

The Analysis of the Application of Media and Marketing beyond the Traditional Meaning in Public Administration

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Abstract: Nowadays, people cannot live without media, marketing, and public administration in daily life. The interaction between media and marketing has a significant impact on government. It improves government service to residents and assists citizens in more effectively supervising government, which benefits both authorities and individuals. With society's rapid expansion, substantial technological advancements, and the rise of new industries, public administration must adapt to the features of a new period. Transcending the traditional paradigm and reform the mode of public administration becomes a new topic for researchers in the media, marketing, and public administration domain.

Keywords: Public administration; Chinese context; Transcendence of tradition

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1. Introduction

1.1. Introduction of media

1.1.1. Definition of media

Media is a communicative integration and involves diverse contents, including all aspects of modern life, such as communication, radio, television, film, news, and other cultural industries.

1.1.2. Current situation and further development of media

In the past, radio, television, and the Internet were the main ways of media. Recently, cartoons, games, digital periodicals, and other forms of new media have officially appeared in the public's vision and are gradually becoming mainstream media industry. The forms, interactions, and channels of information have been upgrading over these years. Therefore, new media will be predominant in the media industry.

In fact, since the advent of 5G in 2019, the media industry has become diversified and complicated. Apart from digital marketing and branding platforms of online celebrities, the media industry will encounter new opportunities and meet potential challenges under the development of artificial intelligence, digital media, and virtual space. To figure out the most suitable pattern of modern life, practitioners need to conduct relevant researches. During this particular period, the media industry should integrate different stages of new technology and lead to the innovation of digital media products. With the influence of various forms of media, the scale of these products gradually extends to the grassroots level. It represents the win-win situation among the development of suburban areas, which makes positive contributions to the blockchain of the media industry. The vertical and horizontal integration of media and its intelligent

communication development will lay a solid foundation for a new layout when it comes to further development.

1.2. Introduction of marketing

1.2.1. Definition of marketing

Marketing is an economic connection that takes the exchange of goods as its content. As the carrier of commodity exchange in such an economic process, the market is also the starting point of all activities. Prioritizing the interests of communicative members, marketing connects the organizer, customers, and the features of the products. By using the professional skills of communication, marketing brings economic benefits for the whole society.

1.2.2. Current situation and further development of marketing

From the current marketing situation, there is an increasing demand for professional practitioners. Therefore, the recruitment of enterprises needs to consider from different perspectives. For one thing, companies should employ qualified and professional talents, which can improve the level of the whole industry in a short period. For another thing, companies should provide theoretical guidance to marketers regularly. To be more specific, they can organize training courses and design basic tests to improve their marketing ability to facilitate the innovation and evolution of this domain.

Strategic marketing will be the emphasis of future development, based on the characteristics of the Chinese economy. In this case, decision-making is critical to the successful operation of a business. The ability of a product to be accepted by the public and put into use is determined by the level of consumer knowledge. In addition to performing consumer surveys, marketers should create a draft based on STP and 4P theories, conduct extensive competitive analysis, and develop a strategic plan before launching a project. Economic globalization, in this context, leads to more intense competition in the business world. Companies require specialists to promote strategic and competent marketing if they wish to stand out in this race.

1.3. Introduction of public administration

1.3.1. Definition of public administration

There are two forms of management in society, governmental management and public management. Governmental management is bound to be imperfect, so public management is another mode to compensate for the defects and omissions of governmental management. Since this target has a public function, it will expose to the public. On the other hand, public management needs to supervise and standardize public power, so public power must be justified, and scientific working methods should be used during tasks' execution.

1.3.2. Current situation and further development of public administration

Public administration covers a wide range of topics related to public services. The management, maintenance, and operation of public administration are significantly reliant on modern technology. Modern technology, on the other hand, pushes for an automated and intelligent workplace; yet, hacker invasion, firewall security, and virus implantation pose a threat to public administration. It will be bad to the entire society if confidential information is disclosed. The repercussions will be unthinkable due to China's vast population. The negative news will be immediately conveyed to every family through the broad and uncontrollable methods of transmission. As a result, risk management of information should be prioritized, and the government should increase the intensity of public administration.

With the ongoing transformation of Chinese society, original systems, methods, and management goals

must also evolve to keep up with the changing society. Practitioners in public administration should have a clear understanding of how to address potential issues with appropriate techniques.

2. Explanation of relationship

2.1. Relationship between media and public administration

2.1.1. Media application in public administration

It can be seen from the article “The Study of Management” by Woodrow Wilson that at that time, people believed that public administration was closely linked with scientific management. After that, the author made comments that public administration was linked with human activities.

Given the current situation, media is the representation of today’s society. For example, from the Draft for Soliciting Opinions of Citizens, online media platforms can collect comments from the public and establish scientific and reasonable policies.

In this process, media acts as a bridge and gives full play to its advantages. It forms a good relationship between public administration and citizens, which promotes interaction effectively. Moreover, media can ease the burden of public administration, avoid the emergence of “policy patches,” and achieve mutual benefit to reach a win-win situation.

As one of the mainstream forms of media, the online platform has a solid communicative feature. It can provide extensive information and expand the scope of knowledge to control the trend of public opinions. Public administration can carry out its own goals according to these views. Mass media can effectively convey social issues that people care about in a short time. While integrating the interests of all parties, promoting government decision-making has a fundamental influence on the outcome of public administration ^[1].

2.1.2. Importance of media in public administration

Public administration mainly relies on the decision-making ability of the government. Besides the work efficiency of authorities, each managerial activity depends on the extension and accuracy of information. Once the information is released, thousands of people get the message within a second. Not only can the information be delivered accurately and effectively, but also the target audience can search for all kinds of information anytime and anywhere. With the support of the media, public administration will become more scientific and democratic. With the operation of newspapers, journalists, and social media platforms, most Chinese citizens can participate in this activity, constantly communicating with other members and making specific policies.

To achieve balanced control in the Marco economy and achieve a well-off society, it is essential to estimate the expected management of society. From the statement of the Chinese president in July, it can be seen that grassroots governments concern every action of citizens and the construction of infrastructure comes into being in the national meeting. The most crucial step to realizing the goal of public administration is that the government relies on its practical actions to win the public’s trust. The management department can actively coordinate with the mass media, release the information about governmental reformation, implement the tasks to the whole society, and respond to the people’s feedback in time through the mass media.

In public administration, mass media is of great significance to handling emergency events and natural disasters. If public opinions are effectively spread, the emergency events that occupy dominant media platforms will appear in public instantly and be dealt with appropriately. On the contrary, if the relevant information is concealed or the direction is wrong, it will cause irreversible consequences. Therefore, the public opinions of mass media should be guided correctly to improve the quality of public administration.

2.2. Relationship between marketing and public administration

2.2.1. Marketing application in public administration

Marketing can analyze the industry and consumer behavior through tools and data models. In this part, consumers' psychology, needs, and characteristics are combined to carry out marketing campaigns, and targeted public administration projects can be centralized on consumers' psychology. Everything in public administration starts from the people's livelihood, regards the people's interests as the most fundamental goal, and advocates people-oriented opinions.

The contents of public administration and marketing are similar. In the implementation process, public administration needs to attract the public in active response to the nation's needs through advertising. In formulating marketing strategies, it also needs to have a deep understanding of consumer demand orientation.

2.2.2. Importance of marketing in public administration

There are several kinds of tools used in marketing, and the different functions of these tools in public administration will be discussed separately.

By systematically investigating the weaknesses, strengths, opportunities, and threats of the industry, SWOT analysis enables the enterprise to combine the organization's strengths with the opportunities and challenges in the process of marketing, making public administration more efficient. Because of the emergence of competition mechanism, the whole public administration service sector has been better developed, which also makes the quality of marketing has been greatly improved.

Customer demand analysis mainly adopts questionnaires and empirical research to describe and define the demands such as new products, product functions, new distribution channels, and supply methods, which provide the basis for decision-making in strategic marketing. Using this method can improve the service consciousness of public administration, alleviate social conflicts, and make a breakthrough in this sector. Therefore, marketing theory can better manage society, consider the need of customers, and ensure social stability.

The reliability analysis in SPSS repeatedly measures the data of different aspects of marketing-related industries to determine the feasibility of the questionnaire. The reliability coefficient of the questionnaire should be above 0.7 before it can be put into use. In marketing activities, expected recognition, technology acceptance, and conversion costs needed to be closely analyzed to ensure the project's smooth development and find the most appropriate channel. Channel is an integral part of marketing, and a good distribution channel can achieve high turnovers. This principle also applies to public administration, which reasonably applied marketing theories can be reformed to promote social innovation and corresponding reformations [2].

2.3. Innovative media and marketing in public administration

2.3.1. The goal and characteristics of new public administration

Traditional public administration is characterized by universality and unity, while new public administration should have five characteristics: universality, novelty, unity, independence, embeddedness, and integration. Basing on the most basic public administration, improve the relevant measures to complete the transition to the new public administration.

2.3.2. Logical structure of new public administration

The traditional public administration theory only focuses on the internal operation of the organization. It expands its influence mechanically through media and marketing, which ultimately fails to reflect the advantages of interactivity, novelty, and embeddedness. The theoretical basis of new public administration

also has several fatal defects. The cost of production and consumption can be separated, and consumers are basically in a passive position. To construct logic and improve the cognition of the defects of public administration theory, it is necessary to have a deep understanding of the service nature of public administration, a deep cognition, and understanding of the public products of marketing and the service nature of public administration.

2.3.3. Influence of innovative media and marketing in public administration

In the 21st century, public administration needs to realize a diversified practice environment under the complex context. It needs to provide services and management and recognize, criticize, improve, and innovate the theory and behavior of new public administration.

In terms of media, it provides an open, fair, and justified platform for the public to recognize and criticize, focuses on cross-organization and systematic governance. It makes good plans for public administration services and external parties. To achieve novelty, embeddedness, and integration, an organization needs to embed the results obtained from public opinions into the research management results, integrate the information from social media platforms, and takes effective protective measures for private information.

When it comes to marketing, it needs to make more signs of progress. SWOT data analysis, SPSS reliability analysis, and customer demand analysis can ensure the independence of marketing. Theoretical knowledge is no longer the only standard for public administration. Instead, marketing should provide a subject for consumers to choose freely. At present, marketing cannot only focus on theoretical knowledge. Both marketing and public administration are two projects that need to be practiced. Therefore, the more profound understanding of the people, the more perfect the framework system of public administration can be built.

3. How to establish public administration in China

In March 2021, Management World and other 26 core journals jointly launched the China Case Study Journal Alliance^[3], which aims to strengthen the academic value of case studies. As for public administration in China, the most important factor must be people-oriented. Under the influence of western scientific thoughts, scientific public administration has been gradually introduced to China. Although scientific administration can partially help improve public development, understanding Western theoretical administration and Chinese administration is quite different. Therefore, the following essay will combine specific cases to make an objective, systematic analysis of the current situation, refer to the literature of public administration in China, and put into the relevant public administration skills.

The public administration in China starts from Chinese socialism and gradually transforms into a new paradigm. In order to get rid of the control of western management and fix patterns of things, Chinese public administration needs to conduct case analysis to learn from the advantages and disadvantages of other countries. Therefore, the innovative practice of public administration becomes the basis of the theoretical foundation.

3.1. Media

With a long history, Chinese culture is extensive and profound. Therefore, it is crucial to combine the characteristics of Chinese culture into the ways of public administration. Collecting the core issues from television, broadcast, and online game platforms, the government should solve these problems. Moreover, after data collection, the government can use media methods to conduct deeper analysis. Public issues are touching, and Chinese people have a solid ability to empathize. If people see a case in the news relating to their real life, it is easy for the public to resonate with the victim. Therefore, media practitioners need to

concentrate on the focus point and try to attract the public to discuss this topic, which can act as a supplementary method for public administration and encourage the public to join in the construction and reformation of their countries. Taking pandemic as an example, the success in China relies on effective media methods and public administration.

3.2. Marketing

In terms of marketing, marketers need to figure out the features of the target audience. To begin with, marketing measures should satisfy the needs of Chinese politics and administration. Only when the senior authorities have a deep understanding of Chinese values can they develop better solutions to distribute social resources because the relationship between the Chinese government and citizens is particularly unique. Therefore, marketing needs to be accurate, organized, and meet the standards. At the same time, it should promote the diversity of Chinese public administration and have a better understanding of the cultural difference in academia to represent China's strengths. To achieve this goal, marketing surveys can provide diversified management effectively.

Since Chinese socialism entered a new era, Chinese practitioners in public governance have created many classical cases on Chinese culture, and they are suitable for China's economic and social reality. These cases embody the "Chinese wisdom" of governance and reflect Chinese solutions to the problems of public administration^[4]. This requires every citizen to reflect on the experience and forge ahead.

4. Conclusion

The relationship among public administration, media, and marketing plays an essential role in daily life. The Chinese government needs to integrate the research achievements of the service sector and put forward the theoretical framework of public administration based on conventional cognition and new patterns of public administration in the twenty-first century^[2]. The study phase for the new public administration is currently ongoing. Media and marketing will play a role in public administration to carry out cross-organizational and cross-industry reformation and innovation in the face of a variety of practices and issues. All of the obstacles in establishing research and additional exploration will go beyond the usual definition of public administration.

Disclosure statement

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