispensable part of modern life, and it plays a key role in modern people's values. On the one hand, the visual media has kinds of forms such as movies, TV shows vividly give us some excellent enterprise culture construction experience by the art technique and the interesting form. These TV dramas will be more effective and persuasion than simple sermon for enterprise employees. It can achieve rapid ascension of corporate culture strength. It may create a good enterprise culture atmosphere, making the enterprise "leap" development in the market rely on the strength of the culture in the process. [10] For the internal employees, the film and television media's rendering would bring them fresh and cultural sense, it is the effective ways to integrate employees' cultural resources, then to promote the enterprise concept and the enterprise value, at the same time, it is a powerful means to promote enterprise culture construction. On the other hand, it can also be in the form of image log to reflect its its own corporate culture development and development results. No matter any business, every technological innovation, management experience, business development has vital significance to the enterprise, it has important value no matter to the regional economy and even national economic development. Therefore, it is significant for the enterprise to keep every "footprints", and it is the good opportunity to reflect enterprise culture, promote

enterprise culture and develop enterprise culture. The preserved image data will become image. Therefore, the image is not only one kind of information resource which records the process of the enterprise development, but also is the conclusion and building for enterprise culture development. It can reproduce the enterprise's development, and has important significance to the competitiveness of the enterprise.[11]

5.4 Integrated information system, strengthen the construction of enterprise culture system

It is not pure culture talk of the construction of the enterprise culture, it reflected in the enterprise production and management of various working procedures, so enterprise information system analysis and information integration is particularly important. From many years of practice point of view, the majority of enterprises is not obvious in the construction of information, the root is the lack of cultural construction. In this case, the enterprise must proceed from reality, using the modern media technology, modern management idea and management technology to effectively carding and integrate the information related to all kinds of enterprises, through the information technology to fully integrate the new modern enterprise culture. On the other hand, no matter what kind of modern enterprise culture system is established, the most important implementation meas is to establish the feasible system guarantee. Enterprises should proceed from reality, give full consideration to the role and influence of the new media environment, establish the organization of enterprise culture construction, and must also establish the corresponding cultural system construction so that the cultural construction can be standard, making the building of enterprise culture feasible.

5.5 Using the new media to protect the enterprise culture and information security

In the development proceed of enterprise culture construction, some of the enterprises' information is kept secret. Because of the huge information content of the new media, at the same time, we should be fully aware of

the new media has its own drawbacks when we fully using the new media. Such as some confidential information dissemination inevitable will bring obstacles for the building of enterprise culture. Therefore, the enterprise should really pay more attention to the protection of confidential information of some enterprises, strengthen the publicity to the staff so that make employees established the consciousness of the enterprise information security safeguarding while the enterprises construct the internal media information dissemination network.

6. CONCLUSION

The emergence of new media has brought new opportunities and challenges to the construction of enterprise culture. It will hinder the development of enterprise culture if we can not take full advantage of the new opportunities which the new media brought to the enterprise culture. Therefore, enterprises should start from their own, actively with the power of the new media, unite the internal staff, inspire the staff responsibility and enthusiasm, in order to promote the continuous development of the enterprise culture.

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