

SUMMARY OF NEW CONCLUSIONS OF PHD THESIS

1. Title: **Communication Practices of the State Administration Agencies at Central Level in Vietnam**
2. Speciality: Journalism
3. Classification: 93 2 01 01
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6. Institution: Academy of Journalism and Communication
7. New conclusions

The dissertation approaches to communication and organizational communication as a process including communication practices outside and inside the organization, on that basis, to indicate communication practices of state administration agencies including media coverage, press information, crisis management, event organization activities, etc. The thesis points out the views of the Party and State leaders of Vietnam to focus on communication, however, the idea is only to consider communication as an execution tool instead of an administration tool. The dissertation points out the main communication channels including: Industrial journalism, e-Portal or official website, Spokesperson, directing documents, press conferences, conferences, seminars, mass media and social networks. Factors affecting communication activities include: guidelines, system of legal principles, public administration reform, state management of journalism and communication, rapid development of information technology.

Surveying the status of communication activities of state administration agencies at Central level in Vietnam. Research results show that communication activities in these agencies are mainly propaganda and orders; the awareness level of these agencies on the importance of communication is gradually being changed; however, the model of organizational structure and

communication department in these agencies are not yet standardized, each place has one type and not yet modern and effective. Noticably, the drawbacks indicated include: communication practices consist of mainly media relations, media coverage activities lack of criticism elements, information provision to the media is still passive, there is a delay in handling communication crisis.

Proposing major solutions to improve the quality of communication activities, including proposing communication practice model and specific solutions for media coverage, press information and other communication activities of the state administration agencies at Central level in Vietnam. Specific solutions for the state administration agencies at Central level including: reorganizing and re-planning the system of media agencies in the industry; develop training programs for journalists and communication officials; developing groups of criteria for evaluating the effectiveness of communication activities; setting up a specialized department to handle communication crisis.

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