

LAW OF PUBLIC COMMUNICATION NINTH EDITION Workbook

Understanding the Law of Public Communication Ninth Edition: An In-Depth Overview

The **Law of Public Communication Ninth Edition** is a comprehensive textbook that plays a pivotal role in shaping the understanding of media law, communication rights, and the legal frameworks that govern public discourse. As communication continues to evolve in the digital age, this edition provides updated insights into the complex intersection of law, media, and society. Whether you are a student, educator, or communication professional, grasping the core principles outlined in this edition is essential for navigating the legal landscape of public communication effectively.

What Is the Law of Public Communication Ninth Edition?

Definition and Scope

The **Law of Public Communication Ninth Edition** is a textbook authored by prominent scholars and legal experts that explores the legal principles underlying mass media, journalism, and communication practices. Its scope encompasses constitutional rights, defamation, privacy, intellectual property, and new media laws, providing a holistic view of the legal environment that influences public communication.

Purpose and Audience

The primary goal of this edition is to educate students and practitioners about legal rights and responsibilities in the realm of public communication. It aims to:

- Clarify complex legal concepts
- Illustrate real-world case studies
- Promote ethical considerations in media practices
- Prepare readers for legal challenges in media industries

Key Features of the Ninth Edition

Updated Content Reflecting Modern Media Trends

The ninth edition incorporates recent legal developments, including:

- Social media regulations
- Digital privacy laws
- Cybersecurity issues
- Free speech debates in the online environment

Enhanced Pedagogical Tools

To facilitate learning, the book includes:

- Chapter summaries
- Case analysis exercises
- Discussion questions
- Glossaries of legal terminology

Comprehensive Coverage of Legal Topics

The book systematically covers essential areas such as:

- First Amendment rights
- Defamation and libel laws
- Privacy and public figures
- Copyright and intellectual property
- Advertising and commercial speech
- Broadcast and telecommunications law
- Media ethics and regulation

Core Legal Principles in the Law of Public Communication Ninth Edition

Constitutional Foundations

The book emphasizes the importance of the First Amendment in protecting free speech and freedom of the press. It discusses:

- The scope of free speech protections

- Limitations and exceptions
- Landmark Supreme Court cases

Defamation and Libel

A significant portion is dedicated to understanding how false statements can harm reputation, including:

- Elements of defamation
- Public figure versus private individual standards
- Defenses against defamation claims

Privacy Rights

The edition explores the tension between privacy and freedom of expression, covering:

- Intrusion upon seclusion
- Public disclosure of private facts
- False light
- Appropriation of likeness

Intellectual Property Law

Legal protections for creators and innovators are detailed, focusing on:

- Copyright law
- Trademark law
- Fair use doctrine
- Digital rights management

Regulation of Commercial Speech and Advertising

This section examines how commercial messages are regulated to prevent deceptive practices while balancing free speech rights.

Emerging Legal Issues Addressed in the Ninth Edition

Social Media and Digital Communication

The proliferation of social media platforms has necessitated new legal considerations, such as:

- User-generated content liabilities
- Platform moderation policies
- Viral content and online harassment

Cybersecurity and Data Privacy

The edition discusses laws related to:

- Data protection regulations (e.g., GDPR)
- Breach notification requirements
- Cyberlaw and online misconduct

Free Speech and Censorship in the Digital Age

It analyzes debates around:

- Hate speech regulation
- Content moderation controversies
- Government surveillance

Applying Legal Principles: Case Studies and Practical Insights

Landmark Cases in Public Communication Law

The book includes detailed analyses of pivotal cases such as:

- New York Times Co. v. Sullivan
- Tinker v. Des Moines
- Citizens United v. Federal Election Commission
- Snyder v. Phelps

Real-World Applications

Practical scenarios help readers understand:

- How legal principles are applied in journalism
- Ethical dilemmas faced by media practitioners
- Navigating legal risks in digital communication campaigns

How to Use the Law of Public Communication Ninth Edition Effectively

For Students

- Study each chapter thoroughly
- Engage with case studies
- Participate in discussions and moot courts
- Use the glossary for legal terminology

For Educators

- Incorporate case analysis into lessons
- Design assignments based on current legal issues
- Foster debates on free speech and censorship

For Media Professionals

- Stay updated with recent legal changes
- Apply legal principles to content creation
- Consult legal experts for complex issues

Conclusion: The Significance of the Law of Public Communication Ninth Edition

The **Law of Public Communication Ninth Edition** remains an indispensable resource in understanding the legal landscape that shapes modern media and communication. Its comprehensive coverage, updated content, and practical insights make it a vital tool for students, educators, and industry professionals alike. As the media environment continues to evolve rapidly, staying informed about legal rights, responsibilities, and emerging issues is more important than ever. This edition not only educates but also encourages critical thinking about the role of law in fostering ethical, responsible, and free public communication.

Further Resources and Reading

- Legal case databases (e.g., LexisNexis, Westlaw)
- Official government websites on media law
- Academic journals on communication law
- Online courses and webinars on media regulation

Final Thoughts

Mastering the principles outlined in the **Law of Public Communication Ninth Edition** equips individuals with the knowledge necessary to navigate the complex legal environment of modern media. Whether defending free speech rights or ensuring compliance with regulations, understanding these legal frameworks is essential for fostering a responsible and informed public discourse.

Law of Public Communication Ninth Edition is a comprehensive and authoritative textbook that offers an in-depth exploration of the legal principles and issues surrounding communication in the public sphere. As communication technology and legal standards evolve rapidly, this edition aims to provide students, educators, and practitioners with a current and thorough understanding of the legal landscape governing mass media, journalism, advertising, and other forms of public communication. In this review, we will delve into the key features, strengths, weaknesses, and overall value of this edition, providing a detailed analysis for those considering its adoption or use.

Overview and Scope

The Ninth Edition of Law of Public Communication continues the tradition of presenting complex legal concepts in a clear, accessible manner. It covers a broad spectrum of topics, including freedom of speech, press laws, broadcast regulations, defamation, privacy rights, intellectual property, and the regulation of new media platforms. The book aims to serve as both an educational resource for students and a practical guide for professionals navigating legal challenges in communication fields.

The scope is expansive yet thoughtfully organized, ensuring that readers can easily locate relevant topics and understand how legal principles apply across different media and contexts. The text balances historical background with contemporary issues, such as digital media, social networking sites, and emerging communication technologies.

Organization and Structure

The book is structured into logical sections that facilitate both systematic study and quick reference:

- Foundations of Communication Law: Covers the constitutional basis of free speech, the role of

the First Amendment, and foundational legal doctrines.

- Regulation of the Media: Discusses broadcasting, cable, and digital media regulation, including FCC rules and the transition from traditional to modern media landscapes.
- Liability and Defamation: Examines libel, slander, and issues related to protecting reputation while balancing free expression.
- Privacy and Civil Liberties: Addresses privacy rights, intrusion, and issues arising from new communication technologies.
- Intellectual Property: Covers copyright, trademarks, and related rights crucial for media practitioners.
- Emerging Issues: Focuses on social media, internet law, and the legal challenges posed by technological advancements.

Each chapter features case studies, real-world examples, and discussion questions designed to promote critical thinking and practical understanding.

Strengths of the Ninth Edition

Comprehensive Coverage

- The textbook covers both foundational and cutting-edge topics, making it suitable for introductory courses and advanced seminars.
- It integrates historical legal decisions with current statutes and regulations, providing a well-rounded perspective.

Clarity and Readability

- Legal jargon is explained clearly, and complex concepts are broken down into understandable language.
- The writing style is engaging, with numerous real-world examples that illustrate abstract principles.

Updated Content

- The Ninth Edition includes recent case law and statutes, ensuring relevance in the rapidly changing media environment.
- New chapters and sections address digital media, social networks, and privacy concerns related to online platforms.

Pedagogical Features

- Summaries, key terms, and review questions at the end of each chapter reinforce learning.
- Case summaries and discussion prompts foster analytical thinking.
- Supplementary online resources, including quizzes and case law updates, enhance the learning experience.

Practical Approach

- The book emphasizes real-world application, preparing students for careers in law, journalism, advertising, and media management.
- It discusses ethical considerations alongside legal issues, promoting responsible communication practices.

Weaknesses and Limitations

Density of Content

- While comprehensive, the volume of information can be overwhelming for beginners.
- Some chapters may benefit from more visual aids or summarized key points to aid retention.

Limited Depth in Certain Areas

- Given the broad scope, some topics receive only an overview rather than an in-depth analysis, which may require supplementary materials for advanced study.
- For instance, the nuances of digital privacy law could be expanded further.

Legal Jargon and Complexity

- Despite efforts to simplify language, some sections still employ legal terminology that may challenge novice readers.
- Additional glossaries or simplified explanations could enhance accessibility.

Focus on U.S. Law

- The primary focus is on American legal principles, which limits its applicability in international contexts.
- Students or practitioners outside the U.S. may need supplemental resources to understand global media law.

Features and Highlights

- Case Law Analysis: The book presents landmark cases such as *New York Times Co. v. Sullivan*, *Brandenburg v. Ohio*, and *FCC v. Pacifica*, providing insights into their implications.
- Current Statutes and Regulations: Includes the Communications Act, Digital Millennium Copyright Act, and recent FCC policies.
- Chapter Summaries and Learning Aids: Designed to reinforce key concepts and facilitate review.
- Real-World Examples: Highlights incidents like the Facebook-Cambridge Analytica scandal, illustrating contemporary legal challenges.
- Discussion Questions: Encourage critical analysis and classroom engagement.
- Online Resources: Updates, quizzes, and supplementary materials accessible through companion websites.

Target Audience and Utility

The Law of Public Communication Ninth Edition is best suited for undergraduate and graduate students studying media law, journalism, communications, or related fields. It is also a valuable resource for legal professionals, policymakers, and media practitioners seeking a solid grounding in communication law.

For educators, the textbook offers a structured curriculum with ample teaching aids. For students, it provides a clear roadmap through often complex legal terrain, fostering both understanding and critical thinking.

Comparison with Previous Editions

Compared to earlier editions, the Ninth Edition demonstrates significant updates, especially regarding digital media and privacy issues. It reflects the latest legal developments and societal debates, making it more relevant for today's media environment. The addition of new chapters and case studies enhances its comprehensiveness, although some long-time readers may find the increased density challenging.

Conclusion and Final Verdict

Law of Public Communication Ninth Edition stands out as a well-rounded, thoughtfully organized, and current resource for understanding media law in the modern era. Its strengths lie in its clarity, breadth of coverage, and practical focus, making complex legal principles accessible and relevant. While it has some limitations concerning depth and complexity for beginners, these can be mitigated with supplementary study or instructor guidance.

Overall, this edition is highly recommended for those seeking an authoritative textbook that captures the essential legal issues shaping public communication today. Its combination of historical context, current developments, and real-world examples makes it a valuable tool for fostering legal literacy in the media and communication fields.

Pros:

- Broad and updated coverage of communication law topics.
- Clear explanations and engaging writing style.
- Inclusion of recent case law and digital media issues.
- Useful pedagogical features and online resources.
- Practical focus with real-world examples.

Cons:

- Potentially overwhelming volume of information.
- Limited depth in some specialized areas.
- Some reliance on legal jargon.
- U.S.-centric legal perspective.

In conclusion, the Law of Public Communication Ninth Edition is a robust, user-friendly, and comprehensive resource that effectively balances foundational principles with contemporary legal challenges. It is an essential addition to the library of students, educators, and practitioners committed to understanding and navigating the complex legal landscape of public communication in the digital age.

Question What are the key updates in the ninth edition of the Law of Public Communication? The ninth edition includes recent case law developments, updated statutes, and new chapters on digital media regulation, reflecting the evolving landscape of public communication law. How does the ninth edition address issues related to social media and online platforms? It provides a comprehensive analysis of legal challenges posed by social media, including cases on free speech, defamation, and platform liability, offering students a current perspective on digital communication law. What are the main principles of free speech discussed in the ninth edition? The

book explores the constitutional protections of free speech, limitations such as obscenity and hate speech, and the balance between individual rights and public interest, with recent rulings included. Does the ninth edition cover the legal aspects of media ethics and professionalism? Yes, it discusses ethical considerations in journalism and broadcasting, including legal responsibilities, ethical dilemmas, and the importance of maintaining integrity in public communication. How does the ninth edition incorporate case studies to illustrate legal concepts? It features updated case studies from recent court decisions that highlight the application of laws related to defamation, privacy, and intellectual property in various communication contexts. What new topics are introduced in the ninth edition related to emerging technologies? The edition introduces topics such as cyberlaw, data privacy, and regulation of artificial intelligence in communication, preparing readers for legal issues in cutting-edge technological environments.

Related keywords: public communication, legal principles, communication law, media law, regulatory framework, speech rights, legal cases, communication ethics, public speaking law, legal regulations

Meaning nature and scope of public administration

Meaning, Nature, and Scope of Public Administration

Public administration is a vital discipline that plays a crucial role in the functioning of governments and the delivery of public services. It serves as the backbone of the administrative machinery that implements policies, manages resources, and ensures the well-being of citizens. Understanding the **meaning, nature, and scope of public administration** is essential for comprehending how governments operate and how public policies translate into tangible benefits for society.

Introduction to Public Administration

Public administration encompasses the organized activities involved in implementing government policies and programs. It bridges the gap between political decisions and their execution, ensuring that public objectives are achieved efficiently and effectively. As a multidisciplinary field, public administration draws from political science, management, sociology, economics, and law to formulate systems that facilitate good governance.

Meaning of Public Administration

Definition and Perspectives

The term 'public administration' refers to the implementation of government policies and the management of public agencies. It is fundamentally concerned with the organization, direction, and control of government activities. Various scholars have offered definitions that highlight different facets of public administration:

- **Woodrow Wilson (1887):** "Public administration is detailed and systematic execution of public law." He emphasized the administrative aspect of government as distinct from politics.
- **Luther Gulick (1937):** "Public administration is the executive arm of government which translates policies into actions."
- **W. F. Willoughby (1927):** "Public administration is the art and science of management as applied to the administrative affairs of government."

Key Elements of Public Administration

Based on these definitions, the core elements of public administration include:

- Implementation of laws and policies
- Management of public resources and services
- Organization of government agencies
- Decision-making and policy formulation
- Accountability and transparency in governance

Nature of Public Administration

Characteristics of Public Administration

The nature of public administration is shaped by its distinct features, which set it apart from private management and other fields. The key characteristics include:

- **Public Service Orientation:** Its primary goal is to serve the public interest and promote welfare.
- **Political Neutrality:** Administrators are expected to implement policies without bias or partisan influence.
- **Legal Framework:** Public administration operates within a framework of laws, regulations, and procedures.
- **Accountability and Responsibility:** It is accountable to elected representatives and the public.
- **Complexity and Diversity:** It manages a wide range of services across different sectors, often involving complex organizational structures.

Distinctive Features of Public Administration

Compared to private management, public administration exhibits unique features such as:

- Focus on public interest rather than profit
- Decision-making influenced by political considerations
- Greater emphasis on accountability, transparency, and fairness
- Adherence to legal and constitutional boundaries

Evolution of the Nature of Public Administration

The nature of public administration has evolved over time, reflecting changes in governance, technology, and societal expectations. From the traditional 'Rule of Law' approach to the modern emphasis on Good Governance and New Public Management, its characteristics continue to adapt.

Scope of Public Administration

Areas Covered by Public Administration

The scope of public administration is broad and encompasses various functions and activities essential for effective governance. These include:

- **Administrative Functions:** Organization, staffing, budgeting, and management of public agencies.
- **Policy Formulation and Implementation:** Developing policies and ensuring their execution.
- **Financial Administration:** Budgeting, accounting, and financial management of public funds.
- **Personnel Administration:** Recruitment, training, and management of civil servants.
- **Development Administration:** Planning and executing development projects for economic and social progress.
- **Public Relations and Communication:** Maintaining transparency and engaging with citizens.

Scope in Different Contexts

The scope of public administration varies depending on the country, administrative system, and level of government (central, state, local). It also includes:

- **Urban and Rural Administration:** Managing city governance and rural development programs.
- **International Public Administration:** Managing international organizations, diplomacy, and

global issues.

- **Non-Governmental Public Administration:** Involvement of NGOs, private-public partnerships, and civil society organizations.

Modern Dimensions of Scope

In the contemporary context, the scope of public administration has expanded to include:

- Digital Governance and E-Governance
- Environmental Management and Sustainability
- Public Policy Analysis and Evaluation
- Social Justice and Inclusive Development
- Smart Cities and Urban Planning

Conclusion

The **meaning, nature, and scope of public administration** collectively form the foundation for understanding how governments serve the public. Its significance lies in efficient policy implementation, resource management, and promoting the overall development of society. As the world advances technologically and socially, the scope of public administration continues to broaden, encompassing new challenges and opportunities for effective governance. Recognizing its characteristics and areas of influence helps in fostering transparent, accountable, and responsive administrative systems that are vital for sustainable development and good governance.

Meaning, Nature, and Scope of Public Administration

Public administration is a vital discipline that plays a crucial role in shaping the functioning of government and society at large. It bridges the gap between political ideologies and practical governance, ensuring policies are implemented effectively and public interests are served efficiently. To fully appreciate its significance, it is essential to understand its meaning, core nature, and the expansive scope it encompasses.

Understanding the Meaning of Public Administration

Public administration can be understood through various perspectives, each highlighting different facets of the discipline. At its core, it is the art and science of managing public programs and implementing government policies.

Definitions and Interpretations

- Traditional View: Public administration is the implementation of government policies and the management of public agencies. It involves organizing, directing, and controlling government operations to serve the public interest.

- Modern View: It is the study and practice of how government policies are formulated and executed, emphasizing efficiency, accountability, and responsiveness to citizens' needs.

- Key Definitions:

- Woodrow Wilson (1887): "Public administration is detailed and systematic execution of public law."

- Luther Gulick (1937): "Public administration is the organization of men and machines so that the current needs of society may be satisfied with the least possible waste."

- Shafritz and Russell: "Public administration is the implementation of government policy, or, more broadly, the management of public affairs."

Core Elements in the Meaning of Public Administration

- Implementation of Policies: Turning legislative acts into actionable programs.

- Management of Public Resources: Ensuring efficient utilization of financial, human, and material resources.

- Service Delivery: Providing essential services such as health, education, transportation, and welfare.

- Accountability and Transparency: Ensuring government actions are open to scrutiny and responsible to the public.

- Legal Framework: Operating within the boundaries of laws, regulations, and ethical standards.

Nature of Public Administration

Understanding its nature helps delineate what public administration truly involves and how it differs from other disciplines like business management.

Characteristics of Public Administration

- Public Interest Focus: Unlike private management, public administration prioritizes serving the collective good.

- Political and Administrative Interface: It operates at the intersection of politics and administration, often influencing and being influenced by political processes.

- Legal and Ethical Constraints: It functions within a legal framework and adheres to ethical standards, ensuring fairness and justice.
- Decision-Making in Uncertainty: It often deals with complex, uncertain, and conflicting interests, requiring judicious decision-making.
- Accountability and Responsibility: Public administrators are accountable to elected representatives and the public.

Distinctive Features of Public Administration

- Non-Profit Orientation: The primary goal is service rather than profit.
- Bureaucratic Structure: It often involves hierarchical and procedural structures designed for stability and consistency.
- Public Service Motivation: Employees are motivated by a desire to serve society rather than personal gain.
- Complexity and Diversity: It handles diverse functions across various sectors such as health, defense, education, and welfare.

Differences from Private Management

Aspect	Public Administration	Private Management
Goal	Public service and social welfare	Profit maximization
Accountability	To the public, elected representatives	To shareholders and owners
Legal framework	Governed by laws, regulations	Governed by market forces and private laws
Resource focus	Public resources	Private capital

Scope of Public Administration

The scope of public administration is vast and multifaceted, reflecting the extensive role it plays in governance and society.

Functional Scope

- Policy Formulation and Planning

- Setting goals and objectives for government programs.
- Developing strategies for socio-economic development.

- Organizational Management

- Structuring government departments and agencies.
- Staffing, delegation, and coordination among various units.

- Financial Administration

- Budgeting, accounting, and financial control.
- Ensuring judicious use of public funds.

- Personnel Administration

- Recruitment, training, and development of civil servants.
- Maintaining discipline and motivation within public services.

- Public Relations and Communication

- Engaging with citizens and other stakeholders.
- Promoting transparency and accountability.

- Implementation of Laws and Policies

- Ensuring laws and policies are executed effectively at all levels.

- Development Administration

- Focusing on socio-economic development projects.
- Addressing issues of poverty, health, education, and infrastructure.

Institutional Scope

- Covering various government agencies, ministries, local bodies, and public enterprises.
- Overseeing institutions like police, judiciary, public health, and educational bodies.

Geographical and Demographic Scope

- Operating across different levels of government: central, state, regional, and local.
- Addressing the needs of diverse populations, including marginalized and vulnerable groups.

Contemporary Expansions in Scope

- Globalization: Managing transnational issues like climate change, international trade, and security.
- E-Governance: Incorporating digital technologies for better service delivery.
- Sustainable Development: Integrating environmental concerns into policy and administration.
- Public-Private Partnerships: Collaborating with private entities for infrastructure and service projects.
- Crisis Management: Handling emergencies like pandemics, natural disasters, and security threats.

Deep Dive into Key Aspects of Public Administration

Role of Public Administration in Governance

Public administration is integral to governance, facilitating the translation of policies into tangible services. It ensures that governments are accountable and responsive to the citizens' needs.

- Policy Implementation: Effective execution of policies determines their success or failure.
- Service Delivery: Public administration ensures the provision of essential services, improving quality of life.
- Regulation and Control: It enforces laws and regulations to maintain social order.
- Social Equity: Strives to reduce disparities and promote social justice through targeted programs.

Challenges and Emerging Trends

- Corruption and Bureaucratic Red Tape: Addressing inefficiencies and unethical practices.
- Technological Integration: Leveraging ICT to improve transparency, efficiency, and citizen participation.
- Decentralization: Empowering local bodies for better governance.
- Inclusiveness: Ensuring marginalized groups are represented and served.
- Environmental Sustainability: Incorporating ecological considerations into policy-making.

Public Administration and Political System

While closely linked with politics, public administration maintains an apolitical stance in its operational functions. It provides continuity and stability, even as political leadership changes.

- Policy vs. Implementation: Politics formulates policies; administration implements them.
- Neutrality: Civil servants operate without political bias.
- Accountability Mechanisms: Administrative decisions are subject to legal and procedural checks.

Relevance of Public Administration in Contemporary Society

In a rapidly changing world, public administration remains crucial for:

- Managing complex socio-economic challenges.
- Promoting sustainable development.
- Facilitating democratic participation.
- Ensuring effective disaster and emergency management.
- Enhancing transparency and combating corruption.

Conclusion

Public administration is a dynamic, multifaceted discipline essential for the smooth functioning of modern governments. Its meaning encapsulates the implementation of policies, management of public resources, and delivery of services, all aimed at serving the collective interest. Its nature reflects its unique characteristics?public service orientation, legal and ethical constraints, and its interface with politics?distinguishing it from private management.

The scope of public administration is extensive, covering policy formulation, organizational

management, financial oversight, personnel administration, and more. As society evolves, so does the field, embracing technological advancements, globalization, and the imperatives of sustainable development.

Understanding the depth and breadth of public administration is vital for anyone involved in governance, policy-making, or public service. It underscores the importance of integrity, efficiency, and responsiveness in managing the complex tapestry of societal needs. As challenges grow and societies become more interconnected, the role of public administration becomes even more critical in fostering equitable, transparent, and effective governance systems worldwide.

Question What is the meaning of public administration? Public administration refers to the implementation of government policies, management of public agencies, and the provision of public services to citizens. It involves organizing, directing, and controlling government operations to achieve societal goals. How is the scope of public administration defined? The scope of public administration includes policy formulation, decision-making, implementation of government programs, financial management, human resource management, and ensuring accountability in public service delivery. It covers all activities related to managing public affairs. What is the significance of understanding the nature of public administration? Understanding the nature of public administration helps in recognizing its role as a field that combines principles of management, politics, and law. It aids in improving efficiency, transparency, and responsiveness of government institutions. In what ways does public administration differ from private management? Public administration differs from private management primarily in its objectives? public administration aims to serve the public interest and ensure social equity, whereas private management focuses on profit maximization. Additionally, public administration is subject to greater accountability and transparency requirements. Why is the scope of public administration considered dynamic? The scope of public administration is considered dynamic because it evolves with societal changes, technological advancements, and shifting governance needs, expanding to include new areas such as e-governance, public policy analysis, and global cooperation. What are the main functions of public administration? The main functions of public administration include policy formulation, policy implementation, service delivery, regulation, and public resource management, all aimed at promoting the welfare of society and ensuring good governance.

Related keywords: public administration, public policy, government, administrative theory, public management, organizational structure, governance, public services, administrative law, bureaucratic processes

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