

SUMMARY OF NEW CONCLUSIONS OF THE DOCTORAL THESIS

Topic title: "*Orientation of oral propaganda contents in Vietnam today*"

Field: Politics

Major: Ideological Work.

Code: 9 31 02 01

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New conclusions of the Thesis

1. From the scientific perspective of ideological work, the thesis contributes to systematizing, supplementing and developing a number of theoretical issues about the orientation of oral propaganda contents. It clarifies the connotation of the concept 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, the Thesis also outlines the need to improve the orientation of oral propaganda contents, including: political requirements and tasks of the current period; requirements for improving the quality and effectiveness of oral propaganda activities; requirements of the struggle to protect the Party's ideological foundation in the current global information explosion and development context and conditions.

2. The thesis outlines, analyzes, clarifies the scientific basis, summarizes the current state and identifies issues regarding the orientation of oral propaganda contents. Specifically, with evaluating the orientation of oral propaganda, including: the current state of orientation of the leaders and managers, and of the team of reporters, the thesis focuses on evaluating the results of the implementation of orientation of oral propaganda contents in Vietnam during the past time on 5 main contents, including: (1) the current state of orientation of oral propaganda contents on Marxism-Leninism and Ho Chi Minh's ideology; (2) the current state of orientation of oral propaganda contents on the Party's guidelines and viewpoints; the

State's policies and laws; (3) the current state of orientation of oral propaganda contents on the political, economic, cultural and social situations; (4) the current state of orientation of oral propaganda contents on domestic and international current affairs; (5) the current state of orientation of oral propaganda contents on fighting and criticizing negative phenomena in social life; objecting false and hostile allegations.

The evaluation results in the topic are an important basis for determining directions and proposing solutions to ensure and improve the orientation of oral propaganda contents in Vietnam today.

3. The thesis has raised the forecast of the situation, 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.

The opinions on improving the orientation of oral propaganda contents proposed in the thesis include: (1) Ensuring the orientation of oral propaganda contents is an important and regular requirement and task of the Party committees of all levels and of reporters and propagandists; (2) Enhancing the orientation of oral propaganda contents is associated with implementing political tasks of the country and localities; (3) Improving the orientation of oral propaganda contents is associated with innovation in organizations, activities, contents, oral propaganda methods and reporters; (4) Improving the orientation of oral propaganda contents is based on meeting the requirements of the subjects and the goal of positively influencing the public opinions.

At the same time, the thesis proposes solutions to improve the orientation of oral propaganda contents, including: (1) Strengthening the leadership and direction of oral propaganda contents and activities of the Party committees and the Publicity and Education Commissions at all levels; (2) Building a team of reporters and propagandists with sufficient qualifications, capacities and expertise to orient the oral propaganda contents; (3) innovating methods of providing oriented information

in oral propaganda activities; (4) Improving the effectiveness of the reporter conference, combining online reporter conferences with offline ones; (5) closely coordinating those in charge of propaganda and ideological work with oral propaganda activities; (6) Building a team of experts to analyze the nature of events and providing in-depth documents for effective oral propaganda; (8) Strengthening inspection and implementation of oral propaganda content orientation.

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