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**INNOVATING METHODS OF
PUBLIC OPINION ORIENTATION IN VIETNAM NOWADAYS**

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INTRODUCTION

1. The urgency of the thesis topic

Public opinion is a specific phenomenon belonging to social consciousness, expressing the views and attitudes of social groups towards ongoing social events, phenomena and processes. This is a multidimensional phenomenon, participating and presenting in many areas of social life. Through the results of public opinion surveys, leaders and managers will know how people think, how they react to certain policy decisions, and the concerns of social groups association with local or national issues. Therefore, to carry out ideological work effectively, leaders and managers need to be provided with accurate information about public opinion, thereby promptly detecting and resolving ideological hot spots, relieving potential social tensions and conflicts. Grasping public opinion is to listen to people's opinions and regularly maintain contact with the masses, following the teachings of President Ho Chi Minh right from the early stages of building the country.

We are building the Socialist rule - of – law state, of the people, by the people and for the people. The voice of people will be increasingly emphasized when powerful agencies issue a law or a policy. The process of planning and promulgating guidelines and policies at the Central and local levels does not always receive the absolute support of the people. In order for this process to be carried out effectively, our Party and State are always interested in capturing and orienting public opinion on issues that directly affect people's lives. This is an important content in the Party's ideological work.

The country's development process is not always favorable. Sometimes, social problems arise such as land disputes, ethnic and religious conflicts, environmental pollution, corruption, unemployment, social evils... Many guidelines and policies of the Party and laws of the State have been issued... creating many currents of mood, many different views and social attitudes. Taking advantage of these social problems and social moods, hostile forces at home and abroad have constantly attacked and incited social moods, sabotaging the Party and the State on the ideological front with the aim of causing division in the great national unity bloc, causing riots and overthrow, demanding the abolition of the path to socialism and the abolition of our state. Therefore, protecting the Party's ideological foundation is the most important task of the entire political system, the entire Party, and our entire people. This is a revolutionary cause that requires bravery, determination, perseverance and not being subjective. In that context, the orientation of public opinion becomes important in the Party's ideological work because of its role in contributing to changing the attitudes, perceptions and actions of people of all walks of life, creating consensus in the society, contributing to protecting the Party's ideological foundation, fighting against wrong and hostile views.

In recent years, the development of science and technology has enhanced and multiplied the power of new media. The birth of social networks has become one of the "powerful" tools, considered the "fifth power", significantly influencing political life in general and ideological work in particular. Besides positive and correct information, there is still a lot of fake news, fabrication, distortion of truth, distortion of history, hostility, reactionary, inciting violence... written and published, posted in many forms to reach millions of readers in cyberspace, causing conflicting information flows and confusing public opinion. This has contributed to creating "self-evolution" and "self-transformation" among a large number of officials, Party members and people who lack understanding, clarity, and alertness when accessing information.

The practice of orienting public opinion in recent times shows that there are still many limitations such as: the understanding of "orienting public opinion" is not correct in nature, the ability to predict "hot spots" to orienting public opinion is still slow, the use of "public opinion orientation" methods and tools is not flexible, and there is no diverse and synchronous coordination of methods; Orienting public opinion using "social networks" has not been paid attention, there has been no creation of new methods... This has a significant impact on the effectiveness of public opinion orientation in particular, and the Party's ideological work in general.

For the above reasons, innovating methods of orienting public opinion is an objective requirement in current leadership and social management activities, both creating high consensus among people and contributing to part of the fight against distorted and false allegations of hostile forces at home and abroad. Research on innovating methods of orienting public opinion not only stems from the need to perfect theory on orienting public opinion, but is also an urgent practical issue in researching, understanding and orienting public opinion in Vietnam today. With that meaning, the author chose "*Innovating methods of public opinion orientation in Vietnam nowadays*" as the research of the doctoral thesis in Political science, majoring in Ideological Work.

2. The purposes and tasks of the thesis

2.1. The purpose

On the basis of clarifying a number of theoretical issues and assessing the current status of innovating methods of orienting public opinion in Vietnam, the thesis proposes viewpoints and solutions to continue innovating methods of orienting public opinion in our country in the near future.

2.2. The research tasks

The thesis focuses on the following basic tasks:

- Making an overview of research projects related to the thesis topic.
- Researching to clarify theoretical issues on innovating methods of public opinion orientation from the perspective of ideological work.
- Analyzing and evaluating the current situation and identifying problems in innovating methods of public opinion orientation in Vietnam today.
- Propose perspectives and solutions to continue innovating methods of public opinion orientation in Vietnam in the coming time.

3. Subject and scopes of research

3.1. Subject of study

Innovating methods of public opinion orientation in Vietnam.

3.2. Scopes of research

+ *Scope of content*: there are many types of public opinion orientation methods, divided based on many foundations. The thesis only chooses to research on innovating 05 public opinion orientation methods commonly used in our country today, which are: public opinion orientation method using the reputation of agency and organization leaders, social group leaders, and influencers in the community; Orienting public opinion in activities and meetings of agencies and organizations; public opinion orientation method using public opinion; public opinion orientation method using mass media; public opinion orientation method using social networks.

+ *Spatial scope*: The study was conducted in Vietnam. From there, the author chose the scope of surveying the innovation of public opinion orientation methods in Party and State agencies, socio-political organizations, press and media agencies at central and local levels.

+ *Time range*: The research was conducted from 2021 to June, 2023. The proposed solutions are applicable until 2035.

4. Theoretical basis and research methods

4.1. Theoretical basis

The thesis is based on the theoretical basis of Marxism-Leninism and Ho Chi Minh's ideology, viewpoints of the Communist Party of Vietnam on ideological work, shaping public opinion and innovating methods of orienting public opinion.

4.2. Research methods

4.2.1. Methodology

The methodology of the thesis is dialectical materialism and historical materialism. When researching the topic, the researcher used interdisciplinary research methods of these sciences: Politics, Sociology, Ideological work, in which the methods of ideological work play a leading role.

4.2.2. Specific research methods

* *Methods of collecting information*

- *Methods of analyzing available documents*: The researcher uses the following sources: preliminary and summary reports on activities in 2021, 2022, and the first 6 months of 2023 of Party and State agencies, socio-political organizations; Analyzing categories and content of posts on media and social networks; Books, textbooks, doctoral dissertations, articles published in scientific journals, ministerial-level scientific research topics, domestic and foreign documents and texts related to public opinion and innovating methods of public opinion orientation; documents, resolutions, and viewpoints of the Communist Party of Vietnam... to clarify concepts related to the thesis, and analyze the current state of innovating methods of public opinion orientation in Vietnam.

- *In-depth interview method*: interviewing 12 people, including: 01 officer of the Department of Publicity and Education of the Ho Chi Minh Communist Youth Union; 02 officers of the Department of Publicity and Education of Da Nang and Hanoi City, 01 officer of the Department of Information and Communications of Quang Ninh province, 01 journalist of Quang Ninh Radio and Television Station, 05 public opinion officers from socio-political organizations in Hanoi, Da Nang, Ho Chi Minh City, Can Tho, Nghe An, 02 freelance journalists, to find more information about the current state of innovating methods of public opinion orientation in these agencies and organizations.

- *Sociological survey method using questionnaire*: The author built a general survey form consisting of 18 questions, including questions using a 5-level Likert scale. The author conducted the survey in March 2023. The total number of officials participating in the survey was 520 people (55% male, 45% female), ranging in age from 23 to 60, working in press and media agencies, propaganda agencies, and political organizations in 3 regions of Vietnam: the North, the Central and the South. Sociological survey data were entered using Epidata 1.3 software and processed using specialized statistical software SPSS 22.0.

- *Sampling method*: The thesis uses the stratified random sampling method, combining the purposeful selection of 5 provinces and cities (Bac Ninh, Quang Ninh, Hanoi, Da Nang, Ho Chi Minh City) to conduct the research.

* *Methods of document processing and report writing*

- Inductive and deductive method
- Historical and logical method
- Compare and contrast method
- Analysis and synthesis method

5. Research questions and research hypotheses

5.1. Research questions

The thesis aims to answer the following basic research questions:

Question one: What methods of public opinion orientation are currently being used in Vietnam?

Question two: What are the innovative contents of public opinion orientation methods?

Question three: What is the current status of innovating methods of public opinion orientation in Vietnam?

Question four: What are the solutions that need to be implemented to continue innovating the methods of public opinion orientation in the coming time?

5.2. Research hypotheses

- *Hypothesis 1*: Currently in Vietnam, there are 5 commonly used methods of public opinion orientation: public opinion orientation method using the reputation of leaders, social group leaders, and influencers in the community; orienting public opinion in activities and meetings of agencies and organizations; public opinion orientation method using public opinion; public opinion orientation method using mass media; public opinion orientation method using social networks. public opinion orientation method using the reputation of leaders, social group leaders, and influential people in the community; public opinion orientation method in activities

and meetings of agencies and organizations; public opinion orientation method using public opinion; public opinion orientation method using mass media; public opinion orientation method using social networks.

- *Hypothesis 2:* There are 3 contents of innovating methods of public opinion orientation: innovation on the basis of improving, restructuring, supplementing, and improving the quality of currently used public opinion orientation methods; innovation on the basis of diversifying and combining many methods of public opinion orientation; innovation on the basis of creating new effective methods of public opinion orientation.

- *Hypothesis 3:* Activities to innovate methods of public opinion orientation are being implemented in agencies and socio-political organizations in Vietnam in all 3 innovative contents, however the content “innovation on the basis of creating new effective methods of public opinion orientation” still has many limitations.

- *Hypothesis 4:* Many solutions can be applied to continue innovating methods of public opinion orientation in Vietnam, in which emphasis should be placed on solutions for method of public opinion orientation on social networks.

6. Theoretical and practical significance of the thesis

6.1. Theoretical meaning

The thesis contributes to clarifying a number of theoretical issues about public opinion orientation and innovating public opinion orientation methods. When applied to practical research, these theoretical issues are found to be correct and consistent with Vietnamese practice.

- The thesis has contributed to generalizing a number of theoretical issues such as: building a new concept of "innovating methods of orienting public opinion", determining the principles and content of innovating methods of orienting social public opinion.

- The research results of the thesis will provide scientific knowledge for research and teaching on the topic of public opinion, affirming the role of social tourism orientation in ideological work and the need to innovate methods of orienting public opinion in the new situation.

6. Practical significance

- The thesis contributes to clarifying the content of innovation in public opinion orientation methods.

- Provide scientific information to grasp the current state of innovation in public opinion orientation methods in Vietnam.

- Propose solutions to continue innovating methods of public opinion orientation, creating consensus in society.

- The thesis is a reference document for agencies doing ideological work of the Party.

7. New contributions of the thesis

The first thesis conducts systematic research on the theory and practice of innovating methods of orienting public opinion from the perspective of ideological work. Using sociological survey data, research on reports, documents, and materials, the researcher has pointed out the current situation of innovation in public opinion orientation methods in Vietnam today, explaining and clarifying 3 contents of change. new methods of orienting public opinion, thereby proposing some perspectives and solutions to strengthen this work in the future.

8. Structure of the thesis

In addition to the introduction, conclusion, references and appendices, the thesis has a structure of 4 chapters, 12 sections.

Chapter 1: Overview of the research related to the thesis topic

Chapter 2: Theoretical issues about innovating methods of public opinion orientation

Chapter 3: Current situation and raised issues in innovating methods of public opinion orientation in Vietnam nowadays

Chapter 4: Perspectives and solutions to continue innovating methods of public opinion orientation in Vietnam in the coming time.

Chapter 1

OVERVIEW OF THE RESEARCH RELATED TO THE THESIS TOPIC

1.1. Research works related to public opinion and orienting public opinion

1.1.1. Research works related to public opinion

Public opinion is the object of research of interdisciplinary science, from psychology, economics, public relations, journalism - communication to sociology. Research on public opinion has spread in the West, especially in the US, from the early twentieth century to the present, typically including the following works: "*Public opinion*" by Walter Lippman (1922), "*The theory of public opinion: Public Opinion – our social skin*" by Elizabeth Noelle Neumann (1993), "*Collective Behavior and Public Opinion: Rapid shifts in Opinion and Communication*" by Jaap Van Ginneken (2003), "*Attitudes and Opinions*" by Stuart Oskamp and P. Wesley Schultz (2005), "*Public Opinion: Measuring the American Mind*" by Bardes B.A and Oldendick R.W (2007), "*The Sage handbook of Public Opinion Research*" by Wolfgang Donsback and Michael W. Traugott (editors) (2008), "*New Directions in Public Opinion*" by Berinsky A.J and colleagues (2012), "Public Opinion" by Carroll J. Glynn et al (2015), "*Understanding public Opinion Polls*" by Jelke Bethlehem (2017)... It can be seen that, when discussing public opinion, foreign researchers focus on 3 main research directions: clarifying the nature, structure and function of public opinion; Researching theories on the formation and change of public opinion; Researching methods of investigation, public opinion polls and the use of the results of these polls in political life, especially in elections.

In Vietnam, since the late 80s of the 20th century, changes in economic, cultural and social life, the reform process and the democratization of all aspects of social life have created a premise for research on public opinion. Typical works include: the book "*Public opinion in the cause of innovation*" by author Luong Khac Hieu (editor) (1999), the book "*Sociology of public opinion*" by author Nguyen Quy Thanh (2006), the book "*Professional documents for public opinion research*" by authors Pham Chien Khu, Vu Hao Quang, Do Thi Thanh Ha (2011) and the book "*Public opinion - theory and practice*" by author Phan Tan (2015). In general, research works on public opinion in Vietnam have discussed and clarified basic theoretical issues about public opinion and affirmed the important presence of public opinion in social life.

1.1.2. Research works related to orienting public opinion

Although not directly mentioning "public opinion orientation", foreign authors have analyzed the factors that influence people's opinions and views. Taeku Lee (2002) in his book "*Mobilizing Public Opinion: Black Insurgency and Racial Attitudes in the Civil Rights Era*" does not support the conventional view that public opinion is shaped by elites, and offers an alternative account of the specific geographical, institutional, historical, and issue contexts that shape people's political views. Unlike the above author, David Weakliem (2020) in the book "*Public Opinion*" has given a comprehensive overview of the sociological approach to public opinion, that is, the public's opinions and views are formed through social interaction. Opinion formation is not just a matter of individual responses to external conditions, but is also a social process in which people influence and are in turn influenced by others.

The issue of "healthy public opinion orientation" was mentioned by author Phan Tan in the scientific article "Today's media and public opinion in the face of some pressing social phenomena". Authors Luong Khac Hieu and Do Thi Thanh Ha point out some advantages and disadvantages in public opinion orientation in our country, thereby proposing some solutions to improve the quality and effectiveness of public opinion orientation in ideological work.

1.2. Research works related to methods of public opinion orientation and innovating methods of public opinion orientation

1.2.1. Research works related to methods of public opinion orientation

Foreign scholars have examined the use of mass media to shape public opinion in different ways. Very early on, Walter Lippmann (1922) in his book "*Public Opinion*" pointed out that

people use media stereotypes to create their opinions. In other words, media stereotypes play an important role in creating public opinion. Media has a certain power in shaping individual and group opinions. Some scholars such as Vincent Price (1992), Salvko Splichal (1999), Justin Lewis, Christina Holtz-Bacha and Jesper Stromback also share Lippmann's opinion in saying that mass media, public opinion and polls are related and closely linked to each other. Meanwhile, Edward Bernays, the "father" of Public Relations, discussed how public opinion is formed and manipulated by corporations, governments and other entities in his work "*Crystallizing public Opinion*".

In Vietnam, research on public opinion orientation methods is very rich and diverse. Like foreign research, studies on methods of public opinion orientation in Vietnam especially emphasize method of public opinion orientation on mass media, in addition to many other methods. In published articles, author Mai Quynh Nam cites the concepts of great thinkers such as J.J.Rousseu, Heghen, K.Mark and F.Engel about public opinion and its role and function in social life, thereby determining the meaning of studying public opinion, and analyzing the special role of the mass media system in forming and expressing public opinion. Authors Nguyen Van Dung, Do Chi Nghia, Phan Van Kien mentioned the public opinion oriented role of the press, including online newspapers. The book "*Researching and orienting public opinion*" - author Luong Khac Hieu (editor) has described and clarified the theoretical basis system of public opinion orientation. The author dedicates a chapter to discuss the purpose, content, levels, and methods of shaping public opinion. Meanwhile, author Le Ngoc Hung points out that in order to grasp and orient public opinion, it is necessary to look at an integrated approach to scientific theoretical approaches, which highlights communication theories about public opinion.

1.2.2. Research works related to innovating methods and innovating methods of public opinion orientation

Grasping and orienting public opinion is an important content in the Party's ideological work, playing a key role in protecting the ideological foundation and fighting against wrong and hostile views. Research on innovating methods of public opinion orientation first requires research on innovating method of ideological work in general.

1.2.2.1. Research works related to innovating methods

The book "*Innovation and improvement of quality and effectiveness of ideological work*" by author Ha Hoc Hoi - Ngo Van Thao (2002); The book "*Innovation of political and ideological education for cadres and party members at the grassroots in the current period*" by Vu Ngoc Am (2003); The book "*Innovating ideological and theoretical work to serve the cause of building and protecting the Country*" by author Pham Tat Thang (editor) (2010); Doctoral thesis "*Innovating political theory education methods for students of universities in the Northern midland and mountainous regions of our country today (survey of Thai Nguyen University and Northwestern University)*" by Tran Huy Ngoc (2018).

1.2.2.2. Research works related to innovating methods of public opinion orientation

Article by Vo Thi Mai, Tran Van Huan (2022), "*Innovating public opinion orientation to strengthen protection of the Party's ideological foundation*", published in Electronic Propaganda Magazine.

1.3. Overview of research results of published scientific works and issues to focus on

1.3.1. Overview of research results of the reviewed works

Through an overview of domestic and foreign research related to the thesis, some outstanding results can be summarized as follows:

Firstly, public opinion, since the beginning of the 20th century, has been the subject of research in many scientific disciplines, from sociology, politics, psychology, journalism and communication to public relations. Although approaching "public opinion" from many different angles, the works all have in common that they have discussed, systematized, and analyzed very

clearly the theoretical basis of public opinion such as concepts, nature, structure, function, psychological characteristics, factors affecting the formation of public opinion, and developing communication theories associated with public opinion research. All works emphasize the important role of public opinion in socio-political life, the relationship between public opinion and democracy. Not only do they clarify theoretical issues about public opinion, the research works also equip researchers with a set of tools to conduct research and grasp public opinion on urgent issues of life and organize public opinion survey related to political activities.

Secondly, when discussing the orientation of public opinion, research all have the same assertion about the influence of media on public opinion and describe how mass media shape public opinion. The most noticeable influence is that the media creates thinking patterns, thereby orienting public perception and action. The mass media directs the public's attention to a number of issues that it considers essential, reflecting events and problems, turning them from little-known into social issues. Resettlement market reflects public opinion in a clear conscious way, towards specific goals. The final and highest goal is public opinion orientation. From the influence of media on public opinion, researchers in Vietnam point out the role of media today in moving towards healthy public opinion.

Thirdly, the research discuss methods of orienting public opinion, focusing on the following three directions: first, clarifying the use of media to orient public opinion and developing communication theories to apply in the orientation; second, pointing out the concept, purpose, content, and level of public opinion orientation; third, the system of ways and means used to orient public opinion. The above research is an important initial theoretical basis, with great direction for implementing the next research steps of the thesis.

Finally, these research are only based on the current situation, pointing out the need to innovate methods of public opinion orientation in our country today. In general, the reviewed research works are a very valuable source of material for research on innovating public opinion - oriented methods that the thesis can inherit.

1.3.2. Issues to focus on by the thesis

Overview of research results from scientific works related to the reviewed topic shows that, although there are many studies on the relationship between mass media and public opinion, methods of determining public opinion orientation and innovating ideological work methods in general..., but there has been no research on the theoretical basis and current status of innovating public opinion orientation methods from the perspective of the Political science major in Ideological work. From this perspective, the thesis needs to delve deeper into clarifying a number of specific issues as follows:

Firstly, research on innovating methods of public opinion orientation first needs to clarify the connotation of the concept of "*methods of public opinion orientation*" associated with methods and means of ideological work and describe and classify these methods very clearly and specifically. Research on methods of public opinion orientation mainly refer to methods of public opinion orientation using mass media or in meetings of organizations... without clarifying other methods that can also be used. Research have not described the current situation of using public opinion orientation methods in Vietnam today.

Secondly, developing and clarifying the connotation of the concept of "*innovating methods of public opinion orientation*". Currently, research only clarify the concept of public opinion orientation, but have not clarified the concept of innovating methods of public opinion orientation. It is necessary to research on innovating methods of public opinion orientation as an activity structured by factors such as: subject, object, principles and content of innovating methods of public opinion orientation. These are theoretical issues that the thesis topic needs to continue researching.

Thirdly, the reviewed research projects have not shown the current situation of using methods of public opinion orientation and the current status of innovating methods of public

opinion orientation in Vietnam today. From the above research, the thesis will focus on clarifying the context, legal and political basis of the activity of innovating methods of public opinion orientation as well as the current status of innovating this activity in Vietnam by evaluating achievements and limitations in innovation content.

Conclusion of Chapter 1

Research on public opinion in the world and Vietnam is quite diverse and rich, attracting the attention of scholars since the early 20th century. The reviewed research have focused on clarifying concepts, the nature, origin and function of social tourism; stages of formation and change of public opinion; Factors affecting the formation of public opinion and some communication theories applied in researching the orientation of public opinion. The extremely strong influence of mass media in shaping people's opinions and views has been affirmed by foreign scholars. In addition, a number of factors such as elite class and social interaction are also said to have an impact on the formation and direction of public opinion.

The urgency in both theory and practice of innovating methods of public opinion orientation has attracted many domestic scientists to research this topic. Based on a clear understanding of the role of innovating methods of public opinion orientation in the country's development, the author has reviewed all research that refer to the concept of public opinion orientation and methods of public opinion orientation and the need to innovate methods of public opinion orientation in our country today. A gap appears in previous studies, which is that there is no research evaluating the current situation of using methods of public opinion orientation and innovating methods of public opinion orientation in Vietnam today. Subsequent research of the thesis will contribute to systematizing the theoretical and practical basis of this issue.

Chapter 2

THEORETICAL ISSUES OF INNOVATING METHODS OF ORIENTING PUBLIC OPINION

2.1. Public opinion and orienting public opinion

2.1.1. Public opinion

2.1.1.1. Concept

- *“Public opinion is the views and attitudes of social groups about events, social phenomena and processes that are topical and related to their interests, formed after the process of exchanging and discussing ideas in public”.*

- The subjects of public opinion are social groups whose interests are related to events, social phenomena and processes. The objects of public opinion are events, social phenomena and processes... that are related to the interests or meaningful to social groups.

2.1.1.2. Attributes of public opinion

Public opinion is a diverse and complex phenomenon, but it shares certain psychological attributes. Identifying these attributes will help researchers better understand public opinion, thereby having a more appropriate and effective approach, management, and orientation of public opinion. The 5 attributes are: Tendency, intensity, scope, depth and potential.

2.1.1.3. The process of forming and changing public opinion

Researching the process of forming and changing public opinion is meaningful in determining the appropriate time and method of orienting public opinion. Therefore, domestic and foreign researchers are interested in studying this process. Author Nguyen Quy Thanh (2006) believes that the process of forming social tourism often goes through stages: stage 1, individuals know about the event/issue; Stage 2, forming personal opinions based on their state of mind and pre-mindset. It can be seen that stages 1 and 2 occur almost simultaneously; Stage 3, the interaction of opinions, forming a common opinion of the small group and then the large group. This interactive process takes place quite long, with no time limit; Stage four, forming a general opinion which is called public opinion. However, at this point the development of public opinion

does not stop but continues. It depends on how to solve the problems that public opinion mentions. At this time, there are two possibilities: public opinion will go in the direction of being eliminated or public opinion may appear in the form of actions (meetings, demonstrations, riots...).

2.1.1.4. Factors affecting the formation of public opinion

- * Elements belonging to the subject of public opinion
- * Elements belonging to the object of public opinion
- * Factors belonging to the social environment

2.1.2. Orienting public opinion and methods of public opinion orientation

2.1.2.1. Concepts of orientation and public opinion orientation

- *“Orientation is determining the direction of perception and action to focus maximum resources to achieve certain goals”.*

- *“Public opinion orientation is the process of impacting on its formation and transformation to create correct and positive public opinion, ensuring social consensus”.*

In public opinion orientation activities, there is the participation of the subject and object of orientation. *Subjects* of public opinion orientation: public opinion orientation work in general, public opinion orientation in particular is the work of the Party Committee level. Subjects that directly orient public opinion are leaders, managers, heads of Party committee level, reporters, propagandists... in this thesis will be collectively referred to as public opinion officials. *Objects* of public opinion orientation: are the subjects of public opinion. It can be all classes and strata in society that we collectively call "the public", "all people", or it can also be one or a number of certain social groups. It is necessary to classify target objects before impacting to be effective.

2.1.2.2. Purposes of public opinion orientation

The purpose of public opinion orientation is to contribute to changing awareness, adjusting the behavior, attitudes, statements and actions of social groups in a direction that is beneficial to the country and people's livelihood, for the sake of the goal: rich people, strong country, democratic, fair and civilized society.

2.1.2.3. The level and scale of public opinion orientation

There are 3 levels of public opinion orientation, which are orientation at the individual, group and community levels. The orientation of public opinion at what level will depend on the content and subject of public opinion related to that event or issue.

2.2. Methods and innovation methods of public opinion orientation

2.2.1. Methods and methods of public opinion orientation

2.2.1.1. Concepts

- *“A method is a way to achieve a goal, it is activities arranged according to a cognitive mode”.* In this thesis, the methods studied are specific methods, applied within the field of Political science and Ideological work.

- *“The method of orienting public opinion is a system of ways to impacting on the process of forming and changing public opinion in order to establish in the public the correct perception of events, social phenomena and processes, appropriate attitudes and reasonable speaking behavior”.*

2.2.1.2. Methods of public opinion orientation

a. Public opinion orientation method using the reputation of leaders, social group leaders, and influencers in the community

b. Public opinion orientation method in activities and meetings of agencies and organizations

c. Public opinion orientation method using public opinion

d. Public opinion orientation method using mass media

e. Public opinion orientation method using social networks

2.2.2. Innovating methods of public opinion orientation

2.2.2.1. Concept

- “*Innovation is a change that is different from before, more progressive, overcoming backwardness and stagnation and meeting the requirements of development*”.

- “*Innovating methods of public opinion orientation is the process of adding, perfecting, creating and developing ways to impact on the formation and transformation of public opinion, making it more relevant, more progressive, in order to establish in the public correct awareness of events, social phenomena and processes, appropriate attitudes and reasonable speaking behavior*”.

2.2.2.2. Principles of innovating methods of public opinion orientation

Innovating methods of public opinion orientation must ensure the following 5 principles:

Firstly, innovating methods of public opinion orientation must be comprehensive and thorough.

Second, innovating methods of public opinion orientation must be inherited and developed.

Third, innovating methods of public opinion orientation must have a specific plan and roadmap.

Fourth, innovating methods of public opinion orientation must take the public opinion-oriented object as the center of the innovation process.

Fifth, innovating methods of public opinion orientation must link theory with practice.

2.2.2.3. Contents of innovating methods of public opinion orientation

This is a very important content of the thesis, a theoretical basis, and a measure to determine to what extent the innovation of public opinion orientation methods has been implemented in our country. The author offers the following 3 innovative contents:

Content 1: Innovation based on improving, restructuring, supplementing and raising the quality of currently used public opinion orientation methods.

Content 2: Innovation based on diversifying, combining many methods to orient public opinion.

Content 3: Innovation based on creating new effective methods of public opinion orientation.

2.3. Factors affecting innovation in methods of shaping public opinion

Factors affecting the orientation of public opinion today include both subjective and objective factors. Specifically:

First, political and legal basis.

Second, the impact of globalization and international integration trends.

Third, the degree of democratization of all areas of social life.

Fourth, people's education and intellectual level.

Fifth, Revolution 4.0 and the development of communication systems.

Sixth, the impact of fake news, rumors, false and distorted information on economic, political, cultural and social life.

Conclusion of Chapter 2

In this chapter, the researcher has focused on clarifying the theoretical basis of public opinion orientation and innovating public opinion orientation methods. On the basis of selectively inheriting the research results of domestic and international scholars, the author has proposed tool concepts: *public opinion, public opinion orientation, methods of public opinion orientation and innovating methods of public opinion orientation*.

In this chapter, the researcher has focused on clarifying an important part of the theoretical basis, which are 5 methods of public opinion orientation that are commonly used today, including: public opinion orientation method using the reputation of leaders, social group leaders, and influencers in the community; public opinion orientation method in activities and meetings of agencies and organizations; public opinion orientation method using public opinion; public opinion orientation method using mass media and public opinion orientation method using

social networks.

3 contents of innovating methods of public opinion orientation have been identified by the researcher. These are: Innovation based on improving, restructuring, supplementing and improving the quality of currently used public opinion orientation methods; Innovation based on diversification, combining many methods to orient public opinion; Innovation based on creating new effective methods of public opinion orientation.

Chapter 3

CURRENT SITUATION AND RAISED ISSUES IN INNOVATING METHODS OF PUBLIC OPINION ORIENTATION IN VIETNAM NOWADAYS

3.1. Current situation of using methods of public opinion orientation in Vietnam nowadays

3.1.1. Situation of using public opinion orientation methods in mass media

This is the most used method (33%) of the 5 public opinion orientation methods surveyed. Thus, with this orientation method, the most common implementation way is for "*press and media agencies to publish accurate information about the activities of agencies and organizations, so that the public's assessment and review process is objective and truthful*" (89.5%). In addition to the above way, the orienting subject has consciously "*proactively, quickly and promptly posted information on the general electronic information page, the official website of his/her agency/organization to orient public opinion*" (78.1%). "*Inviting scientists, experts, leaders, and managers to participate in discussions, and statements on issues of public concern on the media*" has also been organized by public opinion-oriented subjects (69.6%), although not as much as the above two ways. This way is often done on two platforms: television and radio.

3.1.2. Situation of using public opinion orientation methods in activities and meetings of agencies and organizations

This is the second most used public opinion orientation method today (31%) according to survey results. With this orientation method, there are many different implementation ways. The subject of public opinion orientation will base on the functional structure, tasks, facilities, and nature of operations of their agencies and organizations to implement appropriate way. "*leaders directly orient public opinion in regular cell meetings/briefings*" is the most chosen way (98.4%) to orient, followed by "*leaders orient public opinion in periodic topical/current talks, political and ideological activities (listening to resolutions of the Party)*" (96.8%) and "*organizing meetings between National Assembly deputies and People's Council deputies at all levels and voters*" (82.8%). Ranked 4th is "*Inviting experts, prestigious and status people to topical/current talks, political and ideological activities organized by the agencies or organization*" (82.2%).

3.1.3. The situation of using methods of public opinion orientation based on the reputation of leaders, social group leaders, and influencers in the community

Among the 5 most commonly used methods of public opinion orientation in our country today, this method ranks 3rd (18%). The main ways to implement this orientation method are: "*inviting experts, scientists, and people with expertise to evaluate events, phenomena, and social processes related to their field of expertise*" (75%). Second, with events, social phenomena processes, "*associating with ethnic and religious factors in localities, making use of religious dignitaries (monks, priests, etc.)*" (30.8%) and "*influencers in the community*" (25.6%) to orient social tourism. Practice shows that if this method is combined with the orientation method using mass media and social media, it will be very effective.

3.1.4. Situation of using public opinion orientation methods on social networks

The thesis survey shows that 86.7% of agencies and organizations "*provide official*

information to reputable and influential people on social networks" so they can post information and make comments on their personal pages, helping the public's review and evaluation of events and phenomena to be more objective, thereby orienting public opinion. 79.37% of agencies and organizations have "set up official accounts on social networks to proactively, quickly and promptly provide accurate and reliable information, contributing to the orientation of public opinion". Only 56.6% of agencies and organizations "create public forums and groups on social networks to attract the public to widely participate in exchanges and discuss opinions, under the guidance of experts, helping to form positive, healthy public opinion about social events and issues" related to the fields of their agencies and organizations.

Statistics on social networks commonly used in public opinion orientation in Vietnam show that: Facebook is the most used social network (96.06%), followed by Zalo (94.38%), Youtube (75 ,22) and Tiktok (24.6%).

3.1.5. Situation of using social tourism orientation method using public opinion

This is the least used method and is relatively difficult to implement, because: *first*, in order to form progressive public opinion in a small group, it is necessary to find and gather reputable and qualified members who is politically active and influential in the community. *Second*, there must be a combination of mass media and social media for positive public opinion to spread on a large scale and have a directional effect. Although difficult, this method is still used. According to survey data, this method has also been used in different ways: 31.4% of agencies and organizations have "*mobilized channels, media, and social networks to create correct public opinion, creating public opinion of the "elites", thereby orienting public opinion*" and 26.1% "*Gathering small groups of members with advanced roles, high prestige and certain influence, using the correct public opinion of this advanced small group to guide the public opinion of the large group*".

3.2. Innovating methods of public opinion orientation in Vietnam - Current situation and causes

3.2.1. The current situation of innovating methods of public opinion orientation in Vietnam

3.2.1.1. Innovation based on improving, restructuring, supplementing and raising the quality of currently used public opinion orientation methods

**** Achievements***

Improvements in content presentation

Through the survey, 87% of respondents said that their agencies and organizations regularly review, consolidate and improve the quality of websites and social network accounts, regularly and continuously update information with vivid, eye-catching visual images.

Improve the way information is transmitted

Some press and media agencies have made flexible innovations in the way of transmitting information such as setting up accounts on social networks, thereby sharing information with the public more easily and widely than before. Here, it helps people have another source of official information and especially with this platform, people can directly comment and share their opinions and views under each post. In particular, when changing the form of approaching the audience, leading them to information, especially theoretical information, political information is no longer rigid. Agencies and organizations also focus on appropriate and attractive forms with methods of orienting public opinion on social networks such as: using forms that are popular on social networks today, for example story telling - send messages through meaningful stories that touch readers' emotions to show understanding and connection; short video (short video/reel, capcut) - a form of communication through short videos of 10s - 30s, this is the most popular form today with the participation of most major social networks, such as Facebook, Tiktok, Youtube, Instagram...

Supplement and improve method quality

Improving, restructuring, supplementing and improving the quality of public opinion orientation methods is made easier for orientation methods on mass media and social media due to the characteristics of resettlement media and platforms. Social networks are rich, diverse and easy to influence for innovation activities. For agencies and organizations that use public opinion-oriented methods through activities and meetings, improvements are made but occur less frequently and more slowly. Taking advantage of the outstanding advantages of the internet and information technology, agencies and organizations have improved and added "online" elements to meetings, seminars, and discussions. Thanks to that, it attracts the participation of more audiences, the spread of information is also stronger, bringing a clear orienting effect. Improving the way of organizing dialogue programs from face-to-face to online is also an innovation to improve the quality of public opinion orientation in activities and meetings that deserves recognition. The quality of activities and meetings has also been improved, reflected in the qualifications and presentation skills of the presenters, the content and materials of the talks are carefully prepared, with many data, for example vivid, attractive illustrations, highly reliable and convincing evidence.

The form of meeting activities has been improved in many agencies and organizations. Some agencies and organizations have boldly improved and improved the quality of this form of seminars and workshops into an online discussion forum with live broadcast on public opinion issues of concern, thereby socializing information, orientating public opinion.

Another form of activity that is very effective in the orientation of public opinion - organizing clubs has been promoted by a number of agencies, improving the quality of activities. This is a very effective form of political activity for social groups with specific characteristics.

Improve the quality of "*Learning contests*" in agencies, organizations and social groups. Agencies and organizations have made many improvements when implementing public opinion orientation in this way. 2023 is the third year of the Essay Competition on protecting the Party's ideological foundation organized and launched by the Ho Chi Minh National Academy of Politics in coordination with the Central Committee's Publicity and Education Commission, the Central Council of Theriological studies, the Communist Review, Nhan Dan Newspaper, Vietnam Television and the Vietnam Journalists Association, which was enthusiastically responded to by all levels, sectors and localities.

*** *Limitations***

Firstly, innovation based on improving, restructuring, supplementing and raising the quality of public opinion orientation methods has only taken place in a few methods (such as public opinion orientation on mass media and social networks and in activities and meetings of agencies and organizations) but not innovating in all methods.

Second, the improvement, restructuring, supplementation, and raising the quality of public opinion orientation methods take place unevenly across agencies and organizations from central to local levels.

Third, many agencies and organizations consider posting information on the websites of their agencies and organizations to be basically public opinion orientation, therefore, public opinion orientation is a done job, a perfunctory task, not yet building information contents that attracts the public, not focusing on exploiting hot contents and topics that concern and touch the interests of public groups.

Fourth, improving public opinion-oriented methods on social networks is slowly, leading to not taking advantage of and exploiting the strengths and outstanding features of social networks (interface, connection, access, interoperability, interacting directly with people...) in public opinion orientation. Thus, agencies and organizations have not fully exploited the strengths of this social network in the orientation of public opinion.

Fifth, the method of orienting public opinion through the reputation of leaders of organizations, social group leaders and influencers is a method that can promote the effectiveness

of public opinion orientation very well if combined and used on the mass media and social network platform. However, through analyzing documents on the activities of agencies and organizations, the author found that this method has not been seriously researched and used. This is unfortunate and is a raised issue in innovating methods of public opinion orientation in Vietnam in the coming time.

Sixth, the method of public opinion orientation using public opinion is an inter-group orientation method, but it is rarely used and has not been considered for improvement or raising quality.

3.2.1.2. Innovation based on diversifying, combining many methods to orient public opinion

*** Achievements**

The survey shows that diversifying and combining many methods to orient public opinion has been implemented in many agencies and organizations.

First of all, the diversification and combination of methods is shown in the fact that within the same orientation method, agencies and organizations diversify their implementation ways, with many different means and tools. Answering the question "Do your agency/organization combine methods to orient public opinion?", 79% of respondents said that their agencies/organizations "have diversified and combined methods of orienting public opinion", with the rate is as follows: 70% "use a combination of 2-3 methods", 6% "use a combination of 4-5 methods" and 3% "use all public opinion-oriented methods at the same time". Thus, the most common method combination in agencies and organizations that we see is to use 2 to 3 public opinion-oriented methods. The methods often chosen to combine with each other are the administrative method (activities, meetings) and the method of using modern technical means (mass media and social networks). This is a formula that combines orientation methods favored by agencies and organizations. However, regardless of the form of combination, the method that holds the dominant position and is the most used is still the method of public opinion orientation on mass media.

*** Limitations**

Although diversifying and combining many methods in public opinion orientation has been implemented in many agencies and organizations, some limitations still exist as follows:

First, there are still up to 21% of respondents saying that their agencies and organizations only use one method to orient public opinion. This shows that innovation in public opinion orientation methods does not take place regularly or evenly in agencies and organizations. Some places almost only use the method most familiar to them, which is the administrative method - integrating public opinion orientation in activities (brief meetings, Party cell meeting..., inviting reporters/propagandists to speak topical stories (monthly or quarterly).

Second, very few agencies and organizations apply 4 to 5 or all public opinion orientation methods in their public opinion orientation activities (9%). This is also a problem for orientation activities.

Third, currently, social networks are considered the "fifth power". However, the advantages of social networks have not been fully exploited. Although new media formats such as podcasts, livestreams, etc..., have the advantage of attracting users, they have not been used much in public opinion orientation. The combination of public opinion-oriented method on social networks with other methods has not been focused on implementation.

Fourth, the method of public opinion orientation using public opinion is an inter-group orientation method, but is rarely combined with other methods. If agencies and organizations know how to combine this method with orientation methods on mass media and social networks to create public opinion of advanced small groups, providing neutral messages, sharp, concise, sophisticated, and attractive comments on events, social phenomena and processes that the public is interested in, disseminating them, and thereby carrying out the orientation of public opinion,

the effectiveness of the orientation will be higher.

3.2.1.3. Innovation based on creating new effective methods to orient public opinion

** Achievements*

The survey result shows that the creation of new methods in orienting social tourism in agencies and organizations is rare: 2% of respondents "have created new methods to orient public opinion". Thus, the initial step of innovating the method has resulted in "creation of new methods". Respondents described the methods that their agencies and organizations have created in the process of implementing public opinion orientation as follows:

First, using podcasts in public opinion orientation.

Second, applying science and technology, AI - artificial intelligence (artificial intelligence) in shaping public opinion.

** Limitations*

Firstly, the creation of new methods in public opinion orientation has only taken place in very few agencies and organizations and the newly created methods are not yet rich and diverse. Still up to 98% of officials working in public opinion said that in the public opinion orientation activities of their agencies and organizations, they "have not created new methods".

Secondly, the creation of a new public opinion-oriented method (Podcast) has only been implemented in press and media agencies. Vietnamese Podcast news channels of other state agencies and organizations serving the orientation of public opinion still do not exist.

3.2.2. Causes of achievements and limitations

3.2.2.1. Cause of achievements

First, the annual summary of public opinion work at the Central and local agencies and organizations show that this work is increasingly progressing and innovating. Many good models and creative methods have been applied and have brought positive results in practice.

Second, the work of capturing and orienting public opinion has achieved many results, including the significant contribution of the network of public opinion collaborators in the propaganda field in general, the team of public opinion collaborators, social commentary at all levels/sectors in particular.

Third, our country's political system is increasingly developing and perfecting. Socio-political organizations are increasingly playing a major role in social life, and the prestige of these organizations is basically increasing. Socio-political organizations have truly become an important channel for people to express their thoughts, aspirations, opinions and views.

Fourth, the level of democratization in all areas of social life is increasingly enhanced. People are increasingly participating more widely in the process of forming policy decisions related to their needs and interests. The cultural level, especially the people's political culture, has been improved, and the people's opinions, views, assessments and judgments have become deeper and better quality.

Fifth, with the development of science and technology and the achievements of the 4.0 Industrial Revolution, mass media, especially social networks, are increasingly developing and bringing information to most public audiences, including audience in remote areas. Information brought to the public by the media is increasingly diverse, rich, updated and objective, truthful and multi-dimensional.

Sixth, the Party and State pay special attention to leading and directing public opinion work in general and public opinion orientation work in particular, expressed in many political and legal documents. Our Party and State attach great importance to the role of public opinion, considering the orientation of public opinion as an important task of ideological work.

3.2.2.2. Causes of limitations

First, leaders of some agencies and organizations still have incomplete and in-depth awareness of the role and importance of innovating public opinion-oriented methods in the new situation and in the struggle to protect ideological foundation, refuting wrong and hostile views

in general and in cyberspace in particular. The work of capturing and orienting public opinion must be associated with ideological work, however, some agencies and organizations still do not consider this a regular task that needs to be focused on implementation. Many leaders and managers still hold the mindset of "afraid" of change, avoiding doing anything that is difficult and sensitive. Therefore, they only use old, traditional public opinion orientation methods without exploring, creating or trying to apply new methods or new ways in this activities.

Second, innovating methods of social tourism orientation must start from the subject of social tourism orientation. However, the organizational apparatus, staff, mechanisms, conditions, and operating methods of specialized agencies with the function of capturing and investigating social tourism still have many shortcomings. The most obvious situation is the lack of qualified and professional staff; There is no mechanism to train and improve the qualifications of staff doing this work; Funds for investigating social tourism and gathering opinions of officials, party members and people are not enough or not timely to carry out tasks; Officials working on social tourism orientation are mainly part-time staff, not full-time staff.

Third, the foreign language skill, political theory level, information technology skill, communication skills in public opinion orientation... of part of the staffs doing this work are still weak and poor. This weakness and lack of skills lead to many inadequacies and limitations in applying social networks and innovating methods of social education orientation on social networks.

Fourth, each public opinion-oriented method has its obstacles and difficulties that need to be overcome to implement innovation. However, there are some specific, sensitive difficulties to handle with some methods of public opinion orientation, especially the method using the reputation of leaders of agencies, opinion leaders and influencers. If we solve these difficulties well and combine this method with the orientation method on mass media and social networks, it will bring about extremely large orientation effects.

Fifth, with the method of orienting public opinion using public opinion, there are still some difficulties on the part of the entity organizing who are responsible for implementing public opinion orientation. There needs to be solutions in terms of mechanisms and policies to solve the above difficulties, thereby promoting the effectiveness of using the method.

3.3. Issues raised in innovating methods to guide public opinion in Vietnam today

3.3.1. The lack of readiness of subjects and means to participate in social tourism orientation requires innovation in social tourism orientation methods

Innovating methods needs to start from the subject who leads, directs, advises, inspects, evaluates and directly implements public opinion orientation. However, in the work of leadership and direction to innovate the method, there is a situation where it is not considered important, not timely, not fully aware of the meaning and importance of innovation, not ready and proactive to do this activity. The staffs working on public opinion orientation is mostly part-time staff, without in-depth and professional capacity in communication skills. Their skills in using mass media and social networks, skill of information technology and foreign language are still limited. This is a major obstacle to innovation activities.

Public opinion orientation needs to be associated with protecting the Party's ideological foundation, fighting against wrong and hostile views, having deep political understanding and the ability to refute wrong and hostile views. But, the political understanding and activism of the staffs doing this work is still limited. The skills to detect problems, synthesize, analyze information, and criticize are still weak, too.

3.3.2. The issue of the capacity of the subjects who are responsible for the orientation of public opinion in the face of high requirements and demands on this capacity of innovating methods of shaping public opinion

In fact, a large number of officials working on public opinion orientation, especially older officials, have limited information technology and foreign language skills, so these competencies

do not meet the orientation requirements. While young officials have strengths in using technology and foreign languages, they are not yet mature enough in political theory and in-depth knowledge. Therefore, continuing to innovate public opinion-oriented methods requires rejuvenating the staff doing this work, and at the same time the staff must have critical skills and be regularly trained and updated with in-depth communication skills, messages and content building skills, and skills in using social networks.

3.3.3. The lack of theoretical and practical basis for innovating methods of public opinion orientation

This process of innovating methods of public opinion orientation has not had a practical summary to use as a basis for evaluation, comparison and reference. The lack of theory and practice of innovating methods makes this activity not as effective as expected.

3.3.4. The problem of solving limitations and inadequacies in the environment and conditions of the process of innovating public opinion-oriented methods

In the current context, the work of orienting public opinion is influenced by many factors, facing many difficulties, affecting leadership, administration, and social management. That is:

First, the lack of initiative and active participation of cadres, Communist party members, staffs and civil servants working in propaganda field, reporters, propagandists of the Central and local, and political socio-political organizations and the lack of synchronous coordination between agencies, departments, branches and unions in public opinion work, at the same time, linking public opinion work with the activities of Steering Committee 35. This is an important factor to effectively implement public opinion work.

Second, the quality and effectiveness of public opinion work has not adapted to the new situation. It is necessary to apply appropriate methods and models, especially effectively exploit the strengths of the Internet and social networks. It is also necessary to pay attention to consolidating, perfecting, and training the team of public opinion collaborators, and maintaining weekly and monthly public opinion briefing meetings to better grasp the public opinion situation.

Third, the quality of research and understanding of public opinion is still limited due to the qualifications and capacity of the staffs working in this field as well as the organization, management, and direction of public opinion research activities. The methods of researching and capturing public opinion used by the agencies and organization of localities, especially at the district and grassroots levels, are often traditional methods. In order for staffs to use a variety of methods and know how to combine many types of methods in a public opinion survey, it is necessary to foster the capacity to research and grasp public opinion using modern sociology methods.

Fourth, the remuneration regime for officials and staffs working on public opinion orientation field is an issue that needs special attention. A guaranteed working regime, payroll, and allowances are conditions for this team to dedicate themselves to their work.

Conclusion of Chapter 3

This chapter focuses on clarifying the current situation of using public opinion-oriented methods in Vietnam and the current situation of innovating methods of public opinion orientation expressed through 3 innovative contents. Survey results on the use of public opinion orientation methods show that there are 5 methods being used by agencies and organizations in different organizational ways and levels. Surveying the current situation of innovating public opinion orientation methods in 03 innovative contents shows that innovation in methods of public opinion orientation in our country has initially achieved a number of achievements such as improvements, additions, and enhancements the quality of orientation methods, including the combination of methods in the orientation process. However, the creativity of new methods in a changing social context is still extremely limited, requiring continuous innovation and improvement efforts. In order to innovate effective public opinion orientation methods, it is necessary to have close and positive attention and direction from all levels and departments, and at the same time, subjects

continue to innovate and make breakthroughs in terms of management, technology, and quality of human resources in the coming time. The research results in chapter 3 have answered research questions 2 and 3 that the thesis posed, and also confirmed that hypotheses 2 and 3 of the thesis are completely correct.

Chapter 4

PERSPECTIVES AND SOLUTIONS TO CONTINUE TO INNOVATE METHODS

ORIENTATION OF PUBLIC OPINION IN VIETNAM IN THE COMING TIME

4.1. New context and requirements for innovating methods of public opinion orientation in Vietnam

The world is experiencing huge political and economic fluctuations, evolving rapidly, in many dimensions, complex and unpredictable. This has, is and will have a profound impact on the development of our country. "Color revolution" is becoming a risk for countries in the region and the world as well as the interference from outside forces in the internal situation of sovereign states. External interventions in some countries often lead to prolonged political instability, ethnic separatism and the goal of replacing the current government with pro-American and Western governments, hindering development, historical development and social progress. More dangerously, with the development of social networks, the form of "online color revolution" has emerged, which is the foundation for realizing "street revolution".

Recently, hostile forces have taken full advantage of the media, including the internet, social networks, along with radio, press and publishing systems abroad to spread distorted information about Vietnam. Not only do they post many video clips with harmful content on platforms such as Tiktok, Facebook, and Youtube, but they also use letters, petitions, statements, and seminars from organizations and individuals to exchange information, awards from international organizations, non-governmental organizations and reactionaries. Taking advantage of the conveniences and increasing popularity of Podcast, hostile and reactionary forces have expanded their methods of sabotaging our Party and State by creating channels on this application. Outside reactionary organizations have deployed Podcasts, considering Podcasts as one of the main propaganda channels targeting a specific, technology-savvy listener segment.

Our Party determines that the internet and cross-border platforms are the main battlefield of current ideological work. It is predicted that in the coming time, the situation of public opinion will develop in many dimensions and become much more complicated, so it is necessary to orient social tourism well to strengthen the people's trust and attachment to the Party, the State, socialist regime and to do so, it is necessary to innovate methods of social tourism orientation.

4.2. Perspectives on continuing to innovate methods of public opinion orientation in our country in the coming time

4.2.1. Innovating public opinion orientation methods associated with the goal of serving the Party's guidelines, policies and laws of the State

Innovating the method of public opinion or must closely follow the practice of building, promulgating and organizing the implementation of the Party's guidelines and policies and the State's laws; closely follow the issues and events that people care about; comply with the requests and proposals of Party and State agencies to serve the leadership, management and administration of party committees and authorities at all levels.

4.2.2. Innovating methods of public opinion orientation needs to be comprehensive, synchronous and thorough and ensure compliance with innovation principles

Innovating the method of public opinion orientation is not only innovating in method. The public opinion orientation method is closely linked to the subject, object and orientation content. Innovating the method must be synchronous in terms of awareness, thinking and action, with appropriate roadmaps and steps in the right order to ensure that public opinion orientation activities take place smoothly and effectively, overcoming stagnation, lack of synchronization,

and shifting responsibilities leading to misalignment in the implementation and coordination process.

Innovating the method of public opinion orientation is an innovation that takes place on all methods, not just a few. Innovation must be planned, directed, inspected, supervised, summarized in practice and learned from experience. Do not be subjective and hasty in the process of innovating the methods because if innovation is to be effective, it requires a process of experimentation and practical testing.

Innovating the methods of public opinion orientation must be thorough, meaning it must be carried out to the end, not abandoned halfway, not "pulling plows in the middle of the road", not doing it only for the sake of itself, not doing formally; the innovation must begin from the subject's awareness, from the stages of leadership, management, advice, direction, coordination, inspection to innovation in implementation, summary and lessons learned.

4.2.3. Innovating methods of public opinion orientation ensures the inheritance, development and creativity

There are no available models for innovation in general, innovation in the method of public opinion orientation in particular. This job requires the subject to work, learn from experience, and explore creativity. Innovation is an inevitable creative process. Although we must be careful, that does not mean that the subject of the innovation process can be stagnant, conservative, sluggish, and procrastinating. Innovating methods of public opinion orientation in a creative way is a challenge for the subject of public opinion orienting activity, who is also the subject of the activity of innovating these methods. Therefore, the mindset and awareness of the subjects of orientation activity must also be innovated.

4.2.4. Innovating methods of public opinion orientation in accordance with the development of science, engineering, technology and an increasingly diverse and modern social environment

Innovating methods of public opinion orientation requires the inheritance of achievements, and the scientifically coordination and combination of supporting methods and technical means... for example, in the past, means of communication such as newspapers, radio... often lack the interaction with the general public, and are not diverse in methods as well as limited in reaching targeted audiences. These limitations have now been overcome by a new means of communication - social networks with the advantage of simple, fast and convenient access on many types of devices such as personal computers, smartphones, tablet with internet connection.

Based on the internet platform, social networks create role convergence in which every user is both an object and a subject. After receiving information, users can comment and share the information they have just received on their social media accounts. This makes users both the object and the subject of public opinion orientation. In particular, with diverse interaction mechanisms (livestream, feedback, comments, re-sharing), social networking platforms adapt to each individual's needs to thereby support the widespread spread of information more suitable for each user.

4.2.5. Innovating methods of public opinion orientation needs to better meet the requirements of protecting the Party's ideological foundation and fighting against wrong and hostile views

Fighting against wrong and hostile views in a proactive, highly convincing and attractive way; promoting the combined strength of press, publishing and media agencies.

Building a specialized force in a streamlined and strong direction; At the same time, maximizing the responsibility of Party committees and organizations at all levels, first of all being the leader in protecting the Party's ideological foundation and fighting against wrong and hostile views.

4.2.6. Innovating public opinion orientation methods based on mastering the characteristics of the target's needs, tastes, and habits of receiving information

Researching the audience is to understand their needs, tastes, and information access habits. This helps develop appropriate public opinion-oriented content and strategies, and determine effective methods of accessing and communicating information. Besides, find and promote propaganda products on platforms that are popular with the public; Determine the "golden hour" for posting information on mass media and social networks to achieve high efficiency; Identify topics of public interest.

4.3. The solutions for continueing to innovate methods of orienting public opinion in Vietnam in the coming time

4.3.1. Strengthen the Party's leadership, State's management, advisory, direction, inspection and evaluation activities of agencies and organizations for the process of innovating public opinion-oriented methods

4.3.1.1. Raising awareness of officials, Communist party members, and Party organizations, strengthening the leadership and direction role of Party committees at all levels in the work of public opinion orientation

Innovation must start from awareness. It is necessary to educate and raise awareness for officials, party members, and Party organizations about the tasks, position, role, and importance of public opinion orientation for the peaceful and stable development of society. In general, in protecting the Party's ideological foundation, fighting against wrong and hostile views in particular, considering it an important and regular task of the entire political system.

4.3.1.2. Promoting the role of the Department of Publicity and Education at all levels in advising and helping party committees direct and inspect research and public opinion orientation activities in general and innovating methods of public opinion orientation in particular

- Promote the role of the BTG at all levels in advising and perfecting the organization and apparatus for social tourism work.

- Directing and inspecting press agencies, media, media, and localities to build forces to participate in social tourism orientation, regularly foster skills, expertise, and operations, especially technical skills. Using information technology and social networks.

4.3.1.3. Developing, revising and supplementing legal documents and sanctions related to research and public opinion orientation activities

- It is necessary to summarize and evaluate the current situation of regulations, rules, guidelines and policies related to this work to propose specific solutions to overcome shortcomings, limitations, and focus on solving problems.

- Resolve problems and inadequacies in regulations, rules, guidelines and policies; ensure systematicity, consistency, synchronization, and no overlap or contradiction between regulations.

- Encouraging and building appropriate policy mechanisms so that staff working in research and public opinion orientation will have more motivation to innovate this activity.

4.3.1.4. Paying attention to the preliminary, summarizing, and drawing experience in the process of innovating methods of public opinion orientation

Summarizing and learning from experience is therefore an important step that cannot be overlooked in the process of using social tourism-oriented methods.

4.3.2. Improving awareness and professional capacity for staff working in public opinion work

4.3.2.1. Improving political quality, educate self-awareness and responsibility for officials working in public opinion

First and most importantly, each public opinion officer must regularly study and improve their level of political theory. They must have strong political courage and not waver in the face of social and political upheavals. Public opinion officers need to always maintain a spirit of innovation, be ready to learn and apply new and creative methods in their work. Ensure that solutions and policies are always updated and relevant to practice. Public opinion officers need to regularly educate themselves and practice revolutionary ethics, ensuring that they always live

and work according to the Party's principles. Invest in improving political and professional qualifications, studying and training to best meet job requirements.

4.3.2.2. Improving professional capacity and professionalism for the team of ministries working on public opinion

- a. Building and training a team of specialized staff in social tourism orientation
- b. Improving the quality of staff working in public opinion work
- c. Focusing on building and perfecting the Party and State's regulations on regimes and remuneration policies to enhance the responsibility, motivation, enthusiasm, and creativity of the team of officials in charge of public opinion work. XH
- d. Recruiting and building a core force skilled in information technology to specialize in social tourism orientation in cyberspace
- e. Continuing to build a core force oriented towards public opinion on Podcast

4.3.3. Strengthening source generation, selection, and training of opinion leaders, reputable and influential people to participate in social tourism-oriented activities

4.3.3.1. Sourcing, selecting, and nurturing reputable people, influencers, experts, scientists, opinion leaders (KOLs)

Not only leaders, managers, people with positions and power (politicians) can orient social tourism. In society, there are many people who, although do not have a position or power, do not work in the government or government, have a very strong voice, influence, and the ability to rally the masses. Most importantly, when those people express their views and opinions on social issues, many people trust and listen to them. We call them opinion leaders - KOLs (Key opinion leaders) and influencers on social networks (Influencers). KOLs can be an expert, scientist, famous artist, a businessman or a content creator (youtuber, Vlogger, tiktoker...). In recent years, with the development of social networks, opinion leaders (KOLs) and influencers have become an indispensable part of domestic political and social life in Vietnam and around the world.

Actively searching in social groups, on mass media, on social networks, in all fields for individuals who meet the conditions to become opinion leaders (reputation, qualified, thinking capacity, having strong influence on the public, ability to speak and write, critical thinking...), who is an elite nucleus with potential qualities and capacity to undertake the work of public orientation. They need to meet the following qualities and competencies:

- Having a deep understanding of the basic principles of Marxism-Leninism and Ho Chi Minh's ideology. This knowledge helps them understand the Party's theoretical foundation and evaluate social issues from a scientific perspective.
- Clearly understanding the Party's guidelines, viewpoints, and policies, including important resolutions, directives, and decisions. This helps them convey correct information and refute false allegations. Having knowledge of the legal system, regulations on information rights, network security, and State policies.
- Understanding of progressive political values, basic human rights, and principles of social justice helps them develop propaganda content in accordance with international standards and global values.
- Ability to analyze situations, evaluating events and social phenomena in an objective and scientific manner, thereby providing effective solutions and strategies to guide public opinion.
- Understanding the domestic and international political situation and having the ability to participate in protecting the Party's ideological foundation, fighting against wrong and hostile views.

Most importantly, they must have passionate patriotism and unwavering faith in the Party's leadership.

4.3.3.2. Promoting the role of opinion leaders of reputable people among ethnic and religious people

- Training, fostering, and bringing reputable people from ethnic and religious minorities

to join the force of reporters, propagandists, and public opinion collaborators at the grassroots level.

- Proactively and promptly providing information closely following the current situation, especially information related to people's lives... to reputable people among ethnic and religious minorities so they can carry out their actions in propaganda, advocacy, and ideological orientation activities for members of their social groups.

- Following Ho Chi Minh's teachings "a living example is worth more than a hundred propaganda speeches", it is necessary to pay attention, encourage, recognize, and replicate the typical advanced examples of famous people, prestigious people among ethnic and religious minorities in many appropriate forms. This encouragement and commendation needs to be done publicly in the mass media.

4.3.4. Researching and exploiting digital transformation applications in creating methods and improving the efficiency of using appropriate social education methods.

Firstly, assigning tasks to agencies and organizations, especially press and media agencies, to carry out digital transformation by building Podcast channels to produce news and articles about events and topics. Topics that are of concern to public opinion... serve the work of greening, spreading positive information, thereby orienting public opinion and contributing to the work of protecting the Party's ideological foundation.

Second, increasing monitoring and analysing of international podcast channels, especially those showing signs of opposition. Analyzing content to identify misinformation and create a response plan.

Third, researching, investing, and developing mobile applications and online platforms to create a diverse information environment and content, more accessible to the public. This helps expand the public audience and increase engagement.

Fourth, taking advantage of the strengths of artificial intelligence to produce diverse and creative digital content to create attractiveness for information that needs to propagate, mobilize, and persuade the public.

Fifth, using data analysis and artificial intelligence (AI) to personalize messages and optimize propaganda strategies and social tourism orientation.

4.3.5. Establishing favorable conditions in terms of mechanisms, policies, facilities, means, and funding to serve the process of innovating public opinion-oriented methods

Firstly, building and improving clear and synchronous mechanisms and policies to create favorable conditions for shaping public opinion.

Second, building appropriate recruitment standards, regimes and remuneration policies, creating conditions and motivation for public employees to stick to their jobs and be creative in their work.

Third, news agencies, newspapers, and publishing houses need to gradually modernize their equipment and technical means to accurately, promptly, and fully publish official information of the Party and State, especially news and political articles that refute the distorted, slanderous and fabricated views and arguments of hostile forces, political opportunities to sabotage the Party's ideological foundation, and news articles about hot social issues that attract people's attention and debate.

Fourth, it is necessary to pay more attention to building and ensuring that information and communications technology (ICT) infrastructure is strong enough to support propaganda and public opinion orientation activities, including investing in public opinion systems. Server systems, data management software, high-speed internet networks and modern digital devices help to keep information confidential to effectively prevent hackers from attacking, stealing internal information, confidential information and state secrets on computer networks. At the same time, focusing on training and improving digital skills for specialized staff doing ideological work of the Party as well as leadership and management staff at all levels.

Fifth, investing in advanced technology and human resource development strategies is essential to improve the effectiveness of public opinion work.

Sixth, periodically evaluating the effectiveness of mechanisms, policies and facilities, thereby adjusting and improving to meet practical requirements and improve work quality.

4.3.6. Taking advantage of the advantages of social networks in public opinion orientation, combining the use of public opinion orientation methods on social networks with other public opinion orientation methods to achieve greater efficiency in orientation activities.

Firstly, strengthening official pages on social networks of agencies, organizations, and unions, such as fanpages, YouTube channels, Tiktok, or community groups on Zalo, to provide accurate, timely and timely information. Directly orienting public opinion on economic, political, cultural and social issues.

Second, taking advantage of the livestream function on social media platforms (Tiktok) in public opinion-oriented activities.

Third, building communication message content that is easy to understand, clear, focused, and meets the information needs of the intended audience.

Fourth, taking advantage of popular trends on social networks to increase the visibility and interaction of information. Using appropriate hashtags so that informative content can always be found easily.

Fifth, building communities (public, private groups), encouraging users to participate in discussions and sharing their content to create a loyal community.

Sixth, combining the method of orienting public opinion by using public opinion itself with the method of orienting public opinion on social networks can be highly effective if done properly.

Seventh, regularly and proactively connecting with experts, scientists, celebrities, opinion leaders (KOLs), opinion leaders, and influencers on social networks to spread the messages. Spreading messages about issues that need to be oriented towards public opinion on social networks quickly and effectively.

Conclusion of Chapter 4

Based on clarifying the theoretical basis of the research problem, surveying the current situation and raised issues about innovating methods of public opinion orientation in Vietnam today, the thesis has proposed a number of perspectives and solutions to innovating methods of public opinion orientation in the coming time, both from the subject of public opinion orientation, the method of public opinion orientation, and the conditions and environment that ensure method innovation. To improve the quality of public opinion orientation, it is necessary to carry out synchronous solutions, in which solutions for subjects directly implementing public opinion orientation and specific solution groups for each method play a decisive role. Solutions need to be carried out step by step, persistently, not subjectively or hastily, otherwise it will lead to formality, waste of human and material resources and not bring the desired effect.

CONCLUSION

In Vietnam, public opinion orientation is an important content of ideological work, holding a decisive position in all activities of our Party. To lead the country in the context of many changes in the country and the world, creating social consensus is extremely important, especially the support and consensus of the people in implementing the Party's guidelines and policies, and the State's legal policies. In particular, in the context hostile forces, opportunistic elements, and political opponents have been thoroughly taking advantage of the internet and social networks to carry out activities that sabotage the Party, the State, and the work of governance, managing information online and shaping public opinion faces many difficulties and challenges in our country. Therefore, orienting public opinion to minimize the negative aspects while promoting the positive aspects of people's psychology and ideology is one of the top concerns of our Party and State.

Efforts to innovate methods of public opinion orientation by agencies, departments, branches and unions at all levels in our country in recent years have brought certain results. According to the assessment results obtained from sociological surveys and document research, there has basically been an innovation in orientation methods from the subjects, although not much. The effectiveness of such innovation in orientation methods is only average but still worthy of recognition.

However, the effectiveness of innovation activities can only be maintained if there continues to be active direction from all levels and departments, with continuous creative and breakthrough innovation in both management and administration, technology, staffs and quality of human resources participating in the orientation of public opinion in the coming time. Innovating methods of public opinion orientation requires innovating and further improving the quality and capacity of leadership and direction while leadership awareness and practice, leadership content and methods still have some shortcomings. It is necessary to strengthen and innovate state management with scientific and effective management content and methods while current management still has many limitations. There is a need for a training and fostering regime for human resources while this force is currently mainly part-time and not properly trained. The implementation of methods need to be diverse and constantly innovated, but in reality, it is still old and trite. We need a highly developed and safe technology platform, but in reality, domestic social networking platforms have not yet developed to be diverse, strong enough with many utilities and high information security as we wish. Innovating public opinion-oriented methods requires widespread participation and high responsibility of officials, party members, and people, but in reality the scale and responsibility of participation are still limited.

In the coming time, to continue innovating the method of public opinion orientation in Vietnam, it is necessary to synchronously deploy solutions, of which the key is the Party's leadership, the State's management and advisory, direction, coordination and inspection activities. Innovation needs to be carried out on the basis of unified plans, campaigns and strategies. We need to focus on improving the political quality and capacity of officials and experts, and pay attention to innovating methods based on mastering the characteristics of people's needs, tastes, and habits of receiving information of the people, while focusing on educating and raising self-awareness and responsibility of officials, party members and people.

**LIST OF PUBLISHED SCIENTIFIC WORKS
RELATED TO THE THESIS**

1. Luu Thi Thu Phuong (2021), "*Orienting public opinion on social networks in Vietnam in the context of the Covid - 19 pandemic*", Proceedings of the International Conference on "Information Crisis Management in the context of the pandemic Covid - 19 epidemic", co-organized by the Academy of Journalism and Communication, People's Newspaper and Korea International Cooperation Agency (KOICA) in Hanoi, 2021.

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3. Luu Thi Thu Phuong (2023), "*Ho Chi Minh's instructions on research, grasping public opinion and applying it in ideological work in Vietnam today*", Journal of Ho Chi Minh Studies, no. Special (59), September-October 2023.

4. Luu Thi Thu Phuong (2023), "*Principles and content of innovating methods of public opinion orientation in our country today*", Electronic Journal of Political Theory, November 10, 2023.