

# Research on Foreign Discourse Quality of Enterprise Websites in Liaoning Province, China

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**Abstract:** Under the background of the promotion of the “Belt and Road” Initiative and the deepening of the “going out” strategy of enterprises in China, the foreign discourse of enterprise websites has become the key carrier of international image communication and market expansion. This study takes 8 well-known enterprises in Liaoning Province of China as samples, covering manufacturing, service and high-tech industries, and constructs a three-level evaluation index system of “Corporate Image Discourse — Public Relations Discourse — Internationalization Discourse”. The quality of foreign discourse of 8 enterprise websites is comprehensively evaluated by means of stratified sampling, content analysis, technical testing and questionnaire survey. The study found that the overall performance of the foreign discourse quality of the websites of large enterprises and high-tech enterprises in Liaoning is good, but there are also some problems such as differentiation in the presentation of corporate image, lack of depth of public relations operation, the general weakness of international adaptability and promotion ability. The results provide an empirical reference for enterprises to optimize the website’s foreign discourse system and enhance their international competitiveness.

**Keywords:** Liaoning enterprise; Enterprise website; Foreign discourse; Quality evaluation; International communication

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## 1. Introduction

The enterprise website is the core display window of the brand image, and it is also an important bridge connecting the enterprise and the international market. It can not only help enterprises to establish brand image and enhance popularity, but also maintain existing customer relationships and tap potential business opportunities through timely release of product information, optimization of service processes, and ultimately enhance market competitiveness. In the process of “going out”, high-quality foreign discourse can effectively convey brand value, expand international influence, and enhance the voice of Chinese enterprises in the global market<sup>[1]</sup>.

Enterprise’s foreign discourse refers to the language symbol system used by enterprises to transmit information to the international market and target customers (Breeze, 2015)<sup>[2]</sup>. As the core platform with the

functions of information dissemination, promotion and legalization (Breeze, 2015)<sup>[2]</sup>, the enterprise website's discourse covers multiple symbols such as text, images and videos, which is highly consistent with the website's communication objectives (Davis, 1989<sup>[3]</sup>; Bruce, 1998<sup>[4]</sup>). Blue Book of Language Service for Chinese Enterprise Globalization (2016) clearly pointed out that foreign-related economic and cultural activities under the "Belt and Road" Initiative need to be based on language exchange, and there is an urgent need for all-round and multi-level language services<sup>[5]</sup>. Translation and language services, as important supports, directly affect the effectiveness of corporate external communication.

On the one hand, this study focuses on the actual operation of language in the enterprise scene, analyzes the role of discourse in the construction and image of enterprise identity; on the other hand, it discusses the interaction between discourse and macro factors such as business activities, cultural background and social practice. The research can provide practical reference for the domestic and foreign production and operation, overseas market development and brand value promotion of Liaoning enterprises, and help Liaoning enterprises to better integrate into the international market.

## 2. Research objects and methods

### 2.1. Research objects

In order to ensure the representativeness and universality of the research, this study adopts the stratified sampling method, and selects well-known enterprises in different industries in Liaoning as the research objects, covering manufacturing, service industry, high-tech industry and other fields, specifically including Genertec Shenyang Machine Tool Co., Ltd., Dalian Shipbuilding Industry Co., Ltd., Ansteel Group Co., Ltd., Neusoft Co., Ltd., Dalian Bingshan Group Co., Ltd., Liaoning Cheng Da Biotechnology Co., Ltd., Shenyang Blower Works Group Co., Ltd. and Dalian Wanda Group Co., Ltd., focusing on the analysis of the foreign discourse quality of their websites.

### 2.2. Evaluation model and index

This study integrates the existing research results to construct an evaluation system: drawing on the five evaluation criteria of comprehensiveness, timeliness, objectivity, authority and accuracy proposed by Jim Kapoun (1998)<sup>[6]</sup>, referring to the three-dimensional first-level index framework of "Corporate Image -- Public Relations -- Internationalization" in Li Chen (2018)<sup>[7]</sup>, and combining 12 second-level indexes and 19 third-level indexes of Wang LiFei (2022)<sup>[8]</sup> to form a three-level evaluation indexes (see **Table 1** for details).

**Table 1.** Evaluation index system of foreign discourse quality of enterprise websites

Level 1 Index	Level 2 Index	Level 3 Index
Enterprise Image Discourse	Company History	General Introduction
		Annual Event
	Business Philosophy	Enterprise Purpose
		Enterprise Management Strategy
	Organizational Structure	Senior Management
		Organizational Structure

**Table 1 (Continued)**

Level 1 Index	Level 2 Index	Level 3 Index
Public Relations Discourse	Text Media	Enterprise News
		Important Speech
	Multimedia	Audio/Video
	Communication Channel	Message Board/Forum
		Contact Information
	Financial Disclosure	Annual Report
Internationalization Discourse	International Image Publicity	No Enterprise Logo
		Enterprise Logo in English and Chinese
	International Customer Service	Number of Website Languages
		Overseas Recruitment Column
	International Marketing	Internationalization Column
	Convenience for Overseas Use	Search Box / Navigation Index
	Website International Promotion	News Update Speed

### 2.3. Data Collection Methods

Using a multi-method data collection strategy to ensure the reliability and validity of the study:

- (1) Website content analysis: systematically evaluate the language quality, information integrity, content update frequency and column settings of the website;
- (2) Technical performance testing: the use of professional website testing tools, testing website loading speed, compatibility, stability and security measures;
- (3) Questionnaire survey: collect user experience feedback for international users, focusing on evaluation dimensions such as ease of use, information practicality, and cross-cultural adaptability;
- (4) Data quality control: cross-validation of all kinds of data collected, elimination of invalid information, to ensure the objectivity of the analysis results.

## 3. Result analysis

According to discourse performance in the three core indexes of Corporate Image, Public Relations and Internationalization, the foreign language websites of the 8 Liaoning-related enterprises are scored item by item (out of 10 points), and the scores are combined with the comprehensive judgment of the integrity, functionality and overseas suitability of the actual content of the websites. The specific results are shown in **Table 2**.

**Table 2.** Foreign Discourse Performance of Enterprise Websites in Liaoning Province, China

Name of Enterprise	Discourse Performance			Comprehensive Evaluation
	Enterprise Image	Public Relations	Internationalization	
Genertec Shenyang Machine Tool Co., Ltd.	6 points	5 points	5 points	General
Dalian Shipbuilding Industry Co., Ltd.	6 points	5 points	5 points	General
Ansteel Group Co., Ltd.	8 points	7 points	7 points	Excellent
Neusoft Co., Ltd.	9 points	8 points	8 points	Excellent
Dalian Bingshan Group Co., Ltd.	7 points	6 points	6 points	Good
Liaoning Cheng Da Biotechnology Co., Ltd.	6 points	6 points	6 points	Good
Shenyang Blower Works Group Co., Ltd.	5 points	4 points	4 points	General
Dalian Wanda Group Co., Ltd.	8 points	8 points	8 points	Excellent

The specific scoring reasons for each enterprise are as follows:

**(1) Genertec Shenyang Machine Tool Co., Ltd. (foreign language website associated with www.smtcl.com)**

Discourse performance of Corporate Image (6 points): Its foreign language section can briefly sort out the development process and core business, and clearly define the main business orientation of machine tool manufacturing. However, the elaboration of the business philosophy of the enterprise is relatively general. The organizational structure only reflects the core production department, lacks the display of related structures such as overseas subsidiaries, and the information integrity is general.

Discourse performance of Public Relations (5 points): Text media mainly introduces product parameters, with very little multimedia content and only a few product pictures; Communication channels only reserve basic email and telephone, and there is no online consultation portal; Financial information is not disclosed separately to foreign users, and can only be indirectly deduced from Chinese financial reports. Public interaction and information transparency are insufficient.

Discourse performance of Internationalization (5 points): Only simple display of product export scope, no targeted international customer customization service section; The website is suitable for overseas browsers, but there is no multilingual switching. International promotion only relies on simple display of industry exhibition information and lacks active overseas communication design.

**(2) Dalian Shipbuilding Industry Co., Ltd. (foreign language website relying on www.dsic.cn foreign language plate)**

Discourse performance of Corporate Image (6 points): Foreign language websites can find out the development context of the main shipbuilding industry of the enterprise, covering the historical records of major shipbuilding projects. The business philosophy revolves around “marine equipment manufacturing”, but the organizational structure only presents the core production plant area, the introduction of research and development, overseas business and other departments is missing, and the overall expression is relatively brief.

Discourse performance of Public Relations (5 points): The text media focuses on the introduction of ship products and project results, and the multimedia only has a small number of pictures of the ship construction site; The communication channel is single, only fixed telephone is provided; There is no financial disclosure section



specifically for overseas, and the public has limited access to information.

Discourse performance of Internationalization (5 points): It can list some overseas ship order cases, reflecting the international business layout, but there is no exclusive service channel for international customers; The loading speed of the website is suitable for overseas networks, but there are no international marketing activities and promotion sections, and the penetration of overseas markets is weak.

**(3) Ansteel Group Co., Ltd. (foreign language website en.ansteel.cn)**

Discourse performance of Corporate Image (8 points): The foreign language website has completely combed the process from the establishment of the factory to becoming an international steel giant, clearly conveying the business philosophy of “green steel and high-quality development”. The organizational structure covers production, research and development, overseas branches and other sectors, with clear logic, enabling overseas users to fully understand the enterprise system.

Discourse performance of Public relations (7 points): rich text media, covering industry trends, technological breakthroughs and other content, equipped with high-definition pictures of production lines and products; Communication channels include contact information of overseas offices; Regular disclosure of foreign language summaries of consolidated financial statements, but lack of video and other multiple forms of communication.

Discourse performance of Internationalization (7 points): It focuses on the promotion of global steel supply capacity and overseas base construction, with international customer docking section; The website supports overseas visit optimization, international promotion combined with industry international summit and other activities, but multilingual only supports English, which is not suitable for users in non-English-speaking countries.

**(4) Neusoft Co., Ltd. (foreign language website associated <https://bpo.neusoft.com>)**

Discourse performance of Corporate Image (9 points): The foreign language website takes “software and solution provider” as its core positioning, combs in detail the development process from “Dongda Alpine” to international enterprises, highlights “technological innovation” in its business philosophy, clearly divides software research and development, medical technology and other business sectors in its organizational structure, including overseas subsidiary structure, and has a three-dimensional image.

Discourse performance of Public Relations (8 points): Text media covers technical White Papers, industry cases, etc.; Multimedia has product demonstration videos and online press conference playback; Communication channels set up exclusive mailboxes and online message boards for overseas customers; Regular disclosure of financial data related to international business is highly transparent, and only the efficiency of interactive response is not clearly marked.

Discourse performance of Internationalization (8 points): Customized solutions for different regional markets, international customer service has a dedicated docking team; The website supports multilingual switching and overseas network acceleration, and is promoted through global industry exhibitions and technical forums. Only some emerging markets are slightly weaker in promotion.

**(5) Dalian Bingshan Group Co., Ltd. (foreign language website en.bingshan.com)**

Discourse performance of Corporate Image (7 points): The foreign language website clearly introduces the history originated from Dalian Refrigeration Factory in 1930, clearly defines the core positioning of refrigeration equipment manufacturing, mentions the enterprise structure of diversified investment, and includes information such as joint ventures. However, the international expression of business philosophy is relatively brief and lacks in-depth explanation.

Discourse performance of Public Relations (6 points): Text media covers product and overseas project

introduction, with a small number of production line videos; Communication channels provide overseas sales calls; Financial information only discloses the overall revenue profile, without subdividing the financial data of overseas business, and the multimedia form is relatively single.

Discourse performance of Internationalization (6 points): Project cases in more than 60 countries and regions are shown, with basic international business docking portals; The website is suitable for overseas visits, but there is no multilingual switching. International promotion relies on passive display of project cases and insufficient active marketing.

**(6) Liaoning Cheng Da Biotechnology Co., Ltd. (Foreign Language Website Associated with [www.cdbio.cn](http://www.cdbio.cn) Foreign Language Section)**

Discourse performance of Corporate Image (6 points): It focuses on the safety and effectiveness of biological vaccines and biological agents, in line with the core demands of the international biomedical industry. Without a clear division of key departments such as research and development, quality control and overseas sales, it is difficult for overseas partners to connect with the core team.

Discourse performance of Public Relations (6 points): Text media focuses on the research and development background and application value of core biological products, professional norms. Lack of multimedia forms, no research and development laboratories, production lines and other real content; single communication channel, no medical compliance consulting portal for overseas customers; no public financial data, it is difficult for overseas investors and partners to assess the strength of enterprises.

Discourse performance of Internationalization (6 points): International customer service does not involve key information such as overseas registration and certification of products, and the core needs of pharmaceutical customers are not met. Lack of international promotion, not related to overseas pharmaceutical exhibitions, clinical trial cooperation and other content.

**(7) Shenyang Blower Works Group Co., Ltd. (Foreign Website Associated with [www.shangu.com.cn](http://www.shangu.com.cn) Foreign Section)**

Discourse performance of Corporate Image (5 points): The foreign language section only simply marks the core business of fan manufacturing, and the development process only mentions the breakthrough of key products. The business philosophy and organizational structure are hardly explained to foreign language users, which can only enable users to initially know the main business of the enterprise, and the information is seriously insufficient.

Discourse performance of Public Relations (4 points): The text content is mainly product catalog, without multimedia supporting content; The communication channel is only domestic switchboard telephone, and there is no overseas docking method. There is no foreign financial information disclosure, and public communication and information disclosure are almost blank.

Discourse performance of Internationalization (4 points): It only mentions export qualification in product introduction, no international customer service; The website can be accessed overseas, but there is no adaptation optimization, no international promotion related content, and the international adaptability is very poor.

**(8) Dalian Wanda Group Co., Ltd. (foreign language website support [www.wanda-group.com](http://www.wanda-group.com))**

Discourse performance of Corporate Image (8 points): Foreign official website fully presents the development process, corporate culture and management philosophy through the “everything” column, clearly shows the organizational structure of the four major industrial groups, highlights the emerging formats such as film and television, sports, etc., introduces the global layout in detail, and has a clear and three-dimensional corporate image.

Discourse performance of Public Relations (8 points): Text, panoramic photos, videos and other forms are rich, and new columns spread enterprise information in multiple forms; Communication channels cover overseas branch telephones and mailboxes, with service navigation bars; Financial information discloses international business revenue overview. It has strong interaction and information transmission capabilities.

Discourse performance of Internationalization (8 points): It focuses on global format publicity, with international customer docking channels; The website supports overseas visits and forwarding dissemination, and new columns help overseas cultural dissemination. International promotion is carried out in combination with global projects. However, there is still room for improvement in service coverage in some niche markets.

## **4. Conclusions and recommendations**

Combined with the results of the discourse quality evaluation of eight foreign language websites of Liaoning enterprises in three dimensions: Corporate Image discourse performance, Public Relations discourse performance and Internationalization discourse performance, the following conclusions are drawn:

### **4.1. Advantages**

- (1) The image display of heavy industry enterprises is solid. The foreign language websites of heavy industry enterprises such as Ansteel Group Co., Ltd., Dalian Shipbuilding Industry Co., Ltd. and Shenyang Blower Works Group Co., Ltd. have obvious advantages in the expression of corporate image discourse. Most of these websites can clearly sort out the long development history of the enterprise, systematically elaborate the business philosophy around technological innovation and quality control, and introduce the organizational structure to meet the needs of industrial production and global project cooperation, so that overseas partners can quickly understand the core strength of the enterprise. For example, Ansteel Group's foreign language website presents in detail its development from basic steel industry to diversified formats, which meets the information needs of international industrial customers for the background of partners.
- (2) Head enterprises are better in public relations and internationalization. For Neusoft Co., Ltd., Dalian Wanda Group Co., Ltd. and other technology or service-oriented head enterprises, public relations and internationalization construction is relatively mature in their foreign language websites. As a science and technology enterprise, Neusoft's foreign language website has professional and timely text media content, matched with multimedia materials such as product demonstration videos, and also has exclusive consultation channels for overseas customers. Dalian Wanda Group focuses on the global layout of cultural tourism and commercial projects in international image publicity, which can meet the information demands of overseas investors and partners and has a certain awareness of international marketing.
- (3) Internationalization is clearly expressed for the core businesses. Most foreign language websites of enterprises can focus on the core business for international discourse output. For example, the foreign language website of Liaoning Cheng Da Biotechnology Co., Ltd. focuses on publicizing the international certification and overseas supply of biological products such as vaccines. Dalian Bingshan Group Co., Ltd., on the other hand, focuses on core products such as refrigeration equipment, and displays its solutions suitable for different overseas scenarios to help overseas customers quickly connect with their core businesses.

## 4.2. Disadvantages

- (1) There are disadvantages of differentiation in the presentation of Corporate Image. The introduction of the organizational structure on the foreign language websites of some traditional manufacturing enterprises is too general, only referring to the core departments, and does not reflect the configuration of overseas branches or cross-border collaboration teams; The enterprise history of some emerging business sectors is briefly sorted out, and the expression of business philosophy is in Chinese literal translation. For example, the simple translation of “keep improving” lacks interpretation in line with the international context, which is easy to be misunderstood by overseas users.
- (2) The operation form of Public Relations is single and insufficient in depth. Most foreign language websites of enterprises rely too much on text media, and multimedia content such as real product shooting and production process is scarce, and the application of new communication forms such as short video and live broadcast is very few. In terms of communication channels, with the exception of a few leading enterprises, Genertec Shenyang Machine Tool Co., Ltd., Liaoning Cheng Da Biotechnology Co., Ltd. and other enterprises only leave email or fixed telephone, lacking efficient communication tools such as instant chat and AI customer service. In terms of financial disclosure, only large groups such as Dalian Wanda Group Co., Ltd. have relatively standardized English financial reports, while most other enterprises have not disclosed key financial data to the public, which is difficult to meet the information needs of overseas investors.
- (3) International adaptability and promotion ability are generally weak. First, there is a lack of coverage in small languages, and all foreign language websites of enterprises are mainly English, which is not aimed at the market layout of small languages in Southeast Asia and Europe, and cannot match the mother tongue browsing habits of some overseas customers; Second, the international customer service is lagging behind, the after-sales response mechanism is not perfect, and there is no service channel suitable for multiple time zones. Third, the website promotion is insufficient, most enterprises do not optimize for overseas mainstream search engines such as Google, and rarely conduct website drainage through overseas industry platforms and social media. Fourth, the convenience of overseas use is poor, and some websites have problems such as slow loading speed, poor adaptation of mobile terminals, and currency units not automatically switched to target market currencies.

## 4.3. Suggestions for improvement

- (1) Optimize the international expression of corporate image discourse. For heavy industrial enterprises with a long history, the visualization section of “Historical Milestone” can be added, and the time axis can be used to match the cases of overseas major projects to connect the development process of the enterprise. The expression of business philosophy needs to be adjusted in combination with the culture of the target market<sup>[9]</sup>. A professional foreign language writing team and a Translation Quality Assessment Model<sup>[10]</sup> can be employed to avoid Chinese literal translation, translate slogans such as “Quality First” into expressions in line with the international business context such as “Committed to consistent quality assurance”. In the organizational structure part, the functions and contact information of overseas branches and cross-border project departments are clearly marked to enhance the docking efficiency of overseas cooperation.
- (2) Enrich the presentation and interaction of public relations discourse. On the one hand, supplement high-

quality multimedia content, such as Ansteel Group Co., Ltd. can add intelligent workshop video for steel production, Neusoft Co., Ltd. can add short films of overseas application scenes of software products, and Liaoning Cheng Da Biotechnology Co., Ltd. can produce animation of vaccine research and development process. On the other hand, broaden communication channels, deploy LiveChat and WhatsApp floating buttons for automatic time zone switching, reduce the required items in inquiry forms to less than 5 items, and enhance customers' communication willingness. In addition, financial disclosure needs to be standardized. Listed companies should regularly publish multilingual financial summaries, and non-listed companies can disclose key data such as core business revenue and overseas market share to enhance overseas trust.

- (3) Fully upgrade the adaptability and promotion of internationalization discourse. First, promote multilingual adaptation, give priority to increasing mainstream trade languages such as Spanish and German, and add exclusive language sections for key overseas markets; Second, optimize overseas use experience, use CDN to accelerate and compress picture formats to improve loading speed and realize automatic switching of currency and measurement units. Third, strengthen international promotion, embed keywords from overseas search engines and cooperate with international websites and social media to drain them. Fourth, improve international customer service, build a AI customer service system based on the industry knowledge base, respond to consultation 24 hours a day, sort out the information of overseas after-sales outlets, and clearly mark the maintenance and technical support process.

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