

# New Challenges and Strategies for Public Relations in the New Media Era

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**Abstract:** In the context of the new media era, public relations can strengthen the staff's sense of relationship. Based on this, the relevant staff need to seize the opportunity of the new media era to optimize the public relations of government and enterprises, to rationalize the relationship with the people, to build a two-way communication mode based on the new media, and to strengthen the modernization of the governance of public relations of government and enterprises.

**Keywords:** New Media; Public Relations; Optimization Paths

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In the context of the new era, the new media has become an efficient communication tool, which presents strong interactive characteristics and highlights the importance of the audience more and more. At present, with the rapid development of network intelligent technology and other rapid development, a large number of information technology software has been widely used, and the communication tools have been significantly improved. These communication tools continue to penetrate into all levels of society, promoting the optimization of the way people receive information, broadening the channels for people to receive information, and gradually promoting changes in public relations. In this context, the communication mode of public relations has undergone a big change, from the traditional single to the diversified direction, which brings a certain impact on public relations. Therefore, under the current background of new media, we need to examine the challenges of public relations in the context of the new media era, grasp its actual needs and changes, and carry out innovative development under the impetus of new media public relations, put forward new coping strategies to optimize public relations.

## 1. New Challenges for Public Relations in the New Media Era

### 1.1 Theoretical development fault line

In the new media era, there is a lack of masters of public relations theories in the construction of public relations in China. At present, China's public relations sector lacks first-class scholars in theoretical research, and it is difficult to compete with foreign masters of public relations theory. In the past, the early public relations scholars in China were mainly responsible for translating some foreign public relations theories, learning foreign public relations knowledge through the translation process and practicing it continuously. From the mid-1980s to the mid-1990s, a large number of "pseudo PR" and "vulgar PR" appeared, which greatly discredited public relations in modern civilization. This situation has led to a generalized fear of PR in some areas, and some researchers have tried to avoid ambiguity. Even today, some people still use the term "public relations" as a sensitive term. Public relations was born in an extraordinary time, and it was not until the economic crisis of 1929-33 that it took on a unique splendor, culminating in the triumph of reconciling the greatest contradiction in the history of mankind. After the Second World War public relations played an important role in developing the morale of Allied soldiers and resolving internal conflicts within the military. But after entering the new century, with the rapid development of the network, people have entered a brand new era of development, the new human beings continue to transform the appearance of the world. Various informatization software has changed the way of information dissemination, beyond the traditional theory, people have become the makers and disseminators of information, and the public has entered a brand new era. In the context of the new media era, public relations should also develop new knowledge of public relations theory to guide the development of the industry. In fact, the world's public relations theory fault also exists, the new era should develop brand new theories and have rich theoretical knowledge masters, which is also the main problem of the current development of China's public relations industry.

## **1.2 Lack of public relations subject awareness**

At present, China's government and enterprise personnel lack the awareness of using new means of public relations management, and are not yet able to maturely grasp the advanced technology brought by the new media. In the context of the new media era, the public obtains information through more and more diversified channels, and gradually becomes the dominant party in the public relations of government and enterprises, and the traditional dominant form of government and enterprises has been difficult to adapt to the needs of the current social environment. Therefore, in order to build better social public relations, government and enterprise public relations staff should always serve the people for the purpose of actively learning the new technology of the new media era, and build a good sense of public service. Although the interaction and communication between the government and the public has gradually increased under the new media environment, there still exists a serious "government-oriented" ideology in our country, that is, the service consciousness of the government and enterprise staff is not yet perfect, and the problem of conflict with the public often occurs. Under the new media environment, the public relations of government enterprises can hardly leave the information technology and digital media technology derived from the new media, and the new media communication needs staff to master the corresponding foundation, but in fact, the staff of government enterprises lack of mastery of modern technology, and insufficient understanding of the society's demand for the staff's informatization processing ability. For this reason, in the recruitment process, attention should be paid to the information technology ability of talents to optimize the efficiency of public relations services.

## **1.3 Technological breaks**

The new media era brings development opportunities and challenges for public relations in government and enterprises. The new media era has entered a new era in which everyone is a self-media. At the same time, it has also issued a brand new challenge to the ecological pattern and the credibility of mainstream media such as newspapers and TV. What is certain is that informationization has pushed the social environment into a risky society, and the contradictions in the urban structure, economy, and natural environment have led to frequent public crises and various other events. However, many government and enterprise personnel still follow the traditional thinking mode and try to cover up the information when dealing with these emergencies. This model is seriously out of touch with the new media era, which can lead to the serious consequences of losing the voice of the government and enterprises. For example, the collapsed viaduct in Wuxi in 19 years and the Xin Guan epidemic in 20 years still had the problem of lagging information, untimely news releases, and major errors, and the public opinion was even more serious than the epidemic crisis. The threshold of voice in the new media environment is relatively low, so it is easy to form opinion leaders, resulting in the amplification of emotions, and even some commercial media and self-media in order to attract viewers to obtain economic benefits tend to pursue some extreme views, resulting in a serious impact on the social environment. This situation is mostly due to the information distortion problem caused by the rapid development of information technology under the new media environment, resulting in a large number of rumors, which greatly affect the image of government and enterprises.

## **2. Response strategy**

### **2.1 Keeping abreast of the times and constantly promoting theoretical development**

Public relations in the new media era faces a variety of challenges, so current government and enterprise public relations staff need to keep abreast of the times, learn the new era of technology, continuous innovation and optimization. Specifically, public relations staff need to look for integration points in theory and practice, based on China's past public relations practice, and actively learn advanced public relations theories. Combining stargazing and pragmatism, they can take advantage of the new media to develop a path of public relations in China. In the past few years, we can observe the development of China's public relations industry. The field of public relations education has continued to update its teaching materials, devoted itself to developing the integration of public relations theory and practice, and explored a new direction for public relations with Chinese characteristics, with a view to establishing a top public relations theory in the global public relations

field. In addition, the education sector has made efforts. A quality engineering program was constructed with the aim of improving the quality of education through distinctive majors, exceptional teams, outstanding teachers and high-quality programs. In addition subsequent education departments have launched collaborative innovation programs and built a new era of online public relations video courses around new media technologies, bringing benefits to millions of students and teachers. Public relations education and teaching have taken on a whole new dimension, with a large number of colleges and universities launching public relations programs, actively engaging in internal and external synergies, innovating public relations theories, and promoting the integration of practice and theory.

## **2.2 Strengthening the focus on and role of new media**

Because of the special nature of the political enterprise industry, its public relations department needs to face the outside public, and even other departments also need to face the outside public, so it is necessary to achieve the whole public. Based on this, the governmental enterprises should permeate all their behaviors with the spirit of public relations, and all the staff should have the awareness of public relations and have the quality of public relations. Consciously in accordance with the requirements of public relations and standardize their own behavior, to fulfill their job responsibilities. Today's society is the era of new media, information technology can be developed at a high speed and widely used in various industries, compared with the traditional media technology, the new media technology is more interactive and timely, and the cost is lower, so it has become the preferred technology for public relations of governmental enterprises. Therefore, relevant staff of governmental enterprises should actively utilize the advantages of this technology to carry out public relations work smoothly. In order to improve the effectiveness of public relations work, governmental enterprises should select staff with a high degree of mastery of information technology when recruiting staff, and require internal staff to actively learn the knowledge of the new era of media technology, so as to skillfully utilize the new media technology. In addition, the staff of governmental enterprises need to realize that in the new media era, cell phones and computers have become a necessity in people's lives, and the public can grasp all kinds of information by means of new media. Based on this, the public relations staff should also actively take advantage of the new media technology, keep abreast of the times and recognize the importance of new media technology, and make use of the new media technology to carry out the work of public relations. Abandon the traditional official-oriented thinking, let the people become the leading personnel of public relations work, always put the people in the first place, listen to the opinions of the people, and build a good concept of serving the people. Always think in the people's point of view, work for the people, integration of modern technology and the idea of serving the people, technology and service consciousness into the practice of public relations to build a good image of modern government and enterprises, which is also the premise of the current public relations work.

## **2.3 Technology-enabled, all-encompassing services for the public**

Under the new media era, political enterprise staff should recognize the importance of new technology, and actively change the traditional way of working to use and play out the advantages of new technology. First of all, the political enterprise work unit needs to change the internal work function, build a service-oriented unit system, the use of new media technology to obtain information from the outside world, such as through the network questionnaire or microblogging and weibo, etc. to obtain information from the outside world, to master the people's opinions; Secondly, the political enterprise unit needs to strengthen the internal staff's sense of service, public relations awareness, communication skills, so as to make the political enterprise's initiatives to obtain the public's recognition. The government and enterprises need to strengthen the internal staff's service consciousness, public relations consciousness, communication ability, in order to make the government and enterprises' initiatives to get the people's recognition, and build a people-oriented all-round collaborative work concept. As can be seen from the past history of China's reform and opening up, China's administrative system has been developing in a deeper direction, especially for the construction of service-oriented government enterprises. In essence, the service itself is the great practice process of the activities carried out by the government and enterprise units. Finally, government and enterprise units need to carry out a change in thinking, give full play to the advantages of new media technology from the user's point of view, break the limitations of information access, optimize the service process in combination with the needs of the masses, specifically, on the one hand, you can build an online service platform to achieve

the integration of the hierarchy, and use the third-party platform to build a highly active and convenient online platform for digital services, providing a variety of services to the masses to optimize the service experience. The mass service experience can be optimized. For example, the “Changxing on the palm of Changxing” platform constructed by Changxing Media is rich in service content and builds a convenient public service process. Another example is the convenient service platform of Jiangsu Liyang Unified Media, which was launched during the epidemic, providing services such as price reference and fever clinic. Thus, it can be seen that in the new media era, the active introduction of new media technology in the construction of public relations is conducive to improving the ways and channels of communication between governmental enterprises and the public, and prompting the public to enjoy a large number of service resources. At present, all governmental and enterprise units in China have been exploring new media technology to build a new public relations service system, using websites and other new media to provide the public with a new service process, optimize the public’s service experience, and reduce the cost of institutional transactions. Especially during the epidemic, various government and enterprise units actively use various new media technologies such as big data technology to provide the people with convenient service processes and improve the satisfaction of the people. In the new media era, public relations staff of government and enterprise units also need to play the advantages of new media technology, to build a new public relations service process with the times, and to promote the development of the theory and practice of public relations industry.

### **3. Conclusion**

In short, under the background of continuous development of economy and science and technology, people are more and more aware of the advantages of new media technology, and new media technology has been used in various industries. The public relations industry should also actively use the new media technology, give full play to the advantages of the new media technology, build a new way of public relations services, such as relying on new media technology to build a public relations service platform, but also with the help of new media technology under the derivation of a variety of software to build a new service channel, so as to give full play to the value of public relations for the country’s long term development to lay a solid foundation for the handling of public relations.

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