

SUMMARY INFORMATION

ABOUT NEW POINTS OF THE DOCTORAL THESIS

1. Thesis title: **“Innovating methods of public opinion orientation in Vietnam nowadays”**
2. Major: Ideology work.
3. Code: 9 31 02 01
4. Name of PhD student: Luu Thi Thu Phuong
5. Advisor: Associate Professor, PhD. Pham Huong Tra.
6. Training institution: Academy of Journalism and Communication
7. New conclusion of the thesis
 - 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 public opinion orientation", determining the principles and content of innovating methods of orienting public opinion.
 - The thesis contributes to providing scientific information to grasp the current state of innovation in public opinion orientation methods in Vietnam.
 - Proposing solutions to continue innovating methods of social tourism orientation, creating consensus in society.

Advisor

PhD student

Associate Professor, PhD. Phạm Hương Trà

Luu Thị Thu Phương