



Elaborating the Political Public Relations and Theory of Functions of Public Communication

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DESCRIPTION

The idea of silence in public relations that goes beyond tactical communication. In order to understand the mechanisms by which bodily anguish and agony translate into silence, exclusion from public discourse, and communication gaps in health communication, a new theoretical framework is developed. This is accomplished through intermediary phases, which include, among other things, the media's part in the body and the self's narrative production. This paradigm, which is based on an empirical case study of involuntary childlessness, increases understanding of public relations targeted at civil society. The case for understanding quiet in public relations in a more tangible even embodied way. The idea for a more concrete, even embodied, conception of silence in public relations. Contrary to common assumption, silence, which is defined as the absence of speech, is not always a sign of weakness or not having a voice, nor is it always a sign of positivity. Depending on the circumstance, it might serve as a control mechanism. It can be a kind of resistance, like when a victim of torture declines to reveal any details. Silence does not correspond with lack of communication or emptiness either. Illustrates how silence is not just a blank space for expression of ideas on this subject. The message delivered by a closed fist, for example, is one example of how silence carries meaning independent of wordless words, but it also triggers deeper, visceral reactions. We feel the significance of that fist in our body and understand it. Further to these considerations, consider the messages that can be conveyed by a group of quiet protesters or the depth of a "summer's night stillness" for a Finn, whose complete significance would necessitate the various Finnish seasons, the brightness of the Nordic summer, and the softness of the green.

Silence, however, can often be very unwelcome in public communication. Conversation continues to be our society's social glue, the key to success, and a powerful tool for influencing others. In this sense, remaining silent is the same as becoming invisible. In actuality, despite the fact that silence and

invisibility belong to two independent sensory domains, they overlap for all practical purposes in public life. Not speaking up and not being seen go hand in hand, whether it be actually in the pages of a newspaper or on television, having one's identity recognized, or having their needs met. When the others are the ones who put the silent group on the public's radar, they both produce a form of non-existence or a distorted existence. Contributes to our understanding of silence, its causes, and political public relations the study of how politics, political communication, and public relations are practically intertwined and have been at least since antiquity. Politics, political communication, and political public relations are intrinsically related if politics is about "who gets what, when, and how," and if this is decided through a process of communication, persuasion, and information dissemination and processing.

This necessitates a departure from the instrumental and outcome-driven understanding of quiet that public relations have evolved so far. In reality, the idea of silence has been studied in the field with a focus on its strategic aspect. It also responds to broader calls within the field: to move away from an analysis that tends to be organization-centered, to situate public relations in the social context, and for conceptualizing the topic within a civil-society-oriented and "co-creational" perspective. The latter term was meant to be what "makes it possible to agree to shared meanings, interpretations, and goals" in society between publics and organizations. Focus less on the intentionality of actors, their organizational contexts, and their methods. Instead, it will emphasize how silence is built collectively and cumulatively through the intricate intertwining of both individual and communal activities. The wellbeing, inclusion, and future of millions of people will be shaped and voted upon in the public domain, which is where it needs to be problematized and redefined. That's where public relations may aid in healing and make a difference by using communication to allow communities to negotiate meaning and develop relationships.

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