Public Reunion of Public Relations and Its Communication Strategies from the Perspective of Public Management

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Abstract: With China's entry into WTO, the tide of world economic integration is more and more violently impacting our new life. Chinese media are facing more beautiful temptations and more severe challenges. Starting from Dewey's strict definition of the public, this paper analyzes the public segmentation standard of the existing public relations, analyzes the public segmentation mode of gronig and Kirk hlahana, and on this basis, puts forward that the communication strategy of public relations should implement dynamic management instead of blindly pursuing the "two-way, symmetrical" communication mode. Effective public opinion guidance needs to consider the subdivision of the public, and build a subdivision matrix with the public's performance and involvement in public opinion as the subdivision dimension. The public, the general public, and the general public. Firstly, this study uses the relevant theoretical tools of cultural studies and psychoanalysis to analyze the postmodern characteristics of fragmented information audience. Through the postmodern expression of urban economy, we can see the modern people's pursuit of fashion and individuality, and the hippie spirit in culture, and further explain why and how the modern audience actively or passively presents a "fragmented" state. So as to achieve the good effect that the public consciously gathers to the organization, instead of the organization looking for the public everywhere, and finally achieve the communication goal of good interaction and communication between the organization and the public.

1. Introduction

Public opinion guidance in public relations means that public relations personnel convey attractive and persuasive information to the public in order to form or change public opinions [1]. There are three forms of public opinion: potential public opinion, explicit public opinion and behavioral public opinion. According to this, the public can be divided into potential public, ideographic public and behavioral public [2]. Among them, potential public refers to the pre-existing public who have similar positions and have relatively consistent beliefs. This is a potential public opinion, and emotion is its only external form; the expressive public refers to the public expressing their attitudes and opinions on the object of public opinion in an open form. The public; the behavioral public refers to the public that transforms opinions into various social collective behaviors. Public relations are a professional communication practice activity. At this stage, the state, government and corporate institutions are the main body of public relations activities. Good public relations activities can Promote the smooth completion of national affairs and organizational affairs [3].

Although there is no consensus on the definition of public relations in academic circles, social organizations, communication and the public are recognized as the three major elements of public relations [4]. The purpose of this paper is to put the audience of public relations communication, the public, in the post-modern society to critically speculate on public relations, examine the new changes of the public under the background of the social context transformation from the popularization of modernity to the fragmentation of post-modernity, analyze the impact of fragmentation on media and public relations of organizations from the perspective of audiences, and discuss the formulation of public relations communication strategies in post-modern cultural

paradigm from the perspective of new characteristics of audiences in post-modern living space.

2. The Types of Audiences in Post-Modern Media Space

2.1 The Media Postmodern Space We Are in

Under the conditions of the development and maturity of digital technology, the network world has brought great freedom to people. Whether it is media selection or media use, it has broken through the limitations of time and space, and the content and form have also changed from the original more unified and mainstream model. Towards diversity and diversification [6]. The concept of "public relations" has many meanings, but the more common definition is: "Public relations is an organization's use of information dissemination means to deal with its own environmental relations activities [7]. It is an activity based on the premise of maintaining and enhancing the fundamental interests of the organization and its public, aiming at establishing the best image suitable for the survival and development of the organization, and effectively using the means of information dissemination to continuously coordinate and improve the relationship between the organization and the public at home and abroad [8]. "Public relations and the media have a very close relationship. At present, in China, the vigorous development of public relations has formed a close interactive relationship with the pioneering journalism in the reform, but the academic circles have not fully studied this [9].

Based on Dewey's definition of the public, gronig put forward the situationaltheoryofpublics. The basis of this theory is that the public's attitude and behavior towards the organization is mainly based on how the public understands its situation, which is formed due to the impact of some behaviors or problems of the organization on the public [10]. He divides the public of the organization into four categories: the passive public, the awakened public, the aware public and the active public. Public relations management is to use modern information communication technology and means to optimize internal and external, and exert the unique advantages of the educational environment to influence the social environment in turn. Colleges and universities are not only the initiator of public relations, but also the biggest beneficiary of effective public relations. Only by adopting certain methods and strategies purposefully and consciously, and sorting out management ideas -- seeking cohesion internally and expanding externally, and forming strong cohesion and centripetal force through two-way communication can we be invincible. Due to different types of public, their acceptance psychology is different, and the amount of information required and the way of providing information are also different. Therefore, effective public relations public opinion guidance requires the application of appropriate communication modes according to different segments of the public. This technical program of mass communication has resulted in a certain kind of information with very mandatory information consumption. That is what McLuhan called "media is information.

2.2 As a Public Audience

Herbert Bloomer believes that "the interaction of various factors in modern society forms a typical new type of audience. The audience is the product of the social environment and specific media supply methods." When newspapers, radio, television, etc. Traditional mass media has penetrated more and more deeply into all aspects of people's social life and family life, especially the popularization of television has brought the power of mass media into full play. "The real problem is not whether' the masses' exist, but the trend of treating people as if they were the masses. Audio-visual media have been greatly enriched in terms of quantity and content supply, and their channels of communication and contact have also been widely broadened. For example, watching live TV or listening to radio through the Internet can also choose to receive programs at any time, without being limited by the timeliness of traditional mass media. The blending of various forms of media provides people with more choices. Human personality has been restored in the media of social communication, especially in the virtual world of the network. To some extent, the interpersonal scope has also crossed the physical constraints of time and space, and has been

maximized in the virtual space. The change from passive public to blind public, and then to active public, is mainly affected by the public's situation.

Aware publics are those who know the organization better, but they are not directly affected by the organization's behavior. Both the passive public and the enlightened public have the potential to be the active public, but the enlightened public is more likely because his level of association with the organization has increased, so Kirk Hallahan's model implies that increased involvement is the acquisition of knowledge And then into the prerequisites for an active public. The potential public just has a similar pre-existing position, and a clear opinion has not yet been formed. At this time, the news agency mode will transmit all kinds of information beneficial to the organization, which will affect the potential public's evaluation of issues related to the organization. If it can achieve results, when the potential public opinion is transformed into the apparent public opinion, the positive beliefs and emotions of the potential public towards the organization can be transformed into positive comments on the organization. With the blurring of the difference between the communicator and the receiver, the artificially constructed characteristics of the audience in typical media industry discourse have lost their original value and significance.

3. Public Subdivision Consideration in Influencing Public Opinion

3.1 Communication Strategies in Public Relations

After determining the subdivision standard of public relations public, we will analyze the communication strategy for different public. In his research project "excellent public relations", gronig proposed four types of communication modes: (1) news agent / publicity mode; (2) Public information mode; (3) Bidirectional and asymmetric mode; (4) Bidirectional and symmetrical mode; Although Grignard's model can be seen as describing the development history of public relations practice, Grignard does use this model to describe the nature and purpose of communication, and this model shows that before the symmetrical status of mutual understanding is achieved, different practical behaviors must already exist. At the same time, in today's public relations practice, most of our communication resources are invested in the active public, because the active public can have a direct impact on the organization. When the audience is bombarded with massive information from various media and organizations every day, they will also seek a clean place. One of the main reactions of the audience to the "overload" of information is that their attention to information is correspondingly reduced, that is, "the higher their exposure to the media, the lower their attention to the 'quality' of information. Only in this way can people avoid discomfort." As shown in Figure 1.
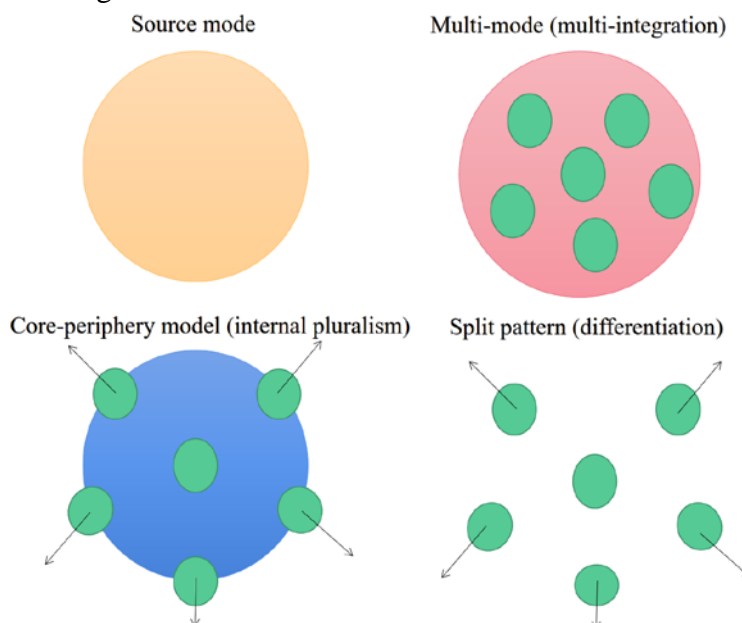

Fig.1 Four Stages of Audience Differentiation

The audience's reduced attention to the information is not a negative performance, it can be understood as a more active processing of the information. "People construct their own meanings from the information transmitted by the media and place the information in their own lives. Although individuals are increasingly self-conscious and self-centered, people seem to have not always rejected being classified into a particular groups, and each group exists by emphasizing its differences from other groups, and even by encouraging extreme ideas. Both the mass media and the so-called fashion mechanism are no longer the external and mandatory authority, but a kind that internalizes the actual demand into at least the self-spontaneous demand of the audience through the assimilation of the individual audience, and self-drives into a similar situation in which some groups finally realize the one-source mode or multiple modes, thus achieving the effect of audience reunion. However, it remains to be seen whether they are the desired audience and public groups of the media or organizations.

3.2 Public Subdivision and Guidance Strategy in the Public Opinion Stage

In the stage of showing public opinion, the role of public opinion leaders is clearly apparent. Identifying and turning to public opinion leaders is the main task of public relations. In addition, the opinion dimension must be measured to determine whether public opinion is positive or negative for the overall interests of the organization. This is because the involvement of the general ideographic public has increased. They have publicly expressed their opinions on issues related to the organization and have a certain understanding of them. The positive opinion dimension reduces the obstacles to public opinion guidance, and it is not necessary to carry out two-way communication for the consideration of the balance between costs and benefits. In the stage of opinion diffusion and fusion, for behavioral publics with positive opinions (including behavioral opinion leaders and general behavioral publics, the same below), a two-way symmetrical model can be adopted. As the public's involvement in the organization's issues has greatly increased, this has laid a foundation for two-way communication between the organization and the public. Public relations personnel can help the organization improve its behavior and follow the trend of public opinion by analyzing public feedback.

The formal formation of public opinion shows that it has considerable authority and is not easy to change greatly. On the basis of ensuring the strength and stability of public opinion, we can adopt the communication strategy of public information mode to the potential public at this time, and transmit information about current public opinion and organizational issues to them, so as to absorb the potential public into the public opinion that is beneficial to the organization. Of course, the role of the silent spiral will also transform some potential public. At the same time, the public information model can still be adopted for the potential public, and all the information related to the topic of the public opinion can be transmitted, especially the information related to the organization's improvement behavior - because the potential public has not yet formed a clear opinion at this time, we should strive to avoid their potential attitude from developing in a direction that is not conducive to the organization. To sum up, in the process of public relations, the implementation of effective public opinion guidance needs to consider public segmentation. The specific strategies are summarized in Table 1.

Table 1 Public Subdivision Considerations in Public Relations Public Opinion Guidance

Public opinion stage		Common type	Communication strategies for favorable situations	Communication strategy of ignoring the situation
Shallow public opinion		Shallow in the public	News agency model	
Show public opinion	Personal opinions appear	General ideographic public	Public information model	Bidirectional symmetric mode
		Ideographic opinion leader	Bidirectional asymmetric mode	
		Potential public	Public information model	
	Opinion diffusion and fusion	Behavioural public	Bidirectional symmetric mode	Bidirectional symmetric mode

		General ideographic public	Public information model	
		Ideographic opinion leader	Bidirectional Asymmetric Mode	
		Potential public	Public information model	
	Formal formation of public opinion	Act public	Bidirectional Symmetric Mode	Bidirectional Symmetric Mode
		General public Opinion leader	Public information model Bidirectional asymmetric mode	
		Potential public	Public information model	

In the post-modern society, the public will be unconsciously influenced by the fashion mechanism, and they will choose to do something about something that looks and sounds fashionable. People naturally tend to be judged by the "good" and "positive" aspects of social standards, and fashion is just this trend mechanism. The public is more willing to participate in organizational activities that make them look more "fashionable", and the "fashion" here is not just the appearance. Public relations activities or organizational communication are planned and organized around such keywords as "corporate social responsibility", so that they can be implemented throughout the organization's communication activities to the public, and actively reflected in all aspects of the activities, so that the audience can deeply feel that the enterprise is really performing its social responsibilities in good faith or paying attention to environmental protection, community interests while paying attention to the economic interests of the organization Social commonweal and coordinating the interests of all "stakeholder groups" will play a vital role in the success of public relations communication of enterprises and organizations. It is also an important standard for evaluating the effect of activities.

4. Conclusions

Today after my country's entry into the WTO, the media of our country, like the Chinese economy, are advancing in the wave of economic globalization. Since the public is no longer a homogeneous group, it is impossible for the organization to transmit organizational information and knowledge to all the public at one time. At this time, the communication between the public based on the interpersonal network will maximize its effectiveness through the network. The whispering gallery effect of word-of-mouth communication can make the organization's public relations communication achieve the best effect. It may also cause the organization to encounter an unprecedented crisis-when the content of word-of-mouth communication is negative information that is extremely unfavorable to the organization. Therefore, the organization should monitor the information related to the organization and the trends of public opinion, so as to be well aware of it and clarify it in time, and also pay attention to internal public relations, so as to avoid disharmonious voices from within the organization. In modern society, fashion concepts that people admire and yearn for, such as "low-carbon life" and "caring for vulnerable groups", "Charity", "Corporate Social Responsibility", "Green Home" and "Loving Life" can be combined with the organization's actual communication needs and demands, and these fashionable and hot topics can be used to raise the public's participation enthusiasm, so as to obtain the best communication effect of the organization's public relations. Following the theoretical framework of public relations, this paper roughly discusses some frontier practices of the current media. In fact, public relations is of great significance and value to journalism. With the development of public relations and journalism, there will be more places worth studying. Therefore, this paper can only "throw a brick to attract jade" and look forward to more research and Discussion on this issue by experts and scholars in the industry.

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