

Research on Public Relations Strategies of the Land Administration Department - The Example for Changhua County

楊永上、姚惠忠

E-mail: 9315896@mail.dyu.edu.tw

ABSTRACT

Did Land Administration Department get popular acceptance from the land reform in the past to nowadays the offering of greater convenience measures to the common people? How do government policies win more acceptances from people through the public relations? In consideration of the lack of researches relating to public relations of land administration department, this research is based upon how does land administration department carry out their duty with public relations means. The contents of the research are as follows: 1. Study the land administrative managers' acknowledge and conducts on public relations. 2. Study the knowledge of the land agents toward the public relations conducts of the land administration department of Chang-hua county. 3. Study the evaluation of the common people in Chang-hua to the public relations conducts of the land administration department of Chang-hua county. This research includes public affairs provider and public affairs accepters. Public affairs provider means central and local land administration department. Public affairs accepters mean the land agents and the common people. This research was conducted by "document analysis", "visiting survey" and "telephone survey". The conclusions of this research are as follows: 1. Communication pattern: In the past, land administration department use affairs propaganda as main communication method, especially face-to-face communication. Latterly they adopt more creative and flexible propaganda, lead the press issues, public relations of all staff, and crisis prevention, etc. 2. Making use of mass media: land administration department use tools such as LED board, engineering vehicles, and exhibition hall to provide information. But they use less Television advertisement due to the limit of budget. The intermedium between land administration department and land agents includes (1) Verbal medium, (2) Text medium, (3) Internet medium. The communication channels with common people are traditional ways such as announcement boards, advertisements, public hearing, instruction conference, local village conference, verbal transmission, etc. 3. The conflicts between the right of work and the measures offering greater convenience to the mass: before providing the measures offering greater convenience to the mass, land administration department should take into consideration the feeling of inside and outside public relations objects and also the right of survival for the land agents. 4. The public relations conducts of the land administration department need to be reinforced: although the enhancement service quality of Chang-hua land administration department is appreciated by majority of inhabitants, however according to phone interviews, only several items get more than 60% of "satisfied" and "very satisfied" positive approval. 5. The good image construction of the land administration department: the land administration department of Chang-hua took reforms on the communication method and proceeded several public relations conducts under the authorization of highest manager level, and thus further the good relations between the land administration department, land agents and the common people. This research suggests: 1. Be a "land affairs problem resolver." to the land affairs acceptees; 2. Be a "undertaking partner" and "statutes counselor." to the land agent; 3. Be a "best-quality government department" to common people; 4. Be a "land affairs professional service provider" to the councilor; 5. Be a "land affairs professional information provider" to the media; 6. Be a "partner and resource provider" to the relating land affairs civil organizations.

Keywords : land administration department ; public relation ; public relations strategies

Table of Contents

目錄 封面內頁 簽名頁 授權書	iii 中文摘要
v 英文摘要	vii 誌謝
x 目錄	xi 圖目錄
xiii 表目錄	xiv 第一章 緒論 第一節 背景說明
1 第二節 研究動機與目的	3 第三節 研究範圍
7 第四節 研究程序	10 第二章 文獻探討 第一節 公共關係的界定
共關係理論探討	12 第二節 公
21 第三節 公關策略	26 第四節 政府公共關係
33 第五節 政府公關之理論探討	44 第六節 地政機關組織與業務與回顧
46 第三章 研究設計 第一節 研究對象	54 第二節 研究架構
研究方法	57 第三節
60 第四節 問卷設計	63 第五節 研究限制

69 第四章 資料分析 第一節 地政機關管理者之公關認知	71 第二節 彰化縣地政士對地政機關推動公關作為之認知
91 第三節 彰化縣民眾對地政機關公關作為之認知	105 第四節 彰化縣地政機關近年來公關作為之分析
114 第五節 彰化縣地政機關公關創新模式	126 第五章 結論與建議 第一節 結論
143 第三節 未來研究之展望	132 第二節 建議
156 附錄 附錄一.民眾反對彰化縣伸港鄉全興區段徵收之抗爭	155 參考文獻
161 附錄三.對地政機關管理者之訪談內容	160 附錄二.民國55年至93年政府公關學術研究匯整表
163 附錄五.對彰化縣民眾電話調查之問卷內容	162 附錄四.對彰化縣地政士之訪談內容
8 圖1-2.彰化縣地政機關示意圖	165 圖目錄 圖1-1.本研究之研究範圍(地政機關)劃分圖
11 圖3-1.研究架構	9 圖1-3.研究流程
65 表目錄 表2-1.公共關係之定義	59 圖3-2.問卷設計流程圖
23 表2-3.公共關係溝通模式之特性	17 表2-2.公共關係溝通模式
54 表3-2.彰化縣地政士受訪者一覽表	25 表3-1.受訪地政機關管理者一覽表
61 表4-1.地政機關管理者對公關的認知與作為	56 表3-3.本研究目的與研究方法對照表
92 表5-1.彰化縣各地政事務所九十二年辦理登記案件一覽表	72 表4-2.彰化縣地政士對地政機關公關作為的認知
138 表5-2.地政機關2PM公關策略建議表	154

REFERENCES

- 參考書目 一、英文部分: Cutlip,S., Broom,G. and Center, A.,(1994), *Effective Public Relations*, 7thed.,New Jersey: Prentice Hall Edward, S (1977), *企業公共關係(What you should know about public relations)*(鄭振煌譯), 台北, 聯經事業 Grunig, J.E. & Hunt, T. (1984). *Managing Public Relations*. New York: Holt, Rinehart & Winston. Gruning, L. A.(1992), *Power in the Public Relations Department*, in J. E Jerkins (1983), *Public Relations For Marketing Management*, Los Angeles: The Macmillan Press LTD Jowett & O' Donnell (1986), *Public Relations Handbook*, New York : Thomas Y Corwell Company Lesly, Philip(2000), *公關聖經(Lesly's Handbook of Public Relations and Communication)*(石芳瑜、蔡承瑜、溫蒂雅、陳曉開譯), 台北:楷模國際公關公司 Pavlik, J. V. (1987), *Public relations: What research tells us*. California Sage Publications, Inc. Philip Kolter(1991), *Strategic Marketing for Nonprofit Organizations*, Upeer Saddle River, N J:Prentice Hall Wilcox, D. L., Ault H. & Agee W. K. (1993), *公共關係策略與戰術(Public Relation Strategies & Tactics)*(莊勝雄譯), 台北:授學 Wragg, D.(1992), *The Public Relations Handbook*, New York: Basil Blackwell Limited Wilcox, D. L., Ault H.P., Agee W. K. &Cameron G.T. (1999),*Public Relations Strategies & Tactics*, New York : Longman, Inc. 二、中文部分: 內政部編著, 1984, 《改進土地行政》, 台北, 內政部。內政部編著, 1992, 《台灣光復初期土地改革實錄專集》, 台北, 內政部。孔承志、臧國仁, 1991, 《公關手冊》, 公關原理與本土經驗, 台北:商周文化。丘昌泰, 1998, 《公共政策》, 台北:巨流。台灣省文獻會編著, 1989, 《台灣土地改革紀實》, 南投, 台灣省政府印刷廠。台灣省文獻會編著, 1992, 《吳德功先生全集》, 南投, 台灣省政府印刷廠。江岷欽, 1998, 《企業型政府》, 台北:智勝文化。吳宜蓁, 1998, 議題管理, 《企業公關的相關課題》, 台北:正中書局。吳宜蓁, 2002, 《危機傳播 - 公共關係與語藝觀點的理論與實證》, 台北:五南。李佳俐, 1998, 市場區隔策略在台北市政府公關活動運用之研究, 中國文化大學新聞研究碩士論文。李瞻, 1992, 《政府公共關係》, 台北:理論與政策雜誌社。來璋, 1981, 《土地行政學》, 台北:三民。居延安, 2001, 《公共關係學》, 上海:復旦大學出版社。林靜伶等, 1996, 《公共關係》, 台北:國立空中大學。姚惠忠, 2004, 《WHATS PR-公關基本教練》, (即將出版)。胡祖慶譯, 2001, 《全面公關時代:打造企業公關的新形象》, 台灣:美商麥格羅. 希爾公司。孫秀蕙, 2001, 《公共關係 理論、策略與研究實例》, 台北:正中。秦琍琍, 企業論述與公共關係, 第八屆中華民國廣告暨公共關係學術與實務研討會論文集。袁白玉, 1992, 《公關》, 台北:前程企業。張文強, 1996, 報紙產業組織結構分析與再形塑 組織理論的觀點, 台北:中華傳播學會1997年會研討會。張在山, 1999, 《公共關係學》, 台北:五南。張紹勳, 2001, 《研究方法》, 台中:滄海書局。梁定澎, 1997, 資訊管理研究方法總論, 資訊管理學報, 4(1)。許長仕, 1996, 台北市區公所推動為民服務之研究 企業型政府的觀點, 台北:中興大學公共政策研究所碩士論文。郭良文, 1994, 《台灣的環保公關》, 台北: 巨流。郭書祺, 2001, 企業運用網路公關之研究初探---從電腦中介傳播談起, 交通大學傳播研究所碩士論文。彭懷恩, 2002, 《政治傳播與溝通》, 台北: 風雲論壇。黃俊英, 1989, 《行銷研究-管理與技術》, 台北:華泰文化。黃深勳等, 1997, 《企業公共關係》, 台北: 國立空中大學。臧國仁, 1988, 《公關手冊--公關原理與本土經驗》, 台北: 商周文化。蔡松齡, 1992, 《公關趨勢 公關時代企業必備的知識》, 台北:遠流。蔡美瑛譯, 2000, 《公共關係---理論與實務》, 台北:亞太圖書。鄭貞銘, 1999, 《公共關係總論》, 台北: 五南。賴文恭, 1998, 幕僚人員對危機處理之公關作為, 公關雜誌, 25。韓慈穎, 2000, 台北市政府推展公共關係之研究(1994-1998), 國立台灣大學政治學研究所碩士論文。蘇進強, 1998, 面對危機社會, 誰能轉危為安?談危機管理與危機處理, 公訓報導, 79(4)。