

Press - Communication to Ensure Ideological Security in Vietnam Today

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Abstract: *In the context of globalization and international integration, Vietnam's traditional ideological values are facing numerous challenges from the outside. New streams of ideology and cultural values from different countries are constantly being imported, requiring careful reception and selection so as not to erode our national identity. At the same time, the explosion of information on cyberspace has created conditions for misled, bad, toxic, reactionary information to spread on social networks, leading to the risk of causing ideological conflicts and undermining the trust of the people in the Party, the administration and management of the State.*

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1. The importance of ensuring ideological security for the stability and development of Vietnam in the current situation

In the context of globalization and international integration, the traditional ideological values of the nation are facing countless challenges from the outside. New streams of ideology and cultural values from different countries are constantly being imported, requiring careful reception and selection so as not to erode our national identity. At the same time, the explosion of information on cyberspace has created conditions for misled, bad, toxic, reactionary information to spread on social networks, leading to the risk of causing ideological conflicts and undermining the trust of the people in the Party, in the administration and management of the State.

Ideological security plays a significant role in protecting political and social stability and the sustainable development orientation of each and every country and nation. This is the foundation to consolidate unity in people's thinking, beliefs and actions, while maintaining social consensus on the policies and leadership of the Party and State. Stable political ideology creates favorable conditions for effectively solving the economic, social, cultural, defense and security issues, contributing to the construction of a fair, democratic, civilized and sustainable society.

During his lifetime, President Ho Chi Minh said: "A Party without a doctrine is like a person without intelligence, a ship without a compass. Nowadays,

there are many doctrines and theories, but the truest, most reliable, and most revolutionary doctrine is Leninism”⁽¹⁾. Deeply imbued with his viewpoint, from the 7th National Congress of the Party in 1991, in the Platform for national construction in the transitional period to socialism, our Party affirmed: “The Party takes Marxism-Leninism and Ho Chi Minh Thought as the ideological foundation and compass for action”⁽²⁾. At its 12th National Congress in 2016, our Party determined: “To firmly adhere to Marxism-Leninism and Ho Chi Minh Thought, creatively apply and develop them in accordance with the reality of Vietnam”⁽³⁾. At the 13th National Congress, the Party continued to affirm: “To firmly and creatively apply and develop Marxism-Leninism and Ho Chi Minh Thought”⁽⁴⁾. Thus, the Party has identified Marxism-Leninism and Ho Chi Minh Thought as the solid ideological foundation for socialist construction in Vietnam. From the practical conditions of the revolution, the Party has creatively applied and developed Marxism-Leninism and Ho Chi Minh Thought to lead the Vietnamese revolution to great victories of historical significance. That is a vivid and convincing proof, affirming the correctness of the Vietnamese revolution in choosing the path of national independence associated with socialism, firmly following Marxism-Leninism and Ho Chi Minh Thought⁽⁵⁾.

Ideological security that is not maintained can lead to serious consequences. Those are an increase in social conflicts, skepticism towards the leadership, and creating opportunities and conditions for hostile forces to carry out sabotage activities. Therefore, ensuring ideological security is not only the task of the functional authorities but also the responsibility of the entire political system and the whole society.

2. The important role of the press - communication in ensuring ideological security today

Firstly, the key role in orienting public opinion, creating trust and social consensus: Given its strong influence on social awareness, the press not only conveys information but also plays a key role in orienting public opinion, building trust and spreading positive ideological values. By providing accurate, timely and comprehensive information, the press helps the public understand social issues, thereby strengthening trust in the development policy of the Party and the State. This orientation does not stop at conveying information, but also includes in-depth analysis and commentary, that helps people to correctly perceive the actual situation, and avoids being affected by false information.

Secondly, contributing to the timely detection and resolution of ideological conflicts: The press is an important channel for detecting, analyzing and

promptly handling ideological conflicts in society. Through articles and investigative reportage, the press helps identify emerging problems, thereby proposing appropriate solutions, and contributing to maintaining social stability. Honestly reflecting the conflicts and shortcomings in society not only makes the authorities to have a comprehensive view to propose solutions, but also creates conditions for people to participate in contributing opinions and building a better society. Reality shows that, before each Party Congress, reactionary forces try their best to propagate, spread false information, deny the Party's leadership role in the political system, demand the depoliticization of the armed forces, and direct Vietnam towards capitalism. These are ideological conflicts that must be resolutely fought to eliminate.

Thirdly, the main force in communication of policy and law dissemination: The press - communication make an important bridge between the Party, the State and the people. They play an extremely important role in disseminating the Party's policies and guidelines and the State's legal policies to the people. Promoting the strengths of the multi-platform mainstream dissemination channels, the press informs about new policies and legal regulations to all social strata quickly and effectively. Articles, television and radio programs, etc. are built with information about policies and laws in a way that is appropriate for the public, thereby helping people to easily grasp them. The press - communication also create forums for people to discuss and give opinions on policies and laws, that helps to increase interaction between people and State agencies; at the same time, helping to reflect difficulties and obstacles in the process of law enforcement and receiving people's opinions. Through the press - communication, examples of groups and individuals who comply well with the Party's policies and the State's laws are widely spread in society; they also strongly condemn acts that violate the law. This shows that the press - communication are an effective tool for dissemination and education to raise people's awareness of policies and laws.

3. Challenges for the press - communication in ensuring ideological security today

In the context of the Fourth Industrial Revolution, the press - communication not only face opportunities for remarkable development thanks to the application of technology but also face numerous great challenges, especially in the task of ensuring ideological security. Digital technology and social networks have profoundly changed the way information is produced, distributed and accessed, while creating new risks to the role of the press in guiding ideology and maintaining social stability.

Firstly, fake news, toxic news and false information are direct challenges to ideological security.

One of the most serious problems is the explosion of fake news and untrue information on digital platforms. It is estimated that more than 60% of social media users have approached false information, much of which is created to manipulate ideology, incite public opinion and cause social instability.

False information often aims at sensitive political, social or religious issues, with a view to disrupting social consensus and trust in the political system. This is especially dangerous when this news spreads rapidly on social networks without verification, affecting the political and ideological awareness of the masses. In fact, in a number of international and domestic events, fake news has been used to incite conflicts or create doubts about the legitimacy of leadership agencies, directly threatening national ideological security.

Secondly, the commercialization of journalism has eroded the ideological orientation role.

In an increasingly competitive environment, a large number of press agencies are under pressure of commercialization, focusing on optimizing profits instead of ensuring content quality. “Sensitive” or clickbait headlines with unverified or controversial contents are gradually becoming popular on electronic newspapers and social networks. This trend not only undermines the objectivity of journalism but also risks misinforming the ideology of the people. It is especially dangerous for young people who do not have deep awareness and political mettle.

The commercialization of journalism also leads to media agencies publishing content that is not suitable to ideological values of Vietnam, putting short-term economic interests above the task of ensuring ideological security. This, if not controlled, can cause the mainstream press and media to lose their directional role and become a tool for commercial purposes or personal self-interest.

Thirdly, the social cyberspace is being expanded rapidly, containing implicit risks to maintaining ideological stability.

The dominance of social networks in accessing information has created a new phenomenon of “political apathy”, “individualism”... With personalized algorithms, social networks prioritize displaying content that suits each individual’s interests, making it difficult for users to access multi-dimensional perspectives. This not only increases one-sidedness in perception but also creates an ideal environment for appearance and spread of extremist ideologies.

The reality shows that on platforms like Facebook or TikTok, users are easily drawn into provocative contents, negatively affecting social trust and increasing

the risk of ideological polarization. Social networks, while providing great access to information, also create a difficult-to-control space where hostile forces can exploit to undermine national ideological security.

Fourthly, the pressure to innovate and maintain the ideological orientation of the press and communication.

In face of strong competition from digital platforms such as YouTube and TikTok, traditional press is forced to innovate to maintain its position. Forms of digital journalism, data journalism and artificial intelligence (AI) applications are being implemented to increase their attraction and approach to the public. However, technological innovation comes with the risk of straying from the core nature of the press: objectivity, accuracy and ideological orientation.

Unbalanced innovation can make the press fall into the production of sensational, entertaining contents, reducing its role in orienting and ensuring ideological security. This requires press agencies to not only innovate in form but also prioritize the task of protecting ideology.

4. Some solutions to promote the role of the press and communication in ensuring ideological security today

First, to raise awareness and responsibility of press agencies in ideological orientation

Journalists need to be fully aware of ideological orientation; to clearly identify the responsibility for ideological orientation as the most important task of the press and media. Therefore, journalists need to raise their professional responsibility, comply with regulations on professional ethics in press and media activities, especially fully aware of the role and responsibility for ideological orientation and ensuring ideological security.

The State needs to soon perfect the legal framework for press - communication activities. The Press Law (amended), expected to be passed by the National Assembly in 2025, needs to be specified, attaching more strict responsibilities to press agencies in implementing ideological orientation; strengthening strict handling of violations of the law in press activities. Establishing state management agencies responsible for the press - communication, with sufficient authority and capacity to monitor and inspect the activities of press agencies. Strengthening the capacity of State management officials in the press. On the other hand, the State needs to create conditions and resources for press agencies to operate, and focus on performing the task of ideological orientation.

Second, to strengthen the capacity to ensure ideological security of the press - communication system in Vietnam today

In order to effectively promote the role of ideological orientation, journalists need to be trained and equipped with extensive knowledge, especially knowledge of political theory; at the same time, they need to be cultivated with the skills of analyzing, evaluating information, and grasping public opinion. In addition, it is necessary to apply policies to encourage and reward journalists who have made positive contributions to ideological orientation and refuting harmful information. At the same time, building an information control mechanism is the foundation for ensuring ideological security. Strengthen content supervision, detect and promptly handle false, bad, and toxic information on media platforms. Clear and strict publishing regulations before release also need to be established, but still ensure flexibility so as not to delay the flow of information. In addition, the establishment of a specialized inspection team with the task of reviewing and evaluating press content according to ideological security standards will help ensure that media products are not only correct in content but also consistent with the goal of maintaining social stability and orienting public opinion. Resolutely and strictly handle acts of intentional violation, incorporating personal ideology, intending to seek profit, and taking advantage of the press to commit illegal acts.

Third, to consolidate the innovation in the development of the press - communication to meet the trend of the era and ensure ideological security

Innovation in the development of the press - communication is an urgent requirement to meet the needs of the modern public audiences while maintaining the role of ensuring ideological security. First of all, it is necessary to speed up the digital transformation process through investment in modern technologies such as artificial intelligence (AI) and big data. These technologies not only help personalize content to suit each reader but also ensure that the content is accurate, objective and has the right ideological orientation. The development of digital press - communication platforms will help mainstream press approach the public more effectively in the digital age. At the same time, the development of multi-platform press also needs to be strongly implemented. Taking advantage of social media platforms such as Facebook, TikTok, and YouTube not only helps increase the coverage of mainstream media but also allows for the rapid and timely transmission of information in accordance with the trends of receiving information of the current public. However, the content released on these platforms needs to be strictly controlled to ensure conformity with ideological security goals. Additionally, enhancing multimedia content such as videos, infographics, and podcasts is also an effective solution to increase the attraction of press

information, especially attracting the attention of the younger generation who is easily influenced by unofficial information streams.

Fourth, to ensure that the press and social networking sites develop healthily, comply with legal regulations, and aim at ethical and humane values. For the wholesome development of the press and social networking sites, it is necessary to ensure strict compliance with legal regulations, while aiming at ethical and humane values. First of all, perfecting the legal framework is a key factor, including building and supplementing specific regulations on the rights and responsibilities of the press and social networking platforms. This legal framework not only protects the right to freedom of speech and legitimate creativity, but also strictly handles acts of taking advantage of press freedom to disseminate false information, incite division, or distort the truth. The handling of violations must be transparent, fair, ensure deterrence and strengthen public trust in the mainstream press. In addition, it is necessary to establish a transparent and effective monitoring mechanism to ensure that information content in the press and social networks complies with ideological values and national interests. Close coordination between management agencies, press organizations and professional associations is an important factor in controlling content and promptly preventing harmful information. Additionally, it is necessary to develop a dialogue mechanism between relevant parties, creating conditions for the press to both promote its role of social counter-argument and ensure that it does not harm political stability and sustainable development of the country. Towards a healthy press and social network ecosystem is the foundation for building social trust and promoting national consensus.

Fifth, to strengthen the response and fight against fake news, toxic news, and false news to contribute to ensuring ideological security

Dealing with fake news, toxic news, and false news is an important task to ensure ideological security in the context of increasingly developing cyberspace. First of all, for State management agencies of the press - communication, it is required to promote the application of modern technologies to promptly detect and handle false information. Investing in technology will help automate the process of detecting, analyzing, and removing toxic content, minimizing the spread of fake news on digital platforms. In addition, it is imperative to expand international cooperation with large technological organizations and platforms to share data and build a coordination mechanism to handle transnational fake news sources, especially content that aims to undermine national ideological security.

Along with the application of technology, the enhancement of public awareness also plays an important role in preventing fake news. Communication campaigns in newspapers and social networks need to be deployed regularly to help people identify fake news and distinguish official information from false content. Especially, building programs to educate people on reading comprehension and information analysis skills, especially for young people, students, and pupils, will create a generation of digital citizens with the ability to debate and protect themselves against harmful content. When the community has the correct perception and the ability to fight fake news, the role of ensuring ideological security will be strengthened, creating a solid foundation for the stability and development of the country.

Sixth, to build a diverse media ecosystem, associated with progressive ideological values in accordance with the traditional cultural values of Vietnam

Building a media ecosystem associated with progressive and scientific ideological values is the core solution to ensure ideological security and promote social consensus. First of all, press - communication management agencies should focus on orienting the dissemination of cultural, ethical and revolutionary ideological values through press and media. Building a mainstream media model in cyberspace. This model can be structured as follows: press – communication—main media channels—Vietnamese social networks. The operating mechanism follows the principle: The main media channel on social networks is the center; the press and media provide mainstream information to the main media channel; Vietnamese social networks operate independently on social networking platforms and interact with information on the main media channels⁽⁶⁾.

Press agencies need to increase the production of articles, television programs, and online content that educate about the nation's history, culture, and fine traditions. At the same time, it is necessary to support journalists and content creators in producing inspirational media products that encourage positive messages to build trust and optimism in society.

At the same time, the impulse of social dialogue on media platforms also needs to be attached special importance to. Online forums, seminars and exchange programs need to be organized regularly, creating conditions for the public to discuss and criticize social issues in an open and civilized manner. This is an important channel to build consensus and unity of thought among the people. In addition, the press needs to develop constructive contents of counter-argument, and create space for positive contributions to promote comprehensive development and consensus in society. This media ecosystem

not only ensures the role of ideological orientation but also becomes a solid foundation for spreading good values, and consolidating the stability and sustainable development of the country./.

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