

Research on the Transformation of Government Public Relations in the Internet Era

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Abstract

With the continuous popularization of The Internet in China, the Internet era has quietly come, science and technology has made rapid progress, all kinds of We-media technology gradually began to penetrate into People's Daily life, Wechat, QQ, Weibo, Tik Tok and other mobile phone apps almost everyone must. In the context of the new era, government public relations, as a medium of communication between the government and the people, is bound to undergo a certain degree of transformation in order to adapt to the change of The Times, promote the communication between the government and the people, improve the efficiency of government work, and help the government better manage the society.

Keywords

The Internet Age; We-media; Government Public Relations; Opportunities and Challenges; Transformation.

1. Introduction

Today, with the rapid development of Internet technology, people can easily access a news event, or all the information about a hot spot, or even more easily, with one click of the finger, even the story behind the hero's background can be "Warm-hearted friends" out of human flesh, which is quite terrible. At the same time, the old system of government public relations, which used to be led and centered by the government and communicated with the people, is no longer suitable for the change and development of the Times. In this age of big data and the Internet, more and more people are realizing the importance of taking ownership and participating actively in political life, they began to actively participate in political decision-making activities through various APPs, official websites, official wechat accounts, official microblogs and other channels. In this new situation, the transformation of government public relations is inevitable, which must have the government's active action, of course, the master of the state-the efforts of the people.

2. Basic Concepts Related to Government Public Relations

2.1. The Meaning of Government

Before exploring the future of government public relations in the Internet era, we might as well know what government is. Very popular to explain, the government is the country's administrative organs, of course, can also be understood from a broad sense, the government is all the organs exercising state power, including legislative, judicial, administrative organs. Under China's socialist system, the government embodies the will of all Chinese people, represents their interests, and all its work serves and is responsible to them. The power of the government is entrusted by the people. Therefore, it is necessary and necessary for the

government of Our country to maintain a good relationship with the people, hence the emergence of government public relations.

2.2. The Meaning of Government Public Relations

The so-called government public relations refers to the activities in which the government, as the subject, uses official communication means to transmit important information to the object, the public, so as to gain public support and maintain good relations with the public. As we can see from the above understanding, the government public relation is some set of information transfer activities, it is the main body of the government, the object function is the general public, form is by means of transmission, the purpose is to convey important information to people, to get people to work for the government's understanding and support, maintain good relationship between the government and the people.

In fact, the object of government public relations is not necessarily the public, there are also those informal organizations composed of the public. Every citizen lives in the country and society and is inseparable from government management. Therefore, all kinds of social and economic activities of the people are inseparable from government management, as well as all kinds of activities of informal organizations. Therefore, it is necessary for the government to maintain a good relationship with these informal organizations composed of people, so that most social activities are effectively managed.

Government public relations, as a communication channel between the government and the people, is closely related to social life, plays a huge role in social life, and provides great convenience for government management activities. Sometimes, of course, this convenience is not necessarily convenience. Every thing has two opposing sides, and the two contradictory sides can be transformed into each other. When the government intentionally deceives the public and conceals some dark and shady things, the government's clean and honest image will inevitably be lost, the people will not trust the government, and the government's public relations will be damaged, which is certainly not conducive to the government's management of social activities.

2.3. The Meaning of We-media and the Internet

The rise of We-media in recent years has brought government public relations to a new development opportunity. So what is we media? According to popular interpretation, "we media" refers to the media through which people, as subjects, communicate what they see and hear, express their feelings and express their emotions. In fact, this is opposite to the direction of government public relations, that is, because of the emergence of "we media", government public relations is no longer a one-way communication activity, it has become a two-way communication activity between the government and the public, which has undergone a huge change in nature.

What role did the Internet play? The Internet provides a carrier for the two-way communication between the government and the public. Without the Carrier of the Internet, the communication between the people and the government is still limited to one-way activities and still a traditional relationship dominated by the government. All of these can not be completed through online communication relying on the Internet, let alone the maintenance of the relationship.

3. The Necessity of Transformation of Government Public Relations in the Context of the Internet Era

3.1. Promotion of the Times

Today, the world is facing "profound changes unseen in a century". The rapid popularity of the Internet and we media has made the "changes" more diversified and uncertain. For one of the most obvious example, people can access to the network anytime and anywhere, so will check weibo, WeChat public, official website, such as information, once the government released the latest news, there must be a warm-hearted people problems are put forward on the news, draft, etc, which requires the government workers can fast respond. This is completely different from the past when letters of public opinion and complaint were handed to the government and turned into nothing. It can be analyzed that under the traditional government public relations, people think that their opinions are not adopted by the government, and to a large extent, they think that their opinion letters are interfered by uncontrollable factors on the way of transmission, or the government's reply letters are also affected by uncontrollable factors on the way of sending back. Now, however, with the Internet as a medium, messages travel back and forth with little interference from uncontrollable factors, except that the network signal is completely cut off. Under such circumstances, the public will constantly monitor the government's response behavior, which undoubtedly puts forward higher requirements for the government's work.

3.2. Opportunities for Government Public Relations in the New Era

3.2.1. The Internet Provides a Medium for the Improvement of the Relationship between the Government and the Public, Which is Conducive to the Government Listening to Public Opinion, Making Scientific Decisions and Improving its Own Image

In the context of traditional government public relations, the relationship between the government and the public can be said to be very "rigid". For rigid such understanding, the government follow certain procedures or reference to a certain amount of experience to make a decision, rarely refer to the people's wishes, and opinions have also complained all the time, opinions reflect up will not come up, thus formed the basic independent state government and the people, among them the lack of the mechanism of media and communication.

The spread of the Internet was just in time to break the state of independence from the people and build a bridge between the two islands. The Internet has expanded the channels for public opinions to be reflected. On the one hand, the will of the public can be directly handled by the relevant government departments in a timely manner; on the other hand, the government can collect information from various groups in a timely and effective manner. Diversified information facilitates the government to make more scientific and reasonable decisions. In a series of chain reactions, the credibility of the government has been significantly enhanced, people are more willing to trust the government, the government's own image has been improved, and the work efficiency and work ability will be improved.

3.2.2. The Internet Arouses People's Awareness of Political Participation and Inspires People's Enthusiasm to Safeguard Their Own Interests

In the Internet era of information explosion, people are more exposed to information and knowledge from various channels than before, and more likely to provide their own opinions and opinions for government decisions through relevant channels. At present, many government departments publish their drafts and important news information on their official government websites, official Weibo accounts and Douyin accounts for the convenience of the public. The public's right to know about these easily accessible information, coupled with the

national system requirements of China's socialist people's democratic dictatorship, awakened the public's awareness of political participation.

In this era, many people are eager to safeguard their own interests, and China's government is to safeguard the common interests of all Chinese people, the combination of the Internet and open government affairs, just in line with the needs of the public to safeguard their own interests, inspired the enthusiasm of the public to safeguard their own interests. Open government affairs, if it is closely related to people's livelihood, the public will certainly put forward their own opinions and views.

3.3. Challenges to Government Public Relations in the New Era

3.3.1. In the Internet Era Requires that Government Public Officials Must Improve Their Service Capabilities and Standards

In government public relations, although the main body is the government, it is the government officials who maintain the relationship in the final analysis. The application of the Internet will first pose challenges to the work of public officials. First, for some senior civil servants, they may accept new things slowly, which requires them to emancipate their minds and learn new technologies, or they need to inject fresh blood into government departments and recruit young civil servants to take charge of foreign exchange technologies. Second, government employees should change their attitudes. Traditional work may be to build cars behind closed doors, be self-centred, and manage society alone. Under the background of the Internet, it is necessary to serve the people as the main task, integrate new concepts such as "service" and "common governance" into the blood, and turn the management of society into the participation of the whole people.

3.3.2. The Internet Era Requires Governments to Respond Quickly and Accurately to People's Questions

In the new era, the news spread on the Internet is amazingly fast. More and more people like to move their fingers, easily checking all kinds of news on the Internet, and sometimes make their own comments. From speeches to the government's response, it leaves a lot of time for relevant government departments to respond. If there is an unproven news or a rumor, the news will spread widely within a few seconds once released. If the official government department fails to refute the rumor in time and curb the spread of false news and rumors, the consequences will be unpredictable. Therefore, the relevant government departments must improve the speed of information processing and be able to respond to network messages in a timely, fast and accurate manner.

3.3.3. The Internet Era Requires People to Challenge Government Decisions, Actively Reflect Their Will and Exercise Their Rights

In traditional government public relations, the government mainly plays a leading role. To a large extent, the people can only be regarded as passive recipients of information. In the Internet era, everyone has the right to express their own opinions and express their own ideas, and everyone's ideas may be displayed in front of information viewers. But this feature will also pose challenges to popular political participation.

People under traditional government public relations may be accustomed to passive acceptance of information, unwilling or inexperienced to become active exporters of information. Therefore, under the guidance of the government, the people must reasonably question the government's decision-making and use their rights in accordance with the law to protect their legitimate rights and interests.

4. The Transformation Path of Public Relations in China's Government under the Background of the Internet Era

4.1. The Government Shall Establish and Improve the Government Public Relations System and Mechanism and Set up Special Public Relations Institutions

At present, there is no special public relations agency in China's government agencies responsible for handling the opinions of the people and maintaining the relationship between the government and the people. Some existing departments similar reporting agencies are divided under other departments. In addition, although many people are willing to communicate actively with the government, most of them are unwilling to disclose their names, it is necessary to establish monitoring mechanisms that allow anonymous reporting.

According to Parkinson's Law, the level of administrative organs will definitely increase, which will inevitably lead to the extreme expansion of useless administrative staff and greatly reduce efficiency. However, such an institution cannot be said to be useless and redundant. It is very beneficial to the image building and efficiency of the government.

In my opinion, the establishment of such a special public relations agency mainly has the following advantages:

First, the full-time staff in the organization can process a large amount of information in a very short time, respond to issues of special concern to the people, while quickly respond to the information collected by superior departments and leaders.

Second, in addition to processing information, institutional personnel can also use time to classify, analyzing and processing the information they already have which is conducive to providing a reasonable basis for scientific decision-making by the government as a reference.

Third, this organization acts as a tangible medium of communication between the government and the people, playing the role of uploading and distributing. It can not only collect and process the information reflected by the people, but also convey the information of the government to the people in a timely manner, which is conducive to the establishment of a good image of the government and the management of society by the government.

The establishment of a monitoring mechanism that allows anonymous reporting is not only conducive to the people to fulfil their right to participate in and discuss politics and put forward their own opinions on government policies. Despite of this, it conduces to the government to truly achieve open government affairs, co-governance with the people, fairness and integrity.

4.2. Government Public Officials Should Study Hard, Actively Communicate with the People, and Improve the Government's Ability to Serve the People

Government public officials are the core of government agencies. The image of public servants largely represents the image of the government, and the words of public servants are also very likely to be regarded as the attitude of the government. Therefore, government officials must first correct their own ideas, firmly adhere to the purpose of serving the people, and be good to the people. Public servants, secondly, need to learn professional skills in time, update knowledge in time, quickly master the skills of handling and replying to people's news on the Internet in a timely manner, practice in depth, communicate more with the people, and finally put an end to formalism, pay real attention to people's livelihood, and pay attention to the problems raised by the people. , give answers in time and accurately instead of vagueness or even no answer.

In this regard, government leaders must not do nothing. In addition to making decisions to establish full-time institutions, leaders also need to recruit professional public relations talents

for full-time institutions, train them, improve their recognition and enthusiasm for work, and adapt them to the requirements of the position of communicating with the people.

4.3. The People Should Actively Participate in Political Activities, Actively Express Their Will, and Seek Channels to Express Their Will

In traditional government public relations, except for the differences in knowledge and culture within the main body of the people we generally consider, the people's willingness to participate in politics has not been very strong. Therefore, it can be said that they know nothing about the public affairs of the government, the right to speak has been limited, and we can't find a suitable channel to express their ideas. The most direct As a result, the policy does not conform to public opinion, is come up with by government employees patting their heads, and even some policies are completely designed to offset political achievements. The Internet gives people more possibilities to express their will, which has greatly improved the opacity of government affairs. The government began to make internal affairs public through the Internet. The people can participate in government affairs and express their ideas through online platforms. The government can modify policies according to public opinion. Such a virtuous circle is undoubtedly a win-win model for the government and the people.

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