

## A probe into the Police's consciousness of Public Relations

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**Abstract:** The public relation consciousness of the police is a reflection of the police's specific objective reality for police public relations. With the development of the harmonious society as the essential attribute of the society, the component of the consciousness of the public relations of the police should establish a new logical base point to form a complete system, which is compatible with it. The main elements of the police public relations consciousness are the harmonious construction consciousness, the image forming consciousness, the public opinion satisfaction consciousness, the communication consciousness, the power supervision consciousness and the control consciousness. This paper starts with the basic theory of the police public relation consciousness, and probes into the construction of the police public relations consciousness management system, and tries to find out the value of its theory and practice. In addition, the effect of the police public relations consciousness management is improved.

### 1. Understanding police public relations

Public relations come from English Public Relations translation, abbreviated as public relations. "Public" means public and public in English, and some scholar's think that it should translated into public relations more accurately. The concept of public relations originated in the early 20th century and originally used to protect great commercial interests against the ugliness movement of the press and the laws and regulations of the government. The development of its concept has gone through three stages. The first stage is the one-way persuasion stage, in which people regard public relations as a kind of propaganda efforts that influence others; the second stage is a two-way communication stage, in which people think that public relations are the art of promoting mutual understanding. Technology and science; The third stage is the planning phase, and public relations are considered to be the action plan for providing advice and implementation plans for the organization's leaders. As a result, scholars give the definition: "Public relations are such a management function, which determine, establish and maintain the mutual benefit relationship between an organization and the public that determines its success or failure." "In public relations, the public refers to an individual, group or organization having a relationship with an organization, not just a citizen or a crowd.

### 2. The Concept of Police Public Relations

The five basic meanings of the police public relations consciousness are as follows: (1) the police public relations consciousness is a kind of public relations consciousness, which covers almost all the objects of the public security organs' law enforcement, management and service. (2) The police public relations consciousness is a kind of communication activity, which is not limited to the dissemination of the traditional news media, but almost includes all the activities carried out by the public security organs for the public relations. (3) The police public relations consciousness is the information relation consciousness, this kind of communication is two-way, is a kind of benign interaction between the public security organ and the social public. (4) The police public relations consciousness has the management function, that is to say, requires the public security organ to be in the public. The consciousness of public relations is always in the leading position, and the public relations consciousness is continuously promoted to carry out its statutory duty service. (5)The public relations consciousness of the police is the conscious action of the purpose,

which is the need of the public security organ for its own duty. It is a very flexible and challenging job, and it is very creative and challenging. The application of the public relations consciousness theory and the public relations consciousness technology, the improvement of the management level and the decision-making ability, is an important means for the public security organs and other social organizations to seek the development and the effective method to deal with the various complicated social relation consciousness.

### **3. The Basic Functions of Police Public Relations**

The awareness of police public relations mainly has the following functions: first, monitoring the consciousness of the relationship between the organization and the public, providing basis and suggestions for organizational decision-making, helping the organization to formulate goals, information collection and analysis is one of the most basic public relations functions; second, guiding public opinion through the influence of communication activities. Public opinion is a part of public information, centralized and strengthened public information, a public expression of public views and opinions on police organizations, and represents the basic attitude and behavior of the public. The news media plays an important role in public relations affairs, and the organization needs to establish a harmonious and mutual trust relationship with the media. The public relations function is the same as the traditional propaganda function, and the guidance of public opinion is particularly important in crisis management. Third, expand the channels of communication, win public support, such as our police camp open days, big visits, thousands of police officers into ten thousand homes and other activities are to seek to enhance understanding, win public support. Through a series of activities of “parent-child, parent-police, pro-people, building a harmonious family, building a harmonious police camp and building a harmonious community, the emotional distance between the police and the public is brought closer, the police work is close to the public, integrated into the public, and the efficiency and social benefits of public security work are improved. Fourth, the image of police organization is the overall impression, view and evaluation of police organization in the eyes of the public. Police public relations personnel should improve the public's cognition of police and police organization through the design, planning, control and dissemination of various image elements, especially on the export management of police behavior. Fifth, deal with the public relations crisis of the police organization, reduce the harm caused by the crisis, and even turn the crisis into an opportunity. “I can't change the facts, but I can change your mind.”

### **4. Harmonious Construction of Police Public Relations consciousness**

To explore the constitution system of police public relations consciousness, we must first understand the essential attribute and value pursuit of police public relations consciousness. Only by understanding its essential attribute and value pursuit can its system construction have a logical basis and only the essential attribute of police public relations consciousness and the thinking form of value pursuit can best reflect the essential attribute of police public relations consciousness and the logical basis of constructing police public relations consciousness system. According to the theory of social morphology, the law of unity of opposites is the basic law of all things in the universe, and harmony is the essential attribute of society. In any society, although all kinds of contradictions are widespread, they develop into confrontation and need to change the old backwardness through the “revolution”. Some social relations should be the special means of the specific period in the long river of human history. The harmonious coexistence between the elements of things and between things and other things should be a normal. This means that harmony is the essential attribute of the society, and it is the essential attribute of the public relations as a kind of social relation. The public relations theory holds that in the objective world, the relation is everywhere, and the best state of the relationship is harmony. Therefore, harmony is the highest value of public relations construction, and the public relations of the police are developed and developed in the pursuit of the harmony of the police organization and the public

relations. To strengthen the public relations construction of the police, the purpose is to resolve contradictions, eliminate conflicts, solve problems and build a harmonious relationship between the police and the people. Based on the above understanding, since harmony are the essential attribute of public relations and the highest value pursuit of police public relations construction. Then, harmony has become a new logical basis for the construction of police public relations consciousness system, and the constitution system of police public relations consciousness is based on this, and the harmonious construction consciousness becomes the basic idea of police public relations consciousness. Police public relations are not the subsidiary activities of the traditional police work or the responsibilities of the specialized agencies, but an indispensable part of the police duties and police work: it exists or permeates the police. Therefore, the law enforcement, management and service of the police as well as the public relations of the police guarantee harmony, promote harmony and build harmony. However, in the practice of police work, some police stations are missing, that is, the consciousness of the most basic harmonious construction, which leads to the loss of police relations.

## **5. The shaping consciousness of Police Image**

Police public relations are a new type of social relations constructed with police organizations as the main body and the public as the object in the process of police performing their duties. Police organizations have always been in a dominant position and play a leading role in dealing with the relationship with the public, while the public is in the position of being affected, guided and fought. Therefore, the harmony between the police organization and the public depends on the police organization. In the construction of police public relations, in order to give full play to the leading role of police organizations, police organizations must attach great importance to their own image and reputation, cherish and maintain their own good image, change their bad image, consciously invest in image. Such as shaping and image management, establish and maintain their own good image as an important strategic goal, through shaping their own good image to influence, guide and win over the public, obtain public understanding, support and cooperation, and build a harmonious relationship between the police and the people. As a result, image-shaping consciousness has become an important concept to reflect the strategic objectives of police public relations. The image of police organization refers to the behavior characteristics and spiritual outlook shown by the police organization in the process of operation, is the overall evaluation of the police organization by the public, and is the reflection of the characteristics and performance of the police organization in the eyes of the public. In reality, the image management of police organization is lack of production. The adverse effects of life are also very profound. The image of police organization needs lasting will and perseverance. Creating an image is a process from scratch. Hard training of internal skills, scientific management, with a good reputation to serve the society is the basis for the creation of image. The key to creating an image is image positioning. Image positioning must be scientific, only to be accurate and appropriate, in order to play an effective role. Secondly, it is necessary to optimize the image communication channels. The channel of image communication is relative to two aspects: strengthening the image education of the broad masses of police internally, inculcating the image consciousness, establishing the inner idea, and telling them how to do so. Do you want to do this, how to say, coordinate the internal relations of the organization; external, through the mass media, thematic planning, social activities, etc. organize the image of the organization in order to spread out.

## **6. Raise public awareness of police satisfaction**

The public is the object of police enforcement and management, as well as the object of information exchange and coordination in public relations. Public satisfaction is the standard for measuring police work and the highest pursuit of police work. The purpose of law enforcement and management of the police is to serve the people with all his heart. In carrying out their duties and handling public relations, the police organizations and the police officers shall focus on the public,

and shall give priority to the public interests and actively communicate with the public. Information, coordinate problem solving, serve the public, and make the public satisfied, in order to achieve the goal of harmonious construction. Therefore, public satisfaction has become an important concept to reflect the quality standards of police public relations. In fact, the new police public relationship is the basis of the police to provide public services, its main objectives are. first, to determine the scope of police service for the people; second, to determine the appropriate ways and procedures of these services; third, based on the position of mutual benefit between the police and the people, to establish a permanent strategy to solve the common problems between the police and the people. Its essence is the service relationship of the police, as well as the police and the people.

## **7. Shaping the Communication consciousness of Police Public Relations**

The harmony between the police and the public is not only an objective state, effect, but also a subjective feeling, evaluation, this subjective feeling, evaluation, which obtained by the police organization by means of communication and influencing the inner feelings and ideas of the public. That is to say, the construction of police public relations based on communication as a means. The important content of police public relations activities is to strengthen the communication with the public, to enhance the mutual understanding between the police and the people, not only to understand the expectations and needs of the public, but also to make the public understand the social role, function and difficulties faced by the police. The issue of communication is very important.

Style, Huairou art, unless last resort, generally does not use rigid means, tough way, mainly using a variety of information media to establish and maintain effective communication with the public, in order to affect the inner feelings and ideas of the public. Futurists predict that the post-industrial society will play an important role in the information society, and the traditional material economy replaced by the information economy. As the public relations of the information industry, in order to give full play to its communication function, we must face up to everything brought about by the information society. With the continuous development of science and technology, from mobile communication, Internet to multimedia, electronic network has formed a An interdependent and interrelated new global village. The new communication media has brought a new network world to the public relations communication. The terms “global public relations strategy”, “effective global communication”, “integrated market communication” and “online public relations” express the characteristics of public relations networking from different levels. The establishment of the Internet provides new ideas and tools for public relations. It not only creates a huge global information base for public relations communication, realizes the ideal of human information sharing, provides equal competition opportunities for every social organization, and realizes the effective allocation of communication resources in the case of scarce resources. Through this highly open Internet system, we can break through the objective limitations of time and space, strengthen the two-way communication, communication and cooperation between social organizations and the public in the electronic world, spread and popularize the image of the organization, and create new opportunities for social organizations to survive and develop in a broader field. In order to build a harmonious relationship between the police and the people, police organizations should strengthen the awareness of communication, consciously and extensively use various forms of interpersonal communication media and mass media to understand and influence the views.

## **8. Building the consciousness of Police Public Relations Power Supervision**

Harmonious society is a society of fairness and justice, democracy and legal system. With the gradual improvement of laws and regulations and the continuous strengthening of citizens' legal consciousness, the public pays more and more attention to social security and law enforcement activities of police organizations. Especially in public security, household administration,

transportation and other administrative regulations and procedures closely relate to daily life, the masses need to know more. As the main body of law enforcement and management, police organizations should adhere to the principle of police publicity, constantly enhance the transparency of police work, and take the initiative to place law enforcement activities under the supervision and restriction of the masses in order to truly reflect fairness and justice and achieve the people. The goal of mass satisfaction is to construct a harmonious relationship between the police and the people. Therefore, the consciousness of power supervision has become an important idea to reflect the working principles of police public relations. In police activities, due to the lack of awareness of individual police power supervision, its practices and behaviors seriously affect the image of the police and the harmony of the relationship between the police and the people, and the lessons are profound. The people's Congress is the highest organ of power in our country and a unique form of political power organization in our country. It guarantees the whole people to truly become the masters of the country and exercise the powers conferred by the people from the political organization. Therefore, the people's Congress has the power to guide and supervise the government, and all government departments should address the people's Congress. Be responsible for and report on the work. In the inter-sessional period of the people's congress, the government at all levels (including the functional departments, including the police organization) shall report to the standing committee of the standing committee of the same level, and the supervision of the police organization to reject the people's congress is not allowed by the law. The police, even under the supervision of the people's congress, dare to refuse that, from the opposite side, the lack of the police's power to supervise. The establishment of a good police-working environment and the construction of harmonious police relations cannot separate from the supervision and restriction of the public. We have to face this kind of supervision and system. About, strengthen the power supervision consciousness, consciously and sincerely accept the public opinion, criticism and suggestions, and make a positive response in a timely manner.

## 9. Summary

According to the crisis prediction, the organization should formulate the corresponding specific strategies and steps of crisis public relations, form a relatively fixed crisis management plan, which is easy to operate and implement, formulate emergency measures, identify police representatives, and organize personnel to deal with the crisis. Thirdly, it is necessary to establish extensive contacts with relevant institutions and improve the existing social linkage mechanism. In particular, we should pay attention to it. The usual press contact is in good communication with the media. In short, we should set up the consciousness of crisis management and control, and do well the emergency plan and management. The purpose of this is to make the police have a clear and clear response in the beginning, so as to effectively deal with the crisis when the crisis is emerging, so as to eliminate the hidden danger and build a harmonious<sup>[2]</sup>. To sum up, the system of police public relations constructed in harmony as a new logical base point. The harmonious construction consciousness reflects the essential attribute of the police public relations and the value pursuit, the image forming consciousness, the public satisfaction consciousness, the communication consciousness, the power supervision consciousness and the crisis management and control. Knowledge and so on derived from this basis. These consciousnesses reflect the strategic goal, quality standard, mode and means, working principle and management function of police public relations, and form a complete system that is interrelated, each with emphasis and strict logic. It can say that this system completely reflects the nature, internal relationship and regularity of police public relations. The construction of this system provides theoretical support for the scientific cultivation of police public relations consciousness and the training of police public relations basic skills, and has important theoretical significance and practical value.

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