

Ngày nhận bài: 13/09/2023 | Ngày phản biện: 27/09/2023 | Ngày xuất bản: 25/10/2023

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1. Identifying fake news in the fields of ideology, theory, literature, and art

To identify fake news, it is necessary to understand its nature, and at the same time to recognize it in close relationship with misinformation, disinformation, and mal-information.

The book Journalism, Fake News, and Disinformation – A Handbook for Journalism Education and Training, published by UNESCO in 2019(1) analyzes the relationship between the concepts misinformation, disinformation, and mal-information, especially identifying three factors causing information disorder (Figure 1) and seven types of false and misleading information according to the following model:
Figure 1. Three factors of “information disorder” (UNESCO, 2019)

Fake news is high-level misinformation. Of the four levels of misinformation, fake news is identified at two levels: level 3 – imposter content with embellishments, exaggerations, and distortions of truth and level 4 – fabricated content that is unreal or never existed in reality.

To identify fake news, it is necessary to trace the motives of the media subject or the source of the information. This includes subjects spreading fake news with intentional motives and intentionally giving false information (adding, exaggerating, distorting, or fabricating the truth). Recognizing true news makes it easier to spot fake news.

2. Purpose and target of fake news in the field of ideology, theory, literature, and art on the Internet in Vietnam today

Hostile, reactionary and politically opportunistic forces spreading fake news in the fields of ideology, theory, literature, and art often aim at the following two main objectives:

First, to take advantage of social networking sites such as Facebook and YouTube in combination with foreign mass media channels, using domestic subjects to collect information, give interviews on sensitive issues, spread fake news and other forms of disinformation and misinformation, create and carry out anti-communication "campaigns" that destroy the ideological foundation, and directly attack the leadership of the Party, the management of the State and the legal system of Vietnam.

Second, to produce and distribute fake news on social networks to discredit the Party's leadership, openly express opposing views, arouse hatred for the regime, praise the old regime, and exploit people's pressing psychology, causing division among the masses to create an unstable Vietnamese society, a divided State, a corruption government and bureaucracy in the eyes of the public and international community.

Disseminating false and misleading information, with the highest level being fake news, is the most important link in the chain of countermeasures in cyberspace by hostile forces that work against the government.

The target audiences of fake news in the fields of ideology, theory, literature, and art are:

- (1) Students;
- (2).Emerging key opinion leaders (KOLs) (public opinion leaders, influencers, especially on social media) with a large number of followers;
- (3) Experts, journalists, writers, poets, and literary and art critics who worship "free speech" but lack political vision and sensitivity, vigilance, and self-discipline, as well as self-protection in the digital environment;
- (4) Some people who are dissatisfied with the regime; political opportunists;
- (5) People with low access to official information who spend most of their time on social networks for communication and entertainment;
- (6) Unemployed people.

3. Causes of increasing fake news in the fields of ideology, theory, literature, and art on the Internet in Vietnam today

The basic causes of the increase in fake news in the fields of ideology, theory, literature and art in Vietnam today, include:

- (1) Tactics against the state, implementing a "peaceful evolution" of reactionary and hostile forces at home and abroad;
- (2) The fast development and strong influence of social networks in the current 4.0 technology context. When digital technology and platforms for social media develop too quickly, it is possible for hostile forces and political opportunists to use these technologies and platforms to spread false, misleading, and dangerous information;
- (3) The management of information and communication on social networks in Vietnam are still limited. One of the important links in the "machinery" to organize anti-destructive activities of hostile forces, reactionaries, and political opportunities is "information warfare in cyberspace." The ministry-level research project "Management of information and communication on social networks in Vietnam today" led by Do Thi Thu Hang, Academy of Journalism and Communication shows that there is a serious shortage in number and capacity for information and communication management positions on social networks, leading to the limited identification and control of information and communication flows on social networks.
- (4) Challenges of political communication capacity and policy communication. In recent years, the increasing forms of false information, distortion, and fake news, with more malicious plots and sophisticated tricks, have led to bigger challenges and demands on strategy as well as capacity to organize and implement political communication and policy communication programs.
- (5) The handling of false and distorted information, especially in cyberspace, is still confusing without a specific scientific basis.

For example, the identification of the subject, content, method, form, and process of handling false and misleading information has not been clearly defined. There are still

many shortcomings in the legal regulations on this issue, leading to the situation that all agencies and organizations are very interested in fighting with bad and toxic information on social networks but are confused in receiving information and how to handle it. There is no effective coordination mechanism.

4. Proposed solutions in dealing with fake news in the fields of ideology, theory, literature, and art – from the perspective of media management

To deal with fake news in the fields of ideology, theory, literature, and art from the perspective of media management, it is necessary to solve the following problems:

First, improve the capacity of media management, especially online newspapers, to shorten the time of verifying news before publishing, since real news (in the press) is often published slower than news on social networks. This reduces the guiding role of the press because there is a “gap” for fake news to appear and reach the public before press news is published. It is also necessary to have a solution optimizing the management of general information websites and promotional information pages, especially on social networks, to optimize the management of promotional and advertising information to reduce the production and spreading of fake news just for the purpose of advertising and getting customers.

Second, build a task force, procedure, and principle for the analysis, identification, and handling of fake news and false, misleading information at the central and local levels.

Third, press agencies and news portals need to develop an optimal process of controlling and verifying press information, thereby reducing the possibility of the press producing fake news due to errors in verification.

Fourth, it is essential to continue to improve the legal documents to effectively manage information and communication on the Internet.

There should be measures to strictly punish those producing and spreading fake news. It is necessary to detail regulations for foreign enterprises doing business on the Internet, telecommunications, press, radio, television, and social networks in Vietnam.

Fifth, design systematic solutions in training to improve the capacity of journalists, communicators, press and media managers, especially the capacity to use and apply digital technology to meet professional requirements.

Sixth, it is necessary to develop a code of conduct on social networks and to train users in identifying fake news as well as skills in using social networks.

Conclusion

In the documents of the Party Congress during the renovation period, the Party emphasized the task of fighting against “peaceful evolution” to protect the ideological foundation and to defend the views and guidelines of the Party. The fight against false and hostile views as well as handling fake news in the fields of ideology, theory, literature, and art has been increasingly focused and promoted in terms of policies, guidelines, and practice. On October 22 2018, Secretary General Nguyen Phu Trong signed and promulgated Resolution No. 35-NQ/ TW of the Politburo on strengthening the protection of the Party’s ideological foundation and fighting against wrong and hostile views in the new situation.

The resolution states that protecting the Party’s ideological foundation is protecting the Party, the political platform, and the Party’s guidelines; protecting the people, the State of Vietnam; protecting the renovation, industrialization, and modernization of the country and international integration; protecting national interests and peoples; maintaining a peaceful and stable environment for the development of the country. Understanding the theoretical and practical basis of fake news in the field of ideology, theory, literature, and art and having methods to identify and beware of the problems is favorable conditions for finding solutions to optimize the handling of fake news in the fields of ideology, theory, literature, and art in our country today.

Tài liệu tham khảo

(1) UNESCO (2019), Journalism, Fake News, and Disinformation. A Handbook for Journalism Education and Training. Link: <http://www.unesco.org/open-access/terms-use-ccbysa-en>.

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(3) Resolution 35-NQ/TW, Politburo, Central Committee of the Communist Party of Vietnam, Strengthening protection of the Party's ideological foundation against wrong and hostile views in the new situation, October 22, 2018.