



The Message, Society and Administration

Dr. Kashid S. V.

Department of Public Administration
Shivaji College, Kannad, Tq Kannad
Dist Aurangabad (MS)

Introduction:

The message is crucially important in human society. As compare to others animals human society is for ahead because of their message giving skill skill. From very ancient period of time humans are creating different means of message imparting like science flags, symbols, gestures and verbal language. In today's world where single message can travel all over the word within fraction of second and make tremendous change in human society yet we are facing challenges regarding communication. Little problem of miscommunication makes tremendous challenge to administration and make huge loss of human lives. Smooth and fair message helps public administration to make good society. Main content of this paper is discuss about clear message and its impact on society and pubic administration. It's daily and regular administrative affairs.

Key words: Human society, The Message, Aim of Message, Means of Message, communication, Public Administration, impact, daily and regular administrative affairs.

Introduction:

It is need of human society to communicate, give and take message and interpret it. Since very ancient period it has crucial importance in human life. Progress we can see today is result of pure and fine message communicating skill of human society. May it be in social or cultural or religious or industrial revolution the credit of overall development goes to message communicating skill of human society. If there had not been good communication or communicative means how today's life and tomorrow's world would have been. It may be like animals. We would have been living life of animals living in forests. Therefore in social life message giving and interpretation of message is crucial in life.

Signs, flags, symbols and gestures were primary forms of messages. From very ancient period human beings are giving messages each other and giving messages about food, safety and shelter. In due course of time these messages were taking form of some medium. Form of communicative means was major development of that time which changed scenario of life of Homo sapiens. Form of communicative means was the biggest innovation in the existence of human society. Homo sapiens were able to communicate more clearly and dynamically due to form of communicative means. Language and letters was again the major breakthrough in communication process. Letters and words were symbols of sounds uttered by human beings and actually it is expansion of the communication medium find out by ancient humans. These are the different dimension of message givng in ancient period. In the life process of human



being since then various communication modes were created, flourished and extinguished. Signs, symbols, paintings, flags, scripts, calligraphy, pen, printing press, television, computers and modern day mobiles are means and modes of message giving process. With having its own history and effectiveness all these are wonderful at that time.

Citing the historical changes and importance of all these means and mediums Mr. Thomas Bryer a scholar of Florida university in his research paper wrote that, "Technology is inherently time specific. In other words, the pen was, at one point, advanced technology, as were early mainframe computers. We can even go back to the printing press, which could quite possibly be the earliest form of social media for its ability to print pamphlets that mobilized generations. For example, Thomas Paine's Common Sense was a pamphlet that spurred social interaction and collaboration toward overthrowing a tyrant."¹

Thomas Paine was cited by Mr. Brayer, the great human right thinker and regarding that he used the term 'social interaction'. This term shows the importance of social communication.

Wrong message is the seed of anarchy:

After understanding the importance of message in human life, yet we should be aware about the fact that the problems human society facing today are due to poor or wrong message in the society. Lot of times it happens intentionally. Lot of peoples are always trying to inculcate misconception and superstitions among the human beings. Sometimes peoples are taking shelter of God or religion. Their message giving process aimed for predetermined goals. They want to create society of such value made by their preacher and socio religious leaders. Majority of time these goals do not cope with changing situations in human life. These type of message giving practice creates social problems in human society. Roots of these problems can be traced in this process of wrong social communication. Government and administrative system have to face lot of problems regularly.

The message and public administration interrelation:

Though the Political Science and public administration are studied as social science in modern period, but it was existed before emergence of Social Sciences. Through the process of evolution of human society, political system were taking place and so the administration. What we can find out from theories put before us by these stalwarts are the relation between social communication and public administration, with study Plato, Aristotle and Kautilya ancient political science genius and public administrative thinkers. Great Indian thinker Kautilya regularly advice king how to behave and how to use the messages, and actions of society while running his state. One can easily find out the strongest relation between social communication and public administration among writings of all these social thinkers. While expressing the importance of communication and public administration Sambit said that "The administration of an organisation is a continuous process and it is the function of the communicative system to maintain this continuity. We can therefore say that communication makes administration mobile."³



we can observe that single wrong statement made by very common person in remote area can become major National issue internal or external security of the nation. In today's life also it may create panic or hate among the society and may lead to unrest or riot. Therefore there is real Gravity of study of message giving and public administration.

Administrative messages, the practice and process:

The practice and process of administrative messages is two way process. It can't be single sided. Message creator and message communicator should be aware about the aim of communicating messages to receiver. The message receiver understand the message and gives reaction about the message. If the message creator and message communicator take that messages positively then the communication process get completed. While defining communication p. nayar said that "Communication is a process which involves the elements of sender (the person who intends to make contact), ideas (subject-matter of communication), encoding (language or symbols), channel (media agencies like telephone, telegram, circular etc.), receiver (person to whom the message is sent), decoding (conversion of symbols received from the sender), and feedback (ensuring that the receiver has got the message and understood it properly)." ²

Success and life standard of society, the greatness, depend on successful process of social communication. We can easily observe that whenever the social communication process is successful, the spirit, success and gratification is high in that time of the society.

The successful message communication is especially needed for administrative system. Success of Administration is depend on how administrative system communicate and disseminate the necessary message for its citizen. A tyrannical administrative system ignores the feedback given by the citizens and try to suppress their citizens. This type of administrative system does not believe on successful communication process. Sometime feedback and reactions among the citizens may be helpful to that administration but autocratic administrative system does not believe on expression rights of human being and creates major problems for him also.

The content:

A person gets engaged with the thoughts or emotions some thoughts or an emotion takes place in persons mind.. He thinks about that thoughts or emotions. Majority of time he expresses that thing towards his immediate companions. This is simple process of communication but until in English the thought or emotions get concrete base it can't become the message. After taking concrete form and after coming in communicative form like language or sculpture or painting the message becomes stronger to influence the peoples and Society. This message can create a good society or chaos in a stable and peaceful society.

The target group:

The aim of the message society can leads towards the aim of the message. The aim of message is very important factor in human society. Depend on this the students of communication describe the messages as Black propaganda, grey propaganda or



white propaganda. Target of the message can decide the fate of human being society our country or the whole world. It can really help to administrator or can make great trouble to the administrator of concern area.

The ways of messages:

Spoken language is the major medium message. Verbal communication can take place at any time or any place and without any cost. That is the natural way of communication. After developing the script human society was able to create return document for the communication of message. Literary books and print media is the major evolution of scripted means of communication. Newspaper was only major medium of communication message in the world. After the evolution of electronic media the television news channels took No 1 position in means of communication and recently media is the vibrant thing in message communication.

Internet based Social Media:

With the support of computers and internet and mobile phones social media became Borivali powerful and fastest means of communication in human society. social media is the new sensation in social communication. Social media has it's own pros and cons. Social media have empowered human being with powerful means of communication and simultaneously it made him very week to understand different scenarios and angles of a specific news. Social media removed editor from the news India and because of it's tremends speed it is making the things very bad in short times or suddenly and very good in long terms. This thing is giving sleepless nights to administration.

The discipline of time:

When good things are said or spread on specific time it helps administration to make good decisions. A bad message on bad timing can destroy lives and matter. It damages the basic infrastructure and reputation of society. The timing of message is very important. The religious preacher and politicians are good analyst of timing.

The Discussion:

A finely written messages aimed towards well being of society helps administration to satisfy the wills and wishes of the society and enhance the standards of life. Message process is very important factor in development of human society. A well communicated society can give very good opportunity to serve the human society and to create great infrastructure. A society who aims towards unearthly things and fighting for unnecessary elements doesn't believe on science and rational thinking. Their communication is very poor and emotional. These peoples are always trying to create false narration or the narration which helps for their economical or social progression but they oppose the narration of whole society. This false narration is also bad means and ways of communication. Riots and hooliganism are the major hurdles in administration.



Findings: Clear, lucid and effective message is important in multidimensional development of human society.

References:

- 1) 1,Thomas Bryer, University of Central Florida, 2,Staci Zavattaro University of Central Florida
https://www.researchgate.net/publication/269482885_Social_Media_and_Public_Administration/link/558cae2808aee43bf6ae3ac5/download
- 2) <https://www.politicalsciencenotes.com/term-paper/term-paper-on-communication-principles-public-administration/13658>
- 3) <https://www.yourarticlelibrary.com/public-administration/administrative-process/communication-meaning-and-purpose-public-administration/63436>