

# Research on the Cultural Function of Modern Enterprise Internal Journal

Pei Sun

<sup>1</sup> Shaanxi Provincial Land Engineering Construction Group Co., Ltd. Xi'an, 710075, Shanxi, China

<sup>2</sup> Institute of Land Engineering and Technology, Shaanxi Provincial Land Engineering Construction Group Co., Ltd. Xi'an, 710075, Shanxi, China

<sup>3</sup> Key Laboratory of Degraded and Unused Land Consolidation Engineering, Ministry of Natural Resources, Xi'an, 710075, Shaanxi, China

<sup>4</sup> Shaanxi Provincial Land Consolidation Engineering Technology Research Center, Xi'an, 710075, Shaanxi, China

## Abstract

**Modern enterprise internal journal refers to the continuous publication of internal information compiled and printed by the enterprise itself as the editing and printing unit. The internal journal of the enterprise not only undertakes the function of promoting the development and management of modern enterprises, undertakes the responsibility of uploading and distributing, and uploads, but also is one of the important carriers and platforms for the promotion of modern enterprise culture, and plays the role and mission of recording the development history of modern enterprises.**

## Keywords

**Modern Enterprise Internal Journal; Culture; Culture Function.**

## 1. Introduction

Enterprise internal journal have a narrow audience and small social influence, and are often ignored, but this does not mean that such publications have no value. [1] It plays a major role in cultural construction and development in the following three aspects. First of all, the Enterprise internal journal is one of the Windows of corporate culture exchange. The enterprise staff interact with each other through the relevant columns of the enterprise magazine to increase the centripetal force, cohesion and cultural identity of the enterprise staff. Secondly, the internal journal is the portrayal of corporate culture, can directly reflect the cultural construction and spiritual outlook of the enterprise, and has a certain influence on the establishment of corporate brand and the expansion of corporate visibility. Thirdly, the internal journal of an enterprise can reflect the will of the main leaders in the process of corporate culture construction, so the aesthetic and cultural accumulation of the leaders of an enterprise have a certain impact on the quality of the internal journal of an enterprise.

## 2. Common Problems in Modern Enterprise Journals

### 2.1. The Editorial Team is Loose and the Overall Professional Quality Is Lower

Modern enterprise journals rarely set up special editing posts in the internal organization setting, and there are few staff specializing in editing the internal journal. Some editors have to collect and edit on the one hand, and also have to deal with the work of other posts in the

enterprise on the other hand, and spend less energy on the internal journal, which will inevitably lead to the quality of the internal journal writing and editing.

Most of the mining and writing staff of modern enterprises are not trained, many are transferred from other departments or part-time, the overall professional quality of the mining and writing team is not high, some personnel even engaged in work with news, corporate culture and other work has no connection, and the staff engaged in mining and writing or editing and publishing of enterprise journals will also face great pressure.

Modern enterprises are mainly based on management, and there is little training on corporate culture and internal journals. The overall quality of the editorial staff is uneven, the ability to collect, write and edit and the lack of knowledge, most of them are engaged in the current position to learn and use, the knowledge system is not perfect, not systematic, let alone "professional" and "fine", may encounter bottlenecks in the process of editing and editing, unable to break through or further development.

In addition, the staff of the internal journal of the enterprise may not be as good as other business departments in terms of salary, it is difficult to attract excellent personnel, and the enthusiasm of the staff engaged in the work will be hit, and will not have a strong interest in the work.

## **2.2. Limited Content Interactivity**

The content selection of the internal journal has great limitations, most of the internal journal will focus on the important events of the enterprise, important business activities and you to me and other aspects, occupying most or even all the pages of the internal journal. However, there is little or no reporting and propaganda of enterprise employees or reflecting the spiritual life of employees, especially the content that reflects the aspirations of front-line employees is not fully displayed, which seriously violates the purpose and value of the enterprise's internal journal, and also alienates the feelings and distance between the enterprise's internal journal and the majority of cadres and employees from the side, which is not conducive to the mental health development of employees.

On the other hand, due to the emergence of financial media, some enterprises do not attach importance to the internal journal, and even consider the internal journal as a dispensable publicity media, and do not attach importance to the support of manpower and capital, which virtually dampens the enthusiasm and initiative of the employees of the internal journal, and is not conducive to the development of the internal journal.

## **2.3. In Publicity**

The biggest disadvantages of the internal publication in the publicity are the information lag and the long production time. Therefore, the internal journal of the enterprise can only be eliminated by some modern enterprises in the promotion of enterprise achievements, display of corporate image, and strengthen employee exchanges and communication, in competition with all kinds of we-media and financial media.

## **3. How to Give Play to the Cultural Function of the Internal Journal and Promote the Development of the Enterprise**

In the era of new media, the limitations of traditional paper media, including enterprise journals, are becoming more and more prominent. How to give full play to the cultural functions of enterprise journals in the development of new media today, so that enterprise journals can seek vitality in the cracks, we must continue to strengthen in the following aspects.

### **3.1. Continuously Strengthen the Construction of Editorial Team**

#### **3.1.1. Regular Training**

Corporate culture needs to be accumulated for a long time, and the influence of enterprises also needs the long-term support of corporate culture. In enterprises, the writing level of correspondents varies, so it is necessary to strengthen internal training and create a good learning atmosphere. In particular, it focuses on the training in the collection and compilation of manuscripts, writing methods and skills, and guides correspondents to keep up with the pace of enterprises in the process of corporate culture accumulation and development, because the improvement of editors' expectation horizon can directly lead to the improvement of readers' expectation horizon and the creation level of authors. [2].

#### **3.1.2. Strengthen External Exchanges and Communication**

Exchange internal periodicals with units related to the nature of the business, so that the journal editors not only look at their own internal periodicals and corporate culture from the perspective of their own units, but also learn from other well-run internal periodicals and learn their angles, methods and organization of promoting corporate culture, combine the corresponding experience with the actual situation of the unit, and adjust the columns and publicity methods of the internal periodicals of the unit. Tell the story of the staff of the unit well, and enhance the cultural identity of the staff of the unit love the rise of the enterprise.

#### **3.1.3. Communicate with the Author**

As the editor of the internal journal of the enterprise, I apply the identity of the manager of the internal journal to imagine the culture and value conveyed to the employees of the enterprise by each issue of the internal journal, and think about the effect brought by the publication of the journal.

In particular, after the publication of each issue of the enterprise journal, we should go to the grassroots level, listen to the reflection of the grassroots staff on the content of the journal, and their expectations of the enterprise journal, to ensure that the enterprise journal transmission is suitable for the development of the enterprise culture value.

Only by providing full-time editors, stabilizing the editorial team, giving priority to hiring professionals, strengthening the evaluation of the title of the editorial and publishing series, attaching importance to the training and exchange activities of editing and publishing, improving the scientific research level of editing and publishing, correctly understanding the editing work, and improving the treatment of editors, can we build an editorial team with dedication, high knowledge level and strong professional ability and improve the quality of the internal journal. [3].

### **3.2. The Content of the Internal Journal of the Enterprise Shall Be Continuously Optimized According to the National Policy and the Development of Corporate Culture**

The internal journal of the enterprise should keep up with major hot events in the development of the country and the group, and plan special reports that attract attention. Each unit in different historical periods of development and reform, have determined different operating models and objectives and tasks, one of the responsibilities of the enterprise is to communicate the central tasks of the enterprise in different periods and different stages clearly and timely to each employee, while reporting the key figures to promote the key work at this stage, so that the majority of cadres and workers to take the example as the driving force, unified thinking, Build consensus, increase the participation of employees in major projects, and constantly enhance the sense of ownership of employees.

### 3.3. Optimize Column Settings from Time to Time

As a link and bridge for internal and external communication. In the column setting of the internal journal of the enterprise, according to the development of the enterprise, the participation of front-line employees in the internal journal should be strengthened. For example, our company's internal journal "Shaanxi Land Engineering" closely follows the group's major events to read and interpret, improve the readability of the internal journal, strengthen the documentary reporting of front-line construction, and carry out in-depth reports on the progress of projects and the work performance of front-line engineers.

### 3.4. Organizing Activities

Through organizing a series of activities such as "Returning home to see and hear" essay solicitations and "Spring at the construction site", we enhance the sense of ownership of all cadres and workers, and mobilize everyone to actively, comprehensively and deeply participate in the cultural construction activities of the group company. Shaanxi Land Engineering will be built as a cultural construction exchange platform for promoting corporate image, promoting corporate culture and transmitting employees' thoughts.

### 3.5. The Internal Publication of the Enterprise Should Be Networked in the Way of Publicity

The rapid development of mobile Internet has led to the prosperity of the smart phone market, active layout, brainstorming, innovation, not only to grasp the law of the internal journal, let it become the "mouthpiece" of the enterprise, but also to consider the different functions of the internal journal and social newspaper, reflect different angles and other practical, and constantly stimulate the cultural function of the internal journal of the enterprise. In addition to the use of new media communication methods to speed up development, more official and authoritative organizations and institutions provide communication opportunities for the internal journals of enterprises. Enterprises should integrate news media resources, follow the communication laws and development laws of emerging media, and treat technological innovation and content innovation as the same, so as to form a modern cultural communication media system with multiple integration and three-dimensional development.

## Acknowledgments

Study on the Law and Mechanism of Water and Salt Transport in Water-soil under the Change of Drainage to Storage Mode (DJNY2022-35).

## References

- [1] LIU Feiyan.Improvement of Editors' Quality of Internal Journals in the Background of "Artisan Spirit"[J].Journal of Chifeng University,2018,39(6):86-90.
- [2] Zhao Jun.The Perspective of Expectation in Editing and Publishing[J].China Publishing Journal,2010, (6):42-45.
- [3] XU Hongping, HUANG Anyong, WANG Dongxia.Investigation and Analysis of Current Situation on Internal Journal Editorial Team in Jiangsu College[J],Journal of Jiangsu Vocational and Technical College of Economy and Trade.2018,(5):37-40.