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Assessing the current status of communication in state agencies in Vietnam

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Abstract

In recent years, along with the development of society, information technology in general, the internet and social networking sites in particular have been greatly influencing all aspects of social and daily life of human. When people consider social networks as a "social environment", the behavioral culture there is an issue that needs attention. Social networks are a scientific and technical achievement of humanity. It brings people closer together. It helps people express their thoughts more. And especially, it helps people convey inspiration, helping the community become closer together. Coming here, with the 4.0 revolution, scientists also want to build a stronger interaction between the virtual world and the real world. It's easy to see that the impact of the two worlds, "virtual" and "real", is very close to each other. However, recently, many bad stories have taken place on social networks, showing that the call for the community in society to build a culture of behavior on social networks is becoming urgent. There is an opinion that building culture must come from two sides, from the State management agency and from each citizen. Recent reality shows that the drastic intervention of State management agencies, especially the Ministry of Information and Communications, has limited many harmful documents that have been circulated on social networks. Businesses providing social networks such as Facebook, Google, Twitter or YouTube have also shown sympathy and support when fully complying with the removal of fabricated and malicious information. Through this topic, we will research "Assessing the current status of communication in State agencies in Vietnam" to have the most comprehensive and objective conclusions on this issue.

Keywords: communication, state agencies, Vietnam

1. Introduction to the Research Problem

When people want to express their thoughts, in addition to facial expressions, body language. The most direct, quick and easy to understand way of expression is verbal expression. That means talking and communicating. So what is communication?

Communication is psychological contact between people directly or indirectly. With expressions through speech or behavior, expressed with language, gestures, gestures, performed with one or more of the above methods to effectively reflect emotions and attitudes. As well as providing information to evaluate the subject.

It is an art. Same meaning and purpose of expression. The ways of expression and the results achieved are also completely different. The communication capacity of an individual or in an organization is like the vascular system of the human body. Without this system, the organization cannot operate and survive. At the social level, communication is the foundation for survival and development, the basis for the formation and development of human personality. To lead others, we must demonstrate effective communication skills.

In the current context, the fourth industrial revolution entails the development of new communication systems that have drastically changed citizens' surveillance rights, from surveillance ability, surveillance speed, and scope. supervision and the ability to check the handling of supervision results, contributing to improving the quality of State power control activities. This shows that mass media is asserting its role and position as a tool to support people in exercising their right to monitor and control

State power.

However, the role the mass media play in controlling State power depends on the position of that institution in the people's legal mechanism controlling State power. With a free and democratic mechanism like in Vietnam today, using mass media in the process of monitoring and controlling State power by citizens can be considered a correct and inevitable direction. for both citizens and the State to make control activities more widespread and more effective.

Therefore, communication plays an important role in administrative management activities in general, especially for officials, civil servants, and public employees who often have to deal with daily tasks for citizens. When organizations consider the role of administrative communication, attention should be paid to its role in the processes of exchanging information, emotions, and decision making. In the process of solving tasks for citizens and organizations, officials and civil servants often have to receive and process documents and provide instructions and explanations through verbal and visual documents, thereby providing information. transmitted and accepted so that work can go smoothly, achieve high efficiency and bring the highest benefits to both parties. But the current state of communication in agencies is an issue that needs attention because it has an impact on the interests of all parties. Therefore, the benefits of communication determine individual and collective success when used effectively.

Through the above analysis, perhaps we have partly visualized the importance and practical benefits of communication skills and the impact and influence of this skill on us is very great, especially Vietnamese state agencies operate mainly through communication activities to achieve decisions and unity within the organization. It can be said that communication is a very worthy skill that we should pay attention to and practice to constantly improve our own communication abilities as well as bring more sympathy and impression to the people we have the opportunity to contact.

2. Overview of communication issues of state agencies

Status of research on communication and mass communication.

a) Overview of research on communication and mass communication.

Research on mass communication theory in the world began to attract attention from the late 30s and early 40s of the twentieth century. Along with the influence of political, economic, and social issues over the course of history, the focus of communication theory research goes in different directions. Research focuses range from defining what mass media is (Laswell, 1927) as well as understanding the role and importance of mass media to society, and the impact of media on public perception, public knowledge, attitudes, and behavior ("hypodermic needles" or "magic bullets") (Laswell, 1927, Hovland et. Al, 1953), to the core Research considers the powerful media as a tool to serve the needs of leaders to influence public opinion ("two-step flow") (Lazasfeld, Berelson & Gaudet, 1948), ("Agenda Setting Theory") (Mc Combs & Shaw, 1972). Also in the 70s, the focus of media theory research emphasized the role of the public in determining media effects ("Uses & Gratifications" theory) (Blumer, Brown, 1972). There has been a shift in communication theory from relying on other disciplines to being independent from other disciplines. These theories are the theoretical basis for the author's thesis topic.

b) Research works on communication and mass communication

The diverse literature on communication research shows that this field attracts the attention of scholars and researchers. These research results have important implications for communication research itself, as well as becoming reference documents in training content in this field, and contributing to the reshaping of communication activities. organizational communication in practice and promoting the development of the communication industry in the current period. Mass communication research documents mainly discuss the history of mass communication, traditional and modern theories of communication and mass communication, the relationship of media and society, and mass communication. communication in relation to culture, history and knowledge, the impact of media as well as influencing factors such as political institutions, state regulations and management and the development of information technology What impact does it have on the media? The above research projects have discussed issues of press information management, press management, leadership and management in mass media and press activities, and public relations activities of newspapers. journalism or the relationship between journalism and public relations. However, as mentioned above, this work mainly focuses on the perspective of state management of communications and mass media in the relationship with leaders and managers, not mentioning agencies. What should the state apparatus do to manage information on the press and other communication channels of their organization?

c) Research status on organizational communication.

- Overview of the research situation on organizational communication Redding and Thompkins (1988) identify three stages in the development of organizational communication.

During the Era of Preparation (1900-1940), scholars emphasized the importance of communication in organizations. The main focus during this time is public speaking, business writing, management communication, and persuasion. The Age of Identity and Integration (1940-1970) saw the beginnings of business and industrial communications, with certain group and organizational relationships considered important. During the Era of Maturity and Innovation (1970-present), empirical research increased, "accompanied by creative efforts to develop concepts, theoretical hypotheses, and critical philosophical analyzes" (Redding & Thompkins, 1988, p. 7). Putnam and Cheney (1985) summarized the study of modern organizational communication theory by identifying four major areas of the discipline:

- Communication channels.
- Communication climate (can be understood as communication environment).
- Network analysis.
- Superior-subordinate communication.

In a recent analysis of 23 textbooks introducing organizational communication (Aust, Limon, & Lippert, 2002), the nine topics that appeared most frequently included:

- Leader.
- Conflict and conflict management.
- Communication network.

- Policy making and problem solving process.
- Ethics, or values.
- Communication technology.
- Human resources perspective.
- Human relationship perspective.
- Classical management theory.

- Studies in organizational communication.

Through synthesizing and selecting research documents, it can be seen that research on organizational communication is influenced by political, economic, social, cultural and scientific and technological factors. Research perspectives approach many different angles from concepts, history, theory, to examining the interaction between media and political institutions, culture, history and knowledge and information technology. An important view is that communication, although interdisciplinary in origin, is developing its own theories rather than relying on other related disciplines. The main perspective on organizational communication is communication including both internal and external organizations, communication is not only an organizational process but also creates the organization; Communication not only has an enforcement function but must also have a management and forecasting function.

d) Research situation on communication activities of State Administrative Agencies in Vietnam

- Research on state administrative agencies
There are many research documents on state administrative agencies, however, there are not many systematic documents on organizational communications, especially state administrative agencies in Vietnam. This is also a gap in research that prompted the author to carry out this topic.
- Research on press and communication activities of State Administrative Agencies in Vietnam.

From the system of document sources on communication, organizational communication and communication of State administrative agencies, it can be seen that communication is an important activity for the management of organizations. organizations in the world and in Vietnam in general and State agencies in Vietnam in particular. For that reason, there are many documents and books discussing this issue. In Vietnam, although communication activities in state agencies have been around for a long time, up to now there has not been a worthy assessment and a full understanding of the role of this activity in public affairs. State administrative agencies. Regarding organizational communication research perspectives, it can be seen that communication activities are still only understood as propaganda and mass mobilization activities of state agencies. Even when thinking about the communication activities of these agencies, many people consider this to be essentially just press relations activities. In particular, books and newspapers refer to the organization's communication activities in general or only focus on a specific type of communication in a specific agency and unit, but do not provide a good general picture. Propose an effective model for managing communication activities in state administrative agencies in Vietnam.

Vietnamese state agencies have contacted us through radio channels or their state agency officials will directly go to each neighborhood and each house to distribute documents informing people about the situation. voter meetings,

elections, military call-ups, and especially in the current period, the issue of vaccination.

Along with the development of social networks and mobile telecommunications technology, the method of transmitting and receiving information has also completely changed. Now, every individual can participate in the media world, be both a media public but at the same time a media subject. Previously, with old communication methods, organizations, businesses, and management agencies almost imposed information on the public, and receiving feedback required a certain time. Today, sending information, receiving information and responding almost simultaneously and instantaneously, thanks to the superiority of information technology and the speed of mobile telecommunications.

It cannot be denied that social media has two sides, both positive and negative. While the spread of information on social networks is extremely large, the credibility of the information is not high, and is even subjective and emotional. Individuals on Facebook tend to report news or comments subjectively, according to their personal perspective, so it can rarely be considered a complete article. There are even many people who take advantage of this characteristic to intentionally spread false, biased, self-serving information or defame individuals and organizations.

In Vietnam, Facebook is currently the most popular social network, with more than 30 million activated accounts, accounting for more than 75% of internet users and about 33% of the population. A particularly noteworthy point for Facebook is that this system allows users to comment and share widely, without controlling the content capacity.

One truth that must be acknowledged is that more and more social media channels appear, either accidentally or intentionally, confusing information. This reality shows that agencies and organizations are forced to have official communication channels, providing an additional source of information so that readers can verify information for themselves and have a more comprehensive view of all issues. society.

If you want to become a reliable source of information, read and shared by people, you must comply with the second principle of modern communication, which is "transparency". Transparency here is understood as the willingness to share necessary information so that readers can have the fullest access to the issue raised.

3. Current status of communication of state agencies

The state has many resources, means and communication tools to inform, disseminate, shape public opinion, develop public opinion polls, and collect opinions to develop policies and regulations. National media often includes the following main contents: policies, laws, business results, image building, reputation, media events/crisis handling, public opinion orientation and other contents. other main. These contents are carried out through activities such as information from industry news agencies, information from the media sector, news monitoring, public opinion research, press conferences and providing information to the public. general public. News, foreign media relations, use of spokespersons, information crisis management and handling, event organization and other communication activities. National media channels are quite diverse such as newspapers, magazines, electronic information portals, speakers, documents, conferences, seminars, mass information, and

social networks.

State agencies organize and coordinate communication work by establishing the legal basis, strategies, plans, securing finances, establishing special departments, and internal direction for communication and exchange with people. This is a two-way interactive process in which the State transmits information, messages, and opinions to people and businesses, and at the same time receives feedback and recommendations from people and businesses to serve operations of State institutions.

The communication work of national organizations is very diverse.

Most ministries/departments and branches have a communications/public relations/policy advocacy department under the ministry such as the Ministry of Information and Communications, the Ministry of Industry and Trade, the Ministry of Transport,... as the head. Media coordination, speaking and press releases. In some ministries/departments and branches, this task is integrated into other units such as the Government Inspectorate assigned to the Ministry of Planning and General Affairs...

Some State agencies have established information/communication centers as dedicated communication activities. Normally, the Information Center (Ministry of Information and Communications) is responsible for developing programs, plans, providing information, organizing press conferences, collecting news information, public opinion, and posting multimedia information... The Ministry of Natural Resources and the Ministry of Environment established the Center for Exchange of Natural Resources and Environment, to carry out communication and promotion work in the field of national management. In addition, some establishments have established exchange centers to carry out exchange activities such as the Center for Educational Exchange (Department of Education and Training), the Center for Health Education Exchange (Department of Education and Training), and the Center for Health Education Exchange (Department of Education and Training). Education and Training). Road Information and Communication Center (Vietnam Road Administration).

At the local level, most provincial and city People's Committees appoint people to be in charge of the People's Committee office to receive press information, coordinate with relevant departments and branches to process information, and prepare information. speeches and providing information to the press. Quang Ninh is the first locality in the country to pilot the media center model on the basis of merging all news and press units (Quang Ninh Newspaper, Quang Ninh Radio and Television Station, Quang Ninh Newspaper, Ha Long, Provincial Electronic Information Portal) . This is a non-public facility directly under the Quang Ninh Provincial Party Committee, performing the functions of information, propaganda, reporting, and being the voice of the Party, government and ethnic people of Quang Ninh province. The types of equipment that produce news products are streamlined (reduced from 22 offices to 14 offices).

Communication activities of a number of State agencies have initially received attention and innovation in a more professional, proactive and effective direction.

Ministries, departments and branches have carried out policy communication work well, through websites, electronic

information portals, etc., updated legal documents quite promptly and received comments and suggestions. amendments and supplements. The highlight is the policy communication activities of the State Bank of Vietnam. Especially since the establishment of the Communications Department in 2017 until now, the Bank's mechanisms and policies have been disseminated promptly and plans have become clearer and more rigorous. In addition to official channels such as electronic information portals, press conferences, seminars, and discussions, many new communication channels have been launched, such as cooperation with Vietnam Television, participating in dialogue programs and forums. forums and interviews on issues related to policies and laws of the banking industry. From there, it helps increase the confidence of people and investors in the policies and measures of the State Bank.

Relations with the press, press information and foreign media have received more attention from State agencies. Some ministries and branches have carried out these activities quite well, such as the Ministry of Finance, the Ministry of Health, the Government Office... The Ministry of Finance has also proactively organized press meetings, press conferences, and sent notices. press reports and conduct interviews. Leaders of all units proactively provide information to the press when hot issues arise, causing public opinion, act as spokespersons and take responsibility for their statements. The Ministry also has press monitoring software to promptly capture and promptly handle false information. The Ministry of Health has also done a good job of building a network of reporters specializing in medical monitoring, providing the most frequent and accurate information, as well as ad hoc through press meetings, seminars, trainings, and on-site visits. The Ministry has two departments to monitor the press, including: The information department on social networks and electronic newspapers, which is responsible for implementation by an external partner, will send a report to all leaders from 5:30 a.m. to 5:30 p.m. 6 am; The news department reports in print newspapers, reporting time is from 8:30 a.m. to 9:30 a.m. A number of other ministries have also signed cooperation agreements with partners to use applications, tools, press tracking software and social networks.

In particular, the initial communication campaign was only implemented by a few organizations. The Ministry of Health's Covid-19 prevention and control communication campaign was a success and became a handbook for state agencies to learn from. The Department of Communications, Emulation and Commendation of the Ministry of Health plays a pivotal role in formulating a methodical and clearly planned strategy. Information is provided quickly, transparently and reliably. Scenarios are built promptly for specific situations. The Ministry of Health proactively provides information on information channels and information to the press (anti-epidemic news twice a day, press meetings, arranging experts to interview the press, bringing reporters Field trips to hot spots for epidemic prevention and control, exchanging and working directly with newspaper leaders on information orientation); Use other technological means to inform each citizen, such as: messages to mobile phone subscribers, messages via zalo application, messages via viber application, hotlines, infographics, videos, articles songs, stamps, posters, photo contests, etc. to promote prevention and control of the Covid-

19 epidemic.

Regarding speaking, in the past most agencies assigned the Chief of Office to be the representative to speak for the ministry. Currently, most state agencies have amended their regulations, assigning speaking responsibility to the head or the head's deputy. Some ministries also stipulate that the spokesperson is the minister, deputy ministers are only irregular or periodic spokespersons, and the ministry's Chief of Office is the regular spokesperson. This helps make statements related to the direct responsibility of the leader, ensuring information is provided fully and promptly.

Regarding communication channels, besides main communication channels such as electronic information portals, press conferences, seminars, many new channels have been put into use. Social networks such as Facebook, Zalo... are used by a number of agencies, such as the Government with a page "Government Information", "National Competitiveness Forum", and the People's Committee of Da Nang City with a page "Canh" traffic police in Da Nang city", the Facebook page of the Minister of Health and Hanoi People's Committee has a page "Hanoi Capital - Vietnam". Many media events organized by ministries also contribute to changing the awareness and behavior of officials and people, such as the Ministry of Health organizing a photo contest about the beauty of physicians.

Communication channels are not yet rich, modern and attractive to the public. New technologies such as multimedia communications have not been used effectively in building and transmitting information. Do not use television, mass media and social networks for communication activities. Most state agencies do not use new media such as social networks, YouTube, etc. in propaganda work, so the dissemination of information is still slow, the content and form of information are not attractive. .

Human resource communication from the recruitment stage to the appointment, training and development stage has not been paid attention. Some employees, even managers, were transferred from other departments to be responsible for communications, but did not have the corresponding expertise and experience. Although staff in this position have been trained in journalism, they still lack knowledge and skills in government communications, especially policy communication and media usage skills. modern communication tools.

Funding for media events also depends on the State budget. Operating budget standards are not high, propaganda information content is difficult to develop in a multimedia, rich and attractive direction. It can be difficult to sponsor events and build relationships with the media.

Expression of communication of state agencies

Most ministries, branches and localities have approved the implementation of an official email system to exchange information and documents online and a document management and administration system to serve work. The implementation of these systems has shown remarkable effectiveness, saving time and costs.

Online meetings have been widely deployed at state agencies, including meetings of the Government and Prime Minister with ministries, branches and localities; Meetings between agencies belonging to ministries, branches, localities... help save costs and time in organizing meetings. With national-scale meetings conducted online, it saves several billion dong. In addition, with this form, the number and participants

of meetings can increase significantly, contributing to the dissemination and deployment of work to all levels effectively and quickly.

In departments of ministries, branches and localities, the application of information technology is being deployed more and more widely. Most of the software and systems deployed at the one-stop shop have the ability to connect vertically and horizontally, allowing information lookup and document processing status via the touch screen system. Responses at state agency headquarters, via the internet, email... This increases transparency in the operations of state agencies, creating convenience for people and businesses when communicating with agencies. State agency.

The state also uses the media to propagate and inform people more quickly and clearly.

The dissemination work of State agencies in reality has the following limitations:

There is no standard organizational model for specialized communication units in state agencies. Although the organizational model of other consulting units in the department/department has been clarified, the consulting model for communication work is still not unified. Communications departments are organized differently and can be separate or belong to different functional departments, depending on the perception of leadership. This requires research to provide a unified legal framework.

Communication activities of many national establishments still lack initiative, strategy, planning and professionalism. With three basic levels (Level 1: only providing information on basic media; Level 2: relations with the media, working with the media; Level 3: with strategy communication), most agencies only stop at Level 2. Because they do not have a communication plan, they do not use the full power of communication to support their activities, nor do they have reports and Comprehensive review of this work.

Communication is one-way, lacking interaction and accepting feedback from society. Many establishments have not paid attention to proactively explaining and transparent information to the people, mainly responding when the press needs to provide information. Few national organizations have forums and channels to receive feedback and suggestions from practitioners on a substantive basis.

4. Solution

Communication is the personal psychological contact between people, through which people exchange information, emotions, and perceptions to influence and interact with each other. This is the activity of establishing and operating social relationships between people, between people and social factors to satisfy certain needs.

To be more elaborate in communication, different elements are needed such as: sender, receiver, message, information channel (verbal, non-verbal), feedback, context.

However, there are 3 basic elements that need to be focused on in the communication process:

- Subjects and objects participating in the communication process: are individuals participating and communicating.
- Message: the content to be conveyed. In the communication process, information can be simply informative, but in many cases it is interwoven with emotions, expectations, needs, preferences, of the

subjects participating in the communication.

- Information channel: verbal or non-verbal language (gestures, gestures, eyes, smiles)

Communication in Vietnamese State agencies plays an increasingly important role because the State environment is undergoing major changes, the organization, partners, management style and content... have also changed many requirements. It is necessary to establish standards of behavior to suit the situation in order to make appropriate decisions.

It is necessary to create solidarity, create close, intimate and good relationships, helping to facilitate work in the collective State agencies. Reduces frustrations, conflicts, and conflicts that may occur and affect communication in the media. Propagate and raise awareness that communication within State agencies helps us learn and receive information, thereby making accurate and timely decisions for necessary activities. Communication principles that State agencies need to know:

- Principle of respecting the subject of communication: in communication, avoid appearing indifferent, cold or having a staring, angry expression. Always show respect and interest in the subject of communication.
- Principle of listening: when someone is talking, focus on listening. If you listen attentively to them, you are showing respect by, for example, making eye contact with them without being aware that you are doing it.
- Principles of democratic exchange, being reasonable, not using oppressive power: during communication, you should also know how to ask questions and communicate with the speaker in a democratic way. This helps you remember and act. Rich in information for your existing knowledge. Information exchange should be carried out on a reasonable and reasonable basis, avoiding oppressive attitudes that will cause psychological inhibition to the subject of communication.
- Principle of sympathizing with the situation of the person communicating: focusing on the speaker's reactions and responses. Let's put ourselves in the situation of the person we are communicating with and we will react accordingly.
- Principle of knowing how to accept each other in communication: in the process of communication, sometimes we encounter many problems that make us dissatisfied with the object of communication or the communication may not go as expected. However, to communicate effectively, we must accept each other in exchange for good relationships and work.

State agencies need to diversify content, develop plans for communication work, ensuring speed and reliability of information. Forming question/answer forums and interactive sections with people on electronic information portals and official social networking sites; Enhance illustrations, reports, interviews, and comments from people, businesses, and external audiences affected by policies and laws to create objectivity and attraction. more with the public. Provide information and establish relationships with the press more proactively. Press conferences must be conducted fully and substantively, without avoiding reporters' questions, and sending press releases proactively and promptly. Proactively form and maintain regular and continuous relationships with the press, inviting reporters to participate in workshops to get

opinions or disseminate legal documents and agency events to the press and media. Understand the activities of State agencies and report information objectively and promptly.

Diversify communication channels such as establishing and operating official social networking sites to proactively provide information on policies, laws and activities. This is in accordance with the Government's requirements in Decision No. 1497/QĐ-TTg Approving the National Information Development Strategy to 2025, vision to 2030: "By 2025, 100% of State administrative agencies will , especially ministries, ministerial-level agencies... use portals/websites and social networks to propagate, disseminate, provide information, receive and respond to people's opinions. people on the implementation of State management of the industry and localities". Develop interactive features, provide online public services, multimedia communication, and integrate images and videos on all smart device platforms. Organize media events such as seminars, legal competitions, role models, cooperation in television production... to interact with the public.

In addition, State agencies must also strengthen management work to improve and develop communication of legal regulations and related contents in the field of state management. State agencies need to build a media culture in communication and society in modern media. The distinction between real and fake information is very difficult, and the boundaries between countries in providing information are also very difficult. erased, creating a huge challenge for ensuring national security and preventing outside interference, so there needs to be a consensus of opinion from all relevant parties on acceptance, manage, control, utilize and develop modern media. From there, build criteria on the rights and responsibilities of relevant parties in accessing and taking advantage of modern communications. This is essentially a matter of awareness of modern media and approach to media culture. There needs to be legal regulations to ensure common cultural criteria and values, especially behavioral culture, culture of protecting community and social interests between countries and regions.

State agencies must observe and monitor activities in cyberspace to capture and avoid bad information that impacts and affects the activities of state agencies. Along with proactively understanding the situation in cyberspace, professional units under the Department of Cyber Security and Crime Prevention and Control using high technology strengthen the implementation of plans to ensure information system security, Websites and electronic information portals of Party and State agencies, key economic and financial corporations... Proactively detect and coordinate to overcome security holes, viruses, malicious code intrusion and appropriation State secret information, ministry information through the network environment, affecting national interests and security; cooperative relations between countries.

The entire political system of State agencies, especially policy-making, planning, and administration agencies, press agencies, and the team of journalists nationwide need to be more deeply aware of the role The political role and responsibility of the press in building and perfecting the Vietnamese Socialist Rule of Law State of the people, by the people and for the people, led by the Party, is the central task of reform. new political system. There is an appropriate and scientific mechanism to provide official, timely and reliable

information to the press, creating conditions for the press to closely follow comprehensive activities in all areas of the task of building and perfecting. Rule of law state, strengthen implementation of key propaganda contents.

Strengthen social criticism of the press and media. The purpose of social criticism is to mobilize, gather, and connect the intellectual resources of a large number of people into the process of building and perfecting public policies, limiting the influence of group interests. Social criticism focuses on the policies and decisions of the State because these policies and decisions are closely related to the interests of the majority of people and social groups. Whenever policies and decisions "touch" the interests of the majority of people and are raised in the press, the public will pay more attention. That is the media strength of the press.

5. Conclude

During his lifetime, President Ho Chi Minh taught: "Propaganda is telling something to the people to understand, people to remember, people to follow, people to do. If that goal is not achieved, it is propaganda failure. To be successful, you must know how to propagate; must know how to speak. Speaking must be simple, clear, and practical. It must have a beginning and an end, so that everyone can understand and remember. Don't use strange nouns that few people understand. Don't talk out of context, don't repeat things over and over again. Don't talk for more than an hour, because talking too long will bore people's ears. Don't want to listen anymore. Must be polite." (*quoted in the article "Propaganda people and propaganda methods", published in Truth Newspaper, No. 79, from June 26 to July 9, 1947*).

Along with the development of social networks and mobile telecommunications technology, the method of transmitting and receiving information has also completely changed. Now, every individual can participate in the media world, be both a media public but at the same time a media subject. Previously, with old communication methods, organizations, businesses, and management agencies almost imposed information on the public, and receiving feedback required a certain time. Today, sending information, receiving information and responding almost simultaneously and instantaneously, thanks to the superiority of information technology and the speed of mobile telecommunications. That means, if you don't listen and receive feedback promptly, negative impacts are inevitable. For management agencies, people's opinions, requests, and recommendations, if not promptly handled, are at risk of turning into out-of-control social frustrations. On the contrary, through these direct dialogue channels, management agencies can grasp the thoughts, aspirations, and even misperceived issues, so that they can respond or correct the information promptly. time. It cannot be denied that social media has two sides, both positive and negative. While the spread of information on social networks is extremely large, the authenticity of the information is not high, and is even subjective and emotional. Individuals on Facebook tend to report news or comments subjectively, according to their personal perspective, so it can rarely be considered a complete article. There are even many people who take advantage of this characteristic to intentionally spread false information

Regarding communication within agencies in Vietnam today, it helps provide information and explanations about policies, laws, and orient public opinion... Currently, state agencies

have carried out this work professionally. more professional, proactive and effective, but there are still many limitations.

The state holds many resources, means and communication tools to broadcast messages, propagate and shape public opinion, create opinion polls and make appropriate regulations and policies.

These contents are carried out through the agency's press, the media department providing information to the press, and relations with outside press.

State agencies coordinate their communication work through building a legal basis. Currently, the development of the fourth industrial revolution, smart devices, multimedia communication models and social media with rapid information transmission speed have placed the communication of State agencies (CQNN) faces a big challenge. Currently, Vietnam has 96.9 million people, 145.8 million mobile subscribers, 68.17 million internet subscribers, and 65 million social network users. Therefore, it is necessary to have a solution to completely innovate the communication work of State agencies in a proactive, multi-media direction to increase accountability and interaction between the government and the people.

State agencies, especially ministries/sectors, need to establish a specialized communications department to uniformly manage communications activities with tasks such as advising, assisting spokespersons, and being the focal point for building and maintaining relationships. and provide information to the press,

Agencies also need to innovate the organization of industry press units in the direction of consolidation to reduce focal points and eliminate duplicate tasks between units. The Government needs to soon study and amend legal documents regulating the functions, tasks, and powers of ministries, ministerial-level agencies, and People's Committees at all levels to establish a standard media organization model for state agencies.

It is necessary to diversify content, develop plans for communication work, ensure speed and reliability of information. Forming question/answer forums and interactive sections with people on electronic information portals and official social networking sites; Enhance illustrations, reports, interviews, and comments from people, businesses, and external audiences affected by policies and laws to create objectivity and attraction. more with the public. Provide information and establish relationships with the press more proactively. Press conferences must be conducted fully and substantively, without avoiding reporters' questions, sending proactive and timely press releases, increasing two-way interaction, dialogue with the public, and quickly handling issues. Try to communicate by building a transparent information process and react quickly when society needs information. Arrange equipment, tools, press monitoring software, set up official agency fanpages, online Q&A channels, and hotlines . Innovate personnel to carry out communication work, and have a mechanism to attract experienced people from outside to key leadership positions in the State Department's communications unit. Use portals/websites and social networks to propagate, disseminate, provide information, receive and respond to people's opinions on the implementation of state management of the industry and localities. direction". Develop interactive features, provide online public services, multimedia communication, and integrate images and videos on all smart

device platforms. Organize media events such as seminars, legal competitions, role models, cooperation in television production... to interact with the public.

Each party member, cadre, civil servant, and public employee needs to be properly aware of their responsibilities when participating in social networks, in order to create a synergy strong enough to prevent and repel false and bad information away from reactionary forces. Besides, it is even more necessary to wisely select information to receive as well as to share accurate and true information with colleagues and friends, avoiding sharing false and unverified information causing harm to individuals and organizations. Not only that, sharing false information also requires individuals to be held responsible before the law in different forms and levels. That is also contributing to raising political awareness for a part of the people who are "hungry" for official information but are struggling, about to "drown" in the "sea of information" with unknown facts on social networks. festival.

The interaction between the social networking site manager and the public, as real individuals, is extremely important. Social media must be understood as communication between people, not a tool for announcing policies. People need to feel that the people they are talking to are actually the officials and senior officials behind those social media sites.

This will be a significant challenge for state agencies and organizations, and is especially difficult for senior leaders, because of the time spent nurturing and developing social media channels. is huge, and requires frequent, continuous interaction. Therefore, in addition to needing a systematic and effective content strategy, they need a human resources system to manage these information pages, with similar and appropriate minds, visions, emotions and behaviors. compatible with leadership style. In other words, social media is a more serious, formal and complex business than we think.

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