



Exploration of the “Four-micro” Model of Corporate Culture Communication Based on Convergence Media Technology

With the Practice of Corporate Culture Communication in SGCC New Staff Training as an Example

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Abstract. To promote the corporate culture embedded in the new staff training of SGCC, we apply the media convergence technology to corporate culture communication with the “Four-micro” micro-work competitions as the carrier. With the practice of Corporate Culture Communication in SGCC new staff training as an example, the paper expounds on the connotation, the theoretical basis and the realization path of the “Four-micro” model of corporate culture communication, aiming to provide references for enhancing the effect of corporate culture communication in the large-scale new staff training by using convergence media technology.

Keywords: Convergence Media Technology · Corporate Culture Communication · new staff training

1 Introduction

Corporate culture, “the rites and ritual of corporate life” [1], can be defined as the value concept that the enterprise believes in, advocates and puts into practice [2]. With the increasingly positive impact of corporate culture on the prosperity of the country and the development of enterprises, China is stepping into an essential era of cultural strategy [3]. State Grid Corporation of China (SGCC), the critical state-owned enterprise related to the national economy lifeblood and energy security, has permanently attached importance to the construction of corporate culture as an important way to enhance the company’s core competitiveness. In 2020, SGCC began to launch a campaign of “Culture casting spirit, Culture empowerment and Culture Integration” to accelerate the advancement of excellent corporate culture to provide a cultural impetus for developing into an internationally leading energy Internet enterprise with Chinese characteristics [4]. As the education and training unit as well as the practice base of corporate culture education directly under SGCC, State Grid Technology College (SGTC) takes new steps to implement the remarkable campaign of corporate culture by carrying out corporate

culture practice activities in the new staff training to inject cultural momentum into the cultivation of excellent industrial workers and “State Grid craftsmen” in the new era.

Responding to the work deployment of the college, Jinan Campus constructs and implements the “Four Micro” model of corporate culture communication among new staff trainees from the perspective of convergence media. This model, taking the “Four-micro” micro-work competitions with the support of convergence media platform as the carrier, conducts the all-around communication of the connotations of corporate culture, including the corporate purpose, core values, spirit, vision, etc., to promote the deep planting of corporate culture in the hearts of the new staff. This paper expounds on the connotation, the theoretical basis and the realization path of the “Four-micro” model of Corporate Culture Communication, aiming to provide references for enhancing the effect of corporate culture communication in new staff training based on convergence media technology.

2 The Connotation of the “Four-micro” Model of Corporate Culture Communication

Adhering to the college’s purpose of “educating people for the Party and cultivating talents for the country,” we construct and implement the “Four-micro” model of corporate culture communication. This model is realized by carrying out the four forms of micro-work competitions supported by the convergence media platform, with the themes connecting the core concepts of corporate culture and the objectives of new staff training.

2.1 The Four Forms of Micro-work Competitions

The four forms of micro-work competitions are “Corporate Strategy Micro Lecture Competition,” “Safe Campus Micro Corridor Competition,” “Innovation and Creation Micro Film Competition,” “Grid Technology Micro Class Competition,” with the themes respectively of “Building the Root of Patriotism,” “Building the Foundation of Security,” “Casting the Soul of Craftsmen” and “Building the Aspiration of Youth.” All four themes represent the connection of the core concepts of corporate culture with the objectives of new staff training, as displayed in the following Fig. 1.

2.2 With the Support of the Convergence Media Platform

This “Four-micro” model of corporate culture communication implies that we communicate corporate culture through four forms of micro-work competitions supported by the platform built using convergence media technology. Under the background of digital campus construction, we built the convergence media platform by applying convergence media technology to the integration of the Intranet apps, such as “i State Grid” app and “Palm College” app with Internet apps, such as the WeChat official account of State Grid new staff and the Micro-video official account of Youth Weaving Dreams. Supported by the platform, we conducted surveys on the trainees’ participation in corporate culture, carried out micro-work competitions with the themes representing the combination of



Fig. 1. The Themes of Four-micro Competitions Connecting the Core Concepts of Corporate Culture with the Objectives of New Staff Training.

the core concepts of corporate culture with the objectives of new staff training, and broadcast the excellent micro-works with rich corporate culture connotation to promote the interactivity and universality of corporate culture communication.

3 The Theoretical Basis of the “Four-micro” Model of Corporate Culture Communication

The “Four-micro” model of corporate culture communication is constructed based on the concept of “Human-oriented” Corporate Culture, the theory of Corporate Identification System (CIS) and the idea of “Media Integration, Mobile-first” to encourage full participation and sharing in corporate culture communication.

3.1 The Concept of “Human-oriented” Corporate Culture

The “Human-oriented” idea, the essence and core of the scientific development concept, is an essential proposition of the Marxist theory system that aims to promote human beings’ overall development [5]. The concept of “Human-oriented” corporate culture

originated in the application of humanism in enterprise management in western countries of the 15th century, and it emphasizes that corporate culture should be compatible with the values of the staff to be rooted in their hearts [6]. According to this concept, when carrying out corporate culture communication in the new staff training, we should consider the ideological state of the new staff. Only by selecting suitable themes and appropriate forms of communication through the integration of the core concepts of corporate culture with the spiritual needs and personal development of the new staff, can we motivate them to take an active part in the corporate culture communication and promote the deep planting of corporate culture in their hearts.

3.2 The Theory of Corporate Identification System

The Corporate Identification System (CIS) theory was formed in the 1950s, became popular in western countries, and spread to China in the 1980s. This theory advocates the shaping, displaying and disseminating of the corporate image and emphasizes that corporate culture construction needs to realize the display and identification of corporate image through various carriers [7]. CIS consists of four subsystems: mental recognition (MI), behavior recognition (BI), visual recognition (VI) and auditory recognition (AI); MI focuses on the carrier construction of the mind, casting the soul of culture; BI on that of the behavior, laying the foundation of culture; VI and AI on those of materials, presenting the shape and voice of culture [8]. The CIS theory of identifying corporate culture with appropriate carriers provides a new vision for corporate culture communication through carrier construction. Inspired by the theory, we conduct corporate culture communication with the carries of micro-work competitions, aiming to promote the corporate culture into the brain, the heart and the behavior of new staff through visual appealing, behavior shaping and spirit casting.

3.3 The Idea of Media Convergence, Mobile Priority

Media convergence refers to the mutual integration of various media to the ultimate realization of all media under the background of the information age. While the mobile priority, the upgrading from traditional media platforms to mobile platforms, represents the development direction of media convergence [9]. The idea of “Media Convergence, Mobile Priority” provides a new opportunity for corporate culture communication to be embedded into the development of the information age. The general offices of the Communist Party of China Central Committee and the State Council have issued Opinions on Strengthening the Construction of Internet Civilization. The document calls for promoting media convergence development and implementing the mobile priority strategy. According to this idea, when implementing corporate culture communication, we should not only take content construction as the foundation so that the constantly presented products always serve the overall situation and spread positive energy, but also promote interactive communication with the support of mobile Internet.

4 The Realization Path of the “Four-micro” Model of Corporate Culture Communication

With the micro-work competitions as the carrier, we explore the realization path of the model of “Four-micro” corporate culture communication from the aspects of encouraging trainees’ participation in corporate culture communication with “trainee-oriented” measures, inspiring the trainees’ mediation on corporate culture with micro-work competitions, and seeking the universality of corporate culture communication with the convergence media platform.

4.1 Encouraging the Trainees’ Participation in Corporate Culture Communication with “Trainee-oriented” Measures

We take “trainee-oriented” measures to encourage the trainees’ participation in corporate culture communication, including investigating trainees’ participation and stimulating interactive communication of corporate culture.

With a network questionnaire of “Corporate Culture Communication in New Staff Training” formulated, a survey was conducted among the trainees of the first phase of new staff training in 2021. According to the survey data, most trainees are not enthusiastic about participating in corporate culture communication in that 53% choose the attitudes of indifference or unwillingness towards the activities of corporate culture practice. Then, we randomly selected twenty trainees for the reason interview. According to the interview, the main reason behind such attitudes is that the trainees prefer interactive communication, and their participation cannot be motivated by the activities organized under the typical situation of epidemic prevention, such as online corporate culture essay competition and online corporate strategy learning lacking interactivity.

We further take the following trainee-oriented measures to stimulate interactive corporate culture communication. We first collected trainees’ suggestions on corporate culture communication activities and made rapid responses by considering their thoughts. Then, we announced the activity notices through the WeChat group and WeChat official account of State Grid’s new staff, attracting more students to participate in the lecture sharing and micro works production competition. In this way, we motivated the trainees to participate in corporate culture communication, in which they transformed from recipients to communicators. In the new staff centralized training of 2021, we conducted 13 rounds of “Four-micro” competitions, with 892 lectures shared and 892 micro-works produced. More than 13,000 trainees all joined in the lecture sharing, and 23% of them joined in the micro-work competitions, forming a situation of corporate culture communication with full participation and diversified interaction among the trainees.

4.2 Inspiring the Trainees’ Mediation on Corporate Culture with Micro-work Competitions

According to the CIS theory and in the context of convergence media, we inspired the trainees to mediate on corporate culture with micro-work competitions by strengthening the carrier construction of corporate culture.

“Only by creating new media cultural works full of the flavor of the Times and in line with the characteristics of new media communication and public demand, can the attraction and power of corporate culture communication be improved” [10]. To create new media cultural works as well as strengthen the carrier construction of corporate culture, we carried out the “Four Micro” forms of “Corporate Strategy Micro Lecture Competition,” “Safe Campus Micro Corridor Competition,” “Innovation and Creation Micro Film Competition” and “Grid Technology Micro Class Competition,” with the themes respectively on building “The Root of Patriotism” “The Foundation of Security” “The Spirit of Craftsmen” and “The Aspiration of Youth.” During the competitions, the trainees mediate on the core concepts of the corporate culture and produce micro-works with rich connotations of corporate culture using graphics, audio and video from the perspective of the new staff training life. With the production of such micro-works, on the one hand highlighting the auditory and visual recognition of corporate culture and on the other hand closely related to the round-growth of new staff, corporate culture goes deep into the hearts of trainees, whether in the form of *Corporate Strategy Micro lecture on Carbon Peak and Carbon Neutrality*, *Innovation and Creation Microfilm on The Future of Carbon-A Gold Award Project*, *Safe Campus Micro Corridor on Safety Incidents at the Operation Site*, or *Grid Technology Micro Class on Dual-carbon Plan and Energy Internet*.

4.3 Seeking the University of Corporate Culture Communication with the Convergence Media Platform

Adhering to the idea of “media convergence, mobile-first,” we built a platform using media convergence technology and conducted corporate culture communication with the platform to seek the university of Corporate Culture Communication.

We use media convergence technology to promote the integration of propaganda among “i State Grid” app, “Palm College” app, WeChat public account of “State Grid New Staff” and Video public account of “Youth weaving Dreams.” All kinds of media resources complement each other’s advantages, forming a convergence media platform where the public account achieves communication speed, “i State Grid” improves communication quality and “Palm College” meets communication demands. We further rely on the convergence media platform to conduct corporate culture communication activities such as live lectures and micro-work displays to enhance the interactivity of communication and promote the university of corporate culture communication. In 2021, we organized “Four Micro” Competitions with the support of the convergence Media platform. As the competitions unfolded, we published 15 Intranet publicity articles, 23 WeChat tweets and four issues of electronic journals, and displayed 96 outstanding micro-works with corporate cultural values on the platform. Some micro-works such as the Micro Lecture of Strategic Guidance, Dual Carbon to Win and the Micro Film of Forwarding on the Road have won wide attention for their distinctive themes and vivid expressions, with more than 66,000 views within two days. Driven by the radiation force of the convergence Media platform, the corporate culture communication breaks through the time and space restrictions and realizes the function of building the cultural consensus among the mass of new employees.

5 Conclusion

The arrival of the convergence media era offers new opportunities for the effective communication of corporate culture. We constructed and implemented the “Four-micro” model of corporate culture communication by carrying out four forms of micro-work competitions based on convergence media technology. This “Four-micro” model encouraged the trainees to take an active part in corporate culture communication, inspired them to practice the core values of corporate culture, and improved the university of corporate culture communication among the new staff. As the media technology is advancing as well as the trainees’ demands for corporate culture practice are changing with the Times, we will constantly explore the path of corporate culture communication in the new staff to inject cultural momentum into the growth of the new staff as well as gather vital positive energy to promote the development of SGCC in the long term.

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