

**MINISTRY OF EDUCATION
AND TRAINING**

**HO CHI MINH NATIONAL
ACADEMY OF POLITICS**

ACADEMY OF JOURNALISM AND COMMUNICATION

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**ORIENTATION OF ORAL PROPAGANDA
CONTENTS IN VIETNAM TODAY**

Field: Politics

Major: Ideological Work

Code: 9 31 02 01

**SUMMARY OF DOCTORAL DISSERTATION
OF PHISOLOGY IN POLITICAL SCIENCE**

HANOI - 2024

**DISSERTATION COMPLETED AT ACADEMY OF JOURNALISM AND
COMMUNICATION**

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*Dissertation defended at Academy-level Dissertation Examiner Council,
Academy of Journalism and Communication - Hanoi*

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INTRODUCTION

1. Rationale

Propaganda plays an important role in spreading ideology and revolutionary guidelines among the people; build a worldview, build political trust, gather and encourage the masses to participate in revolutionary actions. Propaganda work creates unity between thought and action, contributes to protecting the Party's ideological foundation, and fighting against misleading, wrong, and hostile views.

Oral propaganda is an integral part of ideological work, aiming to spread Marxism-Leninism, Ho Chi Minh's ideology, the Party's policies and guidelines, and the State's policies and laws in society. ; building a dialectical materialist worldview, scientific methodology, revolutionary moral qualities, personality, and lifestyle for officials, party members and the people; create self-awareness, positivity, initiative, and creativity in the actions of the masses in the cause of building and protecting the Fatherland; is a tool to contribute to the fight to protect the Party's ideological foundation, criticize and refute misleading, wrong and hostile views, and defeat all plots and tricks of hostile anti-revolutionary forces.

The struggle between proletarian ideology and bourgeois ideology has been, is and will be fierce. Hostile forces promote the strategy of "peaceful evolution" to eliminate the remaining socialist countries, including Vietnam. Hostile forces constantly carry out activities to sabotage our revolution in many fields, especially the ideological and cultural fields, in order to negatively impact the belief and revolutionary of a part of cadres and People in society.

In the coming years, the world and regional situation will continue to evolve in complex and unpredictable directions. The Covid 19 epidemic with new mutations still persists and threatens the achievements that our Party and People have built. Imperialism and hostile forces continue to promote the strategy of "Peaceful Evolution" and violent overthrow with increasingly sophisticated and sinister tactics. Facing the requirements of the task of building and protecting the Fatherland in the new period, it is necessary to enhance the orientation of oral propaganda content, to participate in the ideological struggle, and to destroy sabotage war plots in the world. The ideological front of hostile forces, strengthening trust, and successfully implementing the cause of national renewal are becoming increasingly important and urgent.

Based on the above reasons, the author chose the issue: “*Orientation of oral propaganda contents in Vietnam today*” to make my Doctoral Thesis in Politics.

2. Research purposes and tasks

2.1. Research purposes

Based on the research to clarify theoretical and practical issues about the orientation of oral propaganda contents, the thesis proposes opinions and solutions to improve the orientation of oral propaganda contents in Vietnam today.

2.2. Research tasks

- Presenting an overview of the research situation related to the topic, giving comments on the research results of existing research projects and suggesting future research directions.

- Analyzing and clarifying theoretical issues about the orientation of oral propaganda contents; Building tools to evaluate roles and effectiveness and identifying opinions and solutions to improve the orientation of oral propaganda contents.

- Clarifying the current state (advantages, limitations, causes) and identifying issues regarding the orientation of oral propaganda contents in Vietnam.

- Proposing opinions and solutions to improve the orientation of oral propaganda contents in Vietnam in the coming time.

3. Research subjects and scope

3.1. Research subjects

The thesis researches theoretical and practical issues regarding the orientation of oral propaganda contents in Vietnam today.

3.2. Research scope

- Regarding the approach perspective, the directionality of oral propaganda content is studied from a political perspective, which is an important and necessary form of activity of a political party to carry out the task of winning, keeping and exercising political power and state power is not only a method of spreading political ideology, making the ideology of the working class the dominant ideology in the spiritual life of society, but also became the Party's ruling method.

- Regarding the time, the thesis studies the orientation of oral propaganda contents from 2016 to present.

- Regarding the space, the thesis focuses on surveying and researching the orientation of oral propaganda contents in a number of Party Committees representing regions throughout the country.

- Regarding research content, the thesis summarizes the current state of directionality of oral propaganda activities, thereby focusing on researching the directionality of oral propaganda content.

4. Theoretical basis and research methods

4.1. Theoretical basis

The thesis is researched on the theoretical basis of the principles of Marxism-Leninism, Ho Chi Minh's ideology and the opinions and guidelines of the Communist Party of Vietnam.

4.2. Research methods

- Research methodologies

The research methodologies of the thesis are dialectical materialism and historical materialism of Marxism-Leninism.

- Research methods

Research methods to carry out the purposes and tasks of researching topics, dissertations use the following research methods: analysis - synthesis method; logical and historical methods; statistical, comparative and observational methods; Methods of summarizing practice and theoretical research; sociological investigation methods; expert interview method.

5. Research hypothesis

The first hypothesis: Like all propaganda activities in general, oral propaganda activities are highly directional, in which the directionality of oral propaganda content plays the most important role in ensuring direction of this activity. Researching the directionality of oral propaganda content is an in-depth, highly abstract research content and has not been directly researched by many domestic and foreign scientific works. Scientific research works on theoretical and practical issues of propaganda and oral propaganda have more or less mentioned the orientation of oral propaganda content. However, due to the specific nature, different purposes, tasks and scope of research, few domestic and foreign research projects directly address it, creating the need for more in-depth research on the content of research.

The second hypothesis: On the basis of the theory of Marxism-Leninism, Ho Chi Minh's ideology, the Party's viewpoints and the theories of scientific works, the systematization, supplementation and development of a number of issues will be implemented. The theoretical and practical issues of TTM content orientation will make an important contribution to improving the quality of TTM activities in our country in the new situation.

The third hypothesis: Current status of implementing orientation of oral propaganda content in recent years, including: Activities of directing oral propaganda content of leaders and managers; Orientation activities of the team of reporters have had positive results, but there are still many limitations that need to be pointed out and found causes to focus on solving, contributing to improving the effectiveness of word-of-mouth propaganda.

The fourth hypothesis: In the current conditions of information explosion, there are high requirements for regular and timely orientation of oral propaganda content. Based on scientific arguments, summarizing practice, it is necessary to propose specific and positive directions and solutions to promote the advantages and overcome the limitations of implementing oral propaganda content orientation, contributing to improving the effectiveness of word-of-mouth propaganda activities.

6. New contributions of the Thesis

Firstly, from the perspective of scientific ideological work, the research results of the thesis contribute to systematizing, supplementing and developing a number of theoretical issues on the directionality of oral propaganda content, the thesis clarify the connotation of the concept of orientation and criteria for assessing the orientation of oral propaganda contents.

Second, it outlines, analyzes, clarifies the scientific basis, summarize the current situation and identify issues regarding the direction of oral propaganda content that need to be researched and clarified.

Third, it proposes and explains the scientific basis of opinions and solutions to improve the orientation of oral propaganda contents in Vietnam today. From the research and implementation perspectives, it is a process of summarizing the facts, contributing to enriching the science of ideological work.

7. Theoretical and practical significance of the thesis

The results of the thesis contribute to clarifying a number of theoretical issues about the orientation of oral propaganda contents, including: the connotation of the concept of directionality, criteria for evaluating the directionality of oral propaganda contents from the scientific perspective of ideological work.

From a correct evaluation of the current state, the thesis proposes opinions and solutions to improve the orientation of oral propaganda contents which contribute to creating a scientific basis for building guidelines and policies for leadership, direction and implementation of improving the oral propaganda quality and the orientation of oral propaganda contents in the new situation.

The thesis's research results can be used as a useful reference in training in ideological work, for publicity and education, propaganda cadres, reporters, propagandists and those people interested in this work.

8. Thesis's conclusions

The thesis is structured including: introduction, overview of the research situation related to the thesis topic, 4 chapters, 11 sections, conclusions, list of references and appendices.

Chapter 1

OVERVIEW OF THE RESEARCH SITUATION RELATED TO THE THESIS TOPIC

1.1. Research oral propaganda and the orientation of oral propaganda

1.1.1. Foreign research

A number of research projects abroad, mainly in the Soviet Union (formerly) and China, on propaganda work, oral propaganda, the direction of propaganda and building a team of propaganda staff propaganda of the Communist Party in the process of building socialism. The above works suggest the author to research and propose solutions to improve the direction of oral propaganda content in Vietnam today, such as: Raymond De Saint Laurent (1998), *"The Art of Public Speaking"* Culture - Information Publishing House. Hoa Nhan (2014), *"The Art of Using Language"* (Four Books of Leadership), Labor and Social Publishing House, Hanoi. Brian Tracy (2018), *"Rhetoric"*; Trac Nha (chief editor) (2018) *"If you speak well, you will win the whole world"*; ...

1.1.2. Domestic research

Scientific works have focused on researching issues of propaganda in general, oral propaganda in particular, directionality and directionality of oral propaganda content with other angles and research scopes each other, demonstrating the richness and diversity of approaches and systems in evaluating, recognizing and explaining problems and proposing breakthrough solutions to continuously improve the quality of oral propaganda work in the new situation. The ideas, opinions, and issues raised in scientific works and articles are important documents to help authors research, reference, and serve their research process, such as: *"The Art of Oral Speech"* by author Luong Khac Hieu (editor) (2005), National Political Publishing House, Hanoi. *"Learning Ho Chi Minh's revolutionary propaganda methods"*, by author Hoang Quoc Bao (2006), Hanoi National Political Theory Publishing House. Dictionary *"Party work, political work in the Vietnam People's Army"*, (2007) by author To Xuan Sinh, Institute of Military Social Sciences and Humanities, People's Army Publishing House, Hanoi. Author Ngo Van Thao (editor), in the book *"Propaganda profession"*, Culture - Information Publishing House, Hanoi, (2008); ...

1.2. General research on the orientation of oral propaganda contents

1.2.1. Foreign research

Book: *"Propaganda: The Formation of Attitudes"*, New York Publishing House, 1973, author Jacques Ellul. Author E.Phancovik (1976), in the work *"The Art of Lecture"*, Marxism-Leninist Textbook Publishing House, Hanoi. Author M.M. Rakhmancunov (1983), in the book *"Oral propaganda: Theory - Organization - Method"*, Marxist - Leninist Textbook Publishing House, Hanoi. Author Philip Collins (2015) with the book *"The Art of Presentation"*.

1.2.2. Domestic research

The published scientific works, at a certain level, mentioned more or less the orientation of oral propaganda content, although they have not gone into an in-depth generalization of the concept's connotations, evaluation criteria and solutions to improve the quality of oral propaganda. appreciate the orientation of oral propaganda content, but have mentioned the orientation in oral propaganda. Each work more or less mentions the criteria for evaluating the orientation of oral propaganda content and each different individuals emphasize measures to improve the quality of oral propaganda, including the solution of ensuring the orientation of oral propaganda content as one of the basic solutions to improve quality and orientation of oral propaganda activities, such as: *"Specialized training program on oral propaganda and reporters"*, (2008) [108], Author Ngo Van Thao. *"Principles of communist propaganda"*, Politics Publishing House, 2009, by Dao Duy Quat. *"Journalism*

with propaganda work, fighting against false allegations", Information and Communications Publishing House, 2010 by the author collective collects presentations at the conference *"Journalism with propaganda work". propagate and fight against false allegations*". Author Nguyen Thi Huong with the work *"Some propaganda and education measures on drug prevention and combat for pupils and students in Bac Ninh province"*, 2020. Author Mai Thi Hue with the work *"Increase Strengthen and promote propaganda, dissemination, legal education, and raise awareness of prostitution prevention for pupils and students in Ninh Thuan province"*, 2020. Article *"Taking advantage of the network's advantages" society in the Party's propaganda work*" by author Luong Ngoc Vinh - Ngo Thanh Khien, published in the September 2020 issue of Propaganda Magazine. Author Le Huy Nam (2021), has an article *"Strengthening propaganda work to protect the Party's ideological foundation in the Party newspaper"*, Electronic Communist Magazine November 2021...

1.3. Overview of results in the surveyed projects

First, the studies summarized in the above section have basically introduced concepts and approaches to propaganda, oral propaganda and orientation of oral propaganda contents from a number of different perspectives and aspects, showing diversity and richness in opinions on this issue. In particular, the research has clarified the theoretical basis of propaganda activities in the new situation and the political situation of propaganda work. With different approaches to propaganda, oral propaganda work, the surveyed research works clearly indicate the factors, methods of operation and principles in conducting current propaganda and promotion activities; Clearly indicate the factors affecting current oral propaganda work, contents and methods.

Second, through research works, the authors have affirmed that propaganda activities in general and oral propaganda in particular play an important role in the Party's ideological work and are sharp weapons to protect the Party's ideological foundation, especially in the context of integration, globalization, and many negative external factors. However, the reality shows that, in addition to the basic results, communication work in general and oral propaganda in particular in recent years have also revealed certain limitations. Therefore, to improve the quality of propaganda in general and oral propaganda in particular and contribute to successfully completing the tasks assigned by the Party and State, it is necessary to focus on reviewing all stages and steps in oral propaganda work, including, paying due attention to the orientation of oral propaganda contents to meet the propaganda requirements and tasks in the new period; In particular, it is necessary to focus on creating a "breakthrough" in improving the quality and efficiency of oral propaganda activities by focusing on orientation in oral propaganda activities.

Third, although there are not many scientific works which are outstanding, they have proposed innovative measures to improve the quality of propaganda and oral propaganda work, including enhancing the orientation of oral propaganda contents during the current period. However, most of the above research works only mention propaganda and oral propaganda, but the orientation of oral propaganda content has not been paid attention. Each research topic has different scope, time, location and level; the research subjects also have their own characteristics, so the conceptual connotation as well as the elements of the orientation are not systematically clarified.

Fourth, in terms of theory, up to now, there have not been many specialized studies, projects, state-level scientific research programs or theses or dissertations that directly go into depth and explain the orientation of oral propaganda contents in a systematic, comprehensive and intensive manner. Published works have not focused on exploring the issues in depth from the perspective of awareness of objectivity, characteristics, roles and importance of the orientation of oral propaganda contents; In particular, criteria for evaluating the orientation of oral propaganda contents have not been fully set out and

explained to find solutions to improve the orientation of oral propaganda contents in Vietnam today.

Fifth, many practical issues arising in oral propaganda work and the orientation of oral propaganda contents have not been thoroughly paid attention and resolved on a scientific basis, including: Advantages, disadvantages, current state of orientation of oral propaganda contents; conflicts, arising problems, factors affecting the enhancement of the orientation of oral propaganda contents, etc. In fact, there are still many "gaps" to be focused for in-depth and systematic research and on scientific basis to clarify the issues.

Sixth, opinions, orientations, solutions and measures to improve the orientation of oral propaganda contents in Vietnam today basically stop at initial, general findings; or they are just solutions to promote, strengthen and improve individually in each specific approach and research of each project and each author, not in a really systematic, comprehensive and intensive manner, in order to create a "breakthrough" in improving the orientation of oral propaganda contents in Vietnam today.

1.4. Issues to be further researched in the thesis

1.4.1. In theoretical term

First, focusing on clarifying the meaning and importance of the orientation of oral propaganda contents for the Party's ideological work in general and the current oral propaganda and reporter work.

Second, focusing on clarifying the theoretical system about the orientation of oral propaganda contents; researching to clarify basic and related concepts, develop criteria to determine the orientation of oral propaganda contents; researching emerging issues, difficulties and obstacles in practical oral propaganda activities and orientation of oral propaganda contents in Vietnam today.

Third, continuing to research and clarify the factors that impact the improvement of the orientation of oral propaganda contents, including not only negative impacts, causing difficulties and obstacles but also positive aspects and advantages to improve the orientation of oral propaganda contents in Vietnam today.

1.4.2. In practical term

First, based on the theoretical issues that have been analyzed and clearly explained, the author conducts an investigation and overall evaluation of the current state of implementing the orientation of oral content in Vietnam today, combining quantitative and qualitative evaluation; Combines the use of a data system to increase persuasion and highlight the presented contents. The current state section focuses on evaluating two aspects (advantages and limitations); At the same time, the thesis presents and analyzes to clarify the causes of that current state in a comprehensive manner. All of these factors are intended to create a basis for proposing requirements and measures to improve the orientation of oral propaganda contents in Vietnam today in the next section.

Second, the topic will build and determine the requirements to ensure the orientation of oral propaganda contents in Vietnam today. It focuses on clarifying and identifying requirements that are principled, truly realistic, typical and focus of the problem to ensure that this activity takes place smoothly, meets quality, high requirements and tasks of ideological work.

Third, on the basis of clarifying theoretical and practical issues about the orientation of oral propaganda contents in Vietnam today, the thesis will propose a system of solutions to improve the orientation of oral propaganda contents synchronously, practically and feasibly. This is an important issue both theoretically and practically, clearly demonstrating the research purpose of the thesis. The author tries to propose solutions that are comprehensive,

synchronous, and focused; aim to solve problems posed by the reality in ensuring the orientation of current oral propaganda contents.

Sub-conclusion of Chapter 1

The orientation of oral propaganda contents in Vietnam is in-depth research content, highly abstract and a very important issue, with a wide research scope, taking place in an environment with many specific factors and without many domestic and foreign scientific works from many different perspectives. The literature has focused on researching typical scientific works of domestic and foreign scientists related to the topic; found out the problems that the previous studies have accomplished and the issues and contents that they have not mentioned or mentioned insufficiently, with certain limitations, thereby pointing out issues to be supplemented and developed.

In general, scientists within their scope and field of research have focused on clarifying many theoretical and practical issues about propaganda, oral propaganda and partly on the orientation of oral propaganda contents; thereby, they serve as a basis for providing contents and solutions to improve the orientation of oral propaganda contents in Vietnam today. However, due to the specific nature, different purposes, tasks and scope of research, both domestic and foreign research works have not mentioned or mentioned insufficiently, lack of systematic and complete information in term of theory and practice on the orientation of oral propaganda contents. The topic outlines the results of research works, inherits and refines them for this research, ensuring no overlap with scientific works that have been previously accepted or published.

Chapter 2.

SOME THEORETICAL ISSUES ABOUT ORIENTATION OF ORAL PROPAGANDA CONTENTS

2.1. Oral propaganda and orientation of oral propaganda

2.1.1. Some related concepts

2.1.1.1. Propaganda

Propaganda is a purposeful activity of the subject to spread knowledge, spiritual values and ideas to the audiences, making such knowledge and spiritual values become the audiences' perceptions, beliefs and emotions; urging the audiences to act according to the orientations and goals set by the propaganda subject.

2.1.1.2. Propaganda work

Propaganda work is an activity aimed at spreading Marxism-Leninism, Ho Chi Minh's ideology, the Party's opinions and guidelines, the State's policies and laws and the cultural quintessence of the nation and humanity, etc., making them the dominant factors in the spiritual life of the society; encouraging the positivity, self-consciousness and creativity of the People in the cause of building and protecting the Socialist Republic of Vietnam.

- Propaganda work includes the following departments: (1) Leadership and direction of propaganda activities; (2) Organizing the apparatus and building a team of officials; (3) Content direction, information provision and orientation; (4) Work to perfect ideological activities within the Party and society; (5) Preliminary, summary, emulation and reward work.

- Main contents of propaganda work include: (1) Political propaganda; (2) Economic propaganda; (3) Cultural propaganda; (4) National defense and security propaganda; (5) Foreign propaganda; (6) Propagate and fight against wrong views.

2.1.2. Oral propaganda

2.1.2.1. Concept and types of oral propaganda

- *Concept*

Oral propaganda is a special method of propaganda work, an activity with clear

purposes, conducted verbally in direct propaganda between the speaker (propaganda subject) and the listeners (propaganda audiences) to raise awareness, strengthen trust and encourage action of the listeners for the identified goal.

- Types of oral propaganda

First, the monologue is a type of oral propaganda in which the speaker continuously impacts the listeners in verbal form, including: lectures, thematic reports, political information, summaries of events, storytelling, conclusion reports, political talks, speeches at meetings (speeches) and resolution introduction, etc.

Second, dialogue is a conversation between two or more people. In dialogue, all participants are both speakers, listeners, subjects, and audiences, including: Discussions, debates, question-answer, etc.

Within the scope of the thesis topic, when researching the orientation of oral propaganda contents, the author focuses mainly on researching the following oral propaganda types: lectures; thematic reports; political talks by leaders and managers; storytelling; talking about current events, policies and resolution introduction, including quick announcements and resolution introduction and enforcement.

2.1.2.2. Position and role of oral propaganda

- Position and roles of oral propaganda in the Party building work: oral propaganda creates ideological unity within the Party; oral propaganda is an important link, directly connecting the Party and the People; oral propaganda is the most important tool for propagating, educating, disseminating and thoroughly grasping the Party's views, policies and guidelines and the State's policies and laws.

- Position and roles of oral propaganda in the Party's ideological work: oral propaganda is one of the important, highly effective and direct information channels in the Party's ideological work; oral propaganda promptly announces the substantive contents and ideological orientation of important domestic and international current affairs, hot issues concerned by the public; oral propaganda work contributes to the fight against corruption, negativity, plots and distortions of hostile forces; oral propaganda is a sharp weapon in the fight to protect the Party's ideological foundation.

2.1.2.3. Advantages and limitations of oral propaganda

- Advantages: oral propaganda, is a type of direct propaganda, using speech as the main means to convey information, so it takes advantage of spoken language, the main and most popular tool in social communication; oral propaganda has the advantage of direct communication; oral propaganda through dialogues between the speakers and the listeners is the most democratic form of propaganda, performing the function of information in both directions, without being imposed; oral propaganda can combine verbal and non-verbal channels, thereby making full use of the advantages of non-verbal "channels".

- Limitations: oral propaganda, due to the characteristics of direct speech, is difficult to troubleshoot and correct when errors occur; Speeches only go one direction, they don't come back; oral propaganda is limited in scope and space; oral propaganda takes place in real space, so it is easily dispersed by environmental factors, affecting the effectiveness of propaganda, easily affected by external factors due to concentrations of many people in one location.

2.2.1. Oral propaganda contents

First, propagating theories about Marxism-Leninism and Ho Chi Minh's ideology. Our Party adopts Marxism-Leninism and Ho Chi Minh's ideology.

Second, propagating the Party's policies, guidelines and opinions, as well as the State's policies and laws.

Third, propagating the main areas of social life (politics, economics, culture, society, environment, etc.).

Fourth, propagating domestic and international current affairs.

Fifth, oral propaganda participates in criticizing wrong, misleading and hostile views and fights against negative phenomena in the social life.

2.2. Orientation of oral propaganda content and evaluation criteria

2.2.1 Orientation of oral propaganda contents

2.2.1.1. Orientation of oral propaganda

- Concept

Through studying the concept of the orientation of propaganda activities as a purposeful activity of the subject, the author believes that: *The orientation of propaganda is an objective necessity with characteristics and nature being expressed in all its constituent elements, including: purposes, subjects, contents and methods of implementation (organization of activities), for the purpose of building, establishing, developing and spreading ideology among the masses, orienting values, creating trust and motivating the masses to act for the benefits of their class and party.*

- Elements that constitute the orientation of propaganda

First, oral propaganda purposes

Second, oral propaganda subjects

Third, oral propaganda contents

Fourth, oral propaganda methods

2.2.2.2. The Orientation of oral propaganda contents

- The concept

Through research on the orientation of oral propaganda contents, *the author of the thesis proposes the following concept: The orientation of oral propaganda contents is essential characteristics and results of the process of determining oral propaganda contents on the basis of clearly determining the purposes, requirements, principles and audiences of oral propaganda, ensuring that when communicating such contents, it will orient ideology, guide awareness and behaviors for propaganda audiences.*

- Requirements for orientation of oral propaganda contents

First, Party characteristics

Second, ideology and fighting spirit

Third, necessity, current affairs and update

Fourth, authenticity, objectivity, and science

Fifth, attractiveness, persuasion and suitability for the audiences

2.2.2. Criteria for evaluating the orientation of oral propaganda contents

2.2.2.1. Ensuring the ideological foundation of Marxism-Leninism and Ho Chi Minh's ideology in propaganda contents

2.2.2.2. Ensuring the Party's opinions and guidelines, the State's policies and laws in the propaganda contents of each field and each revolutionary stage

2.2.2.3. Ensuring the requirements of revolutionary practice

2.2.2.4. Implementing the direction of party committees and Publicity and Education Commissions at all levels

2.2.2.5. Satisfying the propaganda content needs of propaganda audiences

2.3. Necessity to improve the orientation of oral propaganda contents in our country today

2.3.1. Requirements of political tasks

2.3.2. Requirements for quality and effectiveness of oral propaganda activities

2.3.3. Requirements of fighting to protect the Party's ideological foundation

2.3.4. Requirements of propaganda activities in the global information explosion era

Sub-conclusion of Chapter 2

From the scientific perspective of ideological work, chapter 2 contributes to systematizing, supplementing and developing a number of theoretical issues about the orientation of oral propaganda contents. It clarifies: the connotation of the concepts of orientation, orientation of oral propaganda, orientation of oral propaganda contents, requirements for orientation of oral propaganda contents and criteria for assessing the orientation of oral propaganda contents. In addition, chapter 2 also outlines the necessity to improve the orientation of oral propaganda contents, including: political requirements and tasks of the current period; requirements to improve the quality and efficiency of oral propaganda activities; requirements of the fight to protect the Party's ideological foundation in the current global information explosion and development context and conditions.

Chapter 3.

CURRENT SITUATION AND ISSUES RAISED IN ENSURING THE ORIENTATION OF THE CONTENT OF THE ORIENTATION OF ORAL PROPAGANDA CONTENTS IN VIETNAM IN THE PAST TIME

3.1. General overview of the current situation of orientation of oral propaganda content in Vietnam in the past time

3.1.1. Current situation of orientation activities of leadership and management subjects

Firstly, the awareness of party committees, heads of party committees, authorities, officials and party members about the meaning and importance of oral propaganda in general and oral propaganda orientation in particular.

Secondly, the institutionalization and concretization of Directive 17-CT/TW oral propaganda guidance and orientation.

Thirdly, the work of inspection, preliminary review, summary, and evaluation of oral propaganda orientation.

Fourthly, the team of reporters and propagandists

Fifthly, mechanisms and policies for the team of reporters and propagandists

Sixthly, the work of fostering, professional training, and provision of information to the team of reporters and propagandists at all levels is paid attention.

Seventhly, the orientation of the contents and methods of oral propaganda activities.

3.1.2. Current situation of orientation of the reporters

Firstly, orientate in organization of oral propaganda activities

Secondly, orientate the objects of oral propaganda

Thirdly, orientate the contents of oral propaganda

Fourthly, orientate the method of oral propaganda

3.1.3. Overall evaluation of orientation activities of leadership and management subjects

3.1.3.1. Orientation activities of leadership and management subjects

- Advantages

Firstly, the party committees at all levels attached great importance to leadership, direction, control and organization for implementation of Directive No. 17-CT/TW.

Secondly, Party committees at all levels attached great importance to leadership, construction, consolidation and improvement of the team of reporters and propagandists.

Thirdly, many efforts have been made in information provision and professional training for the reporters and propagandists, improving quality and efficiency.

- Disadvantages

Firstly, oral propaganda is associated with information orientation and sometimes, in terms of some aspects, it has not kept up with the pace of development and information explosion in today's society.

Secondly, although many innovations have been made in oral propaganda method, such work has not still kept up with practical requirements in the context of 4.0 Revolution and the development of modern information technology platforms.

Thirdly, the quality and performance of some reporters and propagandists have not been high, especially the team of grassroots propagandists is still poor in knowledge and skills for practice of oral propaganda.

Fourthly, the inspection, supervision, preliminary review, and summary for experience withdrawal from oral propaganda, reporters and propagandists' activities is sometimes formalistic in some places.

Fifthly, investment in funds, equipment, facilities, and techniques to serve oral propaganda in some places has not been paid due attention.

3.1.3.2. Oral propaganda content orientation activities of the rapporteur team

- Advantages

Firstly, oral propaganda activities have done a good job in orienting the content of oral propaganda in a specific area, within a certain period of time, thereby contributing to orienting public opinion and stabilizing ideology of people, actively contributing to the socio-economic development of the country and localities.

Second, oral propaganda activities in Vietnam have closely followed the target audience, with a clear classification of propaganda audiences, which is an important basis for choosing content, methods, determining goals and requirements. and results achieved with word-of-mouth propaganda activities.

Third, the basic contents of oral propaganda are closely led and directed by party committees at all levels, ensuring the correct orientation; Oral propaganda activities have made an important contribution to unifying the awareness, thoughts, and actions of officials, party members, and people, creating consensus in society.

Fourth, based on the orientation and direction of the Central Propaganda Committee, the Provincial and District Propaganda Committees have focused on innovating and orienting oral propaganda methods in a flexible, appropriate and close to reality direction.

- Disadvantages

Firstly, the orientation for organization of oral propaganda activities is not uniform in a certain area, in a certain period, sometimes, the locality has not yet paid attention and fully implemented such orientation.

Secondly, the orientation of oral propaganda subjects is not timely and consistent.

Thirdly, the orientation of oral propaganda contents is still slow and inconsistent.

Fourthly, the orientation of oral propaganda method still has many limitations.

3.1.3.3. Reasons for advantages and limitations

- Reasons for achievements

Firstly, the great achievements of national innovation process create favorable objective conditions in the orientation of oral propaganda.

Secondly, the Party has attention and leadership in oral propaganda.

Thirdly, the Publicity and Education Commissions at all levels implement the authorization of the Party Committee in oral propaganda activities, and has made many efforts to guarantee the orientation of such activities.

Fourthly, the sense of responsibility, proactiveness, positiveness and efforts of the team of reporters and propagandists in implementing the direction of oral propaganda.

- Reasons for limitations

Firstly, the objective and negative impacts from international situation and market economy.

Secondly, the sabotage of hostile forces and political opportunists against the Vietnamese revolution.

Thirdly, the poorness in socio-economic management and corruption and negativity have not been controlled in a timely manner.

Fourthly, subjective factors, limitations in awareness, organizational work, establishment of the team of reporters, mechanisms and policies for oral propaganda activities.

3.2. Results of implementation of the direction of oral propaganda contents in Vietnam in recent times

3.2.1. Current situation of orientation of the contents of oral propaganda about the Marxism-Leninism and Ho Chi Minh's ideology

3.2.1.1. Advantages

The level of ideological viewpoints of Marxism-Leninism and Ho Chi Minh's ideology has been guaranteed. The survey results show that 66.7% of opinions rated it very highly, 20.7% of opinions rated it highly; The total score for ensuring the ideological views of Marxism-Leninism and Ho Chi Minh's ideology is 890, the average score is 4.49, ranked 5th. Through the results of in-depth interviews, an assessment was also obtained. Regarding the level of ensuring ideological views in TTM on Marxism-Leninism, Ho Chi Minh's ideology is very positive.

The level of ensuring the Party's viewpoints and guidelines, the State's policies and laws are focused on and fully grasped and strictly implemented by Party committees at all levels, each BCV and General Staff. The survey results showed that 68.7% rated it very highly, 18.2% rated it quite high; The total score is 897 points, the average score is 4.53, ranked 4th.

The level of ensuring the requirements of revolutionary practice is always taken care of to ensure requirements and be consistent with revolutionary practice. This is an important factor to ensure the vitality and effectiveness of TTM. The survey showed that 76.8% rated it very highly, 10.6% rated it quite high; The total score is 913 points, the average score is 4.61 points, ranked 2nd.

The level of ensuring the implementation of the direction of the Party Committees at all levels and the Propaganda Departments at all levels always ensures implementation, creating unity in the direction and leadership of the Party Committees at all levels and the Propaganda Departments at all levels from Central to local. The survey results showed that 71.2% rated it very highly, 17.7% rated it quite high; The total score is 908 points, the average score is 4.59 points, ranked 3rd.

The level of satisfaction of the information needs of propaganda objects is always set regularly and urgently, which has ensured a relatively good satisfaction of the information needs of propaganda objects. The survey results show that 77.8% rated it very highly, 13.6% rated it quite high; The total score was 928 points, the average score was 4.69, ranked 1st.

3.2.1.2. Disadvantages

The level of assurance of the ideological views of Marxism-Leninism and Ho Chi Minh's ideology still has certain limitations. The survey results showed that 8.6% rated it as normal, 3.5% rated it low, and 0.5% rated it as difficult to rate. In particular, in the survey content, the content on the level of ensuring ideological fundamental viewpoints in

propaganda about Marxism-Leninism and Ho Chi Minh's ideology has the lowest total score, average score, specific: overall score: 890 points, average score: 4.49, ranked 5th.

The level of assurance of the Party's viewpoints and guidelines, the State's policies and laws is still limited and needs to continue to be overcome. According to the survey, 10.6% rated it normal, 2.5% rated it low; The total score and average score are also low, specifically: the total score is 897 points, the average score is 4.53, ranked 4th.

The level of assurance required by revolutionary practice was at times not good. The survey results showed that 10.1% rated it as normal, 2.9% rated it as low. Although the total and average scores for the level of ensuring the requirements of revolutionary practice in this propaganda content are relatively high, 913 and 4.61 points respectively, ranking 2nd. However, through the author's research on this content, he received a number of other reviews and comments. Some opinions said that the content of TTM on Marxism-Leninism and Ho Chi Minh's ideology is guaranteed at times. The requirements of revolutionary practice are not high; Some propaganda content is poor, outdated, not updated, information is slower than real life, therefore, it does not attract listeners.

The level of implementation of the direction of the Party Committees and Propaganda Departments at all levels still has certain limitations, has not been fully implemented, and has not been strictly implemented. The survey showed that 9.6% rated it normal, 1.5% rated it low. The total score and average score on the level of implementation of direction of party committees at all levels and Propaganda Departments at all levels are average, 908 and 4.59 points respectively, ranked 3rd. Through research, author knows, due to the task situation and the nature of the work, some TTM contents on Marxism-Leninism and Ho Chi Minh's ideology do not really ensure implementation of the direction of the party committees at all levels, Propaganda Department at all levels.

The level of satisfaction of the information needs of propaganda objects has some limitations in terms of attractiveness and persuasion. Some content is not really suitable for the propaganda audience. The survey results showed that 7.6% rated it as normal and 1.0% rated it as low. The total score and average score for the level of satisfaction of information needs of propaganda subjects were the highest at 928 points and 4.69 points, respectively, ranking 1st, but in terms of practice there are still many issues that need to be fixed.

3.2.2. Current situation of oral propaganda content orientation about the Party's policies and opinions; the State's policies and laws

3.2.2.1. Advantages

The level of assurance of the ideological viewpoints of Marxism-Leninism and Ho Chi Minh's ideology is closely led and directed by party committees at all levels. The propaganda staff also promote high responsibility, ensuring the ideological views of Marxism-Leninism and Ho Chi Minh's ideology. The survey results show that, in terms of ensuring the ideological viewpoint of Marxism-Leninism, 64.1% of Ho Chi Minh's ideology rated it very highly, 18.7% rated it quite high; The total score is 870 points, the average score is 4.39, ranked 3rd. Through the author's discussion with a number of presiding officers and party committees, it shows quite positive assessments in this content, most people believe that the TTM content on the Party's lines and views, the State's policies and laws always ensure the ideological views of Marxism-Leninism and Ho Chi Minh's ideology.

The level of assurance of the Party's viewpoints, guidelines, policies and laws of the State in recent years has been relatively good. The survey showed that 66.2% rated it very highly, 15.7% rated it quite high. Regarding the total score of 876 points, the average score is 4.42, ranked 2nd. Through the author's research about this content, it also received positive reviews.

The level of assurance required by revolutionary practice has basically been guaranteed. Survey results show that 64.1% rated it very high, 17.7% rated it quite high. The total score is 866 points, the average score is 4.37 points, ranked 4th.

The level of implementation of the direction of the Party Committees and Propaganda Departments at all levels has ensured the set goals and requirements. The survey showed that 64.6% rated it very highly, 20.2% rated it quite high. The total score is 881 points, the average score is 4.45 points, ranked 1st. Through the author's research on the level of implementation of the direction of the party committees at all levels, the Propaganda Department at all levels also obtained the assessments were very positive, the majority of respondents highly appreciated the implementation of the direction of the Party Committees at all levels and the Propaganda Department at all levels in the TTM content on the Party's guidelines, policies and State law.

The level of satisfaction of the information needs of propaganda objects is always emphasized. Under the leadership of Party committees at all levels, oral propaganda work has initially been innovated in terms of content, form, and method; the team of reporters and propagandists actively applies technology to enhance attractiveness and persuasion to ensure satisfaction of the content needs of propaganda audiences. The survey results showed that 63.6% rated it very highly, 16.7% rated it quite high; The total score is 864 points, the average score is 4.36 points, ranked 5th.

3.2.2.2. Disadvantages

The level of ensuring the ideological viewpoints of Marxism-Leninism and Ho Chi Minh's ideology still has certain limitations compared to current requirements, not yet clearly expressed, not really bold in ideological viewpoints of Marxism-Leninism, Ho Chi Minh's ideology in propaganda content, some of the content is still general, causing difficulties for the recipient. The survey results showed that 10.1% of comments rated it as normal, 6.6% of comments rated it as low; average score reached 4.39, ranked 3rd in all content. Through direct discussions with a number of officials in charge of oral propaganda, it also shows that there are still some concerns about the level of ensuring the ideological views of Marxism-Leninism and Ho Chi Minh's ideology in orral propaganda content about the Party's lines and views, the State's policies and laws, some rapporteurs also included their own views when presenting.

The level of assurance of the Party's viewpoints and guidelines, the State's policies and laws is basically guaranteed. However, practice also shows that there are still certain limitations, in some contents, some times that do not meet the requirements. According to the survey results, 12.6% of opinions rated it as normal, 5.6% of opinions rated it as low; The average score is 4.42 points, ranked 2nd. Although the survey results are quite high, reality still raises a number of problems that need to continue to be overcome and resolved. Through seeking the opinions of experts in this field, we also received a number of reviews expressing concerns and not being completely satisfied with ensuring orientation in propaganda content...

The level of assurance required by revolutionary practice still has certain limitations. Reality also shows that some oral propaganda contents about the Party's guidelines and opinions, the State's policies and laws have not kept up with reality, and even do not reflect reality correctly. The news is not really practical for the propaganda object. The survey results showed that 9.6% rated it normal, 8.6% rated it low; the average score is 4.37 points, ranking 4th in the ranking hierarchy.

The level of implementation of the direction of the Party Committees and Propaganda Departments at all levels still has certain limitations. Specifically, the survey results showed

that 10.6% of comments rated it as normal, 4.5% of comments rated it as low; the average score was 4.45 points, ranked 1st. Although the ranking results ranked 1st, the author's actual research on this content still raises a number of issues that need continued attention to fix in the near future.

The level of satisfaction of the information needs of propaganda subjects is still limited. Survey results show that 12.1% of opinions rated it as normal, 7.6% rated it as low; The total score is 864 points, the average score is 4.36, ranked 5th. Through the author's actual research on this content, he also received negative comments and assessments, and many questions remain in order to enhance the attractiveness and persuasion to ensure satisfaction of the content needs of propaganda audiences, especially focusing on suitability for each specific audience.

3.2.3. Current situation of oral propaganda content orientation about political, economic, cultural and social situations

3.2.3.1. Advantages

The level of ensuring the ideological viewpoints of Marxism-Leninism and Ho Chi Minh's ideology has regularly been given due attention, with many strong innovations, bringing high efficiency, contributing to reflecting and providing timely provision of important and useful information. The survey results showed that 57.1% rated it very highly, 23.7% rated it highly; the total score is 860 points, the average score is 4.34 points, ranked 3rd. Through discussions with a number of officials in charge of this issue, they also received quite positive reviews, all opinions said that, the oral propaganda content about the economic, political, cultural and social situation has ensured the ideological views of Marxism-Leninism and Ho Chi Minh's ideology in the propaganda content, meeting the requirements.

The level of assurance of the Party's viewpoints and guidelines, the State's policies and laws has made an important contribution to political and social stability, creating a driving force for national development. The survey showed that 53.5% rated it very highly, 25.8% rated it quite high; the total score is 844 points, the average score is 4.26, ranked 5th. Although the ranking is low, in fact the author's research shows that the orientation of oral propaganda content about the economic situation, politics, culture, and society all received positive assessments and comments on the level of ensuring the Party's viewpoints and guidelines, and the State's policies and laws.

The level of ensuring the requirements of revolutionary practice is quite good, all information about the economic, political, cultural and social situation provided to the people has practical and timely value. The survey results showed that 62.1% of opinions rated it very highly, 18.7% of opinions rated it quite high; The total score is 858 points, the average score is 4.33 points, ranked 4th.

The level of implementation of the direction of the Party Committees and Propaganda Departments at all levels has been relatively good. The survey results showed that 61.6% of opinions rated it very highly, 20.2% of opinions rated it quite high; The total score is 867 points, the average score is 4.37 points, ranked 2nd.

The level of satisfaction of the oral propaganda content needs of propaganda subjects was evaluated well, contributing to ensuring good information about the economic, political, cultural and social situation to propaganda subjects. , timely, accurate. The survey results showed that 59.1% of opinions rated it very highly, 24.2% of opinions rated it quite high; The total score is 869 points, the average score is 4.38 points, ranked 1st. This is the content with the highest average score and ranking, reflecting similarities with the actual results achieved.

3.2.3.2. Disadvantages

The level of ensuring the ideological views of Marxism-Leninism and Ho Chi Minh's

ideology still has certain limitations, such as: not following closely, the content is still general, without highlights; The directionality of some information is not high and does not clearly express the Party's views. The survey results showed that 15.7% of comments rated it as normal, 3.5% of comments rated it as low; Regarding the average score, the level of ensuring the ideological views of Marxism-Leninism and Ho Chi Minh's ideology with a total score of 860 points, the average score reached 4.34 points, ranked 3rd.

The level of assurance of the Party's viewpoints and guidelines, the State's policies and laws is not clear. The survey results show that 14.1% of comments rated it as normal, 6.6% of comments rated it as low. In particular, with a total score of 844 points, the average score for this content is only 4.26 points, ranking 5th, the last rank among the surveyed contents.

The level of ensuring the requirements of revolutionary practice compared to practical requirements and tasks still has certain limitations. According to the survey results, there are still 10.1% rated normal, 8.6% rated low; Total score 858 points, average score 4.33 points, ranked 4th.

The level of implementation of the direction of the Party Committees and Propaganda Departments at all levels is not high. Through the survey, the total score was 867 points, the average score was 4.37, ranked 2nd in terms of the level of implementation of direction of party committees and Propaganda Departments at all levels. However, compared to the current practical requirements and tasks, this issue is still limited, partly due to the reporter's choice to process information in many fields. According to the survey results, 12.6% of comments rated it as normal, 5.6% of comments rated it as low.

The level of satisfaction of the needs of oral propaganda content of propaganda objects needs to continue to be improved. The survey shows that there are still 9.6% of reviews rated normal and 7.1% rated low. Although the total score reached 869 points, the average score reached 4.38 points, ranked first, but with the strong development of information technology, requiring word-of-mouth propaganda about the economic and political situation, culture and society must continue to improve its attractiveness, persuasion and suitability for the audience, satisfying the audience's needs for propaganda content, meet increasingly high requirements and tasks.

3.2.4. Current situation of oral propaganda content orientation about current domestic and international issues

3.2.4.1. Advantages

The level of ensuring the ideological views of Marxism-Leninism and Ho Chi Minh's ideology has achieved many positive results. The survey results show that 57.1% of opinions rated it very highly, 23.7% of opinions rated it quite high; The total score was 860 points, the average score was 4.34 points, ranked 3rd.

The level of ensuring the Party's viewpoints and guidelines, the State's policies and laws have been well implemented. Through the survey results, 53.5% of respondents rated it very highly, 25.8% of respondents rated it very highly, and 25.8% of respondents rated it very highly; The total score is 844 points, the average score is 4.26 points, ranked 5th. Although the ranking results are ranked 5th, through the author's research practice, it is found that the orientation of oral propaganda content about the domestic and international news situation recently has been relatively good.

The level of ensuring the requirements of revolutionary practice is emphasized and given high priority, focusing on analyzing and clarifying the nature and development trends of the situation, while ensuring the best topicality. The survey showed that 62.1% of opinions rated it very highly, 18.7% of opinions rated it quite high; The total score is 858 points, the average score is 4.33, ranked 4th.

The level of implementation of the direction of the Party Committees at all levels and Propaganda Departments at all levels reflects the actual situation, comprehensively evaluates the issues, is scientifically and closely arranged, with analysis, evaluation and orientation of perception, thought and action. The survey results show that 61.6% of opinions rated it very highly, 20.2% of opinions rated it quite high; Overall score reached 867, average score reached 4.37%, ranked 2nd.

The level of satisfaction of the information needs of propaganda objects has ensured quite well the level of satisfaction of information needs of propaganda objects. The survey results showed that 59.1% of opinions rated it very highly, 24.2% of opinions rated it quite high; The total score was 859 points, the average score was 4.38 points, ranked 1st.

3.2.4.2. Disadvantages

The level of ideological viewpoints of Marxism-Leninism and Ho Chi Minh's ideology is still general, with no clear distinction between right and wrong, agreement or opposition; Some content has unclear orientation. According to the survey results, 15.7% of comments rated it as normal and 3.5% rated it as low. Total score reached 860 points, average score reached 4.34 points, ranked 3rd.

The level of assurance of the Party's viewpoints and guidelines, the State's policies and laws in oral propaganda content is still weak, with certain limitations, especially compared to the requirements of the struggle on the battle of thoughts. The survey results show that 14.1% of comments rated it as normal, 6.6% of comments rated it as low. Total score 844 points, average score 4.26 points, ranked 5th.

The level of ensuring the requirements of revolutionary practice is not really updated, the topicality is still low, and some information is not really necessary. The survey results showed that 10.1% of comments were rated as normal, 8.6% were rated as low, and 0.5% were rated as difficult to rate. Total score reached 858 points, average score reached 4.33 points, ranked 4th.

The level of implementation of the direction of party committees at all levels and Propaganda Departments at all levels still has certain limitations that need to continue to be overcome in the coming time. The survey results show that 12.6% of opinions rated it as normal, and 5.6% gave it a low rating on the level of implementation of the direction of party committees at all levels and Propaganda Departments at all levels towards the orienting oral propaganda content on domestic and international current affairs. Total score reached 867 points, average score reached 4.37 points, ranked 2nd.

The level of satisfaction of the information needs of propaganda objects is not easy and is especially suitable for all propaganda objects. The survey showed that 9.6% of opinions rated it as normal, 7.1% of opinions rated it low. Some limitations in attractiveness, persuasion, and suitability for the audience in the orientation of oral propaganda content about domestic and international current affairs are mainly caused by objective factors. Total score reached 869 points, average score reached 4.38 points, ranked 1st.

3.2.5. Current situation of oral propaganda content orientation about the fight and criticism of negative phenomena in social life; objection of false and hostile allegations

3.2.5.1. Advantages

The level of ensuring the ideological viewpoints of Marxism-Leninism and Ho Chi Minh's ideology is always of concern to our Party, which directs relevant departments and forces to implement closely and achieve high efficiency. Through survey results on the extent to which the ideological viewpoints of Marxism-Leninism and Ho Chi Minh's ideology are guaranteed in terms of the orientation of oral propaganda content on fighting and criticizing negative phenomena in social life; Refuting false allegations shows that

60.6% of opinions rated it very highly, 20.2% of opinions rated it quite high; The total score is 864 points, the average score is 4.36 points, ranked 4th.

The level of assurance of the Party's viewpoints and guidelines, the State's policies and laws has been relatively good, clearly indicating the nature of events and problems, resolutely criticizing and proposing solutions to overcome negative phenomena. The survey results showed that 57.6% of opinions rated it very highly, 25.8% of opinions rated it highly; The total score is 862 points, the average score is 4.35.

The level of ensuring the requirements of revolutionary practice has been regularly thoroughly grasped and well implemented in terms of ensuring the requirements of revolutionary practice, being topical, up-to-date and necessary. The information content reflects timely and rapid developments in reality, carries the breath of practical life, and has high value in orienting awareness and action. The survey results showed that 66.7% of opinions rated it very highly, 18.7% of opinions rated it quite high; The total score is 885 points, the average score is 4.47, ranked 2nd.

The level of implementation of the direction of the Party Committees and Propaganda Committees at all levels has ensured relatively good implementation of the direction of the Party Committees and Propaganda Committees at all levels. The survey results show that 64.6% of opinions rated it very highly, 21.2% of opinions rated it quite high; The total score is 884 points, the average score is 4.46 points, ranked 3rd.

The level of satisfaction of the information needs of propaganda objects is high. The survey results showed that 69.7% of opinions rated it very highly, 19.7% of opinions rated it quite high; In particular, the total score reached 902 points, the average score was 4.56 points, ranked 1st.

3.2.5.2. Disadvantages

The level of ensuring the ideological views of Marxism-Leninism and Ho Chi Minh's ideology still shows certain limitations, the quantity is small, the effectiveness is not high, and at times it is not really drastic... The process of fighting to protect Marxism-Leninism and Ho Chi Minh's ideology was at times not very effective. The survey results showed that 13.6% of comments were rated as normal, 5.6% were rated as low, and 0.5% were rated as difficult to rate; The total score is 864 points, the average score is 4.36 points, ranked 4th.

The level of assurance of the Party's viewpoints, guidelines, policies and laws of the State is not positive, shown in the figure of 11.6% of comments with normal ratings, 4.5% of comments with low ratings, opinions that are difficult to evaluate are 0.5%; Total score is 862 points, average score is 4.35, ranked 5th.

The level of assurance required by revolutionary practice still has a number of issues that need to continue to be overcome in the coming time. The survey results showed that 9.6% of opinions rated it as normal, 5.1% of opinions rated it as low; The total score is 885 points, the average score is 4.47, ranked 2nd. Through the author's research, I also found that there are still comments and assessments that are not really positive about this content.

The level of implementation of the direction of the Party Committees and Propaganda Departments at all levels still has certain limitations. According to the survey results, there are 10.1% of opinions rated normal, 4.0% of opinions rated low; The total score is 884 points, the average score is 4.46, ranked 3rd. Through discussion, some officials also received similar assessments on the limitations and shortcomings of the level of implementation as mentioned above.

The level of satisfaction of the information needs of propaganda objects is not high and is still formal. The survey results showed that 7.6% rated it as normal, 2.5% rated it low, and 0.5% rated it as difficult to rate; The total score is 902 points, the average score is 4.56, ranked 1st.

3.3. The issues in implementation of oral propaganda content orientation in our country today

3.3.1. Awareness of location, the role of orientation of oral propaganda contents

Having full and correct awareness of the position, role, and importance of the orientation of oral propaganda content, only then can there be proper attention in leadership and implementation direction, as well as in propaganda activities by reporters and propagandists.

3.3.2. Due attention to the orientation of oral propaganda content

The level of ensuring the orientation of basic contents in oral propaganda activities still has certain limitations, and the proactive role of the team of reporters and propagandists in propaganda activities has not been promoted. The main reason is partly due to not paying enough attention to this content.

3.3.3. Fostering and improvement of professional ability and skills in oral propaganda content orientation for the team of reporters

The awareness of the team of reporters and propagandists about the directionality of oral propaganda content is still vague, lacking in completeness and depth, leading to the result of ensuring the directionality of oral propaganda content on some areas still have shortcomings and limitations. Raising awareness, capacity, and oral propaganda skills for the team of reporters, especially those responsible for leading and directing the oral propaganda information orientation of this team will have a direct impact. to the quality, effectiveness and orientation of oral propaganda content.

3.3.4. Provision of oriented information to the team of reporters

This is an urgent issue in the coming time to meet the Party's requirements and tasks of information reform in general and trade promotion work in particular. In the face of increasingly sophisticated and complex sabotage by hostile forces in cyberspace with many cunning methods and tricks.

3.3.5. Combination between the direction of contents and satisfaction with the object's needs

To ensure that the content of oral propaganda is directional, ensure the Party's ideological viewpoints, policies, guidelines, State policies and laws, and ensure implementation of the direction of the Party Committees and Propaganda Department at all levels, the problem is that there must be a combination of directionality of oral propaganda content and satisfaction of the audience's needs.

Sub-conclusion of chapter 3

Chapter 3 provides a general overview, analysis, clarification of scientific basis, summary of current situation and determines the issues regarding the orientation of oral propaganda contents. Specifically, based on evaluation of the orientation of oral propaganda, including: Current situation of orientation of the management and leadership subjects, Current situation of orientation of the team of reporters, the chapter 3 focuses on evaluating the results of implementing the orientation of oral propaganda contents in Vietnam in recent times in 5 main contents, including: (1) Current situation of orientation of the contents of oral propaganda about the Marxism-Leninism and Ho Chi Minh's ideology; (2) Current situation of oral propaganda content orientation about the Party's policies and opinions; the State's policies and laws; State policies and laws; (3) Current situation of oral propaganda content orientation about political, economic, cultural and social situations; (4) Current situation of oral propaganda content orientation about current domestic and international issues; (5) Current situation of oral propaganda content orientation about the fight and criticism of negative phenomena in social life; objection of false and hostile

allegations. On this ground, chapter 3 presents a group of issues posed, clarifies the basis for determining opinions, and proposes solutions to guarantee and enhance the orientation of oral propaganda contents in Vietnam today.

Chapter 4.

OPINIONS AND SOLUTIONS FOR IMPROVEMETN OF THE ORIENTATION OF ORAL PROPAGANDA CONTENT IN VIETNAM IN THE COMING TIME

4.1. The context of the situation and the issues raised for the direction of oral propaganda content in the coming time

In the coming time, the world and regional situation will continue to evolve rapidly, complicatedly, and unpredictably; New difficulties and challenges appear, more severe and heavier than forecast. Peace, cooperation and development are still major trends, but strategic competition between major countries is increasingly fierce; traditional and non-traditional security challenges; Climate change... occurs with higher frequency, causing serious consequences in many countries and regions; profound impact and influence on political, economic and social security on a global scale.

Domestically, the socio-economy is facing many difficulties and great challenges; Most industries and fields are seriously affected by the world situation, the consequences of the Covid-19 pandemic and climate change. Corruption, waste, bureaucracy, deterioration in political ideology, ethics, lifestyle, "self-evolution", "self-transformation" internally as well as social conflicts are still complicated. Bad, hostile and reactionary forces continue to promote the implementation of the "peaceful evolution" strategy to sabotage our Party, State and regime.

4.1. General opinion on enhancement of the orientation of oral propaganda contents in Vietnam today

4.1.1. Guarantee of the orientation of oral propaganda contents is an important and regular requirement and task of party committees at all levels and a team of reporters and propagandists

The nature of oral propaganda and the orientation of oral propaganda content are closely linked to the leadership and direction of the Party, so that oral propaganda content meets the requirements of Party/political character; ideological and fighting spirit; necessity, current affairs and updates; authenticity, objectivity, science; Attractiveness, persuasion, and suitability for the audience. This is an important and consistent viewpoint of the Party, expressed in documents, directives, and resolutions on oral propaganda. Ensuring and enhancing the orientation of oral propaganda content in Vietnam today is a important task and regular work of party committees at all levels, of the team of reporters and propagandists

4.1.2. Enhancement of the orientation of oral propaganda contents associated with implementation of political tasks of the country and localities

The main purpose of oral propaganda activities is to spread Marxism-Leninism, Ho Chi Minh's ideology, and bring the Party's guidelines, opinions, resolutions, and State's policies and laws into real life, creating unity of awareness and action within the Party, social consensus, contributing to the successful implementation of set political goals and tasks. Therefore, the content of oral propaganda must always be associated with the implementation of political tasks of the country and the locality.

4.1.3. Enhancement of the orientation of oral propaganda contents associated with organizational and operational innovation, innovation of contents, oral propaganda methods, and reporters

4.1.3.1. Improving the orientation of oral propaganda content must be associated with organizational innovation, oral propaganda activities, and reporters

Organizational innovation, oral propaganda activities and reporter activities are basic contents, regular work ensures improving the quality and effectiveness of oral propaganda.

4.1.3.2. Improving the orientation of oral propaganda content is associated with innovating the content and methods of oral propaganda

Firstly, enhance the scientificity, completeness, transparency and timeliness of information provided to officials, Party members and the People.

Secondly, innovate the contents and methods of implementing oral propaganda.

Thirdly, regularly proactively grasp the thoughts and attitudes of all social classes to serve oral propaganda.

Fourthly, closely associate oral propaganda with the task of development of all fields of social life.

Fifthly, innovate methods and enhance proactiveness in the fight to prevent the "peaceful evolution" and manifestations of "self-evolution" and "self-transformation" among Party officials and members.

4.1.4. Enhance the orientation of oral propaganda contents based on satisfaction with the requirements of the subjects and the goal of positively affecting public opinion

4.2. Fundamental solutions for enhancement of the orientation of oral propaganda contents in Vietnam today

4.2.1. Enhance the leadership and direction of oral propaganda activities of Party committees and Publicity and Education Commissionss at all levels

Firstly, the party committee shall deeply grasp the Party's opinions and ideologies and the superiors' directives and instructions on information technology and oral propadanda in the new situation.

Secondly, continue to educate and grasp more deeply the position and importance of orientation activities and the orientation of oral propadanda contents in the current context.

Thirdly, enhance training for oral propaganda subjects in terms of understanding and firm grasp of our Party's directives, resolutions, and viewpoints on propaganda work in general and oral propaganda in particular.

Fourthly, combine many forms and methods to raise awareness and responsibility of leaders and direction of party committees at all levels and organizations and forces in guarantee and enhancement of the orientation of oral propaganda contents.

4.2.2. Establish a team of reporters and propagandists of sufficient qualifications, ability and expertise to orient the oral propaganda contents

Firstly, enhance fostering and training to improve the quality and ability of the reporters and propagandists.

Secondly, the specialized reporters should select comrades who have good qualities and abilities, and aptitude for oral propaganda.

Thirdly, regularly pay attention to establishment and consolidation of the team of reporters and propagandists to meet the requirements and tasks in the new situation.

4.2.3. Innovate methods of providing orientation information in oral propaganda

Firstly, base on documents, resolutions, major guidelines and policies of the Party and State for oriented formulation of oral propaganda documents.

Secondly, base on the plan, contents, and programs of oral propaganda, a system of topics and thematic subjects for propagation to objects, serving events, time, and forces of implementation have been developed.

Thirdly, enhance information quality by combination of current and updated information with thematic reports.

Fourthly, extend the scope of propaganda contents, supplement new contents in all fields of social life.

4.2.4. Enhance the effectiveness of the reporters' conference, combine the online reporters' conference and in-person reporters' conference

Firstly, determine that the work of the in-person reporters' conference is the root and plays a supportive role, contributing to gradual adaption to the general trend of the times.

Secondly, clearly determine that the method of online reporters' conference in the current

period of 4.0 industrial revolution is necessary.

Thirdly, closely connect the online reporters' conference with the in-person reporters' conference.

4.2.5. Closely coordinate the forces in charge of ideological work, propaganda work and those in charge of oral propaganda

Firstly, closely and regularly coordinate with related forces in implementation of oral propaganda, promote the advantages of each type of propaganda for improvement of the effectiveness of propaganda activities in general, guarantee the orientation in oral propaganda contents.

Secondly, be proactive, positive, and promote the responsibility of the forces in coordinating the implementation of oral propaganda activities.

Thirdly, ensure regularity, harmony, and proper promotion of the roles and functions of the reporters and propagandists in coordinating activities with agencies in propaganda.

Fourthly, thoroughly take advantage of increasingly convenient information technology to optimize coordination efficiency in implementing oral propaganda.

Fifthly, coordinate oral propaganda activities and propaganda activities in the press, radio, television, cultural and artistic activities, etc.

4.2.6. Establish a team of experts to analyze the nature of events and provide intensive documents for effective oral propaganda

Firstly, the Central Publicity and Education Commissions preside over and organize a team of experts to support the implementation of oral propaganda at the Central level.

Secondly, select a team of experts who are good officials and scientists in terms of qualities, ethics, lifestyle, and experience to effectively implement assigned tasks.

Thirdly, closely connect the activities of the team of experts and practical implementation of the tasks of the Party's ideological work and oral propaganda tasks in order to effectively promote such force.

Fourthly, the sectors and localities, possibly at the provincial, ministerial and sectoral levels base on oral propaganda tasks and specific tasks of the locality to establish the expert teams for supporting oral propaganda activities in the locality.

Fifthly, guarantee satisfactory mechanisms and policies for the team of experts in oral propaganda.

4.2.7. Strengthen inspection and implementation of oral propaganda contents

Firstly, enhance the role and responsibility of Party committees at all levels in implementing the function of inspecting the implementation of oral propaganda contents.

Secondly, enhance the implementation of inspection function of the Central Publicity and Education Commissions and Publicity and Education Commissions at all levels in implementing oral propaganda contents.

Thirdly, flexibly apply and combine inspection forms such as regular, sudden and periodic inspection of the implementation of oral propaganda contents

Fourthly, innovate the method of inspecting the implementation of oral propaganda contents to be consistent with the subject and contents of inspection

Fifthly, innovate the contents of inspecting the implementation of oral propaganda content in the direction of focus on inspecting the implementation of long-term, regular and immediate oral propaganda tasks of Party committees and propaganda agencies.

Sub-conclusion of Chapter 4

In chapter 4, the thesis focuses on clarification of 4 general opinions and 7 solutions for improvement of the orientation of oral propaganda contents.

The contents of chapter 4 clarifies the findings of the thesis in the previous chapters and the contribution of the thesis to improving the orientation of current oral propaganda contents.

CONCLUSION

The development of information technology, artificial intelligence, information digitization, and social networks has brought many changes to society and propaganda activities, but word of mouth propaganda still retains its position and role. especially important and irreplaceable in the Party's ideological work.

Like all propaganda activities in general, oral propaganda is highly directional. Oral propaganda contributes to orienting information, explaining and analyzing with scientific and practical arguments and arguments to help people clearly understand what is official and official information, and on that basis to orient the social commentary, contributing to creating political and ideological unity within the Party and consensus in society. In the directionality of oral propaganda activities, the directionality of oral propaganda content is the core and basic factor ensuring the directionality of all oral propaganda activities. That is the theoretical and practical basis for the need to improve the orientation of oral propaganda content.

1. Researching the orientation of oral propaganda contents in Vietnam is that such contents have the nature of intensive research, high abstraction and great importance, extensive scope of research, occurrence in an environment of many specific and unknown factors and there have been no many domestic and foreign scientific works which approach and research this issue from many different aspects. The thesis focuses on overview of typical scientific works of domestic and foreign scientists related to the topic; and mentions the issues solved by the project and the issues and contents which the project has not mentioned or mentioned but not fully, and have certain limitations; on this basis, presents the issues to be supplemented and developed.

In general, scientists, within their scope and field of research, have focused on clarification of many theoretical and practical issues about propaganda, oral propaganda and partly on the orientation of oral propaganda contents; Accordingly, it becomes a basis for providing contents and solutions to improve the orientation of oral propaganda contents in Vietnam today. However, due to the specific nature, different purposes, tasks and scope of research, the domestic and foreign research projects have not mentioned or inadequately mentioned, lacks systematic and complete information about theory and practice on the orientation of oral propaganda contents. The thesis summarizes the results of the research, inherits and refines them for creative application in its research works, without any duplication with any previously accepted or published scientific works.

2. The thesis systematically researches the theoretical basis and clarifies the concepts of: propaganda, oral propaganda, orientation of oral propaganda, contents of oral propaganda, orientation of oral propaganda contents, and clearly presents the requirements and criteria for evaluating the orientation of oral propaganda contents. Furthermore, the thematic subject also provides an overview of the necessity for improvement of orientation of oral propaganda contents, including: Political requirements and tasks of current period; requirements for enhancement of the quality and efficiency of oral propaganda activities; requirements of the struggle to defend the Party's ideological foundation in the current context and conditions of information explosion and global information development.

3. The thesis evaluates the current situation of oral propaganda content orientation in Vietnam in recent times, including evaluation of current situation of orientation activities of leadership and management subjects; Current situation of reporters' orientation. On such basis, the thesis focuses on evaluating the current situation of implementing oral propaganda content orientation in 5 main contents, including: (1) Current situation of orientation of the contents of oral propaganda about the Marxism-Leninism and Ho Chi Minh's ideology; (2) Current situation of oral propaganda content orientation about the Party's policies and opinions; the State's policies and laws; State policies and laws; (3) Current situation of oral

propaganda content orientation about political, economic, cultural and social situations; (4) Current situation of oral propaganda content orientation about current domestic and international issues; (5) Current situation of oral propaganda content orientation about the fight and criticism of negative phenomena in social life; objection of false and hostile allegations. Accordingly, the thesis surveys and evaluates the degree of guarantee for the orientation of oral propaganda contents in our country today. The evaluation results in the thesis forms an important basis for determining opinions and proposing solutions to guarantee and improve the orientation of oral propaganda contents in Vietnam today.

4. The thesis proposes a general opinion to implement the orientation of oral propaganda contents: Guarantee of the orientation of oral propaganda contents is an important and regular requirement and task of party committees at all levels and a team of reporters and propagandists; Enhancement of the orientation of oral propaganda contents associated with implementation of political tasks of the country and localities; Enhancement of the orientation of oral propaganda contents associated with organizational and operational innovation, innovation of contents, oral propaganda methods, and reporters; Enhancement of the orientation of oral propaganda contents based on satisfaction with the requirements of the subjects and the goal of positively affecting public opinion; Enhancement of the orientation of oral propaganda contents in association with innovation of oral propaganda contents and methods.

Simultaneously, the thesis proposes important solutions, including: Enhancement of the leadership and direction of oral propaganda activities of Party committees and Publicity and Education Commissions at all levels; Establishment of a team of reporters and propagandists of sufficient qualifications, ability and expertise to orient the oral propaganda contents; Innovation of methods of providing orientation information in oral propaganda; Enhance the effectiveness of the reporters' conference, combine the online reporters' conference and in-person reporters' conference; Close coordination of the forces in charge of ideological work, propaganda work and those in charge of oral propaganda; Establishment of a team of experts to analyze the nature of events and provide intensive documents for effective oral propagand; Strengthening of inspection and implementation of oral propaganda contents

The findings of the thesis contribute to improving the orientation of oral propaganda contents, thereby contributing to promotion and enhancement of the quality and efficiency of current oral propaganda activities./.

LIST OF THE AUTHOR'S RELATED SCIENTIFIC WORKS

1. Nguyen Duy Long (2017), "The role of propaganda in development of the current Vietnamese people's value system", *Journal of Political Theory and Communication*, September 2016 issue.
2. Nguyen Duy Long (2023), "Enhancement of the orientation of oral propaganda contents in Vietnam today", *Propaganda Magazine*, February 2023 issue.
3. Nguyen Duy Long (2023), "Solutions for guarantee and improvement of the orientation of oral propaganda contents in Vietnam today", *Journal of Political Theory and Communication*, May 2023 issue.