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DO THI THANH HA

**THE ROLE OF NEW MEDIA IN POLITICAL
PROPAGANDA IN VIETNAM**

**SUMMARY OF DOCTORAL THESIS
POLITICAL SCIENCE**

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Scientific supervisors:

- 1. PhD. Luu Thuy Hong**
- 2. Assoc Prof. PhD. Doan Thi Minh Oanh**

Reviewer 1: Assoc Prof. PhD. Nguyễn Thắng Lợi

Reviewer 2: Assoc Prof. PhD. Đỗ Thị Thu Hằng

Reviewer 3: Assoc Prof. PhD. Nguyễn Đức Luận

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Thesis Assessment Council at the Academy of Journalism
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INTRODUCTION

1. Choosing the Thesis Topic

Propaganda stands as a crucial component of the Vietnamese Communist Party's revolutionary activities, essential for constructing and nurturing the societal and political ideological foundation. Political propaganda plays a significant role in a governing political party. Its purpose is to elucidate, persuade, and encourage individuals from diverse backgrounds to actively support the revolution and align with the Party's political ideologies and directives.

Communication, viewed through content and media lenses, is deemed a social phenomenon—a societal construct that aids in connecting and fostering communication between individuals and groups, thereby enhancing mutual understanding. Media serves as a social intervention and criticism tool, transmitting ideology to shape societal consciousness and behavior. Given its profound impact on public opinion, the media serves political objectives, particularly in propagating the Vietnamese Party and government's policies and directives.

The term "new media" surfaced and swiftly evolved from the late 1980s. Since then, new media has been acknowledged as a remarkable human achievement, contributing significantly to a more interconnected digital network globally. Therefore, the study of new media encompasses technological advancements and the interplay between innovations and society.

The new media, which has emerged from scientific and technical progress, includes television, print media, radio, and subsequently, the internet and social networks. It has facilitated swift information accessibility and dissemination globally, transcending time and geographical boundaries. Apart from traditional mass media such as television, printed papers, cassettes, and newspapers, the contemporary landscape of new media includes social networks, blogs, video games, and e-commerce platforms. In the era of Technology 4.0, these mediums have

substantially altered human life. The fusion of new media with technological advancements—such as the prevalence of computers and smartphones—signifies their profound influence on human existence. Their prevalence ensures vast data flows, swiftly updated and processed, making information accessible worldwide. Technologies like 5G networks and AI further bolster new media, particularly in processing and harnessing media data for political purposes.

These media channels swiftly became an integral aspect of modern society, evolving beyond mere commercial and entertainment tools to serve political purposes. New media has supplanted traditional media as a means of social connection and intervention. Due to its open nature and interactive capabilities among various subjects, new media is recognized as an institution that shapes society and serves political powers. Consequently, new media plays a crucial role in policy planning, implementation, and dissemination to the broader public. Via the media, meticulously researched and planned guidelines and policies become public, enabling the ruling class to access public opinion and receive feedback on proposed policies. This feedback loop helps policymakers refine guidelines and procedures, ensuring their feasibility and alignment with the actual needs and interests of the people and beneficiary groups, leading to effective policy propagation and social consensus. In doing so, different media-communication platforms need strategic communication plans for information dissemination and education, support public understanding of political opinions, and for citizens to actively contribute to the political reforms and policy-making process.

In embracing these modern communication trends, the Vietnamese government increasingly emphasizes information and propaganda dissemination through new media platforms such as electronic information portals, e-newspapers, and social networks. Recognizing the critical role of new media in the Vietnamese political framework, the author has selected the research topic "The Role of New Media in Political Propaganda in Vietnam" for a

doctoral thesis in Politics, majoring in Political Ideology and Communication.

2. Purpose of this research and tasks

2.1 Research purposes

The thesis aims to investigate the theoretical framework, evaluate the current status of new media's role in political propaganda, and offer perspectives and solutions to advance this role in Vietnam's political propaganda in the foreseeable future.

2.2 Research tasks

- Review the existing research landscape concerning the topic.
- Employ the framework of ideological work science to elucidate theoretical aspects concerning the role of new media in political propaganda.
- Assess the present role of new media in political propaganda within contemporary Vietnam.
- Summarize raised issues, present viewpoints, and propose scientific solutions to bolster the role of new media in political propaganda in current Vietnamese contexts.

3. Subject and Scope of Research

3.1 Research Object: The focus of the study is the role of new media in political propaganda within today's Vietnam.

3.2 Research Scope

3.2.1. Research Content: The thesis focuses on studying the role of new media through the use of new media by the subject to convey political propaganda content, specifically:

* The subject of political propaganda: The Communist Party of Vietnam and the Central Government of the Socialist Republic of Vietnam, specifically the Central Propaganda Department and the Government of the Socialist Republic of Vietnam.

* The target of political propaganda: the people.

* New media used by the subject for political propaganda, the author chooses channels to analyze the current situation:

- For electronic newspapers and digital journalism: Đảng Cộng sản Việt Nam; Vietnam+ (VietnamPlus)

- For website: Cổng thông tin điện tử Chính phủ; Việt Nam Thịnh Vượng; Hương Sen Việt; Thông tấn xã Việt Nam

- For social network: Facebook: “Hương Sen Việt”; Facebook: “Thông tin Chính phủ” và Diễn đàn thuộc trang: “Xây dựng chính sách, pháp luật”; Facebook: “ĐƯỜNG CHÚNG TA ĐI”; Facebook: “Việt Nam Thịnh Vượng”

* Political propaganda content: the thesis analyzes the role through five contents: (1) Propaganda of Marxism-Leninism and Ho Chi Minh's ideology; (2) Propaganda about the viewpoints, guidelines, and policies of the Party, and the laws of the State; (3) Propaganda about political events and political processes happening domestically and internationally; (4) Propaganda about culture, history, and the traditional values of the nation; (5) Propaganda and encouragement of the struggle of the Party, the State, and the People against wrong and hostile viewpoints that deny the ideological foundation, guidelines of the Party, and the policies and laws of the State

3.2.2. Research Timeframe:

- The thesis studies the role of new media in political propaganda in Vietnam from 2016, the time when Decree No. 142/2016/ND-CP of the Government on preventing information conflicts on the internet was issued on October 14, 2016; it forecasts the movement and development and proposes solutions to enhance the role of new media with application value until 2030.

- The author's survey of the current situation on electronic newspapers, general information websites, and social networks from 2022 to September 2023

4. Research Questions and Hypotheses

4.1 Research Questions:

What are new media? What is the analytical framework for the role of new media in political propaganda?

What role do new media play in political propaganda in Vietnam?

What issues arise regarding the role of new media in political propaganda in Vietnam?

□ How can the role of new media in political propaganda in Vietnam be more effectively utilized in the future?

4.2 Research Hypotheses:

• **Hypothesis 1:** New media have rapidly emerged and gained widespread usage compared to traditional communication due to significant advancements in information technology, digital technology, and telecommunication networks.

• **Hypothesis 2:** New media significantly contribute to swiftly and effectively disseminating information to the masses, thereby serving as a potent propaganda tool.

• **Hypothesis 3:** In present-day Vietnam, new media usage is increasingly widespread and plays an escalating role in political propaganda.

• **Hypothesis 4:** Enhancing the role of new media will improve the practicality and effectiveness of political propaganda among targeted groups.

5. Theoretical Basis and Research Methods

5.1 Theoretical Basis The theoretical foundation of this research is based on the methodology of Marxism-Leninism and scientific works associated with the topic.

5.2 Research Methods The study employs various research methods:

• **Analysis and Synthesis Method:** Used to gather and assess document sources related to the topic, including Party documents, State policies, and research works both within and outside the country.

• **Historical and Logical Methods:** The research starts by exploring the historical context of the issue, placing it within the broader national, regional, and global context. Historical documents and data are used to systematize, compile statistics, and model the problem. The study draws from historical experiences of utilizing new media in political propaganda in Vietnam.

• **Observation Method:** Purposeful and planned perception of events, phenomena, or processes in different circumstances to

collect specific data and understand the fluctuation in experiences of using new media in political propaganda in Vietnam today.

- **Scientific Information Collection Method:** Gathering data from various sources such as documents, books, newspapers, and scientific works. Weekly national briefings by the Central Propaganda Board and the Ministry of Information and Communications, relating to the professional fields discussed in the research process.

- **Sociological Survey Method:** Evaluating the current status of new media activities in Vietnam's political propaganda by issuing questionnaires and investigating public opinion on policies disseminated through new media.

- **In-Depth Interview Method:** Conducting interviews with experts, scientists, planners, and policymakers to explore nuanced issues within the research content.

- **Expert and Monograph Method:** Collecting insights from experts through scientific seminars and discussions to verify and validate information gathered through surveys and interviews.

- **Content Analysis Method:** Examining products released on new media to assess their role in political propaganda.

- **Data Processing Method:** Employing statistical mathematics and SPSS software to analyze and synthesize the collected survey data.

6. New Contributions to Science

- The thesis addresses theoretical and practical issues about the role and impacts of new media in political propaganda in Vietnam from the standpoint of ideological work.

- It surveys the current status of new media's role in political propaganda in Vietnam today.

- It provides viewpoints and solutions, grounded in scientific rationale, to enhance the role of new media in political propaganda in present-day Vietnam.

7. Theoretical and Practical Significance

7.1 Theoretical Significance This research contributes theoretically to the study of propagating guidelines, policies, and laws using new media in Vietnam today.

7.2 Practical Significance

- The study is instrumental in the study, research, and teaching of political propaganda.

- It aids in establishing a scientific foundation to assist leaders and managers in planning Party and State policies related to political propaganda.

8. Thesis Structure Apart from the introduction, conclusion, list of references, and appendices, the thesis encompasses an overview and three chapters with nine sections.

CHAPTER 1: OVERVIEW OF RESEARCH WORKS RELATED TO THESIS TOPIC

1.1 Research Works on Propaganda and Political Propaganda

1.1.1 Research on Propaganda

Propaganda by Napoleon by Robert B. Holtman

Effectiveness of International Propaganda by L. John Martin

Propaganda and Persuasion by G.S. Jowett & V. O'Donnell

Theoretical Foundations of Ideological Work of the Communist Party of Vietnam by Lương Khắc Hiếu

Opportunities and Challenges of Social Media for Propaganda Work of the Party by Lương Ngọc Vĩnh

1.1.2 Research on Political Propaganda

Principles of Communist Propaganda, translated from Russian by Hùng Sơn and Mai Lý Quảng

Ideological Propaganda Work in the New Era by the Central Propaganda Department of the Chinese Communist Party, translated by Trần Khang and Lê Cự Lộc

Base-level scientific research *Propaganda Work of the Party* by Nguyễn Văn Minh

Base-level scientific research *Principles of Propaganda* by Lương Ngọc Vĩnh

Policy Communication and Social Consensus, Academy of Journalism and Communication

Methods and Forms of Protecting the Party's Ideological Foundation and Combating Wrong, Hostile Viewpoints in the Field of Theory by Lê Quốc Lý

Propaganda Work of the Communist Party of Vietnam in the New Era by Lương Ngọc Vĩnh

Innovating Propaganda and Mobilizing the People of Military Units in Hanoi Today by Nguyễn Minh Cường

1.2 Research Works on New Media and the Role of New Media in Political Propaganda

1.2.1 Research on New Media

Virtual Community: Homesteading on the Electronic Frontier
by Howard Reingold

Internet Culture: Virtual Space, Real History, Living Bodies
by Rob Shields

*The Internet Galaxy: Reflections on the Internet, Business,
and Society* by Manuel Castells

New Media: The Key Concepts by Nicholas Gane and David
Beer

Online Journalism: New Media and News Media by Kiran
Prasad

Understanding New Media by Robert Logan

*Internet Culture and the Internet as a Culture: Social Fear
and Religious Dreams* by Philippe Breton

Beyond News: The Future of Journalism by Mitchell
Stephens

Online News: Characteristics and Creative Methods by
Nguyễn Thị Trường Giang

Types of Journalism and Media by Dương Xuân Sơn

Journalism and Social Media by Đỗ Chí Nghĩa and Đinh Thị
Thu Hằng

Using New Media in Digital Diplomacy Today by Phạm Minh
Sơn

Journalism and Multimedia Communication by Nguyễn Thị
Trường Giang

*Social Media in the Context of Information Society
Development in Vietnam: Theory, Practice, and Experience* by
Phạm Huy Kỳ and Đỗ Thị Thu Hằng

*Textbook on Organizing the Production of Foreign
Journalism and International Communication Products* by Nguyễn
Ngọc Oanh, Nguyễn Thị Thương Huyền, Nguyễn Đồng Anh

Introduction to Multimedia Communication Textbook by Đỗ
Thị Thu Hằng

*Textbook on Organizing the Production of Mass
Communication Products* by Đỗ Thị Thu Hằng

1.2.2. Research on the Role of New Media in Political Propaganda

New Media and Politics by Barrie Axford and Richard Huggins

The Power of Communication in Politics translated by D.A Graber

New Media and Socio-Cultural Changes in Vietnam by Bùi Hoài Sơn

Handbook of Global Online Journalism by Eugenia Siapera and Andreas Veglis

Mass Communication and the Policy Process by Annelise Russell, Maraam Dwidar, and Bryan D. Jones

Innovation in the Party's Propaganda Work to Meet International Integration Requirements in Vietnam Today by Lê Mai Trang

The Art of Propaganda in the 21st Century by Jonas Staal

Propaganda in Cyberspace by Yochai Benkler, Robert Faris, and Hal Roberts

Social Media with Vietnamese Youth Today by Lê Hải

Information Warfare by Richard Stegel

Internet and Its Impact on Vietnamese Culture by Từ Thị Loan

Modern Journalism and Media: Practices, Issues, Insights by Tạ Ngọc Tấn

The Impact of New Media on Vietnamese Family Culture by Vũ Diệu Trung

Textbook on Theories and Skills in Policy Communication by Lương Ngọc Vĩnh

Proceedings of the Workshop on Using Social Media in Political Propaganda in Vietnam Today, Academy of Journalism and Communication, Communist Review

Handling Misinformation, Distortion in the Field of Ideology, Theory, and Literature, Arts by Đỗ Thị Thu Hằng and Lương Khắc Hiếu

Is it a Lack of Information or Misinformation in the Digital News Environment? How Social Media News Consumption Affects Two Aspects of Political Knowledge? by Atle Haugsgjerd, Rune Karlsen, and Kari Steen-Johnsen

Ministry-level scientific research *Innovating Political Propaganda Work on Social Media in Vietnam Today* by Nguyễn Thị Trường Giang

1.3 Overview of Research Results of Published Scientific Works and Research problems

1.3.1 Overview of Research Results of Published Scientific Works

Firstly, previous research emphasizes the significance of adopting new communication tools and formulating policies to regulate information flow, ensuring the transmission of appropriate political content to targeted audiences. Social media platforms such as Facebook, Twitter, Instagram, and TikTok facilitate the transmission of political issues. There's a comprehensive discussion from various sources and perspectives, reflecting diverse directions.

Secondly, within the internet and social network sphere, various political ideologies leverage new media as a means to disseminate political beliefs, particularly targeting the psychological and emotional aspects of network users. Scholars discuss cultural shifts and social movements arising from information dissemination on the internet, influencing and advocating changes in political ideologies. Information gathering and processing shape media policies, affecting radio, television, social networks, etc., to ensure safety and effectively communicate political propaganda messages.

Thirdly, new media is recognized as a management tool by the Party and State in propagating the Party and State's directives and policies. New media actively participate in disseminating information from propaganda subjects to audiences and support recipients in the information consumption and policy implementation process.

1.3.2 Research problems

The thesis aims to address several crucial issues:

Firstly, it endeavors to conduct further comprehensive research, providing a deeper and more systematic understanding of concepts such as new media and political propaganda.

Secondly, it aims to delve into more in-depth research on political propaganda methods utilizing new media that suit the context of digital transformation and 4.0 technology.

Thirdly, it seeks to evaluate and generalize the role of new media in current political propaganda in Vietnam, considering the factors influencing new media and the propaganda landscape in the country. Furthermore, it aims to forecast technological trends and changes in information technology within the 4.0 era.

Conclusion of Chapter 1

The overview of research related to the thesis topic reveals numerous scientific works, both domestic and international, discussing various facets such as cadre training, political agencies, and Ho Chi Minh's ideology. Each project exhibits distinct objectives, tasks, scope, and methodologies. These works are invaluable resources that aid doctoral candidates in accessing content, methodologies, and ideas during their research and thesis implementation processes.

CHAPTER 2: THEORETICAL ISSUES ABOUT THE ROLE OF NEW MEDIA IN POLITICAL PROPAGANDA

2.1 Political Propaganda and New Media in Political Propaganda

2.1.1 Concept of Propaganda and Political Propaganda

First, the concept of political propaganda:

* Concept of propaganda: Propaganda is persuasive communication aimed at changing the perception, attitude, and behavior of the audience according to the objectives of the propagandist.

* Concept of political propaganda: Political propaganda is the most important aspect of ideological work. It is the process of disseminating the political ideology of the working class, the policies of the Party, and the laws of the state to enhance political awareness, strengthen faith in the Party, the socialist regime, and motivate the masses to implement policies and political tasks.

Second, the components of political propaganda:

*Subjects of political propaganda:

- The Communist Party of Vietnam at all levels
- The State of the Socialist Republic of Vietnam
- The Vietnam Fatherland Front and socio-political organizations

- The communication institutions of the political system

- Party members and the general public

* Audience of political propaganda: Party members and the general public

* Content of political propaganda in Vietnam today:

- Propaganda of Marxism-Leninism, Ho Chi Minh's thought

- Propaganda of the Party's viewpoints, policies, and state laws

- Propaganda of political events and processes occurring domestically and internationally

- Propaganda of culture, history, and national traditional values

- Propaganda, encouraging the struggle against wrong, hostile viewpoints denying the ideological foundation, policies, and laws of the Party and State

* Media of political propaganda: The two most effective and common means are traditional media and new media.

* Objectives and tasks of political propaganda:

• Objectives: Provide knowledge, change the perception of the audience, thereby forming faith and encouraging positive actions.

• Tasks: (1) Enhance political awareness among the people; (2) Establish and reinforce the political faith of the people; (3) Encourage political actions of the people.

2.1.2. Concepts, types, and characteristics of new media

2.1.2.1. Concept of new media

• Concept of new media:

• Intrinsic and extrinsic concepts: Firstly, digital communication, digital content, and digital technology. Secondly, multimedia communication, cross-platform communication. Thirdly, social communication and social networks.

• Within the scope of the thesis, the author views new media as media that are formed and developed in a digital environment, applying digital technology and multimedia techniques to transform information. New media do not include traditional media types such as television programs, printed newspapers, magazines, books, or paper publications, unless they incorporate technology that allows digital interaction.

2.1.2.2. Basic types of new media (1) For interpersonal and personal media types (2) For press and mass media (3) Social media: social networks (Facebook, Zalo, Instagram, Youtube...); blogs, microblogs, ...

2.1.2.3 Characteristics of new media: (1) Multifaceted in technical platforms and technology (2) Multidirectional interactivity (3) High speed, large-scale communication

2.2. Analysis framework of the roles of new media in political propaganda

Approaching from the theoretical perspective of Political Science - Ideological work, integrating interdisciplinary communication and computer science, the author identifies: (1) The propagandist uses new media to achieve political propaganda goals: equipping the target audience with worldviews and ideologies; (2) The propagandist using new media characterized by speed, timeliness, interactive bidirectionality must perform tasks such as: *Enhancing political awareness among the audience; *Reinforcing political trust among the audience; and *Encouraging political actions by the audience.

Based on this, the dissertation outlines the four roles of new media in current political propaganda in Vietnam as follows:

2.2.1 New media contribute to delivering information quickly, timely, and interactively in terms of political propaganda content.

2.2.2 New media contribute to enhancing political awareness among the population.

2.2.3 New media contribute to establishing, reinforcing political trust among the population, and encouraging their participation in political activities.

2.2.4 New media contribute to detecting, preventing, and pushing back against misinformation, serving as a platform for rebutting and criticizing false information to protect the Party's ideological foundation.

2.3. Factors influencing the roles of media in political propaganda

2.3.1 Scientific and technological revolution and globalization

2.3.2 Vietnam's viewpoints and policies regarding the use of new media in political propaganda

2.3.3 Subjective factors of the political propaganda entity

2.3.4 Factors from the people's lives: living standards, education levels, needs, and habits of using new media

Conclusion of Chapter 2

The emergence of new media has revolutionized the modern world. The Party and State conduct political propaganda using these platforms, making them an effective tool in transmitting political content from subject to object in propaganda.

CHAPTER 3: CURRENT STATUS OF THE ROLE OF NEW MEDIA IN POLITICAL PROPAGANDA IN VIETNAM AND THE RAISED ISSUES

3.1 The Development of New Media and Their Application in Political Propaganda in Vietnam Today

3.1.1 Overview of the Current Situation of Using Traditional Media in Vietnam

Alongside the robust emergence of new media, traditional media retains its position in political propaganda. These traditional media include books, printing newspapers, radio, and television.

3.1.2 The Development of New Media in Vietnam

As assessed by the International Telecommunications Union (ITU), Vietnam exhibits one of the fastest growth rates in Internet usage regionally and globally. This illustrates the rapid and significant development of new media in Vietnam.

3.1.3 Practical Application of New Media in Political Propaganda in Vietnam Today

The Party and State of Vietnam consistently adopt policies to integrate new media and modern technology into political propaganda. This includes electronic newspapers, smartphone applications for information and propaganda, AI technology in public administration, and various other mediums.

3.2. Current status of the role of new media in political propaganda in Vietnam

3.2.1 New media contribute to delivering information quickly, timely, and interactively on political propaganda content to the people.

Firstly, new media help deliver information quickly and timely on political propaganda content to the people. Secondly, new media contribute to delivering multi-dimensional information with high interactive content on political propaganda to the people.

3.2.2 New media contribute to enhancing political awareness.

Enhancing political awareness among the people needs to be implemented across various levels: knowing, understanding, remembering, analyzing, and applying.

3.2.3 New media contribute to establishing, reinforcing political trust among the people, and encouraging their participation in political activities.

Firstly, new media contribute to establishing and reinforcing political trust among the people. Secondly, new media encourage people to participate in political activities.

3.2.4 New media contribute to detecting, preventing, and pushing back against misinformation, protecting the Party's ideological foundation.

Firstly, new media serve as a tool for entities to struggle against and rebut misinformation by publishing official information to clarify falsehoods and distortions. Secondly, political propagandists use new media to strengthen the dissemination of positive information, exemplary individuals and deeds, and accurate event information on topics that hostile forces often target to undermine the Communist Party and the Vietnamese government.

3.3 Issues Raised

3.3.1. Issues regarding the role: New media contribute to delivering information quickly, timely, and interactively with high interactive content on political propaganda.

3.3.2. Issues regarding the role: New media contribute to enhancing political awareness among the people.

3.3.3. Issues regarding the role: New media contribute to establishing, reinforcing political trust among the people, and encouraging their participation in political activities.

3.3.4. Issues regarding the role: New media contribute to detecting, preventing, pushing back against, and serving as a platform to rebut and criticize misinformation, protecting the Party's ideological foundation.

Conclusion of Chapter 3

Based on an assessment of the successes and limitations of applying new media in political propaganda in Vietnam, the author has summarized the current state of the role of new media in the country. This overview encompasses the context and trends in the global technological advancements that influence political propaganda in Vietnam.

CHAPTER 4: VIEWPOINTS AND SOLUTIONS TO PROMOTE THE ROLE OF NEW MEDIA IN POLITICAL PROPAGANDA IN VIETNAM IN THE NEW ERA

4.1. Trends in the development of new media and their application potential in political propaganda

4.1.1. Trends in the development of new media in Vietnam

Trends in the global development of new media Trends in the development of new media in Vietnam

4.1.2. Potential application of new media in political propaganda Application of new media in political propaganda in some countries around the world Potential application of new media in political propaganda in Vietnam

4.2. Perspectives on enhancing the role of new media in political propaganda in Vietnam in the new era

4.2.1. Correct perception of the positive and negative impacts of new media on social life and political propaganda in Vietnam today

Firstly, a correct understanding of the positive impact of new media on social life and political propaganda in Vietnam today.

Secondly, a correct understanding of the negative impact of new media on social life and political propaganda in Vietnam today.

4.2.2. Leveraging the role of new media alongside stringent management of new media

Enhancing information management to prevent the negative impacts of current new media is an urgent task. Party organizations and state management agencies need to promptly supplement and perfect legal regulatory frameworks to ensure a clear, open, and transparent legal environment.

4.2.3. Maximizing the role of new media in conjunction with strengthening the role of other media in political propaganda

Each media platform has its own advantages and limitations. Therefore, it is essential to integrate different media effectively to achieve the highest efficiency in political propaganda:

(1) Leveraging the role of new media with personal communication; (2) Leveraging the role of new media with group communication; (3) Leveraging the role of new media with traditional media channels.

4.3. Solutions to enhance the role of new media in political propaganda in Vietnam in the new era

4.3.1. Solutions for enhancing the capability of using new media by propaganda entities

Firstly, enhance strategic vision in planning the Party's directions and policies.

Secondly, propaganda entities should consider new media as powerful tools to grasp, analyze, and forecast public opinion.

Thirdly, pay special attention to the content of information provided to the audience.

Fourthly, functional agencies, journalists, and media organizations should know how to effectively use and exploit social media to serve their activities and dominate information in the online space.

Fifthly, entities should know how to utilize new media as a means to capture the psychology and thoughts of the people.

Sixthly, propaganda entities need to apply information technology in their political propaganda activities.

Seventhly, propaganda entities must be at the forefront in identifying malicious information on the internet.

Eighthly, during the propaganda process, entities should focus on enhancing direction and interaction on new media platforms.

4.3.2. Solutions for the audience of propaganda

Firstly, every cadre, Party member, and citizen must actively share and disseminate this article and other reliable information.

Secondly, minimize accessing, interacting with, and sharing unreliable, unverified information from unreliable sources.

Thirdly, build an "immune system" against all malicious information.

Fourthly, citizens need to raise their awareness of responsibility in using new media to detect, report, and counter non-standard information and wrongful behavior on social media.

4.3.3. Solutions for the form of political propaganda through new media

Firstly, innovate the form of posting such as using mega stories, podcasts, live broadcasts, etc., accompanied by the application of technical elements in news production.

Secondly, establish dedicated sections or columns focusing on political propaganda content.

4.3.4. Solutions for the mechanism, policies regarding new media and the role of new media in political propaganda in Vietnam

Firstly, enhance and promote the National Digital Transformation from central to local levels.

Secondly, the Party directs the application of information technology to new media in Vietnam.

Thirdly, address the trend of commercialization and negative aspects within the system of media in general and new media in particular.

Fourthly, strengthen cybersecurity measures.

Fifthly, there is a crucial need for reasonable management mechanisms, policies, and laws capable of effectively controlling the situation.

Conclusion of Chapter 4

In the current digital landscape, cyberspace and new media must be utilized, harnessed, and promoted in tandem with traditional media to shape the leading ideology of the nation, thus contributing to a strong, prosperous, and developed Vietnam.

CONCLUSION

1. New media stands as a pivotal force shaping human life, especially within the realm of propaganda and political influence. While numerous scientific works exist on this subject, this thesis introduces original perspectives that remain distinct and independent.

2. Political propaganda is a cornerstone in ideological work, defending the Party's foundational beliefs against hostile allegations. It stands as a crucial element in preserving and advancing Vietnam's socialist ideology.

3. Through research and assessment, the current status of new media in political propaganda reveals both strengths and limitations. These pros and cons stem from multifaceted factors, encompassing both objective and subjective causes, with subjective influences often playing a major role.

4. The use of new media for propaganda necessitates a comprehensive understanding of evolving trends and their impacts. It calls for appropriate, feasible solutions tailored to each audience. Each solution has a specific role, forming a close, interrelated system.

5. Evaluating the role of new media in political propaganda in present-day Vietnam is a multifaceted issue. Its implications have significant effects on enhancing the quality and efficacy of political collaboration. Further developments in theory and practice are required to comprehensively understand the challenges presented by the evolving landscape of science and technology, particularly in the practical application of new media in political propaganda.

The findings of this thesis contribute to understanding the multifaceted role of new media in political propaganda, especially in the context of Vietnam. It underlines the need for further research and development in response to the ever-evolving landscape of technological advancements and communication. This thesis sets the stage for deeper exploration into new challenges and opportunities in the realm of political propaganda through new media

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2. Do Thi Thanh Ha (2021), *New media and the characteristics of a miniature world*, Journal of Political Theory and Communication, November 2021 issue

3. Do Thi Thanh Ha (2022), *Virtual reality VR - a new trend of modern journalism*, Journal of Political Theory and Communication, September 2022 issue

4. Do Thi Thanh Ha (2022), *The role of social media in the world's color revolution*, Electronic political theory, posted on December 8, 2022

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