

# A Survey of the Use and Function of Idioms in Company Culture Statements

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**Abstract:** Nowadays, the localization orientation which is based on national culture appears in the study of business culture. However, there is a lack of investigations and researches on what kind of resources can be used to help the contemporary Chinese enterprises to effectively inherit traditional Chinese culture. From the perspective of discourse analysis, this study investigates the idioms used by private companies in their company culture statements, analyzes the characteristics of business culture reflected by the company culture statements in the form of idioms, and studies how the Chinese enterprises use idioms to construct the company culture. The study investigates the use of Chinese idioms in the company culture statements of 257 private companies in China, and analyzes the practices of related business in constructing business culture by using idioms. It is found that the construction of business culture by using idioms can improve the situational relevance between business culture and Chinese social culture. They can better apply the spirits such as *zìqiángbùxī* (striving constantly to become stronger), *hézhōnggòngjì* (working harmoniously), *bàochéngshǒuzhēn* (keeping honest and true), *hòudézàiwù* (keeping self-disciplined and great virtue) and other Chinese cultural morals to the construction of business culture in the contemporary China. The results interpret that private companies in the company culture statements can well exert an influence on idioms for load-bearing role of traditional culture and the study plays a significant role in Chinese companies in their construction of native business culture.

**Keywords:** Idiom, Business/Company Culture, Company Culture Statement, Construction of Native Business Culture

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## 1. Introduction

Nowadays, the localization orientation which is based on the national culture appears in the study of business culture. Many scholars have discussed the positive influence on the traditional Chinese culture to the construction of modern business culture, respectively from the perspective of theoretical construction and empirical investigation. When it comes to the relationship between business culture and traditional culture, Li, Guo & Li [8] and other scholars found that traditional culture exerted the most significant influence on business culture after the considerable investigations among three different kinds of social cultures, including traditional culture, market economic culture and socialist culture. In terms of the influence on traditional culture to business culture, plenty of scholars argued that traditional cultural thoughts such as “people-oriented” (*yǐrénwéiběn*), “harmony” (*yíhéwéigui*), “moral values” (*dàozhīyǐdé*), “integrity”, “the pursuit of excellence” and “edification” laid a

solid foundation on the construction of Chinese business culture [21]. These expressions formed the basic characteristics in Chinese business management [11], created the distinct features in Chinese business culture [19] and imbued the same spirits with Chinese business culture [16]. In the field of empirical researches, Wei & Zhang [17] came to a conclusion that the moral values reflected in the Chinese companies such as obeying the system, winning the top grade, keeping harmony and righteousness, taking social responsibilities, sticking to the customer-oriented concept, paying emphasis to balance, cultivating creative spirits as well as winning from the changes were consistent with traditional Chinese culture after the open questionnaire and interviews from thirty companies and different eight cities such as Beijing, Guangzhou and etc. Li, Guo & Li [8] made a detailed analysis of the keywords which appeared in the business culture in 2002. There were thirties companies that won excellent achievement prizes that were selected by China Enterprise Confederation and China Entrepreneur Association.

They found that there were 22 keywords in the company culture statement of these thirty companies that were closely related to traditional Chinese culture, accounting for 46% of the total number of keywords, and the frequency is 188, accounting for 68% of the total frequency of keywords, in which the first nine keywords are enterprising, creation, humanism/employee, team, integrity, dedication, affinity, speed, and social/country/human.

Those researches show the inherent relationship of business culture to traditional culture from the theoretical and practical perspective. However, the following questions are: How to make a connection between the traditional culture and Chinese business culture? If contemporary Chinese business wants to effectively inherit traditional Chinese culture, are there any resources to exploit? From the perspective of discourse analysis, culture can be understood as the symbolic and meaning system which is shared by social members, and meaning is largely constructed by language and discourse behavior [1]. For example, company culture statements are important ways to construct business culture through language. In the process of describing company culture statements, suitably selecting language elements can help people apply the essence of traditional culture to the concept and system of business culture. Therefore, this paper takes idiom as an example to understand the function of language elements that carry the essence of traditional culture.

Firstly, idioms have fixed structures to express the formulaic meaning. Quite a few idioms that derived from the ancient times are still widely used in the contemporary society. When people say an idiom, it not only expresses people's current thoughts, but also evokes the traditional Chinese thoughts that are contained in it. Li [7] thought that Chinese idioms, as the carriers of Chinese culture, accurately and vividly expressed the basic content of Han culture as well as the unique psychological structure, thinking mode, aesthetic taste and value system of Han nationality. Mo [12] pointed out that idioms are the essence of Chinese language and culture, containing profound philosophical meaning. Therefore, a good use of idioms in writing company culture statements can better reflect the essence of traditional Chinese culture.

Secondly, culture is not only a meaning system but also a value system. Chinese idioms symbolize and contain the ideas and belief system which are regarded as ideology in Han nationality, and also imply Chinese nation's belief contained in the ideology. Just as Fei [3] said, the common saying "is the creed of the Chinese people". The semantic meaning of the idiom has been established by the social convention. As long as the idioms are used, it means that the basic semantic connotation of the idiom has already been identified, and there is no need to explain why. Therefore, the use of idioms to construct business culture has a better educational function.

Thirdly, Chinese idioms have artistic expressive function and aesthetic value. Most Chinese idioms are characterized by symmetrical structure and harmonious rhythm, reflecting the aesthetic concept of the Chinese nation of "even-better". In addition to expressing meaning, Chinese idioms can also bring some artistic interest and aesthetic pleasure to the users [9].

The use of Chinese idioms in the company culture statements is easy to accept, which can have a better communicative effects.

Based on the above discussions, it can be concluded that contemporary Chinese business will make full use of idioms to represent and construct the content of business culture when building business culture, so as to apply excellent traditional culture to contemporary Chinese business culture. Of course, it is not necessary for all companies or all company culture statements to use idioms, but the purpose is to investigate the overall use of Chinese idioms in the presentation of business culture and the dimensions in which idioms are used to construct the content of business culture.

## 2. Research Object and Scope

This study investigates the idioms used by private companies in their company culture statements and analyzes the characteristics of business culture reflected by the company culture statements in the form of idioms. The company culture statements are the most intuitive form of business culture, usually including the vision, mission, core values, the spirits of the company, the behavioral norms of the people. Although it is still a controversial issue whether the company culture statements can reflect the real business culture, there is no doubt that the company culture statement, as an explicit form, is an integral part of business culture. Producing, disseminating and managing the company culture statement is an important practice of business culture.

As this study focuses on the function of traditional culture to the construction of business culture in contemporary Chinese companies, it mainly refers to relevant domestic studies from the theoretical perspective. According to the existing domestic researches, the measurement of business culture can be divided into two categories: dimensional analysis and keyword analysis.

The dimension method, represented by Qu [13], Liu & Zhang [11], classified the business culture according to the logical relationship. Qu [13] divided the dimensions of business culture into four levels according to the spatial level from micro to macro perspective: (1) Human beings: taking individuals as self-centered, relating to individual needs and satisfaction, and defining the assumptions of organizations based on individual needs and how to make individuals satisfied; (2) Interpersonal relationship: relating to the relationship between individuals in an organization, in order to stipulate how people should treat each other in the organization, including working and non-working aspects; (3) Organization: organization-centered. It is related to organizational activities and organizational interests, and defines the way and characteristics of organizational activities and the requirements of individuals for organizational interests; (4) Organization and environment: describing the relationship between the organization and the external environment, including the definition of the organization's stakeholders and the relationship between the organization and various external environmental factors.

Liu and Zhang [11] firstly divided the business culture into the stakeholder value judgment and organization of the administration of value judgment, and then subdivided the former into four dimensions such as shareholders, customers, employees and the social public. What's more, the latter can be further divided into power, efficiency, order and harmonious characteristics.

The methods of keywords can be divided into hierarchical categories according to subject and semantic relations based on the business culture characteristics, but do not explore the logical relations between different categories. The theoretical studies are introduced at the beginning of this survey and the studies are conducted by Wei & Zhang [17] and Li, Guo & Li [8] who adopt the methods of keywords. Combining the above two methods, this study firstly classifies the collected idioms according to the theme and meaning in order to summarize the keywords, and then further divides the keywords into hierarchical dimensions according to the logical relationship.

The object that this study investigates is the “2016 China top 500 private companies” (hereinafter referred to “private companies”) selected and issued by the national federation of industry and commerce. The reason is that private companies are directly produced in the Chinese mainland, and can better inherit the traditional Chinese culture in the construction of business culture. They are the active practitioners based on the construction of business culture in China.

### 3. Research Method

#### 3.1. Sample Selection and Data Collection

The target business official websites are searched through the Internet and it is founded that some companies have the business culture column on the homepage of the official

website. Although some companies do not have a specific business culture title on the homepage, the company culture statements are listed in the section of “company introduction” and “entering into xx company”. Some companies do not have the official websites; some companies have the official websites but do not have the business culture section; some companies both have the official websites and business culture section, but the content is empty, so the information on business culture presented by 257 private companies in the end is obtained. On the basis of obtaining the content of company culture statements, the idioms that appear in them are collected. *A dictionary of idioms* (The Commercial Press, Oct, 2012) is used for reference.

#### 3.2. Analysis Method

The statistics of the frequency of using idioms are obtained by summarizing and combining the same idioms. The keywords of business culture are classified according to the meaning and theme of idioms. The classification of the dimensions of business culture is conducted with reference to Qu [13], Liu and Zhang [10].

## 4. Results and Discussions

#### 4.1. The Use of Idioms in the Presentation of Company Culture Statements

According to the statistics that is presented in the company culture statements, in the company culture statements of 257 private companies, 124 companies use idioms, which accounted for 48.25% of the company culture statements. The total number of idioms is 242, in which the average company uses 1.95. See Table 1 for details.

Table 1. The Use of Idioms in the Presentation of Company Culture Statements.

The Number of Using Company Culture Statements	The Number of Companies Using Idioms	The Percentage of Companies Using Idioms	The Total Number of Using idioms	The Average Company Uses Idioms
257	124	48.25%	242	1.95

Table 1. shows that in the text of company culture statements that are already obtained, nearly half of private companies use idioms to build the value system of business culture, which preliminarily proves the previous inference. Today's top 500 private companies have accumulated and developed their business culture that is rooted in China's local culture in practice. It is a natural choice to build a business cultural value system with idioms that contain Chinese social and national way of thinking, psychological and behavioral characteristics.

Statistics of the frequency of idioms are used in the presentation of business culture. Among these 242 idioms, the most frequently used one is “keeping on improving(*jīngyìqíújīng*)”, which is used 17 times compared with the idiom such as “working hard (*jiānkǔ fēndòu*)”,

“striving constantly to become stronger (*zìqiángbùxī*)”, “having both ability and political integrity (*décáijiānbèi*)” and “bold and resolute (*lélì fēngxíng*)”, respectively with 13, 12, 10 and 9 times. There are two idioms with the same frequency of 8, respectively “keeping pace with the times (*yǔshíjùjìn*)” and “seeking the truth from facts (*shíshìqíúshì*)”. There are only one set of idioms with frequencies of 7 and 6, and the former one is “persistent and dauntless (*jiānrènbùbá*)” while the latter one is “being down-to-earth (*jiǎotàshídì*)”. There are two idioms with the frequency of 5, respectively with “sticking to something with perseverance (*qièérbùshě*)” and “promise must be kept and action must be resolute (*yánbìxìn, xíngbìguō*)” There are 6, 10 and 14 idioms with the frequency of 4, 3 and 2, and 60 idioms with frequency of 1. See Table 2. for details.

Table 2. Statistics of the Entry of Idioms Used in Business Culture of Private Companies.

Frequency of Occurrence	Number of Entry	Entry
17	1	Jīngyìqíújīng (keeping on improving)
13	1	Jiānkǔfèndòu (working hard)
12	1	Zìqiángbùxī (striving constantly to become stronger)
10	1	Décáijiānbèi (having both ability and political integrity)
9	1	Léilífēngxíng (bold and resolute)
8	2	yúshíjùjīn (keeping pace with the times)
		shíshìqíúshì (seeking the truth from facts)
7	1	jiānrènbùbá (persistent and dauntless)
6	1	jiàotàshídì (being down-to-earth)
5	2	qièèrbùshě (sticking to something with perseverance)
		yánbixin, xíngbìguǒ (promise must be kept and action must be resolute)
4	6	qúnqúnli (collecting wisdom and efforts from talents)
		gùquándàjù (taking the whole situation into consideration) tóngxīntóngdé (working with one mind)
		hézhōnggòngjì (working harmoniously)
		rènrénwéixián (appointing people according to their moral character and ability)
		wéicáishìjū (promoting the talented people)
3	10	lìjīngtúzhì (making great efforts to build a strong state)
		yèjīngyúqín (practice makes perfect)
		zìlìgēngshēng (putting forth new life by one's own efforts)
		jīnxīnjīnlì (with all one's mind and energy)
		tóngzhōnggòngjì (pulling together in times of trouble)
		rénjīnqícai (pulling one's talent into full play)
		héérbùtóng (harmonious but different)
		hòudézàiwù (keeping self-disciplined and great virtue)
		gāngróuxiāngjì (a blend of delicacy and force)
		shīzhībùyù (persistent)
2	14	chīkǔ 'nàiláo (bearing hardships and standing hard work)
		chízhǐyíhéng (perseverant)
		jīngjǐngyèyè (cautious and attentive)
		quánlìyìfù (making full efforts)
		fēngshānkāilù, yùshuǐdāqiáo (cutting paths through mountains and building bridges across rivers).
		gāozhānyuǎnzhuī (seeing things from a higher place)
		jīstīguāngyì (pooling the wisdom of the masses)
		qiānxūjīnshèn (humble and cautious)
		wùjīnqíyòng (making the best use of things)
		yìtǐbùgǒu (working with greatest care)
		yìyánjiūding (keeping his own words)
		yǔrénwéishàn (with good intension towards others)
		zhòngzhìchéngchéng (a united group is like a city defense)
		zhīrénshànrèn (knowing one's advantages and making good use of them)

#### 4.2. The Way of Using Idioms in the Business Culture Statements

The way that idioms are used by private companies in the company culture statements is not only mainly through the four-character structure, but also exists in other forms. Two examples of the six-character structure are *yánbixin, xíngbìguǒ* ("promise must be kept and action must be resolute") and *yùbùzhuó, bùchéngqì* ("The finest diamond must be cut"), of which the former one appears five times. There is one seven-character structure, *sānrénxíng, biyǒuwōshī* ("If three of us are walking together, at least one of the other two is good enough to be my teacher") and another two eight-character structures, *bìlùlánlǚ, yìqīshānlín* ("it's a long way to go to make some achievements.") and *fēngshānkāilù, yùshuǐdāqiáo* ("cutting paths through mountains and building bridges across rivers"). The changing forms can also be used, some of which directly cite the sources of idioms. For example, *yèjīngyúqínérhuāngyúxī, xíngchéngyúsīérhuīyúsuí* ("Business is done by diligence but

is spoiled by idleness") while there are some other improvements for the expression. For example, *dàdìhòudé, fāngnéngzàiwù* ("Only when the earth is vast can it contain everything in nature"), *déyìbùwàngxíng, gōnggāobúziào* ("The person who makes some achievements but is not proud of himself") and *xīanqíutóng, zàiqiúyì* ("Seeking common ground first, and then the differences"). Most expressions in the company culture statements have positive meanings, and they are cited based on their positive uses. However, there are other examples that are used based on their negative meanings such as *xúnsīwúbì* ("playing favouritism and committing irregularities"), *tóujīqǔqiǎo* ("gaining something by trickery"), *jiédāngyíngsī* ("banding together for selfish purpose") and *zhāolìngxīgǎi* ("making frequent changes about the policies"). When these idioms are quoted, the word "against" is added before them. Although the meaning of *yuēdìngsúchéng* ("establishing the rules by popular usage") is not negative, it is still used reversely when referring to the company culture statements in terms of advocating the following procedures.

#### 4.3. A Summary of the Keywords of Business Culture in the Company Culture Statements

According to the semantic classification and combination of idioms used in the presentation of business culture of private companies, there are seven keywords such as *rénjìnqícai* (“giving full scope to the talents”), *hézhōnggòngjì* (“working together with one accord”), *bàochéngshǒuzhēn* (“keeping honest and true”, *hòudézàiwù* (“keeping self-disciplined and great virtue”), *zìqiángbùxī* (“striving constantly to become stronger”), *shēnxiānshìzú* (“charging at the head of one’s men”), *décáijiānbèi* (“having both ability and political integrity”) that are obtained. The essence of these seven keywords are listed as follows. Firstly, “*rénjìnqícai*”. It means meritocracy, and does not stick to one pattern. Secondly, “*hézhōnggòngjì*”. It means that the people should work together, unite as the whole and take interests of the whole into account. Thirdly, “*bàochéngshǒuzhēn*”. It

means that people should be faithful in keep his words and his actions should correspond to his words. Fourthly, “*hòudézàiwù*”. It means that a leader should have generous mind and be tolerant to employees. Fifthly, “*zìqiángbùxī*”. It means that people should hold the hard-working spirits, dedicate to their working careers and work with perseverance. Sixthly, “*shēnxiānshìzú*”. It means that a leader should make himself as an example and behave selflessly. Seventhly, “*décáijiānbèi*”. It means that one person should have both ability and political integrity as well as be strict to himself. Among the seven keywords mentioned above, the most frequently used in the company culture statements is “*zìqiángbùxī*”, which contains 158 lists, followed by “*hézhōnggòngjì*” (28) and then “*bàochéngshǒuzhēn*” (20). Others are “*rénjìnqícai*” (14), “*décáijiānbèi*” (11), “*hòudézàiwù*” (7) and “*shēnxiānshìzú*” (4). See Table 3. for details.

Table 3. The Classification of Business Culture Based on Idioms.

Keywords	( <i>zìqiángbùxī</i> )	( <i>hézhōnggòngjì</i> )	( <i>bàochéngshǒuzhēn</i> )	( <i>rénjìnqícai</i> )	( <i>décáijiānbèi</i> )	( <i>hòudézàiwù</i> )	( <i>shēnxiānshìzú</i> )	Total
Frequency	158	28	20	14	11	7	4	
Percentage	65.29	11.57	8.26	5.79	4.55	2.89	1.65	100

Table 3. shows that the idiom “*zìqiángbùxī*” is used by the private companies in the company culture statements, and it accounts for 65.29% of the total number of idioms, which constitutes the most prominent feature of the private business culture. “*zìqiángbùxī*”(constantly striving to become stronger) is one of the most valuable qualities of traditional Chinese cultural spirits [8]. It is deeply rooted in Chinese society and every member. It is widely spread and represents the business culture, truly reflecting the arduous process of Chinese private companies that start from the scratch. It expands from a small to a large force, and sets up the business from weak one to strong one. One paragraph in the company culture statements of Guangxia Group explains this very well, “‘If you do not fight, you do not belong to Guangxia’. The development history of Guangxia is a history of struggle and innovation. People who work here regard fighting and innovative spirits as their own style and action guide.”

#### 4.4. The Dimensional Analysis of Idioms in the Company Culture Statements

According to the classification of Qu [13], among the seven

keywords in this study, “*rénjìnqícai*”(giving full scope to the talents) corresponds to the individual; “*hézhōnggòngjì*”(working together with one accord) corresponds to the interpersonal relationship; “*zìqiángbùxī*”(constantly striving to become stronger), “*shēnxiānshìzú*”(charging at the head of one’s men) and “*décáijiānbèi*”(having both ability and political integrity) correspond to the organization, “*bàochéngshǒuzhēn*” (keeping honest and true) and “*hòudézàiwù*”(keeping self-disciplined and great virtue) correspond to the organization and environment. In the statements of business culture, there are 173 idioms that are classified in the organizational category, accounting for 71.49% of the total 242 idioms. It means that the private companies itself pay more attention to the inheritance of traditional culture when they use idioms in the presentation of business culture. There are 28 idioms that are divided into interpersonal relationship, accounting for 11.57% of the total number of idioms. There are 14 idioms and 27 idioms respectively belonging to individuals, organizations and the environment, accounting for 5.78% and 11.16% of the total number of idioms. See Table 4. for details.

Table 4. The Dimensional Analysis of the Content of Idioms in the Company Culture Statements (Qu’s Classification).

Text	Keywords	( <i>rénjìnqícai</i> )	( <i>hézhōnggòngjì</i> )	( <i>zìqiángbùxī</i> )	( <i>shēnxiānshìzú</i> )	( <i>décáijiānbèi</i> )	( <i>bàochéngshǒuzhēn</i> )	( <i>hòudézàiwù</i> )	Total
Qu’s	Dimension	Individual	Interpersonal Relationship	Organization				Organization & Environment	
Private Companies	Number of Idioms	14	28	173				27	242
	Percentage	5.78	11.57	71.49				11.16	100.00

According to Liu and Zhang [11], some of these keywords such as “*rénjìnqícai*”, “*bàochéngshǒuzhēn*” and “*hòudézàiwù*” are respectively consistent with the dimension of staff, customer and social public. They belong to the value judgment

of the organization to stakeholders, accounting for 16.94% in the company culture statements of private companies and the frequently of use is 41. “*zìqiángbùxī*”, “*shēnxiānshìzú*” and “*décáijiānbèi*” correspond to the dynamic characteristics (It

can be subdivided into the organization, the organization of employees and other dimensions of leadership and organization). “*hézhōnggòngjì*” corresponds to the harmonious characteristics. It refers to the relationships in

Qu’s classification, both belonging to the value judgment of management action. In the statement of private business culture, the frequency is 201, accounting for 83.06%. See Table 5. for details.

**Table 5.** *The Dimensional Analysis of the Content of Idioms in the Company Culture Statements (Liu & Zhang’s Classification).*

Perspective	Value Judgment of Organization to Stakeholders			Value Judgment of Organization to Management Behavior				Total
Dimension	Staff	Customer	General Public	Dynamic Characteristics		Harmonious Characteristics		
Keywords	rénjīnqícai	bàochéngshǒuzhēn	hòudézàiwù	zìqiángbùxī	shēnxiānshìzú	décáijiānbèi	hézhōnggòngjì	
Frequency	41			201				242
Percentage	16.94			83.06				100.00

In contrast to the study made by Liu and Zhang [10], this study makes a detailed analysis based on the seven keywords that come from the idioms, finding that these keywords lack two dimensions. The first one is the investor dimension of the organization's value judgment to stakeholders and the second is the dimensions of organization's efficiency and order characteristics in management behavior value judgment. These all belong to market cultural content. This shows that building a complete business culture, in addition to inheriting

the traditional culture, the essence should also be absorbed from the culture of western market. To make a further step, comparing the seven keywords with the empirical study made by Qu [13], Liu, Zhang [11], Wei, Zhang [17] and Li (2005) and the theoretical study on inheriting traditional culture made by Zheng [21], Liu [10], Yang [19], Wang and Shi [16], et al. (table with “Zheng, et al, 2013” to represent Zheng, Liu, Yang, Wang, et al.), we get table 6 as follow.

**Table 6.** *A Dimensional Comparison Between This Study and Other Studies.*

Qu(2007)	Liu& Zhang(2007)	Wei& Zhang(2004)	Li(2005)	Zheng(2013)	This Study
Individual	Staff	-	Humanism	People-oriented	<i>rénjīnqicái</i>
Interpersonal Relationship	Harmonious Features	A Balance Between Harmony and Justice	Team\Affinity	Harmony-centered	<i>hézhōnggòngjì</i>
		Striving for the Best/Winning from the Changes /Creative Spirits	Enterprising/Creation/Speed	Striving for the Best	<i>zìqiángbùxī</i>
Organization	Dynamic Features	-	-	-	(Organization) <i>shēnxiānshìzú</i> (Leaders in the Organization) <i>décáijiānbèi</i> (Staffs in the Organization)
		-	Responsibility	Education-centered	
	Efficient Features	-	-	-	-
	Order Features	Obeying the Order	-	-	-
Organization & Environment	Investors	-	-	-	-
	Customer	Customer-oriented	Honesty	Honesty&Integrity	<i>bàochéngshǒuzhēn</i>
	General Public	Social Responsibility	Society\Country\General Public	Guiding People with Moral	<i>hòudézàiwù</i>

Table 6. shows that in the dimension of the keywords in business culture, the results that this study made are consistent with the results made by Wei and Zhang [17], Li, Guo and Li [8] and Zheng [21] about the impact of traditional culture to the business culture. There is a high consistency among customers, social public, human relations, and employees when it comes to the value judgment. (in terms of staff dimension, except Wei and Zhang [17], there are differences.) At the same time, this study also finds another distinguished dimension that is different from other researches. That is “*shēnxiānshìzú*”(charging at the head of one’s men). It embodies the requirements for leaders in the organization, which is a dimension that other studies have not or have not been highlighted.

The above statistics further show that although there are differences in the construction of company culture statements from the perspective of individual companies. Some of the

main contents of company culture statements are constituted by idioms, while some of the contents are only partially constituted by idioms. In terms of frequency, “*zìqiángbùxī*” is the most frequently used, while other keywords in other dimensions are less frequently used. But on the whole, the idioms used by 124 private business reflect most of the positive impact of traditional culture on contemporary Chinese companies. Therefore, it is feasible to use idioms in the presentation of business culture to effectively inherit Chinese excellent traditional culture.

On the other hand, for the same cultural dimension, the essence that is discussed in this study is different from the essence based on western culture. For example, the personal dimension, defined by western culture, mainly focuses on how to make the individual satisfied and emphasizes self-respect and dignity, growth and development. The idiom reflected in the statements of private business culture mainly points to the

individual ability, and requires the individual to have the talent, so that the individual satisfaction focuses on the performance of the individual talent, such as “*wéicáishìjǔ* (meritocracy is holding)” and “*rénjìnqícai* (everybody displays his talents fully)”. As for the interpersonal dimension, “*hézhōnggòngjì* (working together with one accord)” in the business culture statements of private companies corresponds to team spirits in the western culture. However, there are also differences between western culture and Chinese culture. “*hézhōnggòngjì* (working together with one accord)” focuses on interpersonal relationships, and the core is harmonious and inner coordination between members. It requires “*tóngxīntóngdé* (working with one mind)”, “*hézhōnggòngjì* (working together with one accord)”, “*qiútóngcúnyì* (seeking common ground on major issues while leaving aside minor differences)” and “*zhōngzhìchéngchéng* (a united group is like a city defense)”. In order to achieve the same goal, all the members should “*gùquándàjù* (taking the whole situation into consideration)” and “*hézhōnggòngjì* (working together with one accord)”. The team spirits in the western culture do not seem to involve the sacrifice of the team members themselves. On the contrary, it is required to give play to their personalities and talents in order to promote the goal of the team. For another example, in terms of organization and environment dimension, the concept of environment in the western culture is relatively specific, which refers to stakeholders such as customers, shareholders, as well as communities, etc. It requires to meet customers’ needs, provides best returns to shareholders, and gives back to communities, etc., which has explicit external norms. In the company culture statements of Chinese private companies, the concept of the environment of idioms is relatively vague, such as “*bàochéngshǒuzhēn* (keeping honest and true)”, “*hézhōnggòngjì* (working together with one accord)” and “*hòudézàiwù*” (generosity and benevolence)”. It mainly pays attention to the inner moral category.

## 5. Conclusion

This study investigates the use of idioms in the company culture statements of private companies, finding that private companies in the company culture statements can well exert an influence on idioms for load-bearing role of traditional culture. The use of idioms to represent the essence of business culture can improve the relativity of situation of business culture construction, and the traditional national culture and spirits such as “*zìqiángbùxiǎ*”(constantly strive to become stronger)”, “*hézhōnggòngjì* (working together with one accord)”, “*bàochéngshǒuzhēn* (keeping honest and true)” and “*hòudézàiwù*” (keeping self-disciplined and great virtue) can be better applied to the construction of business culture.

The conclusion of this study can provide reference for the localization of Chinese business culture construction. To be sure, idioms are only a part of the statements of business culture, and there are other language elements that contain the essence of Chinese society and national culture such as sayings, proverbs, metaphorical expressions and fixed phrases,

etc. Systematic researches should include all these elements into the system of business culture to be examined, which is a direction for the further researches.

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