

**MINISTRY OF EDUCATION AND TRAINING**

**MINISTRY OF HOME AFFAIRS**

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**STATE MANAGEMENT OF PRESS  
IN VIETNAM CURRENTLY**

**Major: Public Administration**

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**SUMMARY OF DOCTORAL THESIS ON PUBLIC ADMINISTRATION**

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## **PREAMBLE**

### **1. Necessity of topic**

Playing the role of serving the regime and the people and reflecting all social aspects, the press also changes upon the profound change of the society. Our press is subject to the direct and comprehensive management of the Communist Party of Vietnam; it is the voice of the Party, the Government, political, social and vocational organizations as well as the people's forum. The national renovation was set forth by the VI National Congress (in 1986) of the Communist Party of Vietnam, then, the press has entered the new stage, reflecting multi-sidedly issues with the trend of supporting the national renovation. The press has actively propagandized Marxism-Leninism, Ho Chi Minh's thought, the Party's way and standpoint, and the State's policies and law; contributing to the political and thinking education; fighting against wrong and hostile opinions as well as negative actions and social evils.

The press in this period has developed quickly and strongly: increase the number of press agencies; increase type of press; increase of publications and programs; increase the quality of content and forms, printing technology and method of information communication; increase the quantity, scope of issue and coverage; increase the quantity of the masses; increase the quantity of journalists, increase financial sources, infrastructure, engineering... Such development has helped the our press satisfy with the public's demand of information; improving its role in communication, propaganda, orientation of ideas and social public opinions, contributing positively to the achievements of the national renovation, the work of national establishment, protection and development, expressing the pioneering role on the ideological and cultural front.

However, the press in this period has also exposed some restrictions which should be modified and remedied such as the trend of private press, "commercialization" of press; the press far from the Party's leadership and the State's management as well as its guideline, purposes and subjects which it serves; inaccurate information; popular infringement of copyright; violation of law in

economic activities; unplanned development of press agencies; restricted professional qualification and professional ethics of some journalists...

In current period, the world has changed complicatedly and promptly; the science and technology, particularly the information technology have strongly developed, offering opportunities as well as significant challenges to the press. The way of acknowledgement and global exchange of multi-way and immediate information via Internet has created active and negative impacts on the press activities and the State management of press. In the recent years, the hostile forces have sped up the peaceful evolution, in which making use of press impacts which are considered as a mask. Particularly, the ideological front of which the press is the pioneer is considered to play more and more important role in the political- social activities, especially the electronic press. Actually, “Velvet Revolution”, “Color Revolution”, “Jasmine Revolution” in some countries in the Middle East have recently shown the significant impacts and specially important role of the press to the political- social activities of every country, even the regions in the world. Nowadays, the press has become the important target in the process of affecting the change of ideology and political trends. The information included in the press has more and more expressed the public-oriented characteristics. Therefore, the leadership and guidance of press activities and state management of press must more and more satisfy with higher, more difficult and complicated requirements.

Meanwhile the management has not actually kept pace with such speed. The mistakes of press activities in the recent time have shown the restrictions in the State management of press. Such restrictions have resulted from the fact that the regime and policies have not been flexible; the staff has not met the requirements; the investment sources have still been limited... The research is required to continually supplement and to be more perfect.

The national renovation and integration which have been initiated and led by the Communist Party of Vietnam have changed the centrally planned economy into the socialist-oriented market economy under the State management. During the development and international integration, the role of the State has gradually

changed, putting forward many issues of the State social management, including the State management of press. The multi-sided impacts of the integration require that the State management of press must be under additionally theoretical and practical researches.

According to the postgraduate, in the conditions and context of integration and great development of information technology and multimedia, the research is required to propose more suitable and effective measures of the State management of press, aiming at facilitating the press development in the right direction.

For above reasons, the postgraduate selects the topic: “*State management of press in Vietnam currently*” as the doctoral thesis, major in Public Management.

## **2. Purpose and duties**

### ***Purpose:***

Research scientific fundamental of press and statement management of press; analyze the actual status of statement management of press from the commencement of national renovation; propose additional contents to some press-related concepts and the state management of press; recommend measures of completing the state management of press in Vietnam in the coming time.

### ***Duties:***

- Research the former studies and documents in relation to the press and the State management of press; find “gaps” for more profound researches.
- Research scientific fundamental of press and state management of press.
- Research the actual status of state management of press (apparatus, management regime, human resources, resources of the State management agencies of press; legal system related to the state management of press...); Analyze reasons, restrictions and experience lessons.
- Recommend basic measures for continually completing the State management of press in Vietnam in the coming time.

## **3. Subject and scope of research**

***Subject of research:*** State management activities of press

***Scope of research:***

- *Content of research:* Common theoretical knowledge of press, state management of press, actual status of state management of press. Particularly, it is focused on some basic contents as follows: Some concepts as press, printing press, broadcasting, television, electronic press; opinions and awareness of freedom of speech and freedom of press in the current context... The state management activities of press empowered the State; Legal system of state management of press; Apparatus of state management of press; Staff assigned with the state management of press; Cooperation and coordination between the agency in charge of the state management of press and ministries and sectors; Inspection and supervision by state management agencies of press; Financial resources of state management agencies of press...

- *Scope of research:* nationwide (mainly in big cities such as Hanoi, Ho Chi Minh City, Da Nang).

- *Time of research:* from 1986 when the national renovation has commenced until now.

#### **4. Methodology and methods of research**

*Methodology:* Methodology of dialectical materialism, historical materialism, systematical approach.

*Methods of research:* The thesis uses some methods of research such as: summarization, analysis; statics, comparison, actual summarization; direct observation; expert research; scientific inheritance.

#### **5. New contributions of the thesis**

*Theory:* Through study of many former works, the postgraduate acknowledges that many issues have not been mentioned to, so, the thesis will focus on such issues, such as:

- The thesis systematizes the fundamental theoretical issues of press in the period of mass media; recommend and supplement some new contents to some basic concepts such as press, broadcasting, television, electronic press, multimedia; contributing to supplement theoretical fundamentals of press.

- Regarding the State management of press, the thesis contributes to supplement the theoretical fundamental system of the state management of press: clarify concepts, characteristics, opinions on the state management of press currently, including the level of management of press activities; possible time of considering the press privatization; the state management of press must ensure the freedom of speech and freedom of press; ensure that the management will facilitate the press development and international integration.

**Actuality:** The thesis analyzes and assesses the actual status of the State management of press from the commencement of national renovation by now; determine advantages, analyze restrictions of the State management of press; learn experience lessons from the actually national management and reference to experiences of some countries; recommend basic measures in accordance with the national situation and conditions to contribute to more complete the State management of press.

## **6. Theoretical and practical meaning**

The successful theory will contribute to clarifying, adding and more perfecting the theoretical and practical awareness of the State management of press, particularly in the period when the press has played more and more important role in the political, economic and social activities of many countries.

The work will provide additional scientific – practical fundamentals on the State management of press in Vietnam, showing the necessity of the State management of press.

The work will be the reference for policy planners, leaders and State management of press.

The work will provide information and documentation for the lecture and research of State management of press.

## **7. Structure of the thesis**

Include 4 chapters, excluding preamble, conclusion, annex and references.

Chapter 1: Overview of the research situation

Chapter 2: Scientific basic of state management of press

Chapter 3: Real situation of state management of press in the renovation period in Vietnam

Chapter 4: Opinions and measures for improvement of state management of press

## **Chapter 1**

### **OVERVIEW OF THE RESEARCH SITUATION**

#### **1.1 Research situation in the country**

There are many theoretical research works on some type of press such as printed press, radio, television...; state management of press in some aspects including law, training...; focusing on some certain stages only, not systematically analyzed the overall state management of press in the context from the beginning of the reform until now.

#### **1.2. Research situation overseas**

There are many researches on the world's press theory of high attention, especially the different theories on press, method of press management applied by different state regimes in the world.

#### **1.3 Issues in need of further research**

Supplementation to the theory on press in the context where press is revitalized by advanced and modern technology achievements; Further and more comprehensive research by updating the new regulations in the 2013 Constitution (Chapter 2 about human right, basic rights and responsibilities of citizens) directly relating to the freedom of speech and freedom of press in the current situation with the awareness and restriction of such rights which are evaluated differently; Analysis and evaluation of the different viewpoints on the freedom of speed, free of press. This is the new respect of analysis which has not been mentioned in the previous researches; Proposing the press management methods suitable to our current conditions and situation in compliance with the new regulations specified in the 2013 Constitution.



## Chapter 2

### SCIENTIFIC BASIS OF STATE MANAGEMENT OF PRESS

#### 2.1 General theory of press

##### 2.1.1 Concept, types of press and related terms

*About the concept of press, the postgraduate wants to propose a supplementation to the concept of press: “Press is the means of providing public information quickly, accurately and true in relation to social life to the masses. **Some types of press provide multi-directional and immediate information to the readers;** is one of political-social activities, means of propaganda of the Party, State and political-social organizations; forum of the people” (the bold and italic words are the content supplemented by the postgraduate).*

*Types of press:*

*Printed press: is periodical publications using written language, photos, drawings to convey information of topical question or professional on printing text and published widely in the society.*

*Radio: is a type of press using electromagnetic waves technology and transmission system, directly transmitting the sound language to the audience **and directly interactive with the them** (the bold and italic words are the content supplemented by the postgraduate).*

*Television: is a type of press conveying information in combination of image and sound through radio or wires **and directly interactive with the audience, may be transmitted via internet** (the bold and italic words are the content supplemented by the postgraduate).*

*Electronic press: is a type of press using internet to provide information. **Electronic press can exercise wide and extensive influence over the masses. Electronic press provides information to the readers in form of written text, picture and both image and sound via video. Electronic press is a type of information transmission with high interaction, immediate, the readers may***

***provide feedback on an article, a piece of video... and the views can be exchanged online*** (the bold and italic words are the content supplemented by the postgraduate).

*Related terms:* About the concept of press, this thesis also clarified some terms such as: communication, mass media, multimedia, social network, website.

### ***2.1.2 Role, function of press to social life***

*Role of press:* In our country, press is the political instrument of the Party, State, social organizations and unions, the forum of the people.

*Function of press:* function of providing information; function of propagating ideas; function of social criticism; function of entertainment...

### ***2.1.3 Free of press***

As stated above, by learning from press history, freedom of press in Vietnam and other countries, it is required to analyze why it is in need of freedom of press, freedom of speed; The requirements to freedom of press, freedom of speech in Vietnam today; Relations between freedom of press, freedom of speech and state management, I, the postgraduate, think that: *“Freedom of press is the right to be informed, to discuss, communicate, right to express will and aspiration publicly on mass media not subject to any control or restriction”*. However, over the years, the hostile forces always say that Vietnam has no freedom of press while our government always prescribe to observe and ensure the right to freedom of speech, freedom of press.

## **2.2 Theory on state management of press**

### ***2.2.1 Concept, characteristics and factors as components of state management of press***

*Concept of state management of press:* according to the postgraduate: *“State management of press is the activity of the state’s apparatus which is empowered on state management of press; is the institutionalization and realization of the Party’s political program, guideline, resolution on press into law, policy and mechanism of the State; is the organized, oriented, powered influence exercised by the governing bodies on the press activities, press agencies, journalists in compliance with certain requirement in the legal frame suitable to the actual press activities in the country*

*as well as in the world; ensuring the press to fulfill its task to provide information as required”.*

*Characteristics of the state management of press in Vietnam: Firstly*, it is required to have the coordination mechanism in the activities relating to press leadership and management between the Party and State; *Secondly*, the State manages and administers press by Press Law; *Thirdly*, state management for each type of press in Vietnam now has its own characteristics.

*Components:*

*Subjects of state management of press:* is the State mainly the state-run agencies, individuals empowered by state to manage the press activities. The Ministry of Information and Communications is responsible to the Government for state management of press; the ministries, ministerial-level agencies... with assigned authority, responsibility in field of state management of press and in coordination with the Ministry of Information and Communications to unify the state management of press as regulated by the Government; Centrally-run provincial People’s Committee, municipal People’s Committee carry out state management of press in their localities as allocated by the Government.

*Object of management:* press agencies, organizations, individuals who take part in the press activities.

*State management tool of press::* State manages press by using legal documents; organizational apparatus; human resources and investment sources.

*Method of state management of press:* basically both persuasion and coercion, however, decisive method is management by law.

### ***2.2.2 Necessity of state management of press***

*Firstly*, the position and role of press; *Secondly*, significant influence by press in the social life; *Thirdly*, actual development of press; *Fourthly*, demand of international integration; *Fifthly*, demand of enhancing the state management efficiency of press in the new period.

### ***2.2.3 Requirements and principles of state management of press in Vietnam***

*State management of press is subject to the Constitution 2013: Firstly*, state management of press must provide favorable conditions for press to fulfill its political task. *Secondly*, state management of press must ensure the rights to freedom of speech, freedom of press. *Thirdly*, state management of press must comply with law, ensuring press activities are carried out in compliance with law. *Fourthly*, state management of press must speed up press to develop and integrate with the world's press.

*Principles of state management of press: Firstly*, to meet the requirements, principles that the state management of press will be lead by the Party. *Secondly*, to meet the requirements, principles that press will be under the management of State.

#### ***2.2.4 Contents of state management of press***

Ten contents of state management of press specified in Article 17, Law amended supplemented some articles of Press Law 1999. To focus on subject content, the thesis systems into 8 basic contents as follows: *First*, issuing and implementing legal documents on press; building regime, policy on press. *Second*, building and directing implementation of strategies, development planning, plans for press development. *Third*, organizing information for press; managing information of press. *Fourth*, issuing, revoking press operation license, journalist card. *Fifth*, organizing, managing scientific and technological activities in field of press; inspecting, managing press depository; *Sixth*, training to improve political and professional qualification, working ethics for the staff of press. *Seventh*, managing international cooperation on press, managing operation of Vietnam press relating to foreign affairs and operation of foreign press in Vietnam. *Eighth*, organizing reward; inspecting implementation of regimes, policies, compliance with press law.

***2.2.5 Factors affecting state management of press:*** political factor; economic factor; institutional factor; integration factor.

### **2.3 Experiences of some countries about press management**

Studying People's Republic of China, Singapore, Republic of France, the United States of America, the lessons are: the press management is necessary; awareness of press means awareness of ideological orientation for the whole public and society; Keep social political stability, create foundation for socio-economic

development of state. For convenient and effective press management, it is necessary to issue a law and legal document relating to press activity. Moreover, other measures such as orientation and facilitation are very important.

## SUMMARY OF CHAPTER 2

### Chapter 3

## REAL SITUATION OF STATE MANAGEMENT OF PRESS IN THE RENOVATION PERIOD OF VIETNAM

### 3.1 Real situation of Vietnam press in the renovation period

During the renovation period, press in Vietnam develops strongly, diversified and rich in both form and content of information. However, there are many press agencies; journalists abused do things contrary to law. Some press agencies chasing commercialization trend, for the purpose of profit only, neglect operational functions and principles of journalism. However, when being cared and driven by the Party and State through the issuance of directives, resolutions and amendments to the law, many press agencies and journalists define more clearly the tasks and powers to act under constitution and laws, to better define the responsibilities and obligations of press agencies and journalists to the society.

Compared to the period before 1986, Vietnam press has strong development in all aspects. In 1986, there are 200 newspapers and magazines nationwide, in 1992, there are 350 press agencies (136 newspapers, 214 magazines) across the country, in 1997, there are 153 newspapers, 337 magazines (since 1997, with the advent of magazine "quehuongonline", Vietnam press has had all 4 forms of press namely print, radio, television, electronic media); in 2001, there are 154 newspapers, 334 magazines. By December 2014, the number of prints in the central level is 579 (84 newspapers; 495 magazines); the number of print press agencies at local level is 240 (97 newspapers, 143 magazines). The whole country has 01 central radio, is the Voice of Vietnam and 63 radios at the local level; 01 central television station namely Vietnam Television, 64 television station at local level and 3 television

centers under ministries and branches. By the end of December 2013, the whole country has 90 electronic newspapers and magazines.

**3.2 *The provisions in the 2013 Constitution relating to the press:*** The 6<sup>th</sup> session, the 8<sup>th</sup> National Assembly of Socialist Republic of Vietnam has passed the Constitution 2013 with many new contents and thoughts about human rights, citizen rights in general, freedom of speech, freedom of press in particular.

### **3.3 Actual situation of implementation of contents of state management of press**

#### ***3.3.1 Legal system for the state management of press***

About content it basically covers the contents of state management of press although it is not comprehensive, not synchronous, lack of unity and not suitable to the reality, the effectiveness of the legal system is not high.

#### ***3.2.2 Organization and operation of state management agencies of press***

*3.2.2.1 Organization and operation of state management agencies of press at central and local level:* during the past 30 years there are splitting and merging.

*Ministry of Information and Communications:* is assigned task as performing function of state management of press. The functional units such as: Authority of Press, Authority of Broadcasting and Electronic Information, Authority of Foreign Information Service are gradually established, facilitating management more and more professional and increasing efficiency.

*Ministries, ministerial-level agencies:* prescribed responsibilities to coordinate with Ministry of Information and Communications to perform state management of press. However, the coordination is not close, not efficient. In each ministry, ministerial-level agency, there has been specialized section, specialized staff for management of press; it is organized as a small part of competitive department or office.

*Ministry of Foreign Affairs:* in the organization structure of Ministry of Foreign Affairs, Press Department performs management functions relating to foreign affairs. The most basic and frequent activity is to provide official information through the speaker of Ministry.

*Organization and operation of state management agencies of press at local level:* Responsibility for state management of press at locality is assigned to province people's committee (specialized agency is Department of Information and Communications). The departments of information and communications are unstable from apparatus organization to staff due to the splitting and merging; the information proactiveness by weekly press meeting in many places is not maintained regularly; the punishment for violation in many places is not strict, not sufficient deterrent, etc.

### *3.2.2.2 Real situation of state management of press*

*a) Building and directing implementation of strategy, planning, plan and press career development is still slow:* After 9 years of construction, at the beginning of 2015, national press development and Management Planning to 2025 was presented to the 10<sup>th</sup> central conference, course XI. So far, only Ministry of Transport re-plans press agencies within the industry.

*b) Information organization for press is sometimes not timely:* Every week, the Central Committee for Propaganda and Education, Ministry of Information and Communications, Ministry of Foreign Affairs organizes press briefings to orient information, provide information, and remind the press staffs when having violation, notify faults and form of punishment for press agencies. The Prime Minister issued the regulation on statements and providing information to the press since 2007. However, as general assessment: information provision and information orientation of management agencies are sometimes limited.

*c) The management of additional publications, joint activities and other activities of the press agency is still loosen:* many newspapers have partnerships, links with companies to publish thematic publications, sell additional publications, organize competitions, prize awards, cup awards in the form of joint organization but actually sell the name so that the event holding companies call for sponsor in order to get economic profit; many press agencies intentionally let the area, number of advertisements exceed the permission; facile in censoring content, in particular, some partners are pressuring press agencies in voting in the contest, the programs

made distrust of the audience, readers, discredit press agencies, making it difficult for the management of the state.

*d) The issuance, revoke of press operation license, journalist card, representative office, resident agency in the provinces is not efficient:* because of depending on the subjective-ness of management agency, newspaper and magazine publication requires relationship only. The establishment of representative office, resident agency in the provinces is generally regulated, with legal principles. Therefore, many press agencies use even employees not being trained on press as profession, not having journalist card.

*e) Regulations on depositary press check; press depositary management is not appropriate to practice,* especially electronic media, radio and television.

*g) Management of press activities relating to foreign elements and international management on press should be put into Press Law:* the legal corridor is basically available; however in the opinion of postgraduate, those regulations should be put into Press Law as an integral part of state management of press in Vietnam.

*h) About financial resources:* in recent years, the press agencies form two types: *Firstly*, some press agencies are still funded. *Second*, they are not funded, in which some agencies can afford and others are lost. In reality, those not depending on budget shall be less impacted by state agencies and management agencies.

### ***3.3.3 Staff and officers of the state management agencies of press***

Most of officers are now aware of the requirements of new period, and training policies for the staff of Party, State, therefore, the qualification, capacity of management, responsibility are improved, profession is increasingly clearer. However, there are some shortcomings requiring recover as soon as possible.

***3.3.4 Inspection, supervision, reward, discipline:*** Not really strict, but contribute to keep discipline in press operation, help press management by law become more and more efficient. In addition to inspection and punishment on violation, the departments, ministries also glorify timely the press agencies well performing the propaganda on guidelines, policies of the Party and law of State.



### **3.4 Causes and experience lessons**

**3.4.1 Causes determined:** the impact of domestic and international context with complex and rapid development. Moreover, the awkwardness, inadequacies in method and capacity of leadership, management of the Party and State to the press; the capacity, bravery, responsibility of staff of state management of press is not very high; study of theory, summary of practice about state management of press, press planning is slow.

**3.4.2 Experience lessons:** *First*, in any condition, state management of press must strictly comply with legal regulations; it is required to build a strong legal corridor enough to create an important basis for management efficiency. *Second*, regularly renovate management operation to suit the real situation from time to time. *Third*, always consider important the training on management capacity and ethics, political bravery for the persons working in press management. *Fourth*, ensure financial resources. *Fifth*, actively expand relation with other countries to learn experiences of advanced management. *Sixth*, regularly inspect the press activities. Strictly punish any violation; glorify and reward timely.

### **SUMMARY OF CHAPTER 3**

## **Chapter 4**

### **OPINIONS AND MEASURES FOR IMPROVEMENT OF STATE MANAGEMENT OF PRESS**

#### **4.1 Background and points of view, orientation for improvement of state management of press**

##### **4.1.1 General background**

In Vietnam, press is considered as revolutionary press which was formed and has been developing based on Marxism – Leninism, Ho Chi Minh’s ideology; under the direct and comprehensive management of the sole Communist Party of Vietnam. In fact, press is both the voice of the Party and State, political, social, occupational organizations and people’s forum.

As forecasted, press shall be developed by two ways, multi media and multi platform. *Regarding printing press:* shall continue to face difficulties but still playing the key role as information technology shall improve the role of printing press. *Regarding broadcasting, television:* technology shall continue to be developed and shall be applied more and more in broadcasting and television. *Regarding online press:* shall be developed robustly. Thanks to the development of internet and technology applications, people shall spend more time reading online press. As anticipated, online press shall keep pace with and leave television behind in field of average accessing time.

#### **4.1.2 Points of view and orientation**

To satisfy demands for innovation of management, in which state management of press shall be closely, continuous, comprehensive and synchronous with the state management tools, suitable to each development phase, international rules which we signed and participated in; To satisfy demands for eco-socio development, improve physical and material life of people; To guarantee the freedom of speech, freedom of press in accordance with regulations of the 2013 Constitution.

#### **4.2 Measures for improvement of state management of press**

***4.2.1 Improve and promote power of legal system and documents in the state management of press.***

*4.2.1.1* First of all, we shall focus on the amendment, supplement of Press Law in accordance with regulations of the 2013 Constitution. Details are as follows:

*a) Regarding governing body, subject permitted for establishing press agency and relevant conditions:* need to be expanded. More specific regulations relating to technology, engineering solutions for information security, however, shall be promulgated to satisfy conditions and criteria for publishing permit.

*b) Regarding the freedom of speech, freedom of press:* As Press Law is the basic principle of the press legal system, the freedom of speech, freedom of press shall be concretized for applying in reality and using as foundation for other by law documents.

*c) Regarding the supply of information to press agency:* particular stipulations to be specified in the law not Regulations on Speech, at the same time, to allow

other organizations, subjects to supply information to press agency; to stipulate the information supply obligation as one of the journalist's right, responsibility of ministries, sections, departments and those do not comply shall be punished by a specific sanction. Regarding stipulation on the truthfulness, objectiveness of press information, it is necessary to supplement other sanctions such as: levels of punishment from administrative punishment to criminal prosecution, or even fair compensation for loss or damage; to clarify obligations of journalist, leader of Press Agency and Press Agency in providing unfair information.

*d) Regarding competence, responsibility of leader of press agency:* for press agency publishing either printing or online press, responsibility shall be fully attributed to the editor-in-chief; for press agency in charge of both printing and online press, responsibility shall be attributed to the person in charge of publication; for broadcasting, television stations, responsibility shall be attributed to the persons in charge of channels, etc...; to specify particular regulations on editors for purpose of personal responsibility attribution.

*e) Regarding author's rights:* it is necessary to promulgate a sanction to warn those not strictly comply with regulations of the author's rights as specified in the Law on amendment, supplement of a number of articles of the Intellectual Property Law 2010.

*g) Regarding regulations relating on partner's activities:* it is necessary to specified in the Press Law and clarify different types of domestic and overseas partners for detailed terms and conditions.

*h) Regarding regulations relating to finance of press agency:* the model of France should be considered when press agencies primarily implementing political missions, less advertisement shall be supported from the state budget; while those for commercial, entertainment purposes with many advertisements shall themselves balance the accounts.

*i) Regarding press agency with foreign elements:* to specify in the Press Law, to comply with regulations of the Ministry of Foreign Affairs.

*4.2.1.2 Improvement of relevant laws, ordinances:* Advertisement Law, Law on Information Access, Ordinance on State Secret Protection, etc...

*4.2.1.3 Building a database system recording legal documents of press:* To systematize by categories: ineffective, effective documents; documents need to be revoked, amended, supplemented; new documents, etc... Accordingly, to discard, amend, supplement, replace improper documents, especially those contrary to the 2013 Constitution by new ones.

***4.2.2 Improve quality of activities of state management agencies of press.***

*4.2.2.1 Improve quality of activities of state management agencies of press from central to local level:* To identify the working and cooperation principles among the state management agencies of press; To apply modern technical and technological equipment for management; To make general planning for press training, fostering facilities; To deploy in timely manner and in accordance with schedule of the Project of the national press management and development planning by 2025; To build a long-term information development strategy; To improve quality of the forecast.

*4.2.2.2 Improve responsibility, competence of governing body and leader of press agency:* To heighten role, responsibility of governing body, especially via the works for cadres. To strictly comply with regulations on quality for leaders of press agency, at the same time, to dignify their responsibility. To arrange a separate division or cadre to manage branches of press agency by binding responsibility. To regularly provide comprehensive check, supervision for timely personnel and material support, etc...

***4.2.3 Improve quality of the state management cadres of press***

To identify demands for cadres to prepare short, medium and long-term training, fostering plans; To consider quality to be key element by basing on criteria, standards of manager of press agency. Different fields need different criteria.; To innovate measures, methods, contents of recruitment; To improve effectiveness of the use of cadres by employing right qualified person for right position with satisfactory treatment; To upgrade training, fostering schools; to innovate teaching and learning curriculum; To enhance management skills to keep pace with those of regional and international countries in all field of life.

**4.2.4 To upgrade sources of finance.** To complete policy regimes and to provide sufficient investment. A national financial policy should be promulgated by the State. A conditional, unconditional financial support or low-interest rate loan, etc... from the State should be considered to provide to press agency in far, remote, difficult area, especially ethnic minority broadcasting programs in ethnic minority languages, etc...

**4.2.5 To strengthen international cooperation:** To specify breakthrough solutions by identifying “weak points”: *Regarding press economy:* to form strong press corporations to support the integration; *Regarding management, profession competence:* To enhance the access to new things; *Regarding profession moral:* information of supply should be true, exact, updated, in which political opinion of journalist would be more evident, the voice of press agency in Vietnam will have more effective in international field.

**4.2.6 To speed up inspection, check:** Inspection, check should be carried out frequently to timely prevent, settle violations in field of press. To strengthen investment in necessary equipment, to add more inspecting cadres in both fields of quantity and quality. To study to the stipulations that each press agency should have a particular operation statute for early prevention of violations.

## SUMMARY OF SECTION 4

## CONCLUSION

The Party directs while the State manages press is not new to press of Vietnam in both theoretical and actual fields. This is an immutable principle for press operation. In reality, the rightness of this principle has been proved via different situation. In this period, however, some contrary opinions show doubts, criticism and even requests for eliminating this principle from the revolutionary press of Vietnam. Thanks to analysis, assessment and forecast, postgraduate would like to once again confirm in both theoretical and actual fields that the Party directs while the State manage is an immutable principle.

Postgraduate believe that adjustment firstly in management thinking and then contents and methods of management should be implemented.

In reality, some journalists cannot understand thoroughly the Party's points of view, guidelines and the State's policy, law leading to wrong direction. In addition to upgrading professional qualification, political qualification should be fostered to journalists so that the information could be broadcasted exactly, formally for interests of the country and people. In fact, this is also a key mission of the state management agency of press.

In reality, activities of press agency in Vietnam have become more and more diverse and vividly. Beside achievements and strong points, the leadership and management, in recent years, have shown some difficulties leading to "gap" for enemy to implement the plot "peaceful evolution". Therefore, the works for management of press should be reinforced. Accordingly, press would fulfill its tasks to serve the country, people as the mouthpiece of the Party, State, social organization, unions and the forum for people.

In the background when management of press should be strengthened, improved while international experience for learning is not rich due to lack of similarities between political regulation and State model, theoretical foundation should be strengthened. Besides, it is basis for establishing a theoretical foundation system of the Party's leadership and the State's management of press.

Meanwhile the former studies have obtained some achievements, the actuality has still continually proposed new and urgent requirements against the state management of press, particularly when we have commenced the Project of the national press management and development planning by 2025; amending the Press Law and approving Law on Access to Information for more and more completion of legal corridor related to press activities.

The actual situation of the state management of press has given some issues which should be interested in and solved:

- The system of press law has been incomprehensive, insufficient unification, low actual performance.

- The apparatus of the state management of press is separated, merged or changed; as a result the management is easily interrupted. So, the stabilization is established to help the state management of press improve the efficiency.

- The actual management activities which sometimes are carried out too closely cause negative impacts on the press development; which sometimes are slackened result in inaccurate information; the press inclines towards the economy and disregards for political duties; the management cooperation with other competence authorities has still been ineffective and overlapped; the management activities carried out by the governing body of press agencies have still been formal. The required issue is to renovate from the thought to content and method of management.

- Competence, qualification, working conditions of staff, officers involved in the state management of press have still been restricted meanwhile the press technology has been more and more developed and modern. A financial policy which focuses on training, improvement of staff and officers, and investment in modern equipment are very necessary. The renovation must be determined to be derived firstly from the people.

- The inspection and supervision have not been practical; the settlement of breaches has not been severe; the effectiveness and warning have not been high.

However, the general assessment during the last 30 years of renovation has shown that the state management of press has basically facilitated the press to do well its political duties; the state management of press has ensured the freedom of speech and freedom of press; activities of the State management of press have complied strictly with the law, contributing to speed up the press development and integration into the world press.

Systematically, during the last time, other than positive results, the activities of state management of press has still faced with restrictions and shortcomings which should be overcome as soon as possible. For promulgation and realization of suitable and effective press management policies, in the next time, it couldn't hardly depend on necessary theoretical as well as practical fundamentals. Thus, the

postgraduate has chosen and researched profoundly the thesis-related issues to clarify the theoretical fundamentals on the basis of summarizing the practice, then offering experience lessons and necessary and suitable measures with the hope of providing an additional information channel as references for policy planners, press leaders and managers.

Nevertheless, because the topic has mentioned a significant issue for such a long time, it could hardly avoid negligence or carelessness. Concurrently, the personal research capacity has also been restricted. Therefore, the postgraduate desires that the issue will be continually researched and modified in order to more and more perfect the leadership and management of press in Vietnam./.

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## **II. Other scientific works:**

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+ Chaired by: Communist Review

+ Time protection: 2015

