

Key Strategies to Take Suzhou-based Corporates Global: an analysis of corporate homepages from a multimodal perspective

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Abstract

With sustained growth of China's foreign direct investment and overcapacity problems in China's domestic industries, "going global" has turned to be an inevitable trend for the development of Chinese enterprises at the current stage. In the tough international market, corporate competition is not only a product-focused hard power contest, but also a "corporate image-based soft power competition". One of the key channels for corporates to construct their image is through corporate websites. This report conducts a comparative study of images and promotional strategies on the Chinese and English homepages of Suzhou-based companies and those on global corporate homepages. Based on the comparative analysis of verbal and visual texts on the corporate homepages, it concludes the features and existing problems of English homepages of Suzhou-based companies and provides constructive suggestions for English corporate website construction, with a view to helping Suzhou-based companies expand their overseas market.

Key Words

Corporate Image; Corporate Homepage; Going Global; Image Promotion