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**EFFECTIVENESS OF POLITICAL BOOK PUBLISHING IN VIETNAM
IN THE CONTEXT OF INTERNATIONAL INTEGRATION**

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SUMMARY OF DOCTORAL THESIS OF PUBLISHING

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INTRODUCTION

1. Reason for choosing the theme

Political book publishing is a reflection of the central and profound politics within the publishing industry. Its objectives and effectiveness must make Marxism-Leninism, Ho Chi Minh thought, Party guidelines, policies, and state laws become solid ideologies, ensuring the success of the path to socialism in Vietnam. Additionally, publishing political books should build a world view and a human view of political science, actively educate morals, and take a firm revolutionary stance in new conditions. Therefore, the study of the effectiveness of political book publishing in Vietnam in the context of international integration is urgent and can be reflected in the following basic points: (1) From the perspective of state management and leadership of the Party: The effectiveness of publishing, distributing, and researching theoretical and political books should be studied to align with the new context, as outlined in Directive 20-CT/TW dated 27-1-2003 on improving the quality and efficiency of publishing and distributing theoretical and political books in the new situation, and Directive 44-CT/TW dated 16-4-2020 on innovation and quality improvement; (2) From the perspective of theory, efficiency, and improvement of publishing efficiency: The effectiveness of political book publishing has set research orientations for political book publishing in Vietnam in terms of both theory and profession; (3) From a practical perspective: Problems such as limitations on political book publishing in terms of quality, quantity, and mode of publication, as well as shortages of human resources for leadership, management, compilation, editing, and publishing of political books, need to be addressed. From the above commentaries, a Ph.D. student chose the topic “Effectiveness of political book publishing in Vietnam in the context of international integration” as the topic of their doctoral thesis in publishing.

2. Purpose and research task

2.1. Purpose of the research

After examining the theoretical issues, the thesis evaluates the current efficiency of political book publishing. It highlights the limitations, problems, and results and proposes solutions to enhance the efficiency of political book publishing in Vietnam in the context of international integration.

2.2. Research task

The thesis outlines the following research tasks: Firstly, providing an overview of the existing research on the thesis topic; Secondly, systematizing and analyzing theoretical aspects of political book publishing effectiveness, legal and practical frameworks of political book publishing in the context of international integration; Thirdly, surveying and analyzing the actual status of political book publishing efficiency through survey results, and evaluating the results, limitations, and problems identified about the effectiveness of political book publishing; Fourth, proposing solutions to enhance the efficiency of political book publishing in the future.

3. Object and scope of research

The research objective of the thesis is to study the effectiveness of political book publishing. The scope of the research covers an examination of the current state of political book publishing efficiency in Vietnam within the context of international integration. It also involves an assessment of the effectiveness of political book publishing, with proposed solutions to improve it in Vietnam in the future. Political books are examined within the scope of the thesis, according to the book classification in Appendix 1.

The research space is limited to five publishing houses that have the functions and tasks of publishing political books. These publishing houses include the National Political Publishing House, Political Theory Publishing House, People's Public Security Publishing House, People's Army Publishing House, and Information and Communication Publishing House.

The study was conducted from January 2018 to December 2022.

4. Research questions and hypotheses

4.1. Research Questions

Question 1: How is the effectiveness of political book publishing evaluated?

Question 2: Is it possible to achieve both socio-political and economic efficiency in the practice of publishing political books?

Question 3: What are the problems that affect the effectiveness of political book publishing, and what solutions can be implemented to improve its efficiency in the future?

4.2. Research hypothesis

Hypothesis 1: The effectiveness of political book publishing is evaluated according to its publishing objectives, which are socio-political and economic.

Hypothesis 2: Political books can achieve socio-political goals and economic objectives to some extent, making them influential in the transmission of state policy views. They also play an active role in the formation and accumulation of knowledge and beliefs, while bringing profits to investors.

Hypothesis 3: The practice of political book publishing presents challenges that require a balance between the political, social, and economic aspects, which can be addressed through appropriate solutions.

5. Reasoning Basis and Research Methods

5.1. Reasoning basis

The thesis is based on the combination of Marxism-Leninism's theoretical framework and methodology, which includes dialectical materialism and historical materialism, along with the thoughts of Ho Chi Minh, and the perspectives and policies of the Party and State on publishing.

The thesis uses a blend of publishing theory and media theory, specifically the communication theory of Bruce Westley (1915-1990) and Malcolm McLean (1913-2001), to establish a theoretical model for studying the effectiveness of political book publishing.

5.2. Research methods

- Qualitative analysis method: Method of researching secondary materials based on domestic and foreign sources; In-depth interview methods for managers, editors, and experts.

- Quantitative analysis methods: Statistical methods; Methods of sociological inquiry by questionnaire (Anket); Test methods (Cronbach's Alpha coefficient scale reliability verification method, frequency statistical method, Likert scale average statistical method, Pearson linear correlation method)

6. New contribution of the thesis

The thesis explores novel methods of reasoning, including: (1) Clarifying and systematizing theoretical issues related to the efficacy of political book publishing. This includes concepts, classification, research theory, impact factors, legal basis, criteria system, and methods to evaluate effectiveness. (2) Analyzing the current state of political book publishing in Vietnam from 2018-2022 within the context of integration. This entails evaluating the outcomes achieved, the regimes in place, and issues raised during the publishing process. (3) Drawing upon the theoretical system and practical basis, and considering the analysis of goals and perspectives on the publishing situation, the thesis presents solutions to enhance the efficiency of political book publishing.

7. The structure of the thesis

The thesis is divided into 4 chapters, in addition to the Introduction, Conclusion, References, and Appendices. These chapters are structured as follows: Chapter 1: Overview of the research situation related to the topic; Chapter 2: Theoretical issues on the effectiveness of political book publishing in the context of international integration; Chapter 3: Effectiveness of political book publishing in Vietnam - Current situation and problems; Chapter 4: Requirements, viewpoint and solutions to improve the efficiency of political book publishing in Vietnam in the context of international integration.

Chapter 1. OVERVIEW OF THE RESEARCH SITUATION

1.1. Research works on publishing efficiency in the context of international integration

1.1.1. Research works of foreign scholars

Foreign scholars have expressed their views on the effectiveness of publishing, and the consensus is relatively unanimous. For Western scholars, publishing is considered an industry where business and profit are given priority. However, despite this, there is still an "irrational" factor that exists and is strongly regulated. It is important to note that the efficiency of publishing businesses cannot be equated with social efficiency.

- Herbert Smith Bailey (1990), *The Art and Science of Book Publishing*, Ohio University Press, Ohio, US. The author points out that book publishing is not merely a commercial endeavor but also a significant cultural and social activity. He stresses that while earning a profit is important, it is not the sole objective of publishing. The primary aim of the publishing industry is to promote cultural growth and enrichment.

- Hans Helmut Lehring (2000), *现代书出版导论-Einführung in den modernen buchverlag*, Beijing, China. The author argues that publishing, despite being a business, serves cultural goals of quality, art, ideology, and politics.

- John B. Thompson (2012), "Merchant of Culture - The Publishing Business in the Twenty-First Century", Plume Publisher, US. After conducting a study on the publishing industry in the United States, the author contends that the primary concern remains economic value and efficiency. Given the turbulence experienced in the industry during the late 20th and early 21st centuries, publishing methods must change to address sales and secure the future of the industry.

Eastern scholars, particularly Chinese scholars, have made important contributions to resolving the theoretical problems and current situation of China's publishing industry in a market-based economy. Although there is no consensus on the effectiveness of publishing, there have been many studies that have shed light on social efficiency, economic efficiency, and the relationship between the two in various domains. The term "efficiency (效益)" refers to the harmonious coexistence of effectiveness (效果) and benefit (利益) in publishing. Studies on publishing efficiency by authors such as Fan-Lin, Zheng-Zhong, Luo-Gui Quan, Zhou-Wei Hua, and Wei-Yu Shan have helped clarify the concept, types of efficiency, their interrelationships, the nature of publishing efficiency, and the criteria for measuring efficiency.

- Fan-Lin (范琳) (1998), *图书出版效益的目标动力机制分析 (Analysis of the Targeted Motor Mechanism of Book Publishing Efficiency)*, 出版杂志, Beijing, 1998(5), p.10-14. According to the author, neoclassical economics suggests that the primary motivation of an enterprise is "profit maximization". However, modern enterprise theory emphasizes that the enterprise should focus on "maximizing benefits". The modern company is driven by three main goals: social goals, economic goals, and management goals.

- Zheng-Zhong (郑重) (2000), *建立综合的出版效益评估体系 (Building an integrated evaluation system for publishing efficiency)*, 出版发行研究, Beijing, 2000(4), p.14-15. According to the author, it is feasible to integrate social and economic efficiency through theoretical and practical methods. The author recommends the implementation of an evaluation system to gauge the level of coherence between economic and social efficiency concerning cultural publications.

- Chao-Feng (巢峰)(2004), *论出版效益中的矛盾 (Conflicting Discussion of Publication Effectiveness)*, 中国编辑, Beijing, 2004(04), p.4-8. In this text, the author analyzes five pairs of

relationships that involve certain contradictions. These pairs use value and social effect, quality of form, content and social effect, quantity of consumption and social efficiency, efficient and two-sided allocation of labor, and economic efficiency and social efficiency. Based on this analysis, the author concludes that the primary contradiction in publishing efficiency is between economic efficiency and social efficiency.

- Luo-Gui Quan (罗贵权) (2008), *把社会效益放在文化产业的首位 (Putting social efficiency first in the cultural industry)*, 人民论坛, Beijing, 2008(09), p.18-19. According to the author, publishing efficiency from a social perspective involves the act of publishing that can accurately reflect socialist ideological values, promote positive perception, and enrich the spiritual life of individuals. In the new era, publishing is considered a cultural industry that prioritizes cultural interests and adapts to the economic base's development.

- Zhou-Wei Hua (周蔚华) (2009), *对“在坚持社会效益第一的前提下, 实现社会效益和经济效益的统一”重大命题的一点看法* (On the premise of insisting on social benefits first, we should realize the unity of social benefits and economic benefits), 中国出版, Beijing, 2009(1), p.11-12. According to the author, there is a conflict between economic efficiency and social efficiency. This conflict arises due to individual economic interests conflicting with socio-economic interests. Essentially, the conflict is between self-interest and social interest. Social efficiency is a reflection of the social responsibility of publishing, which includes economic efficiency. However, social efficiency places greater emphasis on cultural values, ideological orientations, and social influence.

- Yi Tuqiang (易图强) (2010), *出版的社会效益与经济效益的关系新释 (New Perspective on the Relationship Between Economic Efficiency and Social Efficiency)*, 中国出版, Beijing, 2010(12), p.3-6. In this text, the author analyzes the main issue related to publishing management which is the relationship between social and economic efficiency. The author talks about the fundamental principles that should be followed to handle this relationship properly and how it affects the publishing industry.

- Wei-Yu Shan (魏玉山) (2015), *关于开展出版单位社会效益考核评估的思考 (Thoughts on due diligence, assess social Efficiency Publisher)*, 现代出版, Beijing, 2015(3), p.10-12. According to the author, social efficiency is a measure of a publisher's ability to contribute to the development of society's ideological culture. There are five main criteria for determining social efficiency: the core value index, academic and cultural value index, market index, international index, and social image index. Each criterion has three sub-indices: negative indicators, regulatory indicators, and standard indicators.

- Chu-An Quan (储安全) (2017), *图书出版的社会效益评价体系探析 (Analysis of the Social Effectiveness Assessment System of Book Publishing)*, 现代管理, Beijing, 2017(05), p.59-61. Propose evaluation criteria for publishers based on book quality, market attractiveness, competitiveness, and public contribution.

It has been observed that there are some incomplete statistics available on the publishing efficiency of domestic scholars. These statistics include research works on books, scientific topics, and journals. All of them have mentioned the issue of efficiency and publishing efficiency.

First, studies on the issue of efficiency.

Various fields discuss "efficiency": Economics studies economic and business efficiency, Communication studies communication effectiveness, and Politics studies ideological effectiveness.

- Ta Ngoc Tan (2001), *Mass Communication*, National Political Publishing House, Hanoi.

The effectiveness of mass communication is measured by its ability to achieve its purpose, which can be divided into reception effectiveness, social effects, and public opinion.

- Duong Xuan Son (2015), *Media Theory of Journalism*, Vietnam Education Publishing House, Hanoi. The author stated that the effectiveness of journalism lies in the application of laws, principles, forms, and methods to help the press perform its functions and achieve its goals.

- Luong Khac Hieu (2017), *Theoretical Basis of Ideological Work of the Communist Party of Vietnam*, Political Theory Publishing House, Hanoi. The book discusses the effectiveness of ideological work, which is the relationship between the results achieved and the resources used to achieve those results within a particular social context. The authors argue that efficiency is defined by the goals and results achieved under specific conditions.

Second, studies on publishing efficiency.

Although the concept of “publishing efficiency” is not explicitly mentioned in publishing theory, we can still find it when analyzing the principles, properties, and characteristics of publishing.

- Ngo Si Lien (1998), *Principles of Book Publishing Editorial Activities*, Vietnam Education Publishing House, Hanoi. The author examines the political, economic, and cultural aspects of publishing. Of these, political and cultural factors are fundamental.

- Tran Van Hai (2007), *Theory of Publishing Profession (vol. 1)*, Culture and Information Publishing House, Hanoi. The author does not mention the concept of efficiency but highlights the communicative nature of publishing and the dialectical relationship between publishing properties and fields of politics, economics, and culture.

The same perspective on this matter, Nguyen Hong Vinh (2012) in “*Publishing Vietnam in the Context of Market Economy and International Integration*”, and Duong Vinh Suong (2013) in “*Publishing Work - Some Theoretical and Practical Issues*” said that publishing is not only an economic activity but also a cultural and social one, with its characteristics that determine its purpose and effectiveness.

1.2. Research works on the effectiveness of political book publishing in the context of international integration

1.2.1. Research works of foreign scholars

Research on the effectiveness of publishing approaches in different contexts for foreign works reveals that publishing in the current era of globalization, integration, and digitization dominates the publishing industry. Political book publishing, as a part of the book publishing process, is governed by the overall national and regional publishing process. Theoretical and practical research on the national publishing movement is valuable for authors to refer to while developing their thesis.

- Robert E. Baensch (2003), *The Publishing in China*, Routledge Publishers, Newyork. Researching the publishing industry trends in this country during China's accession to the World Trade Organization (WTO). My focus was on three main contents: (1) Analysis of market segmentation of various genres of books, including commercial, scientific, technical, specialized, educational, and children's books; (2) Analysis of the publishing industry's economic, commercial, and social aspects; (3) Assessment of the challenges and opportunities for developing professional education and training in the publishing industry.

- Tran Han (2013), *Discourse on China's Publishing Industry*, National Political Publishing House, Hanoi. In this text, the author examines the publishing industry as a crucial element of cultural, socio-economic, and political life. Scholars have been studying various key issues related to the Chinese publishing industry in the new context, such as analyzing the development stages of

the Chinese publishing industry from an economic perspective in the context of market economy and integration. They also aim to clarify issues related to China's publishing industry, including the operating mechanism of the publishing industry, book price management mechanism, publishing market, competition, and innovation in the publishing industry.

- Emma House (2013), *Challenges Facing the UK Book Industry*, Springer Science+Business Media New York, Pub Res Q (2013) 29:211–219 DOI 10.1007/s12109-013-9320-9. The authors discussed the obstacles that the UK publishing industry is facing, along with the new prospects brought by digital technological advancements. These include competition with other leisure activities, the menace of piracy, and competition with free information. The author contends that the main driving force behind publishing is its social value.

- David Throsby, Jan Zwar, and Callum Morgan (2018), *Australian Book Publishers in the Global Industry: Survey Method and Results*, Published by the Department of Economics, Macquarie University Press, ISSN 1833-5020 (print) 1834-2469 (online), Sydney, Australia. The authors of a recent paper argue that book publishing has undergone significant changes due to the rise in popularity of self-publishing and the growth of paid publishing services on self-publishing platforms such as Amazon and Apple's online sites. The paper surveyed 25 specialized book publishers, educational and commercial book publishers, and over 1,000 authors in Australia to identify the innovation issues that arise between publishers and authors, as well as between publishers, authors, and readers when it comes to providing publishing services.

1.2.2. Research works of domestic scholars

Directive 20-CT/TW, dated 27-01-2003, issued by the Secretariat aims to improve the quality and efficiency of publishing and distributing theoretical and political books in the new situation. This directive has raised many theoretical and practical issues related to the publication of such books and has attracted the attention of a large number of research scientists. Several research works such as books, scientific topics, articles, and presentations by domestic scholars have contributed to clarifying the theory and practice of publishing efficiency. The research primarily focuses on the publication of theoretical and political books, popular political theory books, or political theory books. The works have studied the current situation of book publishing in the context of international integration, such as market economy, industrialization, modernization, the fourth scientific and technological revolution, or the requirement to protect the ideological foundation of the Party.

- Nguyen Duy Hung (2009), *Solutions to improve the quality and efficiency of publishing and distributing political theory books*, Ministerial-level scientific project of the Scientific Council of Chinese Party agencies, Hanoi. The research examines the current state of publishing and distributing political theory books during the years 2003 to 2008. The author assesses the accomplishments and limitations of publishing and proposes solutions to enhance the quality and efficiency of publishing and distributing theoretical and political books, taking into account the domestic context and major international trends.

- Le Minh Nghia (2009), *Published political theory books to serve Marxism-Leninism and Ho Chi Minh's ideology*, Ministerial-level scientific project of the Scientific Council of Chinese Party agencies, Hanoi. This text discusses a scientific topic that was presented to the Central Party agency Council in Hanoi. The objective of this topic was to establish a solid theoretical foundation for the publication of political theory books. The topic analyzed the current situation of publishing political theory books, including aspects such as publishing books on Marxism-Leninism and Ho Chi Minh ideology. It also covered publishing books on the Party's leadership guidelines and policies, which summarize leadership achievements in all aspects. In addition, the topic analyzed publishing books

that criticize distorted and hostile views. After evaluating the limitations and causes, the topic proposes directions and solutions for publishing political theory books in the new situation.

- Tran Van Hai (2013), *Publishing Theoretical and Political Books in the Socialist-oriented Market Mechanism in Vietnam*, Scientific Topic, Academy of Journalism and Communication, Hanoi. In this topic, the author examines and clarifies the unique characteristics of publishing theoretical and political books within the market mechanism. Publishing is a distinct business that requires the unification of career and service, production of goods and non-commodity production, publishing trade business, and cultural propagation. The challenge of publishing lies in finding a way to harmoniously balance three interests: state interests, publishing interests, and social benefits. Publishing theoretical and political books is a distinct publishing activity that requires state patronage, even in any regime. Therefore, cultural and social interests are the top priority and ideological effectiveness is the ultimate goal of theoretical and political books.

- Khuat Duy Kim Hai (2012), *Publishing books on political theory, law, and ideology of Ho Chi Minh to serve the political system of communes, wards, and towns*, Ministerial-level scientific topic of the Scientific Council of Institutions Central Party Office, Hanoi. The author examines the current demand for books on Ho Chi Minh's political theory, law, and ideology, proposing solutions to improve publishing quality and meet the needs of officials and grassroots people. Book groups that require attention include those that focus on building political parties, governments, and socio-political organizations. Other important groups are those that popularize books, educate on political theory, law, and grassroots management knowledge, and introduce advanced examples of good people doing good deeds. Additionally, there should be books that fight against wrong, hostile, critical views, negative phenomena, corruption, and degradation. There should also be books that serve the "Study and Follow Ho Chi Minh's Moral Example" campaign as well as books that serve the political activities of the Party and State.

- Tran Chi Dat (2019), *Publishing books in the field of culture and ideology in the context of globalization and international integration*, Proceedings of the National Scientific Conference "The role of journalism and publishing in the field of ideology and culture in Vietnam today", National Political Publishing House, Hanoi. The article examines the prospects and obstacles of the global environment for the publishing industry. The context of globalization and international integration provides opportunities for the publishing industry to expand exchanges and absorb progressive ideas, particularly in the field of culture and ideology. The process of globalization and international integration poses certain challenges and difficulties, including the need to preserve the national cultural identity while absorbing the best of human culture, and promoting Vietnamese culture to the world. This requires the promotion of cultural and ideological activities that align with the State's foreign policy.

- Duong Trung Y (2019), *Improving the Quality of Publishing Political Theory Books for the Training and Fostering of Cadres and Managers in Vietnam Today*, Political Theory Publishing House, Hanoi. The author presented some theoretical issues about political theory books and the quality of political theory book publishing, the current situation and causes of demand for political theory books in training and fostering leaders, managers and the quality of publishing political theory books, directions, and solutions to improve the quality of publishing political theory books in service of training and fostering leaders, management in Vietnam today. The work has formulated a theory of the quality of publishing political theory books including conceptions and evaluation criteria. Accordingly, the quality of political book publishing is the total of their attributes (technical indicators, characteristic values), determined by measurable, comparable parameters, following existing technical conditions, demonstrating their ability to meet their requirements.

- Nguyen Van Thanh (2020), *Publishing Theoretical and Political Books in the Industrial Revolution 4.0*, Proceedings of the National Scientific Conference "Theoretical and political books with the cause of construction and preservation" defending the fatherland, National Political Publishing House, Hanoi. The author said that the Industrial Revolution 4.0 is creating profound and rapid changes in all fields of social life. The author analyzes the impact of revolution 4.0 on the main book publisher, such as the ability to spread and interact; diversify product types, and exploit huge digital data sources; Globally connected digital media opens up new future spaces. In addition to the positives, the Industrial Revolution 4.0 also poses challenges such as cybersecurity challenges, changes in reading demand and reading culture; new requirements for human resources; Requirements for copyright management and protection mechanisms should be addressed in both terms and practices.

- Hoang Vinh Bao (2020), *Innovating and improving the efficiency of publishing and releasing theoretical and political books*, Proceedings of the National Scientific Conference "Theoretical and political books with the cause of construction and preservation" defending the fatherland, National Political Publishing House, Hanoi. The author assesses the current status of publishing and distributing theoretical and political books. They highlight the fundamental limitations in the quantity, structure, content, and format of these books. The author also discusses the application of technology to publish and distribute theoretical and political books. Additionally, they provide insights into the functioning of the theoretical and political book publishing system. In the global and domestic arena, where there are mixed benefits, opportunities, difficulties, and challenges, the author stresses the importance of continuing to innovate strongly in the content format, methods, and organization of export activities. The act of publishing theoretical and political books plays a vital role in utilizing the achievements of the industrial revolution. It meets the requirements of political tasks and contributes significantly to protecting the Party's ideological foundation. Moreover, it helps to consolidate and strengthen the scientific belief in Marxism-Leninism and Ho Chi Minh's thought.

- Nguyen Ngoc Bao (2020), *Some issues for improving the quality and efficiency of publishing and distributing theoretical and political books*", "Theoretical and political books with the cause of construction and preservation" defending the fatherland, National Political Publishing House, Hanoi. The author suggested ways to improve the quality and efficiency of publishing work. These include mobilizing the political system to participate in publishing and distributing work, studying theoretical and political books, developing a project to organize a publishing house specializing in publishing theoretical and political books, promoting the dissemination of political theory books, providing for the purchase and use of political theory books, and promoting and introducing political theory books.

- Dinh Xuan Dung (2020), *Some Thoughts on Improving the Quality and Effectiveness of Theoretical and Political Books to Meet the Requirements of Ideological Work in the New Situation*, Proceedings of the National Scientific Conference "Theoretical and Political Books with the Cause of Construction and preservation" defending the fatherland, National Political Publishing House, Hanoi. The author discusses the importance of improving the quality and efficiency of publishing theoretical and political books. They argue that the quality of books should always be accompanied by efficiency and that the content of theoretical and political books should not be limited to purely political spheres. Additionally, it is important to consider the needs of readers while publishing such books. While publishing advocacy trends may have both negative and positive aspects, publishing theoretical and political books always involves two dual tasks:

maintaining a theoretical and political-ideological orientation, as well as being able to satisfy the needs of readers.

- Nguyen Vinh Thang (2020), *Improving the quality of research, compilation, and editing of theoretical and political books in the new situation*, Proceedings of the National Conference on Journalism and Publishing, National Politics Publishing House, Hanoi. The article examines various aspects of publishing theoretical and political books, such as creating research plans, compiling books, identifying appropriate genres, and identifying organizations and individuals involved in research and compilation. Editing plays a crucial role in ensuring the quality of theoretical and political books. The changing global context, along with traditional security issues, poses many challenges for publishing theoretical and political books to successfully build a capitalist society and firmly protect the socialist Vietnamese.

- Nguyen Viet Thong (2020), “Publishing books to directly serve the fight to criticize wrong and hostile views”, protect the Party's ideological foundation in the new situation, Electronic Information page of the Legal Council Central discussion, Hanoi. The author emphasizes the significance of criticizing wrong and hostile views and points out some limitations. To effectively protect the Party's ideology, there is a need for innovation in publishing books that serve the fight against such views. This includes paper books as well as electronic books, with a focus on improving both their content and form.

- Vu Trong Lam, and Vu Uyen Linh (2021), “Improving the Quality and Efficiency of Publishing Political Theory Books in the Conditions of International Integration”. The authors said that the quality of political theory books reflects the quality of the author's compilation, editor's editors with the content of scientific thought, and political views mentioned in each book. The effectiveness of political theory books is measured by the index of the number of titles, the number of copies of books that have been published, economic efficiency, political, ideological, and scientific effects that the content of each book brings, effectively serving ideological work. The current situation of publishing political theory books still has difficulties and limitations; the quality and efficiency are not commensurate with the requirements of industrialization, modernization, and international integration of the country in the new period. From there, propose solutions to improve the quality and efficiency of political theory book publishing activities in the future.

- Nguyen Hoa Mai (2021), “Political theory book with Protection of the Party's Ideology”, Electronic Political Theory Magazine, published September 8, 2021. This article examines the importance of political theory books in safeguarding the Party's ideological principles and combating erroneous and hostile perspectives. Through an analysis of the present state of political theory books that protect the Party's ideological foundation and fight against wrong and hostile views, the article proposes solutions to enhance the quality of political books.

1.3. General assessment of the problem that has been studied and those that continue to be studied and clarified

After reviewing domestic and foreign research topics, scholars have researched and clarified the efficiency and effectiveness of political book publishing.

Firstly, on the theoretical issue of publishing efficiency.

The research on publishing theory, as well as the professional theory of domestic and foreign scholars, has addressed the core issues of publishing theory. The works have clarified the theoretical aspect of publishing efficiency and contributed to the understanding of the concept, nature, role, and relationship between publishing and political, economic, cultural, and social fields. This research is based on the context of the country, region, and the inherent nature of publishing, which serves as a foundation for achieving effective aspects. Several studies on the concept,

features, and criteria of publishing efficiency have shown that social efficiency and efficiency are two sides of publishing that cannot be separated. Moreover, some research works have proposed quantitative criteria for publishing efficiency, particularly social efficiency, in book publishing under the requirements of the publishing environment. The research works mentioned above serve as the basis for Ph.D. students to study the effectiveness of publishing political books in Vietnam. By researching the theory and practice of political book publishing in Vietnam, the works have addressed essential subjects such as the concept, role, characteristics, and reality of publishing in the conditions of a market economy and the context of comprehensive integration.

Secondly, on the theory and practice of political book publishing, the effectiveness of political book publishing. Studies on the theory and present status of book publishing's effectiveness in Vietnam have been approached by domestic scholars from several angles: (1) Enhancing the quality and efficiency of political book publishing in line with publishing's political objectives; (2) Enhancing the efficiency of management and publication of political books to meet the challenges of industrialization, modernization, and changes in the international context; (3) Enhancing the quality and efficiency of political book publishing in market economy conditions.

The thesis acknowledges a problem that requires further research and clarifies it as follows: Studies on the effectiveness of publishing and political books are diverse in forms such as scientific topics, presentations, journals, and books. However, none of these studies have adequately discussed the theory of publishing efficiency and the effectiveness of publishing political books. In addition to the overall research direction on the effectiveness of political book publishing, the approach to studying each type of publishing efficiency, such as political effectiveness, economic efficiency, or social efficiency, is a new direction from the perspective of specialized social sciences. It has been noted that there is a lack of research on the political and legal basis for the impact of both domestic and international contexts on political book publishing. Several issues need to be further studied, such as the Party's views on the role and tasks of political book publishing, the legal corridors and policies of the State for publishing political books, and how the national integration context or domestic and international situations affect the orientation of political book publishing. Furthermore, the efficiency of political book publishing has not been systematically studied based on the operation of the political book publishing model. This is considered to be the largest gap in research that needs to be addressed.

After reviewing published research at home and abroad, the thesis identifies a research gap and clarifies the problem to be studied. Firstly, the theoretical issues of political book publishing in the context of international integration should be clarified. This includes the concept, classification, characteristics, properties, and role of political book publishing. Secondly, clarify theoretical issues surrounding the effectiveness of political book publishing in the context of international integration. This includes concepts, classifications, perspectives, systems of evaluation criteria, and methods for measuring the effectiveness of political book publishing. Thirdly, clarifying the effectiveness of political book publishing in the context of international integration - a political, legal, and practical analysis. Fourthly, assess the effectiveness of political book publishing in the context of Vietnam's international integration, including results, limitations, and problems. Lastly, improved efficiency of publishing political books amidst international integration by forecasting trends and proposing solutions.

Chapter 2. THEORETICAL ISSUES ON THE EFFECTIVENESS OF POLITICAL BOOK PUBLISHING IN THE CONTEXT OF INTERNATIONAL INTEGRATION

2.1. POLITICAL BOOK AND POLITICAL BOOK PUBLISHING

2.1.1. Political book - Concept, characteristics, and classification

2.1.1.1. The concept of political book

Political books, also known as 政治书 in Chinese, are a unique type of literature that focuses on political knowledge. They differ from other types of books in their purpose, which is to systematically convey views and ideas that represent class ideology, political theoretical knowledge, experiential knowledge arising from political activities of the state, and political psychology. In essence, political books are a combination of the material form of books and the content of politics. After undergoing the process of appraisal, editing, reproduction, and distribution, political books are then made available to readers to provide them with political knowledge, which contributes to building the ideological foundation of a country or nation.

2.1.1.2. Characteristics of political books

Political books share characteristics with both cultural and commodity products. As a cultural and ideological product, political books are created by political parties, leading and management agencies, socio-political and socio-professional organizations, scientists, and politicians. The content of political books conveys class ideologies, viewpoints, and guidelines of a political party, state policies, and socio-political organizations to protect the interests of a political party, class, or nation. Political books reflect political reality using scientific and logical thinking. They are intended for a diverse audience, including senior leaders in the Party and State, professional politicians, cadres, socio-political organizations, and general readers of all ages, levels, and professions.

Political books have unique characteristics as commodity products. Firstly, they serve both cultural and ideological purposes, meaning that while profit is important, political and ideological goals come first. Secondly, political books are highly individual, and the more individual they are, the smaller the segment of the political book market they appeal to. Finally, political demand is less influenced by price factors, as political policy demand is shaped by other factors such as politics, intellectual level, and political consciousness.

2.1.1.3. Classification of political books

Currently, countries around the world use different classification systems. This is a framework for classifying books used in libraries, based on the content of books, such as the Library of Congress Classification Framework (LCC), the Chinese Library Classification Framework - CLC, the Classification Framework of the Publication Department, and the National Library of Vietnam. Based on the results of research on classification, based on sticking to the concept of political books, NCS proposes to classify specific political books including main subclass and classification details. Political books include the following main subclasses: (1) Classics on Marxism-Leninism and Ho Chi Minh Thought; (2) Political theory; (3) The Communist Party of Vietnam and the Communist Party of other countries; (4) Socio-political organizations, (5) Vietnamese Politics, (6) World Politics, (7) Diplomacy and International Relations; (8) Refute hostile wrong views, protect the ideological foundation of the Party. The classification of political books in the thesis is similar to the types of theoretical and political books mentioned in the Directives, Resolutions, and Development Planning of the Publishing-Printing Industry of the Party and the State. This is the basis for the Ph.D. Students to survey political books in Vietnam.

2.1.2. Political book publishing – Concept and natures

2.1.2.1. The concept of Political book publishing

Political book publishing is a distinct activity that involves the creation of political books. According to a Ph.D. student, this process can be defined on two different levels and is informed by

previous research. Overall, political publishing is an open concept that encompasses a range of activities related to the production of political books.

Firstly, on a narrow level, political book publishing refers to the process of editing, printing, and distributing books related to politics to readers. It involves three main elements: Firstly, the selection and outsourcing of editorial work with a definite ideological direction that caters to the needs of readers. Secondly, the selection of materials and methods of duplicating the processed works to produce copies for the public. And lastly, the wide dissemination of finished products to the public through various means and forms.

Secondly, on a large scale, political book publishing is the process of communicating political information and knowledge in the form of written language to disseminate it to the public through professional channels. Political knowledge is the intellectual product of individuals who participate in political activities such as political parties, the state, socio-political organizations, politicians, scientists, and experts. Political book publishing is a social activity that is associated with the field of political thought. It involves the communicative subject (author), the publishing subject (publisher), and the receiving object (reader).

2.1.2.2. Nature of political book publishing

Publishing properties refer to the attributes that distinguish publishing activities from other activities. Understanding these attributes is closely related to the development of publishing management mechanisms and policies, as well as the operation of the publishing system. This ensures that publishing develops in the right direction and realizes its values. International integration is increasingly open due to the impact of globalization. The world publishing system has formed a connection between countries and continents, leading to the rapid spread of knowledge and culture. However, the process of opening up, globalization, and integration has brought unprecedented challenges to the preservation of national cultural identity and political and ideological stability. Political book publishing is a specific division of publishing. Research on the nature of political book publishing aims to highlight its main characteristics, considering it as the basis and orientation for the publication of political books under its laws in the context of market economy and international integration.

2.1.3. Political and legal basis of political book publishing

2.1.3.1. Political basis

In terms of political basis, publishing in any period should disseminate and disseminate culture and politics, and fight against all ideas and actions of a destructive nature in the cause of building and defending the Fatherland. In any context, the guiding view for publishing comprehensively impacts publishing activities, which is a yardstick for evaluating publishing effectiveness. The Party's views on publishing focus on the following points: (1) First, the publication directly propagates and defends Marxism-Leninism and Ho Chi Minh's thoughts, views, guidelines, policies, and laws of the Party and the State. (2) Secondly, publishing is associated with the struggle to counter wrong views, to build the party organization and within the party. (3) Third, publishing is a part of Vietnamese culture, contributing to raising the mind, and spirit, building revolutionary and scientific worldviews, and at the same time exchanging and absorbing the quintessence of human culture. (4) Fourth, publishing is a complex activity, attaching importance to cultural and ideological tasks, and at the same time performing business tasks in the socialist-oriented market economy mechanism.

2.1.3.2. Legal basis

In terms of legal basis, the Publication Law is an important legal basis for publishing activities. The law and its subordinate documents do not directly address political book publishing

but provide a general orientation to political book publishing, such as Decree No. 16/2015/ND-CP dated February 14, 2015, stipulating the autonomy mechanism of public non-business units; Decree No. 32/2019/ND-CP stipulates assigning tasks, ordering or bidding for the supply of public products and services using the state budget from regular funds; Circular No. 42/2020/TT-BTTTT stipulating economic-technical norms in publishing activities; Decision 1385/QD-BTTTT promulgating the Strategy to promote the development of publishing, printing, and publishing from 2021 to 2025; Decision No. 1377/QD-TTg approving the state-funded publication ordering program for the period 2022-2026; Circular No. 32/2021/TT-BTTTT guiding the implementation of budget-funded publications,...

2.2. EFFECTIVENESS OF PUBLISHING POLITICAL BOOKS IN THE CONTEXT OF INTERNATIONAL INTEGRATION

2.2.1. Concept and classification of political book publishing effectiveness

2.2.2.1. *The concept of efficiency, publishing efficiency, political book publishing efficiency*

- *Efficiency*: The Latin term for "effect" is "effectus", which simply means the result of an action. The term "effectiveness" refers to the desired outcome obtained when a person carries out a deliberate activity. In other words, effectiveness indicates the relationship between the results obtained and the intended goal.

- *Publishing efficiency*: In the field of publishing, the theoretical research hasn't provided a clear understanding of the concept of publishing efficiency. However, scholars propose effective conceptual content from the perspective of their research. In this context, the term "efficiency" refers to the correlation between goals, objectives, results, benefits, and costs. In simpler terms, publishing efficiency reflects the correlation between achieved results and publishing goals and objectives set by the publishing entity within reasonable and economical cost limits.

- *Publishing efficiency*: Political book publishing efficiency can be defined as the reflection of the results achieved by a publishing entity in comparison to the goals and objectives cost-effectively set by them. This helps in spreading ideology, educating people about the worldview, shaping the right human perspective, increasing political knowledge, and building political consciousness, and belief among the public. The efficiency of political book publishing is evaluated based on the correlation between goals, objectives, and results while optimizing the costs. The context of international integration acts as both the environment and the goal of publishing.

2.2.2.2. *Classification of political book publishing efficiency*

The effectiveness of political book publishing is the degree to which the goals and objectives set by the publishing entity and the desired results are achieved. Based on the benefits achieved in political, social, and economic aspects, corresponding to the types of political efficiency, economic efficiency, and social efficiency.

The relationship between the political, social, and economic efficiency of publishing in general, and political book publishing in particular is complex. Scholars have studied and shown positive and negative correlations between political, social, and economic efficiency, namely: political, social, and economic efficiency of book publishing are both positive (++), political, and social efficiency is positive, and economic efficiency is negative (+ -), political, social and economic effects are all negative (- -); Political, social efficiency is negative and economic efficiency is positive (- +).

2.2.2. Theoretical model and research criteria for the effectiveness of political book publishing

2.2.2.1. *Theoretical model*

Political book publishing efficiency can be defined as the ability of a publishing entity to achieve its goals and objectives cost-effectively. This helps to spread ideologies, educate people about different worldviews, shape their perspectives, increase political knowledge, build political consciousness, and create beliefs among the public. The efficiency of political book publishing is evaluated based on how well the goals, objectives, and results align while keeping costs optimized. The context of international integration acts as both the environment and the goal of publishing.

2.2.2.2. Criteria for evaluating the effectiveness of political book publishing

The evaluation criterion is a quantitative measure that reflects the effectiveness of the correlation between results and goals. Based on the analyzed theories and views, and combining qualitative and quantitative approaches towards publishing in general and political books in particular, domestic and foreign scholars have developed criteria for evaluating the effectiveness of political book publishing in Vietnam. The Ph.D. student has developed a selection of 3 first-level criteria and 15 second-level criteria to evaluate the effectiveness of political book publishing in Vietnam.

Criterion 1 - The level of political ideological orientation includes the following indicators: (1) Structure of published books, (2) Structure of key books; (3) Structure of decompiled books. Criterion 2 - The level of market influence includes the following indicators: (1) Total number of political books published, (2) Types of political books published; (3) Percentage of book reprints; (4) Release channel; (5) Costs and revenue. Criterion 3 - Reader response includes the following indicators: (1) Exposure to political books; (2) Satisfaction with political books; (3) The degree to which readers' needs are met; (4) The level of reader awareness;

2.2.3. Basic factors that create effectiveness in publishing political books

The effectiveness of publishing political books depends on the content, form, method, and means of publication. From the theoretical research model, the researcher believes that the basic factors that create the effectiveness of political book publishing include 4 factors: (1) Strategic information-oriented factor. (2) Capacity factors of the team working on publishing political books; (3) Content elements, methods, and forms are appropriate and attractive; (4) Material factors, media, and publishing industry.

2.3. INTERNATIONAL INTEGRATION AND IMPACT OF THE CONTEXT OF INTERNATIONAL INTEGRATION ON THE EFFECTIVENESS OF POLITICAL BOOK PUBLISHING

2.3.1. The concept of international integration

International integration is a natural and inevitable process in the course of history, driven by the need for nations to integrate for their survival and development. The rapid advancements in technology on a global scale have further accelerated this process of international integration of countries and regions. In a broad sense, international integration refers to the process of a country realizing its interests and goals through active cooperation and collaboration with other countries in various fields. This involves participating in international assignments and cooperation in various areas, creating opportunities for effective utilization of both domestic and external resources, and expanding the space and environment for development.

The process of international integration presents a unique opportunity and challenge to the realms of economics and politics. A key aspect of this challenge is the need to preserve, protect, and promote traditional cultural values while also meeting the requirements for safeguarding ideological foundations and maintaining a clear sense of direction. The political book publishing industry operates within this context of international integration and plays a pivotal role in shaping political

discourse.

2.3.2. Impact of the context of international integration on the effectiveness of political book publishing

In terms of positive impacts, there are several key areas to consider. Firstly, international integration necessitates the development and refinement of theories that safeguard the ideological foundation and reinforce the path toward socialism in Vietnam. Political book publishing plays a crucial role in this struggle by organizing the publication and distribution of high-quality books to the public on a regular and timely basis. Secondly, international integration encourages positive changes in the publishing industry in a market economy. The socialist-oriented market economy reflects the dynamic interplay between the State, the market, and society. The State creates institutions and fosters a favorable environment and legal framework for individuals, organizations, and enterprises to operate. Meanwhile, the market regulates production and business activities according to rules and responds to market demand. Thirdly, international integration promotes foreign relations, cooperation with other countries, and cultural exchange, and enhances the image of the Vietnamese people and country in the eyes of international friends. Lastly, international integration facilitates the acquisition of scientific and technological advances, which can serve as a productive force to revolutionize publishing methods, establish connections, and expand reach.

In terms of potential challenges, there are a few areas of concern: (1) The ongoing ideological struggle is becoming increasingly complex, with opposing forces creating negative impacts in the realms of politics, ideology, culture, and art. This presents a significant challenge to the ideological struggle and the critical task of book publishing. (2) Changes in reading habits that limit access to political books could pose a threat to the influence of these books among the general public. (3) Copyright infringement is becoming more sophisticated and widespread, particularly with the rise of “self-media” and “self-publishing”. While these trends offer unprecedented opportunities, they also introduce intense competition in the market.

2.4. EXPERIENCE IN PUBLISHING POLITICAL BOOKS IN SOME COUNTRIES

2.4.1. Political book publishing in the United States

The publishing industry and market of the United States are the largest in the world, with an estimated market value of \$90.2 billion through 2022. The compound annual growth rate (CAGR) of the publishing market has averaged 2.3% from 2009 to the present day, making up about 24.1% of the global publishing industry market. There are currently about 60,000 publishing institutions in the US, with the market share for mass book publishing concentrated in 5 major publishing corporations including Penguin Random House, Simon Schuster, Harper Collins, and McTMilan. For academic and political books, Ethwell, Springer, Willie, and Taylor Francis account for more than 50% of the market share. The Library of Congress reports that political books fall under 12 categories and 180 subclasses, and remain popular in both traditional paper book formats as well as e-books on platforms such as Amazon Kindle and other electronic channels.

In the US, the government does not directly oversee publishing activities, including political books. Instead, publishing is managed under a general regime, although the government has special mechanisms in place to manage domestic publishing and expand its influence. One such mechanism is the legal management of publishing, which effectively controls publishing activities while maintaining free and democratic political thought. This is achieved through laws such as the Constitution, Copyright Law, Anti-Obscenity Law, State Secrets Law, Fairtrade Law, and Product Quality Law. Although the US government does not have a specialized publishing management agency, certain government agencies can participate in publishing management. These include the US Information Agency under the Department of State, the Copyright Office, the Copyright

Protection and Registration Office, and the Copyright Court. Of these, the US Information Agency plays a vital role in promoting media publishing. Finally, the US government also supports publishing activities through grants and funding. The US Information Agency has supported several major publishers through its grant and funding regime.

2.4.2. Political book publishing in China

China boasts a thriving publishing industry, with its economic growth and consumption fueling the expansion of the book market. As of 2022, there are approximately 585 publishers in the country, including 219 central publishers and 366 local publishers. The two main publisher models are state-owned and private publishing. Political books serve as a critical means of disseminating political views, ideas, and moral standards, and play an important role in helping people understand the country's political situation, study socialist ideas with Chinese characteristics, and elevate cultural awareness. With the transformation of the publishing industry and the Chinese Communist Party's special attention, political book publishing holds a significant position.

China's publishing management regime is distinct in several ways. Firstly, it is a publishing career that aims to serve the people and socialism. It follows the guiding thoughts of Marxism-Leninism, Mao Zedong thought, Deng Xiaoping Theory, and three-representative theory. Secondly, it prioritizes social benefits and combines them with economic benefits. Thirdly, it emphasizes quality and follows a rule of law economy. Currently, China has a complete system of publishing law management, including five charters: “Charter governing the printing industry”, “Charter of Publication Management”, “Charter for the Management of Tape and Disc Preparations”, “Charter for the Protection of Computer Software”, and Charter on the Enforcement of the Copyright Law”. The “Regulations on Management of Book Quality” and “Book Quality Assurance System” issued by the General Department of Press and Publication are particularly noteworthy. Finally, China persistently pursues innovation reform and encourages outward-looking publishing.

2.4.3. Reference experience for Vietnam

The experiences of developing countries in enhancing their publishing industries can be a valuable reference for improving the efficiency of publishing as a whole, including political book publishing in Vietnam. These experiences highlight the following key aspects: (1) It is essential to ensure that cultural, social, and political efficiency are in harmony with each other in the publishing industry. (2) It is important to prioritize economic efficiency in publishing by implementing strict management practices by both the State and the publishers, while also considering social efficiency. (3) Upholding an "outward-looking" publishing policy is critical to long-term success.

Chapter 3. THE EFFECTIVENESS OF POLITICAL BOOK PUBLISHING IN VIETNAM - CURRENT SITUATION AND PROBLEMS

3.1. OVERVIEW OF SURVEYED PUBLISHERS

- The National Political Publishing House operates as the political publishing agency of the Party and the State, under the Publication Law. Its mission is to strengthen the political and ideological work of the Party and the State by fulfilling two tasks: (1) Organizing the editing and publishing of political, theoretical, and legal books; (2) Conducting scientific research and publishing materials that directly serve the editing, publishing, and proposing of issues related to publishing theoretical and political books to the Party Central Committee. The publisher also participates in research of national programs and scientific topics at all levels to meet the needs and tasks of the new period.

- The Political Theory Publishing House, a division of the esteemed Ho Chi Minh National Academy of Politics, is fully committed to adhering to all legal requirements in the publication of political-legal books. Our core mission is to advance the principles of Marxism-Leninism, Ho Chi Minh thought, and political theory science by disseminating top-tier publications. Our dedicated team is resolute in creating and distributing works that support the educational and research pursuits of the Ho Chi Minh National Academy of Politics system, the School of Politics in provinces and cities, as well as the theoretical research endeavors of the Party and the State. We strive to make a valuable contribution to the academic community by producing materials that are informative and beneficial.

- The People's Army Publishing House is a military publishing house that is under the Central Military Commission and the Ministry of National Defense. Its main focus is on publishing books related to military theories, science, and technology, as well as military history, memoirs, charters, orders, and policies. The publishing house also produces professional manuals for the armed forces, textbooks, curricula, teaching materials, and military training materials for schools. Additionally, the publishing house provides literature, art, history, religion, and reference books on combating peaceful developments and countering reactionary and hostile forces. Lastly, they provide materials for educating the public on national security and defense.

- The People's Public Security Publishing House, operating under the General Department of Construction of the People's Public Security Force and the Ministry of Public Security, fulfills the essential role of publishing literature concerning national security and social safety following Party and State guidelines. With the objective of propagating, educating, and guiding police officers and citizens to actively participate in the safeguarding of national security, social order, and safety, the publishing house produces a wide range of materials including books on police work, professional manuals, law enforcement publications, and textbooks and references for police training and education.

- The Information and Communications Publishing House is a publishing house that operates under the Ministry of Information and Communications. The publisher releases a wide range of books across various fields, including political-legal books, foreign information books related to the Party and the State, scientific-technological and economic books, books that introduce domestic and foreign scientific works on information and communication, as well as textbooks, look up books, and reference books for high school levels. In 2016, the publisher began officially operating electronic publishing.

3.2. CURRENT STATUS OF POLITICAL BOOK PUBLISHING EFFICIENCY AT SURVEY PUBLISHING HOUSES

3.2.1. Regarding the level of political and ideological orientation criteria

The publishing of political books has the important role of spreading Marxist-Leninist ideology as well as the thoughts of Ho Chi Minh. It aims to bring the views, policies, and laws of the Party to life. The Publishers create and effectively implement an annual plan of topics, based on the orientation of the Central Committee. They work in coordination with Party agencies, the Central Government, the Central Theoretical Council, research institutes, training institutions, and other centers to increase the number of books published and to diversify the political book structures.

Based on data gathered from 5 publishers, it appears that the number of political books published in the last 5 years has been on the rise, with approximately 4,561 titles produced. Furthermore, a survey conducted in Vietnam on the subject of political books has identified 8 main categories, including studies on influential figures such as C. Marx, F. Engels, V.I. Lenin, and Ho Chi Minh; political theory and practice in Vietnam; the Communist Party of Vietnam and other countries; socio-political organizations; world politics, diplomacy, and international relations; and works that challenge erroneous or hostile perspectives while upholding the ideological foundation of the Party.

- The survey results reveal that the structure of key political books is concentrated in five publishers for five years (2018-2022). The books are focused on four main genres with varying proportions. The highest proportion of books, accounting for 45% with a total of 2,092 titles, are books on Vietnamese political theory and practicality. The second genre, accounting for 28% with a total of 1,271 titles, are books on the Communist Party of Vietnam and other countries. The third genre is classic books on Marxism-Leninism and Ho Chi Minh thought, accounting for 12% with a total of 534 titles. The fourth genre is books that refute wrong and hostile views, defending the ideological foundation of the Party, accounting for 4% with a total of 175 titles. Other political books, such as books on socio-political organizations, world politics books, and diplomatic and international relations books, account for 11% with a total of 529 titles. The published books have a detailed hierarchy, deepening many key contents in the spirit of the Party's directives and resolutions.

- The format of books that have not been translated: An examination of athletes revealed the subsequent findings: a mere 4% of all political titles are either translated or retranslated. Translated political books make up 1.4% of the total political titles. From 2018 onwards, a small proportion of political books have been translated into various languages, constituting 2.6% of the complete political titles. Lao is the primary language for de-translation, although several works have been translated into English, Spanish, Chinese, and others. Publishing efforts concentrate on essential objectives.

3.2.2 About the criteria of market influence

- *Total number of political books published:* The index reflects the total number of political books published annually, measured in book titles and copies, compared to other book types.

In regards to the number of published titles, it is projected that by 2022 there will be 57 publishers in the country, with over two-thirds of them participating in the publication of political and law books. Recent years have shown that there is a high proportion of political books being published by the publishing house, with the National Political Truth Publishing House accounting for 48%, the Political Theory Publishing House accounting for 16%, and the People's Army Publishing House accounting for 20%. Additionally, the People's Police Publishing Houses and Information and Communications Publishing Houses contribute a regular proportion of around 8% of political books published.

In regards to the quantity of books released, the circulation number refers to the amount of books available in the market and ready to be distributed to readers. This is expressed through the total number of copies. From 2018 to 2022, the National Political Publishing House Truth has published an average of over 10 million copies annually across a variety of genres. Meanwhile, Political Theory Publishing House has released an average of 300,000 copies per year, primarily consisting of textbooks and reference materials. Additionally, the publishing houses of the People's Army, People's Police, Information, and Media have published an average of 150,000 copies each year, mostly consisting of textbooks, reference materials, and professional manuals. These numbers reflect each publisher's publishing capacity, as well as the societal demand for political books.

- *Type of political book published:* This index shows how political books reflect readers' knowledge-oriented goals and needs.

There are eight main types of books classified by content, each with sub-classes associated with the political and social tasks of publishing. Among these categories, research books on C.Marx, F.Engels, V.I.Lenin, and Ho Chi Minh make up 11.7%, while books on political theory account for 2%. Books on the Communist Party of Vietnam and the Communist Party of other countries make up 27.9% of political books. Socio-political organizations such as the Fatherland Front, Peasants' Union, Women's Union, and Youth Union account for only about 1.2% of political books published. Vietnamese Political Books account for 43% of the total, followed by books on

World Politics at 5.1%. Books on diplomacy and international relations make up 5.3% of the total, while monographs on defending the ideological foundation of the Party account for 2.8%.

Over time, the number and variety of e-books available have increased significantly. In addition to traditional printed books, publishers have also focused on developing their electronic offerings. In 2018, only two publishers participated in electronic publishing, but by 2022, 19 out of 54 publishers - equivalent to 33.4% - had confirmed their registration for e-publishing. E-books are available in various formats such as Epub and HTML, and can be found on websites like stbook.vn, thuvienoso.vn, tulieuvankien.dangcongsan.vn, khosach.stbook.vn, ebook365.vn, tusachthanhvien.vn, and xbdnd.vn. Some notable e-book categories include those dedicated to protecting the ideological foundation of the Party, studying and following Ho Chi Minh's ethics and style, inspiring young readers to learn and follow in Uncle's footsteps, and providing resources for various branches of the Party.

- Percentage of book reprints: Political book reprints have a relatively low frequency compared to other genres. According to survey results, the rate of book reprints from 2018-2022 averages around 10% per year in the publishing industry. These reprinted books are primarily focused on textbooks, learning materials, and reference books related to ethical learning and Ho Chi Minh thought. This specific segment is essential for achieving the goal of political and ideological education.

- Distribution channel: The distribution phase plays a vital role in bridging the gap between production and consumption, enabling the smooth flow of publications to readers. For books to effectively reach their intended audience, a robust distribution network is necessary to ensure easy accessibility and availability. This metric measures the regularity of channels utilized for organizing and distributing books in the market. Findings from a survey conducted by the author across five merchants indicate that both internal distribution channels (short channels) and commercial distribution channels (such as websites and e-commerce platforms) play significant roles in the distribution of books.

- Costs and revenues: The total cost of publishing includes both material and mental expenses, such as overhead costs for production (such as management and depreciation of fixed assets) and costs per title (royalties, editorial expenses, printing and cover design, sample readings, expenses for depositary titles, communication, and release). These costs are reflected in the price of the book in the market. While political books may not have a commensurate value with their price, they tend to have lower valuations compared to other genres. Based on an author's survey, political books are typically priced below 50,000 VND or between 50,000 to 100,000 VND for popular political books and learning materials, with reference books, monographs, and translated books typically priced between 100,000 to 200,000 VND.

The industry as a whole experienced a revenue increase of 33.3% in 2022, with a total of VND 3,994.09 billion. The budget contribution from this revenue was VND 414,842 billion, up 59.1%, while the profit (after tax) increased by 11.8% to reach VND 429,483 billion. Between 2018 and 2022, the Truth National Political Publishing House generated VND 70-110 billion in revenue, the Political Theory Publishing House generated VND 30-82 billion, the People's Public Security Publishing House generated VND 40-50 billion, and the Information and Communication Publishing House generated VND 10-15 billion. The primary sources of income for publishers are book publishing and trading. 75.3% of the books are self-published and distributed, 19.9% are linked books, and 4.8% are centrally ordered and subsidized books. This transformation demonstrates the publisher's ability to adapt to the market economy.

3.2.3. About the criteria of the level of reader feedback

- This criterion assesses whether readers are aware of and read political books. The

publishing cycle only ends once a book has reached its readership.

According to the approach, individuals discover political books through various mediums. Results from the survey demonstrate that the majority of readers, 54%, search and purchase books online or in bookstores. Social networks are responsible for 33.3% of book discovery, while seminars account for 28.9%. Only 18.5% of readers discover political books directly from the publisher's recommended list for athletes. Television, print media, and magazines are not as influential, as readers are often unaware of these channels.

When choosing books, readers often consider the content and its relevance to their interests. Political books are a diverse genre, with 8 categories and 38 subclasses that cater to different reader needs. Our survey indicates that classic books and studies on Marxism-Anglicans, Leninist Ho Chi Minh (3.08), books on the Communist Party of Vietnam, and Vietnamese political books (3.23) are of great interest to readers. Additionally, books that refute wrong and hostile views while defending the ideological foundation of the Party are also highly valued (3.17). On the other hand, books on political theory (2.9) and socio-political organization (2.89) are less popular among readers.

The level of readers' engagement can be determined by how frequently they read and their reading preferences. A survey conducted among readers revealed that one of the main reasons why they are less inclined towards reading political books is due to the abstract and confusing content (83%), and the lack of engaging language (73.3%). This attitude is reflected in their reading behavior and habits. The survey results show that on average, readers tend to read only 1-3 books per year and spend merely 1-4 hours per week on reading.

- Satisfaction with political books: This criterion evaluates the effectiveness of the publishing process from the perspective of readers, including topic selection, content and form editing, technical design, pricing, and distribution. Assessing reader satisfaction requires evaluating content satisfaction. The criteria for evaluating content include basic knowledge, practical application, new knowledge, up-to-date information, scientific precision, and strict layout. These criteria should be rated at an average level of 3.5 or higher. However, when it comes to the use of rich, easy-to-understand language and illustrations preferred by readers, the ratings for dissatisfaction and temporary satisfaction are relatively low, with an average of 1.42-2.66.

Publishers who are involved in the process of publishing and selling political books should be mindful not only of the content quality but also the way it is presented. To assess the readers' satisfaction with the book's overall presentation and style, factors such as how the form complements the content, aesthetic appeal, and the material's texture should be considered. According to the evaluation, readers are quite satisfied with these aspects, scoring them between 3.6 and 3.7.

The needs of readers are integral to the publication market and are considered the foundation of market culture. When it comes to fulfilling their learning needs and conducting knowledge searches, readers gave an average score of 3.79 points with 414 turns, a rate of 70.56%, and 68% of them chose to often read textbooks. To address their in-depth research needs, readers gave an average score of 3.68 points with 512 choices, accounting for 60.2%. Of those, 46.2% of readers choose to read reference books/monographs, and 29% choose to search for books. In terms of their practical application needs, readers scored a 3.6 with 512 turns, a rate of 60.6%. Of those, 29.1% chose to read professional/skilled books.

When surveyed on their level of response to the need for new information, readers gave a score of 3.5 with 500 responses, representing a 57.2% acceptance rate. Of those, 23.9% preferred professional and skilled books. However, reviews of aesthetic needs were relatively low, with a score below 3 and 43.7% of readers expressing dissatisfaction. Similarly, reviews of entertainment demand were also not high, with a score below 2 and 74% of readers expressing dissatisfaction.

- Reader awareness: The way readers view things can be categorized into two fundamental levels: knowledge and belief.

Knowledge: The author conducted an assessment survey with three main contents, to publish political books. These contents are as follows: (1) Understanding Marxism-Leninism and Ho Chi Minh's thought; (2) Understanding the history, roles, guidelines, and policies of the Party and the State; (3) Understanding wrong, hostile views, and conspiracies for peaceful evolution, which aim to protect the ideological foundation of the Party. The Cronbach's Alpha test method was used to establish the reliability of the survey results by evaluating the degree of correlation between the observed variables. The results indicate that political books have a significant impact on the formation of readers' political knowledge, as Cronbach's Alpha coefficient test of 0.907 demonstrates a high level of reliability.

About belief: Beliefs can be elusive and challenging to define. Trust is multi-faceted, encompassing interpersonal and organizational trust, as well as trust in society at large. Our beliefs are not innate but rather shaped by our understanding of the subject matter. Political books aim to impart foundational political knowledge to their readers, with authors often seeking to advance political and ideological objectives. These objectives may include fostering a belief in Marxist-Leninist ideology or instilling confidence in the leadership of the Party and the policies it espouses. Additionally, authors may aim to cultivate a fighting spirit that rejects the viewpoints of hostile forces. By employing the Cronbach's Alpha test, researchers were able to verify the reliability of their findings and establish a strong correlation between observed variables and the formation of readers' political beliefs, as evidenced by a Cronbach's Alpha test of 0.912.

3.3. General evaluation of the effectiveness of political book publishing

3.3.1. Results and limitations

- Results and causes: Based on the survey results, we will evaluate the efficiency of political book publishing using the following criteria:

When evaluating the level of political and ideological orientation, we consider the structure of political books as a whole, as well as the structure of key political books. Over the past five years, survey data has shown a 22% increase in the number of political titles, with a more diversified structure aimed at serving political objectives. Key books focus on publishing Marxist-Leninist texts, works by Ho Chi Minh, books on the Communist Party of Vietnam, political theory and practice in Vietnam, and works that refute wrong and hostile views, safeguarding the Party's ideological foundation. Annual back-compiled books reveal that political books prioritize promoting international communication and diplomatic relations with regional countries and the world. Disseminating these publications to the global market positively impacts the official dissemination of Vietnam's political and ideological values.

In terms of market influence, we evaluate the size of the political book market. The number of political books has increased and remained stable, serving as the foundation for establishing the position of political books in the market. Political books are a relatively small genre with diverse classifications, each with 3 to 10 subclasses. E-books have experienced rapid growth and are a strategic focus in the industry. Three out of five political book publishers have developed in e-publishing and are leading units in e-book publishing. Reprinted books account for a certain percentage, with a focus on reference books, textbooks, and learning materials. The release channel has significantly improved, with a comprehensive product range, efficient distribution, and resource utilization.

About readers' feedback: Evaluation criteria that measure accessibility, satisfaction, meeting needs, and reader awareness indicate the impact on readers' knowledge and beliefs.

- Limitations and causes:

Firstly, the political and ideological orientation of the market remains narrowly limited due to the constraints of market demand. While publishers may contribute to this market, it is difficult for any one publisher to dominate the field. Consequently, political efficacy is restricted to this defined market. The composition of published books reflects the unique goals and objectives of each publisher. In particular, publishers with expertise in political book publishing exhibit a discernible difference in the proportion of books they put out. Additionally, the structure of back-translated books is singular, indicating that international communication effectiveness is not at its highest.

Secondly, the level of market influence in the book industry is relatively weak due to several factors. Firstly, the number and variety of books available are limited, with a focus on high theoretical content, resulting in an imbalanced proportion between book segments. Secondly, the percentage of reprinted books is low, with a concentration on reference books, textbooks, and learning materials, at an average rate of 15% per year. Finally, there is a significant disparity between publishers in terms of book distribution channels and distribution capacity.

Thirdly, the degree of reader feedback varies among different groups of readers. According to the survey findings, readers interested in political books exhibit the following characteristics: (1) The proportion of political book readers is diverse, and their interests in political books vary across different topics. (2) Political book readers tend to read quickly and selectively, seeking out specific information. (3) A majority of readers express dissatisfaction with the style and delivery of political books.

3.3.2. Problems

After reviewing three key criteria - results achieved, limitations, and the correlation between purpose and outcome - regarding the publication of political books, several issues have emerged. These include: (1) Struggles to balance political/ideological objectives with publishing capacity. (2) Challenges to align economic goals with socio-political responsibilities. (3) Difficulties in achieving both the goal of increasing public awareness and ensuring accessibility for readers.

Chapter 4. REQUIREMENTS, VIEWPOINTS, AND SOLUTIONS TO IMPROVE THE EFFICIENCY OF POLITICAL BOOK PUBLISHING IN THE CONTEXT OF INTERNATIONAL INTEGRATION

4.1. REQUIREMENTS FOR THE EFFECTIVENESS OF POLITICAL BOOK PUBLISHING

Since the XI Congress in 2011, the Party has taken significant steps towards international integration, emphasizing the importance of multilateralism, diversified relationships, and proactive engagement with the global community. This integration is not limited to economic matters but extends to all aspects of society, including politics, culture, defense, and security. The Party's stance reflects the pressing need to build and defend the nation in a rapidly changing international landscape. This viewpoint has been further developed at the XII Congress in 2016 and the XIII Congress in 2021. In the realm of political book publishing, international integration serves as a guiding force, shaping the industry's direction. To effectively navigate this landscape, political book publishing must overcome limitations and improve its efficacy, adapt to market forces to enhance economic efficiency and engage with the public to improve social impact.

4.2. VIEWPOINTS ON IMPROVEMENT OF POLITICAL BOOK PUBLISHING EFFICIENCY

To enhance the productivity of political book publishing, it is imperative to reach a consensus on the following viewpoints: Firstly, we must emphasize the significance and value of political book publishing as a strategic, consistent, and enduring matter. Secondly, publishing political books should prioritize identifying the primary objective of the entire publishing system. Improving the efficacy of political book publishing is not solely the responsibility of political

publishers, but also of management agencies and publishers across the publishing industry. Thirdly, we should enhance the efficiency of publishing political books by maintaining a balance and harmony between political efficiency and economic efficiency.

4.3. SOLUTIONS TO IMPROVE THE EFFICIENCY OF POLITICAL BOOK PUBLISHING

After examining the current state of the survey and analyzing the relationship between goals and results, it has become apparent that the issues and contradictions that need to be addressed lie within the domains of state management, the activities of the Socialist Society, and the readers themselves. The effectiveness of political book publishing is determined by the interplay between the Party and State subjects, publishers, and readers. To enhance the efficiency of political book publishing, it is essential to devise solutions that involve all three parties: the State, the Publishers, and the readers. The key to improving the efficiency of political book publishing in Vietnam in the context of international integration lies in problem-solving and conflict transformation.

From a state management perspective, the process of publishing books, particularly political ones, is closely tied to the leadership of the Party and the management of the State. Leadership involves establishing guidelines and policies, while management involves directing specific institutions, mechanisms, and measures to achieve the management goals. By strengthening State management of publishing, we can overcome difficulties and contradictions, achieve socio-political objectives, and support the economic goals of publishing. To achieve this, (1) the Party's publishing-oriented role should be promoted and its leadership strengthened while raising awareness of the role, nature, and characteristics of political book publishing among Party committees, cadres, and society; (2) State management over the publication of political books should be strengthened to ensure uniform and differentiated operations. Political books participate in both competitive and uncompetitive market mechanisms due to the "non-purely business" nature of some types of political books.

This report outlines recommendations for enhancing the efficiency of political book publishing from the perspective of industry insiders. These proposed solutions are tailored to address the challenges identified in recent surveys and offer specific perspectives and remedies for improving the relationship between suppliers and readers. Some of the key strategies include: (1) Implementing effective project management techniques to streamline operations; (2) Prioritizing manuscript development to provide diverse, relevant content that balances economic and political value; (3) Establishing robust quality control measures to safeguard manuscript quality and editorial standards; (4) Adapting book formats to better align with reader preferences; (5) Enhancing communication and distribution channels while building strong publishing brand identities; and (6) Investing in talent development to ensure the industry is equipped to succeed in a rapidly-evolving landscape.

Ways to enhance the effectiveness of political book publishing, as perceived by readers, are explored. Readers' inclinations towards political books are influenced by factors such as cultural background, profession, theoretical understanding, and living circumstances. Pearson's correlation analysis indicates that these factors are all directly related to reader interest, frequency of reading, level of comprehension, and belief. To optimize the reception of political books, comprehensive solutions must be implemented, such as: firstly, increasing readers' awareness of the importance of political books and reading culture; secondly, elevating readers' level of political theory; and thirdly, establishing a favorable and consistent political environment, and enhancing the appeal of political activities in agencies, organizations, and schools by incorporating quality books on political theory and practice. These solutions aim to augment the political, economic, and social efficiency of publishing.

CONCLUSION

The effectiveness of political book publishing lies in the ability to translate the Party and State's guidelines and policies into practical book publishing solutions. Based on the analysis above, this thesis focuses on addressing the following fundamental questions:

1. The thesis provides an overview of related research, identifying gaps and posing further research questions.

2. The thesis thoroughly examines the practical and theoretical foundations of political book publishing in Vietnam, in light of the current international integration context. To establish a solid research framework, the thesis not only covers the fundamental theoretical aspects, including the concept, characteristics, properties, and role of political book publishing in the international integration context, as well as the political and legal underpinnings of political book publishing in this context. Additionally, the thesis refines and supplements the theory of political book publishing effectiveness, including its conceptualization and classification, criteria for evaluation, and requirements for political book publishing within the international integration context. Furthermore, the thesis draws on the experiences of two prominent publishing industries, the United States and China, to provide Vietnam with valuable reference points.

3. Through both qualitative and quantitative methods, this thesis assessed the efficiency of political book publishing based on three criteria. The results indicate that political book publishing has successfully implemented key political objectives while adapting to the market economy. Additionally, reader feedback demonstrates positive social efficiency. However, the thesis also analyzes the challenges facing political book publishing at both macro and micro levels, including the need to continue improving political effectiveness, resolving conflicts between economic and political objectives, and creating a social impact.

4. Based on a thorough analysis of the current landscape, this thesis presents a set of solutions to enhance the efficiency of political book publishing in the context of international integration. It is important to keep in mind that the development of political book publishing cannot operate independently of the publishing industry's general direction in Vietnam and globally. By examining the unique characteristics of political book publishing in our country and the context of international integration, this thesis identifies three viewpoints and three groups of solutions to improve the efficiency of political book publishing: state management solutions to create a qualitative change, publishing management solutions to improve and enhance the quality of publishing, and readership solutions that contribute to a comprehensive improvement in the efficiency of political book publishing.

LIST OF SCIENTIFIC RESEARCH WORKS PUBLISHED

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9. Tran Thi Mai Dung (2021), “Application of SECI model of human resource training for publishing in the context of revolution 4.0”, National scientific conference “Training and fostering human resources for political theory and media journalism in the new situation”, Academy of Journalism and Communication.