

# Study on Media Image Management of Large Technology Enterprise

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## Abstract

The aims of this research were to (1) analyze the development status of the image of large technology enterprises under the mass media and explores the fundamental factors of media image construction of large technology enterprises. (2) find out the problems existing in the media image management process of large technology enterprises from the public relations mechanism, user communication mechanism, communication mechanism, media resources and communication content, media image identification system and other aspects. And (3) provide a reference sample for establishing a standard media image identification system for large technology enterprises. The sample was 1,500 people selected by volunteer sampling. The instrument for collecting data was questionnaires on media image of science and technology enterprises. The findings: (1) Establish a user network communication mechanism based on media image and user perceived value. (2) Innovate the new media image communication and new media communication mechanism of large technology enterprises. (3) Construct a standard media image identification system for large science and technology enterprises.

**Keywords:** Large technology Enterprises; Media image; Media image management; Huawei

## Introduction

The media image of large technology enterprises as the research object to explore how to manage the enterprise media image in the all-media environment (Zhang, 2014). The management of media image of large technology enterprises is forward-looking, and research can explore the new trend and new development of media image management in the all-media environment. Next, the research and experience of media image management of large technology enterprises have certain universality, which can provide relevant reference value for other large

enterprises and further promote the high-quality development of large technology enterprises or large enterprises (Haisen et al., 2022).

The large technology enterprises are the leaders and models of technology enterprises. Due to its large scale and volume, it has considerable exposure to the public, so the image of a large technology enterprise itself is crucial for a large technology enterprise, which directly affects the long-term development of a large technology enterprise, the recent internal management, and the social influence of the enterprise (Ke & Yu, 2023). Large technology enterprises have a certain scale and influence, so they play an important role in the process of national economic development (Zhao & Phakdeephriot, 2023). The media image of large technology enterprises not only has an extremely important impact on the development of their own enterprises, but also plays an important role in promoting the healthy and sustainable development of the national economy.

The technology enterprises have an important influence in the whole technology industry, and which also are the vane of the whole industry, and lead the trend of the technology industry, and even not only affect the industry, but also have a leading and driving role in related industries (Qiu, 2022). As large technology enterprises occupy an important position in the industry, they are an important part of the development of the technology industry, which can lead and drive the continuous development of the whole industry. Therefore, the image of large technology enterprises represents the overall image of the technology industry, and the development of large technology enterprises affects the overall development of the technology industry (Jingjing & Zhenduo, 2019).

A good media image is conducive to creating a good corporate image in front of the public for large technology enterprises, and that media is an important channel and way for large technology enterprises to publicize externally (Shine, 202). The way that large technology enterprises communicate with the outside world is mainly realized through various media. Large technology enterprises with a good media image displayed in front of the society, the industry, the public and so on, will bring a positive and healthy corporate impression to large technology enterprises, and it is easier for enterprises to carry out some matters to communicate with the outside world (Jun & Jingjing, 2020).

Finally, the media image is an important means for large technology enterprises to maintain their own image. The important value of the media image of large technology enterprises lies in that it can guide and urge enterprises to always pay attention to their own image (Xin & Xiangjie, 2021). When large technology enterprises can also use the media to publicize and communicate with the outside world, the media image can also guide or encourage large technology enterprises to always maintain a healthy and good corporate image.

### Research Objective

1. To analyze the development status of the image of large technology enterprises under the mass media and explores the fundamental factors of media image construction of large technology enterprises.
2. To find out the problems existing in the media image management process of large technology enterprises from the public relations mechanism, user communication mechanism, communication mechanism, media resources and communication content, media image identification system and other aspects.
3. To provide a reference sample for establishing a standard media image identification system for large technology enterprises.

### Research Hypothesis

The research hypothesis define in the following:

1. The media image of large technology enterprises is positive.
2. The media image of large technology enterprises is negative.
3. The media image of large technology enterprises is neutral.
4. Enterprise image and enterprise media image are unified.
5. The new media environment is more conducive to the media image management of large technology enterprises.

### Population Scope

1. Qualitative Research was distributed in an open-ended and random manner, without specifying factors such as gender, age, occupation, and income of the respondents.
2. Quantitative Research was 1,500 questionnaires on media image of science and technology enterprises were released, and 1,417 were recovered, among which 1,057 were valid. therefore, there are 1,500 people were involved.

### Literature Review

In this paper determines the literature review in the following: Image management is a relatively novel discipline, it is an integrated discipline, covering the concepts of communication, marketing, sociology, psychology, and aesthetics. It mainly involves the theory of McKinsey 7s model, public relations, VI management, and advertising management.

## Conceptual Framework

In this paper determines the framework that shown in Figure 1.

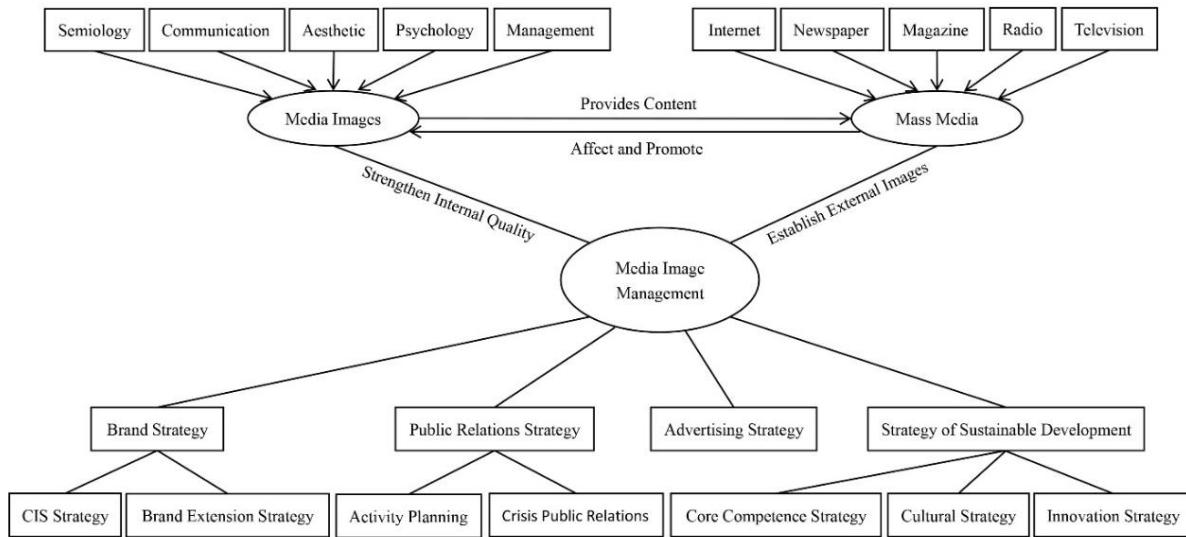


Figure 1 Framework

## Research Methodology

### 1. Primary data collection tool

The collection software collects news reports from technology companies in the China News Bank, searching with the keywords on “image management” or “large technology enterprise”.

### 2. Data collection

By sorting out the relevant news, data and literature, Information data sources can be divided into five categories. First, originated from media. Second, originated from the government including news content directly released by government websites. Third, comes from large technology companies, the enterprise publishes the business activities and social activities of the news content through the official website. Fourth, comes from individuals or we-media. And fifth, is the comprehensive category that corporate news reports with two or more sources of information.

### 3. Data processing and analysis

Sample articles can be divided into four themes: economic, social, cultural, and legal theme. The reported areas can be provinces as units, those involving two or more provinces can be classified as national, and the division of overseas areas as overseas areas, while those without indicated reporting areas can be classified as others. According to the citation of news reports, it can be divided into four categories : the first category is direct reference, that is, the news report directly clearly indicates the position and name of the quoted person ; the second category is vague reference, that is, there is a reference in the news report, but the identity information of the quoted person is not published, usually with “according to... Say”, “according to the insider”,

and other vague references; the third category is not reference, the news report content is completely written for the media, for the media's own observations and views, no relevant reference information; the fourth category is mixed reference, including direct reference and fuzzy reference two reference news reports.

The following methods used to process and analyze the content and data of media image management of large technology enterprises as follows: 1) Literature research method 2) Content analysis method 3) Comparative analysis method 4) Questionnaire survey method 5) Expert interview method and 6) Field investigation method

### **Findings**

1. Establish a user network communication mechanism based on media image and user perceived value.
2. Innovate the new media image communication and new media communication mechanism of large technology enterprises.
3. Construct a standard media image identification system for large science and technology enterprises.

### **Research Discussion**

1. Before the crisis, the strength of the enterprise and construct overseas strategic public relations system. The construction of enterprise strategic public relations system is a long-term, prescient and overall public relations activity which needs to be prepared before the crisis. Strategic public relations are the management and implementation of public relations from a higher level and more macro perspective. From the perspective of strategic public relations, public relations are the long-term and comprehensive management of the organization's reputation by means of communication and communication in order to achieve its own strategic goals, and it is the strategic planning of the organization to realize the development of the organization. Thus, we can create and maintain our own image more richly. This requires Chinese enterprises to do a good job of reputation management in their daily work when developing overseas and make clear the "go global" goals of different enterprises. Both "Hisilicon Chip" and "Harmony OS" are the results of HUAWEI's public relations strategic management. Neither "Hisilicon chip" nor "Harmony OS" can be developed in a short time, and HUAWEI needs to invest huge manpower and material resources to build it in a long time. In addition, the realization of the goal of "technological independence" depends on HUAWEI's high awareness of crisis prevention and relatively perfect awareness of strategic public relations, so that it can draw lessons from the past historical experience and turn "crisis" into "opportunity". HUAWEI's sense

of strategic public relations has inspired Chinese multinational enterprises to have the sense of management before the crisis. Based on the characteristics of the enterprise and the dependence factor analysis of the host country, it constructs the strategic management model of corporate public relations, to nip the crisis in the cradle and make a beautiful recovery when the crisis comes.

If Chinese multinational enterprises ignore the target public in crisis public relations, then the organization will not have specific pertinence and effectiveness in public relations work. Therefore, in the strategic management of overseas public relations, the target public should be clearly defined in the daily management. When a crisis occurs, targeted crisis public relations actions should be taken in the face of the target public. In addition, in daily public relations actions, the public with clear objectives can better carry out public relations work. Concentrating limited manpower and material resources in the public relations management that is related to the interests of the organization can better guide and strengthen the public's positive feelings, attitudes, opinions and behaviors towards the organization, which is also an important content of public relations and public work. The crisis public relations experience of HUAWEI suggests that Chinese enterprises should identify the target public when formulating and maintaining overseas public relations strategies and make timely and effective response strategies at critical moments.

In terms of the whole process of efficient operation of enterprises, the importance of public relations activities is self-evident. As we all know, in the process of enterprise development, forming a comprehensive overseas reputation management system is a systematic project with long-term characteristics, and the final effect of crisis public relations is often affected by the overseas reputation of enterprises. The crisis history and relationship history of enterprises usually directly affect the crisis attribution of enterprises. Therefore, in the daily development of enterprises, all public relations activities are the key for enterprises to maintain their reputation and image and effectively deal with crises. Here, enterprises should be placed in a strategic height to comprehensively strengthen their own public relations management in daily operation, and formulate the basic objectives of daily public relations activities objectively and accurately, as well as specific plans for reputation building. In the meantime, this work can not only be reflected in the maintenance of public relations, but also in the internal relationship management of the enterprise. For the former, the public relations activities of enterprises should emphasize the maintenance of good communication with the public, the goal of which should emphasize the high recognition of enterprises by the public, and the communication channels between enterprises and the public should be diversified through various communication means. HUAWEI has made great contributions to the development of overseas economy and public welfare in its daily business activities. According to the relevant data released by HUAWEI, as early as 2018, the total number of HUAWEI employees worldwide has reached 188,000, who come from 160 countries and regions around the world. The localization rate of overseas employees is about

70%. In addition, 177 community public welfare projects have been carried out around the world, including overseas relief, disaster relief, overseas personnel training and other fields.

In the application of crisis public relations strategy, it is obvious to follow the principle of "consistency", but this principle does not mean "immutable", but to ensure that the cognition of crisis responsibility should remain consistent. In addition, this principle is not limited to the same type of crisis. It should also be highly adhered to in other types of crisis events or in the application of public relations strategies before crisis events. During this period, it is necessary to maintain the strategic management of public relations, to ensure that the application of crisis solving strategy is compatible with overseas strategic development. In the process of applying crisis public relations strategies, HUAWEI obviously has room for further improvement in the consistency of its strategy application. Although some crisis public relations strategies will not cause corporate crisis, the corporate image will be damaged to some extent. As is known to all, HUAWEI has been fighting a "trade war" in the market competition in recent years. As a representative of a national brand, the patriotic sentiment of the public has been stimulated to the greatest extent, thus forming a public opinion that "using HUAWEI is patriotic". In this way, the enterprise has not only quickly established a good corporate image in winning the "trade war", but also established a good corporate image. The reputation of the company is thus preserved to the greatest extent possible. However, some crisis events are in stark contrast, such as internal employee disputes, etc.

2. In crisis: strengthen communication with foreign media and make good use of media control discourse initiative. In a crisis, enterprises need to respond to the crisis. Biased and purposeful negative reports by overseas media will affect the public's attribution of crisis events and judgment and cognition of organizational reputation. Therefore, enterprises should be good at using media in crisis response and grasp their discourse initiative overseas, including long-term relationship management of overseas media, good use of overseas social media to achieve "dialogue" with the public and grasp the initiative of information disclosure. During the crisis, to avoid the expansion of the media crisis, organizations should make full use of media resources, including communication with overseas media and the application of media platforms, seize the initiative of discourse and weaken the impact of the crisis. Among them, communication with overseas media and the use of social media are particularly important. Public attribution of crisis events is influenced by media agenda setting. Overseas, public attribution of crisis events is influenced by overseas media. Enterprises should maintain good relationship management with the media overseas. They should maintain good communication with the media not only in crisis, but also in daily relationship management. This is not only a good opportunity for corporate public relations publicity, but also an important public relations resource when crisis comes.

HUAWEI has won great "battles" one after another in the fierce international market competition, and actively disclosed organizational information under the principle of timeliness, rationality, accuracy, and legality, so that overseas media resources can play an irreplaceable role

in crisis management. In the 32 years from 1987 to 2019, Ren Zhengfei, chairman of HUAWEI, had no more than 10 interviews with formal media. However, after 2018, he frequently appeared in front of the media, and the number and frequency of interviews with foreign media increased abruptly. This is the direct explanation of HUAWEI's reason to spread its views and voice overseas for the media. In the interview with the media, he once mentioned that with the continuous growth of HUAWEI, relevant reports of international media are usually extremely negative. The company's public relations department also kept clarifying the crisis under such pressure, so that the company could always maintain its original corporate image in front of the media. Through this important measure, HUAWEI attaches great importance to forming close communication with overseas media in crisis environment, so that overseas media can have HUAWEI's own "voice" in their reports. In addition, there is another point that needs to be paid close attention to, that is, when HUAWEI is in crisis, foreign media usually tend to report negatively, which not only leads to the phenomenon of "following the trend" in some countries, but also the actions taken by HUAWEI to tackle critical problems are not fully reported overseas. This common phenomenon is obviously caused by information asymmetry. Therefore, when domestic enterprises encounter overseas crisis events, they should actively communicate with overseas media in the first place and maintain good relations with overseas media in daily public relations activities. In this way, enterprise media management can play an important role in crisis public relations.

It is undoubtedly a long process for enterprises to maintain effective communication with overseas media and maintain a good relationship with them all the time. For small and medium-sized enterprises, they need to be good at making full use of social media platforms, to ensure that enterprises can make effective response through media in the first time in crisis and release relevant information timely. As the founder of the theory of Excellence in public relations, James E. Grunig believes that enterprises should prepare for crisis public relations before the crisis appears. To be specific, it means maintaining close communication with the public before the formal start of crisis decision-making, which is the ideal way to solve the crisis. Here, he also mentioned that close communication with the public should be two-way, so that the balanced role of consultation can be fully reflected, so that the channel of conveying organizational information can really play a role and lay a solid foundation for the proposal and implementation of crisis decisions. In the process of coping with the crisis, HUAWEI needs to further improve the application of social media resources, which can be fully proved by case analysis. Take "Entity List" as an example. When the crisis occurred, HUAWEI issued a crisis statement at the first time and responded to the doubts raised by social media at the later stage. In addition, the Twitter platform also aroused wide public attention on this incident, which caused the public's emotional change towards HUAWEI, which was the main reason for the 13-month long crisis. Based on this case, it is not difficult to find that HUAWEI should always adhere to the idea of "go global" in crisis public relations, ensure that the characteristics of social media platforms can be firmly grasped, and maintain two-way communication with the public to ensure that the communication

of corporate information is highly timeliness, so as to keep the relationship between the company and the public in a good state.

It is not difficult to find from the elaboration of the above points that, in the first time of crisis, the source of relevant information will inevitably directly affect the public's perception of crisis events, while overseas public's cognition and evaluation of crisis events are often directly affected by overseas media, and the degree of use of information sources and information disclosure is also in the hands of overseas media. Enterprises themselves cannot fully control the information disclosure process and degree of overseas media. Therefore, in overseas media management, enterprises should achieve this goal through other ways, so that the initiative of information use and information disclosure can be held in their own hands. The most effective way is to use domestic social media to respond to crisis events in the first time, and release crisis announcements and practical situations of crisis events in the official website in the first time. In addition, the timeliness of domestic media should surpass that of overseas media by means of online live broadcasting on the whole network. In this way, the initiative of the use and disclosure of crisis information should be firmly held in the hands of enterprises.

In addition, economist Coombs believes that today's era is an era of all-round development. Enterprises should be good at "mining" through social media platforms in the process of crisis communication, that is, enterprises should first speak to the world and disclose relevant information to the public. This conclusion has been confirmed by research. To be specific, if the crisis event information source is issued by the enterprise, the enterprise first informs the public of its own crisis, then the reputation impact of the enterprise in the crisis will be weakened to a large extent, and the negative impact will be relatively small. Therefore, in the process of operation and development, Chinese enterprises should "go global" not only in terms of business development, but also in terms of relationship management with overseas media. At the same time, they should strengthen the highly use of social media platforms. In this way, although enterprises are in crisis, they will have less negative impact on their reputation, and even help them rebuild their image and win their reputation.

3. Post-crisis: Respect regional differences, use emotional factors to rebuild value. In the age of social media, the public also has more opportunities to express their personal emotions. When a crisis occurs, the public can obtain emotional support with social media platforms and obtain emotional connection in virtual community communication. Shi Anbin, a scholar, believes that by verifying the correlation between crisis and public emotion expression, it is found that the greater the harm caused by crisis, the stronger the negative emotion expressed by the public. There is a correlation between public attribution of crisis events and public emotion. When conducting crisis public relations overseas, Chinese enterprises should pay attention to the emotional impact of crisis on the public and pay attention to the use of emotional factors to rebuild value. In the process of using emotional factors, they should also pay attention to regional differences among countries and apply emotional factors to crisis public relations.

In terms of the sustainability of enterprise development, commercial interests and social responsibility are the two basic conditions that must be possessed. Among them, social responsibility is far more important than commercial interests. Especially overseas, enterprises must take the initiative to assume social responsibilities when seeking sustainable development of overseas business, which can ensure that enterprises can get a high degree of overseas support from the moment of crisis. The reason is that when enterprises fulfill their social responsibilities, they can show their sense of responsibility and responsibility in front of the public. This not only enables enterprises to maintain their overseas reputation for a long time, but also enables enterprises to get out of crisis in the fastest speed and always maintain sustainable development.

HUAWEI fully embodies the significance of fulfilling its social responsibilities when some crises occur, and many overseas people provide strong support for it, which is obviously a direct reflection of the people of other countries standing up for justice when HUAWEI is in crisis, and a reflection of the value of the company actively fulfilling its social responsibilities overseas. Specifically, in the process of overseas business development, HUAWEI actively provides jobs for local people, which can bring qualitative changes to their lives. Meanwhile, it also provides humanitarian assistance and humanistic care to overseas people. In this way, HUAWEI not only establishes a long-term and good organizational relationship with overseas people, but also maintains the company's reputation overseas. Really become the backbone of the crisis.

These obviously fully demonstrate that extensive overseas public welfare undertakings are a powerful starting point for enterprises to comprehensively maintain and enhance corporate reputation. As a representative national enterprise in China, HUAWEI is also an internationally recognized enterprise with high influence. In the process of comprehensive overseas business development, the comprehensive development of public welfare undertakings has been synchronized with it. This not only reflects the social responsibility of HUAWEI itself, but also shows that HUAWEI, as an influential enterprise in China, not only has an inclusive heart, but also brings benefits to the world. This not only enables HUAWEI to build a good reputation and win a good reputation around the world, but also enables the enterprise to get out of the crisis in the shortest time and repair its reputation, which provides a strong guarantee for its sustainable development.

Chinese multinational enterprises need to consider the cross-cultural background and fully understand the cultural acceptance psychology of overseas audiences is an important premise of crisis management. To fully understand overseas culture and select appropriate crisis public relations actions to achieve the purpose of emotional repair, enterprises need long-term market research, experience accumulation and cultural understanding. HUAWEI's CEO Ren Zhengfei showed great respect for local culture in his external communication, including in his communication with the American media. Instead of expressing dissatisfaction with the parties involved in the crisis, he carried out targeted crisis public relations actions based on different regional backgrounds, which reflected the enterprise's respect for different regions, which was

also an important factor for Chinese enterprises to consider in overseas crisis public relations. Enterprises adapt to the crisis and rebuild public trust in enterprises. Based on value reconstruction, it should recognize the cultural differences in the international communication environment, adopt crisis public relations methods in line with the local culture, understand the audience's attribution psychology to the crisis, and properly use emotional factors to express the company's position. Using emotional factors, close the psychological distance with the public. When a crisis occurs, the overseas public may suffer physical, property or spiritual damage. Appropriate emotional factors can be used to convey the value of the organization. In the process of emotional communication with the public, the value lost in the crisis can be rebuilt, and corporate concern can be reflected based on respecting the culture.

## Recommendations

### Recommendations for this research

1. Establish a normal media PR mechanism combining corporate image with media image.
2. Establish a user network communication mechanism combining media image with user perceived value.
3. Construct and spread the media image of large technology enterprises through new media.
4. Scientific and reasonable integration of media resources, rich communication content.
5. Continue to standardize the media image identification system of large technology enterprises.

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