

An Intercultural Perspective on Construction of Corporate Identity of Chinese and American Enterprises — Taking Fin-Tech Unicorns as an Example

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Abstract

Benefiting from the progression of science and technology, an increasing number of enterprises begin to delve into the construction of corporate identity through their official websites, regarded as an international door today. The researches about the building of corporate images takes a large amount of shareholdings in academic area. Notwithstanding, there are only few scholars studying the portray of the profile from an intercultural perspective with “About us” section in company websites as the data. With the help of the corpus analytic tool AntConc, this paper intends to discuss the common and distinctive corporate identities of Fin-Tech unicorns in China and the US respectively which are manifested in high-frequency vocabulary, key words, communication strategy and style. It is discovered that the common identities include international financial technology companies, payment services provider and caring about consumers. Apart from this, CF takes the mixture of proactive and reactive strategy in building its images and tends to be more impersonal and hierarchical in communication style. The proactive strategy and casual communication style constitute to the construction of UF’s identities. From the cultural perspective, CF expresses all of the cultural dimensions specific in China except that of masculinity and femininity and the situation of UF is the same with CF. CF should endeavor to narrow the cultural gap thorough applying effective intercultural communication strategies and keep in line with the local culture. In this way, CF might be able to grab the chances along with the advance of globalization.

Keywords: Fin-Tech; unicorns; corporate identity; international communication; cultural dimensions theory.

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1. INTRODUCTION

Corporate identity usually includes the identity shaped by companies themselves and that by others. The former one refers to the image that companies and employees draw through language, symbols, such as pictures, or other specific behaviour. The latter one is mainly built with the help of symbols by individuals or groups outside of enterprises (Hu & Sheng, 2020).

The construction of corporate identity, mostly studies from the perspective of management and communication, has long been a concerning topic among the academic field. For unicorn enterprises, typically referring to unlisted startups valued at more than \$1 billion over ten years (Yuan & Gao, 2016), favourable images help them a lot in attracting consumers and investors.

Along with the advance of science and technology, various ways have emerged and contributed

to the building of corporate identity among which scholars find enterprise websites stand as an important platform for publicizing their profiles (Ingenhoff & Fuhrer, 2010) and come to realize that it is in urgent need for companies to know potential overseas consumers and overcome the barriers of language and culture concealing in it in order to extend their business (Pollach, 2005).

Linguistics also notices the significance of the role that websites play in the construction of identity and study them mainly from the view of translation and multimodal discourse. Notwithstanding, few of them has analyzed it from intercultural level, or localization. Based on intercultural communication, this paper intends to analyze the language feature of the websites of unicorn enterprises from China and the United States respectively, attempting to perceive the common and different points between them and discuss what these companies need to notice when doing business abroad from intercultural communication perspective.

2. LITERATURE REVIEW

As early as the beginning of the 20th century, some scholars study and analyze the corporate image. According to Nagashima (1977), corporate image includes product or service quality image, innovation image, social moral image, market competition image and so on. Therefore, when analyzing corporate image, we should not only observe a specific aspect of corporate image, but need to analyze the construction of corporate image from multiple dimensions. Herbert and Tankersly (1991) believe that corporate image is how people perceive the words and deeds of employees, their appearance, their attention to consumers and all other trivial aspects of a business. Li Huiqing *et al.*, (2012) pointed out that corporate image is a subjective overall influence formed by comparing the products and services provided by enterprises or the relevant information and experience obtained through their sociological activities with their competitors.

With the increasing pressure of market competition, more and more enterprise managers begin to realize the relationship between enterprise image and enterprise marketing performance in the market. To meet the needs of reality, the research on corporate image has become rich accordingly. Roberts and Dowling (2002) believe that if an enterprise has a better corporate image, it can stand out among many enterprises in the industry, win the trust of consumers and enhance their customers' loyalty. At the same time, the sales and profits of enterprises will also be developed. Li Huiqing *et al.*, (2012) think that corporate image is the most important determinant of customers' loyalty, which can have a direct influence on it. In addition, corporate image can positively affect customer behaviour through customer value and customer satisfaction. Zhang Xun *et al.*, (2013) pointed out that corporate image will affect consumers' purchase intention to a certain extent. It can be seen that if enterprises connect corporate image with consumers' wishes when making marketing decisions, and realize the role of corporate image in this relationship, then enterprises can face the pressure of market competition with a better attitude.

There is no fixed standard for corporate image, and consumers pay different attention to corporate image for different industries. Therefore, when enterprises build their corporate image, they should also consider the characteristics of the industries they are engaged in. Chattananon *et al.*, (2007) studied the ways of building corporate image, and the results show that enterprises can build a good corporate image through social marketing strategies and communication with consumers. Cao Qiqi (2010) took McDonald's in the United States and Kung Fu in China as examples, and made a comparative study on the corporate brand image of fast food industry in the two countries by comparing the corporate image, consumer image and product and service image.

Yang Hang (2020) analyzed the maladjustment factors encountered by Chinese enterprises in overseas from a cross-cultural perspective, and put forward corresponding solutions. When Chinese enterprises are in overseas markets, they should enhance their cultural self-confidence, interpret their corporate image, ideas and values with a better attitude, and fully reflect their advantages in market competition. At the same time, In the face of cultural conflicts, Enterprises should first accept the unsuitable factors in other countries' cultures and their own cultures, And deal with the conflicts in culture in a reasonable way, and show and spread their own cultural characteristics traceably and systematically, so as to help overseas personnel understand and accept their own corporate culture, and finally realize deep cross-cultural communication, enhance their competitive advantages and enhance the overall image of Chinese enterprises overseas.

Compared with other employees in the enterprise, entrepreneurs are more likely to be concerned by consumers. Therefore, the public often interprets the behavior of entrepreneurs in connection with enterprises. Pincus *et al.*, (1991) pointed out that as the representative of the whole enterprise organization, consumers often regard entrepreneurs as the spokespersons of the whole enterprise. Therefore, the image of entrepreneurs is inseparable from the image created by enterprises for the public, and the behavior of entrepreneurs will also have a certain impact on the corporate image. Bromley (1993) believes that consumers have subjective initiative, different evaluation criteria for entrepreneurs and enterprises, and different reactions when facing negative information from entrepreneurs. Consumer psychological reasoning strategies include rationalization of consumer reasoning, separation of consumer reasoning and integration of consumer reasoning.

Zhu Wenmin *et al.*, (2004) and others put forward that corporate identity is an important influencing factor in the distinction of corporate performance level, and whether enterprises actively fulfill corporate social responsibility serves as an important basis for building corporate image. Shen Pengyi (2012) found through research that, The social responsibility of retail enterprises has different influences on the image and perceived value of enterprises, The social responsibilities that have positive impact on the image of retail enterprises include economic responsibility, environmental responsibility, consumer responsibility, employee responsibility, legal responsibility and charity responsibility, while those that have positive impact on perceived value include economic responsibility, consumer responsibility, employee responsibility and legal responsibility. The corporate image and perceived value of the enterprise in the eyes of consumers have a comprehensive impact on customer loyalty to the enterprise.

Some scholars have made a series of studies on corporate image construction from the perspective of translation studies, which show that corporate profile is an important basis to understand corporate image. In the language text of corporate profile, the corporate image is hidden between the lines, even if the corporate image is presented and spread in fragmented form (Sui Yan Zhang Liping, 2013). Sun Xueying and Feng Qinghua (2014) believe that the external publicity translation of enterprises mainly focuses on foreign customers, and constructs the corporate image in the eyes of overseas customers through external publicity texts, which ultimately brings certain economic benefits to enterprises. Therefore, it is of great significance for enterprises to do a good job in translating external publicity texts. Xu Jun and Zi Zhengquan (2020) analyzed the semantic construction of publicity translation and corporate image with the help of corpus. It was found that corporate profiles and their English versions mainly constructed corporate image through five semantic strategies: evaluation semantics, business semantics, interpersonal semantics, spatio-temporal semantics and quantitative semantics. Enterprises can reasonably use semantic construction strategy to shape corporate image, enhance the ability of Chinese enterprises to "go global" and enhance the competitiveness of Chinese enterprises in the international market.

Some scholars have analyzed how Chinese enterprises build a good overseas corporate image from the perspective of linguistics. Lan Haoli (2005) pointed out that English advertising has outstanding linguistic features, such as lexical features, syntactic features and textual features. Li Yinghua (2014) analyzed the words, quotations and titles of Chinese enterprise reports constructed by foreign media from the perspective of critical discourse analysis. It is found that foreign media often use negative words when reporting Chinese enterprises, and the contents reported are mostly from unreliable sources. The headlines of news also hold a negative and skeptical attitude towards Chinese enterprises, and have strong subjective initiative.

Hu Kaibao and Sheng Dandan (2020) apply Fairclough's critical discourse analysis theory and its three-dimensional discourse analysis model to analyze the language features and corporate image of Huawei's English version of Sustainable Development Report (2008-2017), and point out that the translation strategies and methods adopted by translators are important influencing factors for the construction of overseas corporate image. Zhao Yonggang (2021) makes a comparative analysis of Chinese corporate images created by mainstream English media in China and the United States through corpus-assisted discourse-history analysis, and found that the two media will adopt different discourse strategies to create different Chinese corporate images. Yao Yinyan and Chen Xiaoyan (2013) used multimodal discourse analysis to analyze how

visual mode and auditory mode cooperate to build corporate image in video discourse. To sum up, most studies on corporate image focus on communication and management. In recent ten years, some scholars have begun to analyze the influence of language on corporate image construction, but there are few studies on overseas image of Chinese Fin-Tech unicorn enterprises from the perspective of intercultural communication. Under the framework of cultural dimensions theory and, this paper intends to compare the corporate identity constructed by Chinese and the US Fin-tech unicorns' websites respectively.

3. RESEARCH DATA AND METHODOLOGY

This part introduces the research designs of the present study. Firstly, the research aims and questions will be presented. Then, data collection comes after. Finally, the main methodology used in this paper will be discussed.

3.1 Research Questions

This study aims to analyze the language feature of the "about us" section on enterprise websites from intercultural perspective. Based on the discussion, what kind of images that these companies build is presented. The questions of this paper are shown as follows:

1. What kind of corporate identity they construct?
2. Is there any difference in the construction of corporate identities between Fin-Tech unicorns from China and the US? If yes, what are they?
3. In shaping the images, what kind of cultural dimensions come to effect?

3.2 Data Collection

The research object of this paper is the "about us" sections in the official websites of Fin-Tech unicorns in Hurun Global Unicorn List 2022. According to this list, China has 312 unicorns, the US 625. Among all of the industries, financial technology (Fin-Tech) unicorn enterprise occupies the largest part and there are 10 Fin-Tech unicorns in China and 68 in the US. For the sake of different quantity of research samples, this study chooses Top 10 Fin-Tech unicorns from China and the US respectively

Most of "About us" refers to a company's self-introduction which can equal to the identity that business groups wish to express to the public. This section usually includes general introduction, history, culture, values, news, awards and honors, address or other basic information. So this section might be regarded as representative for the construction of corporate identity. After collecting, it happens that one of the Fin-Tech unicorns, Duxiaoman Group, fail to present the "about us" section on its website. For this reason, this paper finally selects the data from other 9 Fin-Tech unicorns in China and Top 9 in the US and all of the data is uploaded on October 8, 2022.

3.3 Methodology

By virtue of the corpus analytic tool AntConc, the frequency of the words in data will be calculated which reflects presenters' thoughts and behaviour and can be used as a reliable evidence for analyzing the building of corporate identity. Furthermore, taking American English 2006 (hereafter AmE06) as the reference corpus, both of the data from Fin-Tech unicorns in China (hereafter CF) and that in the US (hereafter UF) will be compared to that corpus and therefore key words will be introduced to show the main focus of those companies. Then the CF and UF data will be compared with each other from the aspects of strategy and style of language. Finally, the cultural preference for shaping the corporate identity will be recognized with the help of cultural dimensions proposed by Greet Hofstede (1980).

4 RESULTS AND DISCUSSION

In this section, this paper conducts an analysis and comparison of the language features of the "about us" of CF and UF. This chapter is consisted of four parts. To begin with, 4.1 mainly discuss the identities shaped by vocabulary with high frequency and key words produced by a comparison with reference sample. Besides, the strategy and style of the language style of data will be demonstrated. Finally, this paper tries to interpret their distinctions from the view of cross-cultural communication.

4.1 Discussion of the Data

4.1.1 High-Frequency Vocabulary and Corporate Identity

The frequency of each vocabulary in CF and UF is calculated by Antconc and the top 10 of which is shown as follows (Table 1). Some words that express the same or similar meanings are added together.

Table 1

CF			UF		
Rank	Vocabulary	Freq.	Rank	Vocabulary	Freq
1	WE	64/45/3	1	WE	101/58
2	Commerce	63	2	IT	56/39
3	China	61	3	ramp	88
4	SERVICE	49	3	Corporate/company	88
4	payment	49	4	business	69
5	floor	45	6	THEY	56
6	international	41	7	Financial/finance	50
7	financial	40	8	card	47
8	association	38	9	year	41
9	build	37	10	PAYMENT	38
10	Cross-border	35	11	HAVE	37
11	YOU	34	12	more	32
11	company/enterprise	34	12	CUSTOMER	32
12	BUSINESS	33	13	new	30
13	pingpong	31	14	pay	29
13	Has(v.)/have	31	15	first	25
14	trade	30	15	growing	25
14	e-commerce	30	15	market	25
15	industry	23	15	you	25
15	ums	23	16	bill	24
16	global	22	16	billion	24
17	technology	20	16	Glyman	24
18	promotion	19	16	software	24
19	bank	18	17	than	23
29	more	18	18	startup	22
20	foreign	15	19	work	21
			20	over	20

Top 20 high-frequency vocabulary of CF and UF

According to Table1, several frequently used words in CF is the same as that in UF, such as "payment", "financial/finance", "company/corporate/enterprise", "HAVE" and "business". Generally, high-frequency vocabulary largely reflects the nature of companies, or the industry, and other activities associated with them.

Consequently, these common words appear above demonstrate that they are financial companies and doing a business about payment services.

However, there are also considerable amount of different commonly used words. "SERVICE", "build"

and “industry” are quite commonly used in CF, ranking 4, 9 and 15 respectively, but can hardly be discovered in the top 20 high-frequency vocabulary in UF. On retrieving their collocations, it can be found that “SERVICE” often come with “payment”, “financial”, “professional”, “specialized” and “software”, “build” with “teams” and “business”, “industry” with various city names in China. On the basis of the results, it should be concluded that CF attempts to illustrate the profile of professional payment platform and attach great attention upon the improvement of their teams and expansion of their businesses around the country. “International”, “cross-border”, “trade”, “global” and “foreign” are also widespread throughout CF and never been found in UF. The meanings of those words are highly connected with each other. It shows the ambition and desire of UF to trade abroad and shapes the identity as international enterprises. Besides, “e-commerce”, “technology” and “promotion” also individually happen in CF. “E-commerce” is generally collocated with “cross-border”, “international” and “export”, “technology” with “customers”, “safety”, “value”, “development”, “promotion” with “international” and “trade”. These collations shows that CF provide a platform for customers engaged in cross-border e-commerce and endeavor to the enhancement and development of their technology for the safety of financial transaction.

There are also several words existing in UF only and cannot perform in the top 20 vocabulary in CF. “Card” in this data usually appears along with “corporate”, “office” and “credit”, “software” with “accounting”, “building” and “payment”, which demonstrates the traditional payment methods still matters for UF and they also strive to develop software used for paying. Customer/customers and market, which have similar vocabulary in the list of CF, also occur there and can be interpreted as UF’s concentration towards their consumers and business. In addition, the identity of fast-growing startups with excellent performance is

constructed with the help of words including “year”, “bill”, “billion”, “first”, “than”, “new”, “growing”, “startup”, and “over”. The former three words propose that UF is prone to employ specific data, such as figure, to exhibit their achievements in the past and the advantage of which is to display a more concrete image in front of consumers and should be more persuasive considering the supportive evidence. The latter words express a sense of confidence and are not afraid of praising themselves. This can be conceived as a representative of American style and mold a positive image.

The common corporate identity constructed by both CF and UF is a company offering payment services to their clients. For the reason of cultural difference, they also portray different images. For instance, CF want to tell its consumers that they provide professional payment platform, supporting international transactions. What’s more, they work hard in building their teams, enhancing their product performance and expanding their businesses, intending to build the profile of international, professional and safe payment platform. On the other hand, UF express their concerns towards consumers and market beside introducing the basic functions of their products. Moreover, this sort is good at applying concrete figures to publicize their accomplishments which seems to be more compelling and persuasive and exhibits the profile of self-confidence.

4.1.2 Key Words and Corporate Identity

Key words refer to those whose frequency of occurrence exceed the normal far compared with the reference sample (Scoot & Tribble, 2006:55). Accordingly, the result is generally recognized as telling evidence for illustrating the main focus of the target sample and can be applied to construct identity indirectly. With AntConc as the retrieval tools and AmE06 the reference sample, the key words of CF and UF can be generated as Table 2:

Table 2

CF			UF		
Rank	Key words	Keyness	Rank	Key words	Keyness
1	commerce	519.263	1	ramp	844.933
2	China	442.847	2	businesses	334.449
3	payment	389.022	3	card	327.309
4	pingpong	321.898	4	payments	256.042
5	chamber	252.793	5	Glyman	239.178
6	financial	251.705	6	corporate	224.638
7	ums	238.795	7	startup	211.027
8	association	227.241	8	fintech	179.368
9	Cross-border	208.445	9	finance	161.386
10	international	199.969	10	financial	147.903
11	build	168.841	11	software	145.848
12	shenzhen	166.099	12	we	145.837
13	trade	153.507	13	customers	138.187
14	ningbo	145.332	14	pay	132.837
15	enterprises	143.042	15	platform	125.823

CF			UF		
Rank	Key words	Keyness	Rank	Key words	Keyness
16	promotion	139.666	16	billion	119.121
17	xtransfer	134.949	17	fastest	115.293
18	services	126.761	18	companies	114.655
19	dongguan	124.566	19	our	112.986
19	xiamen	124.566	20	growing	111.666
20	webank	114.183			

Keywords of CF and UF

As shown in Table 4, several key words in CF and UF are the same or have similar meaning, such as payment, finance and companies. These words also occur as high-frequency vocabulary above and mold the same profile.

Other key words in CF primarily include “commerce”, “cross-border”, “international”, “build” and “services”. Checking the collocations of commerce, it can be discovered that “commerce generally occur as

the form of “e-commerce” in texts and its meaning is closely connected with cross-border and international. Therefore, these letters still contribute to build the identity of international payment platform. Build and services, ranking 11 and 18, are retrieved as the key words. After that, this paper randomly selects several concordance lines to examine the service that CF provide and the headway it strives for.

Table 3

d banking costs on their profit margins, and sought out to	build	a better solution for businesses operating cross-border, im
that drives us Our mission With technology at our core, we	build	global financial infrastructure and applications to empowe
e of management experience, Bill has led several teams to	build	new businesses from the ground up. Bill CEO With deeply r
the startup of Alibaba.com’s exporting services, helping to	build	and lead several teams in the widely well-known Ali-Iron-A
irit, Yanfang has lead a number of elite technical teams to	build	up the Alibaba B2B payment and financial platform. With a
ports to offer hearing impaired customers remote banking	services.	We strive to make the impossible happen. Love & Care at V
nation Co., Ltd. is a leading company in financial software	services.	Wind is a leading provider of financial information services
ers with faster, broader, and deeper data and information	services.	Sharing the value of data, Wind has the vision to be a
d acceptance market and provision of integrated payment	services.	China UMS is one of the first payment institutions to obtain
e Foreign Trade Associations China Association of Trade in	Services	Cross-border E-commerce Working Committee of China El

Concordance lines including “build” and “service” in CF

Based on Table 3, the data mainly put together “build” with “better solution”, “global financial infrastructure and applications”, “new business”, “team” and “payment and financial platform”. Consequently, it should be noticed that CF seeks to improve their services and help their clients to conduct cross-border financial activities successfully. The word “services” comes with “offer hearing impaired customers remote banking”, “financial software”, “faster, broader and deeper data and information” and “payment”. According to this result, this paper argue that the image that CF attempts to display is a careful company caring about and respecting their customers for it takes consumers’

inconvenience into consideration. Apart from this, the image of professional financial enterprises appears considering its declaration to offer more faster and broader information and better customer experience.

The key words in UF are chiefly consisted of businesses, startup, fintech, customers, billion, fastest and growing. The words, startup and fintech, are used to emphasize UF’s newly emergent situation which forms a strong contrast comparing with the meaning concealing in such key words as billion, fastest and growing.

Table 4

Amex and Brex. "One of the corporate card industry's fastest-	growing	players just received a boost as it nabs clients from the indus
employees' expenses and a bill-pay service that's its fastest-	growing	product. The company...now handles more than \$5 billion of
n of payments volume on its platform annually, with revenue	growing	almost 10-fold last year." Bloomberg, March 2022 Ramp cor
es of 2022 "Barely a year after its launch, Ramp is the fastest-	growing	corporate card in the United States. Its 2,000 enterprise custo
transaction volume, which Glyman said makes it the fastest-	growing	corporate card in the US. 'We're collapsing a lot of the
gins delivery of algorithms to external clients 2009 First one-	billion	share day in equity trading 2006 Achieves 15% market share
C of \$156 million raised, Deel's valuation has reached \$1.25	billion	in just under 24 months. Ali Rowghan of YC Continuity (previ
launching last October, it took just six months to surpass \$1	billion	in annualized volume, less than half the time it took Ramp's
launching last October, it took just six months to surpass \$1	billion	in annualized volume, less than half the time it took Ramp's
" Insider, March 2022 Payments startup Ramp valued at \$8.1	billion	in latest funding round "Ramp has been building its finance

Concordance lines including "billion", "fastest" and "growing" in UF

Searching the concordance lines with billion, fastest and growing as key words, the result can be presented as in Table 4. In accordance with this table, "fastest" is used to describe the rate of "growing" almost in all situation. "Growing" also occurs with other lexis such as "revenue". The word "billion" is generally collocated with all kinds of numbers. Accordingly, the identity of a fast-growing startup business comes about in a persuasive way for the relevant information provided in the text.

The key word "business" often happens with "companies", "global", "internet" and "customers" in the surrounding area. It demonstrates that UF cares about its business well and intends to scale up around the world. Meanwhile, this result also shows the focus on its clients' business which means UF will get inside customers' mind and endeavor to meet their demands.

In terms of the discussion above, CF's identity built indirectly stands as a professional financial payment platform providing services around the world. Apart from the professional products it offers, CF also shapes its image as a human-centered corporate greatly in that it tries to make allowance for customers' other demands besides business dealing. UF adopts abundant specific figures, which seems to be more telling, and positive adjectives to mold the shape of a newly emergent well-performed enterprise who develop rapidly. It also expresses its concern towards customers and ambition to enlarge business scope.

4.2 Strategy

Strategy here is comprised of proactive strategy and reactive strategy. Proactive strategy means enterprises tend to be active in attracting customers and publicizing rather than waiting for the responses from the market. Therefore, a positive image in this strategy is admirable. On the contrary, reactive strategy is prone to be less active. Companies adopting this sort of strategy

generally shows more concern towards consumers, services or employees (Heng & Zhu, 2022).

In accordance with the key words presented in Table 2, "China", "chamber", "association" and "promotion" are greatly adopted by CF as evidence to shape a credible profile for all of these words can be connected with "authoritativeness". Taking cultural background into account, a close association with the official often disseminate a sense of reliance and dependability. In addition, some words, like "cross-border", "international" and "promotion", serve as big shareholders in both of the frequency list and key words list. By virtue of the frequency of occurrence and the keyness of these vocabularies, a strong desire to expand abroad can be perceived. Despite the proactive strategy CF applies, there are several signals illustrating its less active behaviour. Instead of displaying the achievements it has procured which seems to be more directive, CF chooses to list the cities, like "shenzhen", "ningbo", "dongguan" and "xiamen" in Table2, where it has branches to portray their merits. In this way, a humble image grows. Moreover, CF expresses great concerns towards customer experience, services promotion and team building instead of takeover, revenue or benefits that a financial company considered to be interested in.

Compared with CF, UF seems to take the proactive strategy completely. On the one level, it spares no efforts to apply highly positive adjectives to describe its grades such as "fastest", "growing". "Billion" and "bill" are used directly to exhibit their revenue and specific figures are greatly introduced in the data which serve as a concrete data to support its accomplishments and contribute to the building the identity of credibility. On the basis of some collocations of the key words, the ambition to spread their affairs over the world also shape up.

4.3 Communication Style

Dialogue is considered as “any negotiated exchanges of ideas and opinions in public relations practice” (Kent & Taylor, 1998). The communication style that corporate adopts is quite essential for constructing identities since it is able to control the distance between speakers and target listeners. The usage of pronouns can be conceived as an element to discuss the sense of familiarity expressed by CF and UF.

Reviewing the key words shown above, there are considerable amount of company names including “pingpong”, “ums” “xtransfer” and “webank” appear on the list. Besides, the only lexis that CF uses to replace its names is “enterprise”. This way of expression might be more formal but contain a strong feeling of distance and is inclined to be hierarchical. In the side of UF, it applies “we”, “our”, “corporate” and “company” are sharing the function of indicating those financial associations which consequently disseminate the sense of familiarity and narrow the distance between service providers and consumers.

On the basis of the comparison, it should be concluded that CF constitutes the tendency to broaden the distance with its clients through the application of specific names. Nevertheless, UF is accustomed to use first person pronouns or other vocabulary as substitutions of its names which is similar with the style of communication among friends and strikes the sense of intimacy.

4.4 Intercultural Communication Dimensional Perspective

Culture is something invisible but exerts influence upon every aspect of people’s daily life. The taste of food, the style of clothing or the way of communication and expression are all deeply affected by it. For this reason, it is of great significance to compare and contrast the methods of identity construction from cultural perspective.

Greet Hofstede and his team put forward cultural dimension theory in 1980 which offers a framework for distinguishing and analyzing the differences and distinctions in cultural around the world. The first four concepts proposed includes Individualist and Collectivist, Power Distance, Uncertainty Avoidance and Masculinity and Femininity.

In terms of the discussion and analysis above, the cultural features of both of CF and UF can be easily recognized. As everyone knows, the characteristic of collectivism is extremely prominent in China considering the long-standing influence of Confucianism. The trace of collectivism no doubts should be discovered in the data of CF. Fin-tech unicorns in China will take an overall perspective when designing their products. For instance, it also provides services to people with poor hearing. This group seldom exhibit

merits and achievements directly for the sake of being humble. All of them are distinctive features of collectivism. Meanwhile, they also constitute a high degree of uncertainty avoidance which has a low tolerance to salience. In CF’s data, “team” occurs as a key word in Table 2 which stands as a persuasive evidence. When it comes to power distance, several key words as “China”, “association” and “chamber” presents a connection with the official and authority. Apart from this, the use of direct reference to companies disseminates reinforce the sense of distance. In this way, the image of high power distance shapes up. As for masculinity and femininity, CF’s performance seems to be a little bit different compared with former impression concluded by other countries. In the past, scholars generally apply masculinity to describe China. Nevertheless, the data collected from CF tells another story. It shows that the image of CF should be the mix of masculinity and femininity. On the one line, CF chases after the development and improvement of their products and services and endeavors to enlarge its business around the world. This kind of assertiveness, progression and heroism are typical characters of masculinity. On the other line, it adopts partly reactive communication strategy, forming a contrast with its ambition mentioned before. Besides, based on the discussion of the key word “team”, it is not difficult to notice that CF attach tremendous attention upon the building of team. Cooperation is also a discipline valued by femininity. Finally, CF’s human-centered statement about its consumers also is almost the same with the value of caring for the weak.

The identity that UF displays comes near with the profile drawn by outsiders. Firstly, there is a strong exhibition of individualist shown in UF. Fin-Tech unicorns in the US are not afraid of illustrating their excellent performance and primarily adopts concrete evidence, such as figures, to present their achievements. What is more, they are prone to use highly positive adjectives, such as “fastest”, to describe their advance. This serves as the demonstration of lower degree of uncertainty avoidance as well. Meanwhile, the word “new” in Table 1 presents the spirit of innovation which is one of the appreciated values supported by the US. In the dimension of masculinity and femininity, the profile of masculinity is manifested by the data provided by UF considering the positive statements about its progression, the ambition about expansion, the totally proactive communication strategy. In this way, the profile of the US culture, generally perceived as femininity, also deviates slightly from the past.

CONCLUSION

This paper finds that the common corporate identity shaped by CF and UF is the financial technology company mainly providing payment services and both of them try to broaden their business on a world scale. The distinction of the images portrayed by both sides is discussed. According to the highly used words and key

words, it can be concluded that the data of CF shows its strong ambition and desire to build itself as a professional international payment platform. Meanwhile, it also expresses a kind of human-centered concept towards its clients. The profile drawn by UF is a company caring about its customers, achievements and progression. Apart from this, the considerable usage of specific numbers and positive decorations disseminate a sense of confidence and credibility.

In terms of communication strategy, CF constructs its identity through the combination of proactive strategy and reactive strategy and the language style tends to be impersonal and hierarchical, whereas UF wields completely the proactive strategy and seems to be more casual in its language usage. As for the cultural dimensions each group shows, CF manifests all of the general impressions perceived by other people but the cultural dimension of masculinity and femininity. Its image is more like a mixture of masculinity and femininity since it displays two kinds of features. The corporate identity displayed by UF features such cultural dimensions as individualism, lower degree of uncertainty avoidance and short distance. What is surprising is that UF deviates from the dimension of femininity, long been advocated by the US, and make a headway towards masculinity. Considering the development of globalization today, the best choice for those companies should be involving in it positively and making a good preparation to catch the opportunities and chances concealing in this progression. Accordingly, learning to publicizing from an intercultural perspective becomes increasingly indispensable.

Due to the limited scale of the data, the discussion presented in this paper may not be special and representative. For this reason, extended researches with more data and empirical methodologies should be potential for future research.

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