

INTRODUCTION

1. The urgency of the Dissertation

Today, the task of building and defending the Socialist Republic of Vietnam has a new development in terms of content, property, scope and mode of operation, which has set very high new requirements. Our army as a armament, a special instrument of the Party, of the Vietnamese working class, a core force to build the national defense and to conduct People's warfare, not only enhance the fighting strength, in a position to defeat the war of aggression at different intensity scales, but also have to fulfill military duty, participate in the political life of the country, effectively prevent and combat the results of the "peaceful process" strategy of hostile forces, especially the prevention of "self-evolution" and "self-transformation".

Military officer are the factors that determine the strength of the army, are the core force for building the national defense, defending the Fatherland, protecting the Party, protecting the people, and protecting the Socialism, maintain the political stability of the country. Therefore, the training officer duty in general and the role of propaganda by document, books, newspapers and magazines are a very important position, an urgent and objective requirement in the current period.

Associated with the maturity and development of the People's Army over the past decades, the Military Press is a part of the Vietnamese revolutionary Press, making an important contribution to the Revolution of the Party in each period. Under the leadership and direction of the Central Military Commission, the Ministry of Defense, directly the General Department of Politics, the Military Press is always maintains the political orientation, actively propagates the Party's lines and policies, legals and laws of the State; military and defense tasks and activities of the people's armed forces according to the principles and purposes of each Press agency. Meanwhile, the Military Press is also publishes about the renovation and building our country in the economy, culture, society and foreign affairs in the context of international integration; propagandizes on Party's building, actively discover, praise, replicate advanced examples, etc. At the same time, it is a vital force, sharp weapon propaganda to propagate and fight against wrong views, hostility, anti-negative, corruption, waste, protecting the Military Party's ideological background and the legitimate interests of the people, contributing to the direction of public opinion, creating social consensus, satisfying the increasing demands for information of the officer and the people.

However, according to the summary report of the Propaganda Department and the General Department of Politics, besides the achieved results, the Military Press's propaganda also revealed limitations and shortcomings. That is, the form of information and propaganda is poor, disattracted many readers; Propaganda content is still simple, non - update and farly from the real life of the army and people. The coordination among the press agencies in the army, between the Military Press agencies and the functional agencies impermanent, loose in the struggle with wrong, hostile views and the sensitive and complicate events. The information publishing in foreign languages on website newspapers and magazines doesn't give adequate attention, the content and forms disabundant, the highless persuasion, unreached on many readers in and out territory.

On the other hand, recently, hostile forces, reactionaries, political opportunities speed up anti-revolutionary activities in all fields, in oppose to thought – culture field is a "breakout", distorting theory, confusing in thought, suspecting about the goal of the path to socialism, reducing the confidence of all classes of the Vietnamese in the Party and in the socialism. They realize the goal of "depoliticizing" military and "ineffectualizing" armed forces through the strategy of "peaceful process", promoting "self-evolution" and "self-transformation" internally. In addition, the negative side of the market economy has a negative impact on the lives of the soldiers. These factors have a significant impact on the political awareness - ideology of the officers, including the trainee officer at the military academy.

The above limitations and impacts should be further studied in basic, systematic and in-depth studies, which serve as a basis for the proper awareness and organization of propaganda and prevention and fight against "self-evolution" and "self-transformation" effectively in the military and military schools today.

According to the above reasons, the author chooses the topic "*The influence of the Military Press on the political - ideology awareness of Cadet in the current period*" as his journalism research topic, in order to research the causes, conditions, and effectiveness of the military press's impact on the political-ideological awareness of soldiers and to find solutions to improve the quality of Military Press.

2. Purpose, tasks researching of the Dissertation

*** Purpose of the research:**

On the basis of research, actual surveys, and assessment of the influence of the military press on political - ideological awareness of soldiers in the current period through surveying trainees at the division level to

propose views and solutions to improve the impact of the military press for soldiers at military schools in our country today, contributing to the training and retraining of military staff to meet the requirements of the new period that really the core political - ideological force of the military.

****Tasks of the research***

- Researching to build a theoretical framework and tools to examine the influence of the Military Press on the political-ideological awareness of cadets-level officer trainees at military schools today.

- To survey, appreciate reality and drawing out the nature and characteristics of the impacted factors, conditions that dominant to the quality and effectiveness of the Military Press's influence on political-ideological awareness of cadets-level officer trainees at military schools today.

- Forecasting trends and proposing solutions to enhance the influence of the Military Press on the political - ideological awareness of cadets-level officer trainees at military schools today.

3. Subject, scope of the dissertation

*** Subject of the research**

The influence of the Military Press system on millitary political - ideological awareness of Vietnamese People's Army through surveying trainees at the division level.

*** Scope of the Dissertation**

Researching the elements of the military press influencing the process of reception and change political - ideological awareness of cadets-level officer trainees, university level at military schools in our country today.

The dissertation focuses on researching, surveying and inheriting the results of published scientific projects have directly related to the Military Press and cadets-level officer trainees, university level at military schools, representing the 4 military specialties in the army are advisory, political, logistic, technical (surveying The Army officer College No1 (Tran Quoc Tuan University), The Political officers College, Millitary Academy of Logistic, Military Technical Academy).

About millitary Journalism, the author survey cadets-level officer trainees. Because, after graduation, they will become officers working in army units according to their major. With a young age, the military service time is still very long and becomes a successor to the previous generation officers, they will be a core officer for training and educating soldiers in the army. On the other hand, in the process of studying at school, cadet are shaping political-ideological awareness who has much contact and interaction with media, social networks. Therefore, the author chooses a

typical survey sample is division-level trainees of the current Viet Nam military academy, which is both mean of representing the strategic division of the military in new conditions and demand with urgency to improve the quality's politics-ideology for training military nowadays.

Regarding the Military Press system, the dissertation focus on People's Army Newspaper (printed and electronic newspapers), Vietnam National Defense Chanel. These information channels, under the direction of the Central Military Commission, directly the General Department of Politics, are representing the types of press in the Army affecting soldiers in the army.

The dissertation examines military press and cadets-level officer trainees for researching work in 2 years from beginning of 2016 to the end of 2017.

4. Research hypothesis

The military press is an important channel in education, raising political – ideological awareness for soldiers, awareness and practice of journalism have shown that view properly?

How is the influence of the military media on political and ideological education for soldiers in current conditions, what are the successes and limitations, what are the causes of it?

What factors affect the impact of the military press on political - ideological education for soldiers?

What are solutions and conditions to improve the quality of the military press influence on political - ideological education for soldiers in the current context?

5. Research hypotheses and analytical frameworks

*** *Research hypotheses:***

The dissertation is based on the system of views of Marxism - Leninism, Ho Chi Minh thought, of the Communist Party of Vietnam on the press, class and class struggle, national struggle in the political-ideological field associated with specific conditions of the Vietnamese revolution. At the same time, the author also bases on modern journalism theories as a theoretical basis for his dissertation.

*** *Analytical frameworks:***

The dissertation uses methods of document research, analysis and synthesis, codify, history - logic, practical summation, interviews, sociological surveys. As follows:

Method of document research: the author aims to collect and process information, theoretical basis related to the Military press system and the

political-ideological awareness of military officer, namely: Theoretical achievement have been directly related to the topic; research results have been published in publications; Statistics; Guidelines and policies related to the research content; Resources.

Methods of analysis and synthesis: On the basis of analysis the system of documents, summary reports, press works, referendum on the impact of the Military press on the ideological awareness of officials and soldiers in the army. Dissertation are general matters, draw conclusions to identify the successes and limitations in the information of the Military press on the improvement of moral qualities, maintaining the political spirit of the warrior in the period social has much moral-ideological depression and hostile forces increase anti-aggression in all aspects of life.

Historical-logical research method: On the basis of analyzing the problem according to the history of movement, used to find the origin (origin, circumstance arising), development and transformation process (condition, circumstance, space, time,... influence) to uncover the nature and movement rules of the influence of the Military press on soldier's political awareness.

Historical-logical research is the basis for discovering the extheoretical achievements in order to inherit, supplement and develop those theories, or discover shortcomings, imperfections in existed documents,... from there found a foothold in the research of each individual.

Interview method: The author interviewed leaders of press agencies, journalists, experts in the field of journalism and communication (16 people), a team of politicians of the battalion and training cadets of army officers (40 people), to detect judgments and assess the political-ideological awareness of subordinate staff when propagating and receiving information from the military press. All documents are processed according to a standard, a system to find close or overlapping opinions of the majority of experts. These opinions are the reliable basis to have general conclusions, and arguments about the research matter.

Method of survey by vote: the author distributes the questionnaire with the number of 500 votes (125 schools each), with the object of investigation is the cadet at the division level at 4 academies, colleges; 150 votes with journalists to build a numerical scale with quantitative significance for the research.

Systematic method: That is the basis from the statistics of the number, frequency and number of research scales to evaluate the content and form of news articles on political-ideological education in the military press; the level, way of receiving and transforming the soldiers' ideological

awareness, through the evaluation of the above factors to draw recommendations and solutions for the military press in propaganda, clarification and prevention tricks of conspiracy against hostile positions and manifest negatively by the impact of the negative impact of the market economy, the complicated situation at home and abroad. At the same time, propagating and affirming the scientific value of Marxism-Leninism, Ho Chi Minh's thought, the Party's lines and undertakings, the policies and laws of the State; Traditional education of the nation, the army, the unit.

Methods of practical summarizings: That is the basis for assessing the quality and effectiveness process of implementing actual activities about information and propaganda in the military press, organizing and guiding soldiers to receive information. news in the military press associated with the purpose of raising political - ideological awareness.

6. Scientific contributions of the dissertation

Theoretical reasearch about the influence of the Press on soldier's political - ideological awareness in military academies.; is meant as a possible research situation on the present conditions. Topical results can be references to similar content and research methods.

The research results of the topic contribute to the development of media theory in the relationship with the political - ideological education for soldiers - a special subject in the current context, when developments economic politics in the world is increasingly complicated, directly and strongly influence on our country.

7. The meaning of the dissertation

*** Theoretical meaning:**

Analyze and clarify the influence of the Military Press on the political - ideological awareness of cadet at national military school nowadays. Contributing to consolidate and confirm the views of Marxism - Leninsm, the Ho Chi Minh thought and the Vietnamese Communist Party on class and class struggle, national struggle, resolutely failed to plot, tricks "peaceful evolution", "depoliticization" army of hostile forces.

*** Practical meaning:**

The results of the dissertation have significance of preventing, fighting "self-evolution" and "self-transformation" in the army and society. The dissertation can be used as a reference for researching the development of theory and practice of journalism in the country in general and in the Army in particular.

8. Conclusion of the dissertation:

Apart from the introduction, conclusion and references, appendixes, the dissertation structure includes four chapters:

Chapter 1: Theoretical and practical basis on the influence of the military Journalism on the military's political – ideological awareness in the current period.

Chapter 2: The content and form of the influence of the military Journalism on the military's political – ideological awareness in the current period.

Chapter 3: Effectively receiving information from the military Journalism about the military's political – ideological awareness in the current period.

Chapter 4: Forecasting the situation and some solutions to improve the influence of the military press on political – ideological awareness of soldiers in the current period.

OVERVIEW OF THE RESEARCH SITUATION RELATED TO THE DISSERTATION THEMES

1. Scientific research work on the influence and impact of the press on public's ideological awareness

A number of scientific projects had been researched about ability of the impactation broadly and rapidly on the entire society of journalism. The activities of the mass media have a very important role and meaning in ideological work. The ideal education, political education, building a new way of life are always associated with the inheritance of positive values in the cultural and spiritual life of the nation. Struggling with conspiracies and anti-propaganda against the Party and the regime is an important content and purpose of ideological work. The proletarian press theory and the practice of mass media have pointed out the tremendous role and significance of the press in shaping the spiritual life of the working class's people.

2. Scientific projects had been researched on political-ideological education in the Vietnam People's Army

Scientific projects had been built a theoretical basis, unified to give the concept of the political-ideological education in the military, based on the survey with many warrior objects at different office in the military units. Proposing many solutions to improve the quality and effectiveness of political-ideological work, aiming at resolving problems belong to subjects, objective social environment and renewing elements and the parts of the political-ideological work. The above-mentioned projects are also provide a lot of valuable theoretical information and practical meanings on the fight against peaceful process, it mentions the promote of the revolution newspaper's role

and the mass media in the army to struggle with tricks of hostile forces in the thought - culture. However, the scientific works have not been investigated, researched deeply and comprehensively about propaganda solutions, orientation, political-ideological education through the Military press system to affect the soldiers' awareness.

3. Scientific research on the influence of the Military Press on propaganda, political-ideological education for the military today

The projects have shown the ability to quickly and strongly influence into the whole society, an important role of the mass media in thought work, spiritual orientation, in struggle against peaceful process; generalize the theoretical system related to the propaganda about the task of building the people's defense, military foreign affairs, and against the peaceful process of the military press system. And the authors also investigated the propaganda status of a number of press agencies affecting soldiers, finding success and limitations in content and form. From there, propose some recommendations and solutions to improve the quality of information about national defense on the military press system. However, these scientific works have not incised, basic, codified the influence of the Military Press on the military's political - ideological awareness; representing 4 military specialties (counsels; politics; logistics; technologies).

4. Evaluation and research issues

Firstly, about the scientific researches on political-ideological education in the Vietnam People's Army

Scientific works have built a theoretical basis, unified to give the concept of the content of political-ideological education in the military. Political-ideological education has been surveyed with many types of soldiers in different units throughout the army. The research works have proposed many measures to improve the quality and effectiveness of political-ideological work, aiming at solving problems of subjects, objective social environment and innovating the elements, parts of the political-ideological work.

However, the scientific works have not yet investigated, studied deeply and comprehensively to the solution of propaganda, orientation, political-ideological education through the military press system that affects the perceptions of soldiers in

Secondly, about scientific researches on the impact of journalism on public's awareness and ideology; study the influence of the Military Press on the propaganda, political - ideological education for the military today

Works have shown the ability to quickly and strongly influence the whole society, an important role of the mass media in thought work, spiritual

orientation, in struggle and fight against “peaceful process”; generalize the system of theoretical issues related to the propaganda of the task of building the entire people's defense, military foreign affairs, and against the peaceful evolution of the military press system. The authors also surveyed the propaganda status of the individual military press agencies affecting soldiers, finding success and limitations in content and form; proposing some solutions to improve the quality of information and communication.

However, these scientific works have not yet studied the influence of the military press on cadets of division-level officers in the four general counsels, politics, logistics, and technology - who will plays a key role in military construction in general and political education - ideology for soldiers in the next time.

Chapter 1

THEORETICAL BASIS AND REALITY ABOUT THE INFLUENCE OF MILITARY JOURNALISM ON THE MILITARY'S POLITICAL - IDEOLOGICAL AWARENESS IN THE CURRENT PERIOD

1.1. Overview of the military journalism; about the People's Army newspaper and the Vietnam National Defense television channel

1.1.1. Military journalism concept

The military journalism is press products of the of the Journalism's Vietnam People's Army, under the direction of the Central Military Commission, the Party Commissars at all levels and branches in the army, propagating about two tasks of building and protecting Socialism of Vietnam, serving the spiritual life of cadres in the army and people nationwide.

1.1.2. Military press characteristics

Firstly, the military Journalism is managed, administered by military agencies under the leadership and direction of the Central Military Commission and the Ministry of National Defense;

Secondly, mainly propaganda on the lines, policies and laws of the Party and State, national defense and security, military construction, activities of the armed forces; is a constant shock point on the front of the political-ideological struggle, opposing the reactionary and wrong views of the hostile forces;

Thirdly, the contingent of journalists who are also soldiers and the public receives mainly military cadres and soldiers and military-related organizations and individuals.

1.1.3. People's Army newspaper

The People's Army newspaper is the agency of the Central Military Commission and the Ministry of Defense, the voice of the armed forces and the

people of Vietnam, is one of the leading press agencies of the Party, State, and Military, the direct leadership of the Party Committee of the General Political Bureau, the direction of the Chairman of the General Political Department in all aspects, and propaganda, reflect two strategic tasks of building and defending the country, meanwhile, propaganda in all areas of the domestic and international social life. Widely distributed in the people's armed forces and party committees at all levels, authorities, socio-political organizations.

1.1.4. Vietnam National Defense Television channel

Vietnam National Defense Television channel is an independent television channel of the Ministry of National Defense, the mouthpiece of the Central Military Commission, the Ministry of Defense and the voice of the armed forces and the people of Vietnam. Vietnam National Defense Television channel started running in February 2013 and officially aired nationwide 3 months later, on May 19, 2013. At first, Vietnam National Defense Television channel broadcast 18.5 hours per day, of which the time for new content was up to 9 hours. After 3 months, the channel broadcast 24/24, new production program up to more than 10 hours / day. The channel has rich content with 55 formats, 7 groups of basic program content, including: news, documents - essays, documents - humanities, feature films, sports - entertainment, broadcasting and playback. the program of VTV, introducing programs and buffering.

1.2. General theory of political-ideological awareness of soldiers in the current period

1.2.1. Military concept

Military personnel are officers, non-commissioned officers, soldiers and professional soldiers performing their assigned functions and tasks in the Vietnam People's Army.

1.2.2. Concept of political-ideological awareness of soldiers

The political-ideological awareness of soldiers is the result of acquiring knowledge of Marxism-Leninism, Ho Chi Minh's thought, the policies of the Party and the laws of the State so that they can form worldview, Scientific methodology, strong political bravery, communism for the sake of national independence and socialism, contributing to firmly consolidating the Party's ideological battlefield in the military.

1.2.3. Requirements of the political - ideological education for soldiers in current conditions

Loyal and creative application of Marxism-Leninism theory in the revolutionary practice of our country, right from the time when the organization built the revolutionary armed forces, built the army, our Party and President Ho

Chi Minh all attaches importance to establishing and conducting party work and political work in the military. Ho Chi Minh pointed out that in the revolutionary army, political work was indispensable, on the contrary, it was very necessary. President Ho Chi Minh affirmed that the military mission must submit to political and military duties without politics like trees without root, useless and harmful. Ho Chi Minh's thought about military construction politically attached to the military-building views of the Communist Party of Vietnam. These thoughts are the basis for building a strong and comprehensive army; constantly consolidating and strengthening the working-class nature, the people's character, and the nationality; maintain and strengthen the Party's leadership; steadfast goals for national independence and socialism; establishing and constantly improving the effectiveness of party work, political work; building a clean and strong party organization in the army and building a contingent of cadres to meet the requirements of the revolutionary mission.

1.3. General theoretical issues about the influence of the military press on political-ideological awareness of soldiers

1.3.1. The concept of the influence of the military press on political-ideological awareness of soldier

The influence of the military Journalism on soldier political-ideological awareness is the impact of military Journalism on the process of forming and changing soldiers' political - ideological awareness in accordance with request in place.

1.3.2. The views of the Party, State, and Army orient the military press on political-ideological awareness of soldiers

Thoroughly grasp the instructions and requests of the Central Military Commission, the Ministry of National Defense, management agencies, news agencies, journalism, publications and the contingent of journalists in the Army continue to seriously organize and implement the policies, lines and views of the Party, the Central Military Commission, the Ministry of National Defense about ideological work, theory, culture, propaganda: Propagating the theory of Marxism-Leninism, Ho Chi Minh's thought, thoroughly grasp the resolutions of the Party, the policies and laws of the State, the duties of the military; making the soldier recognizes the enemy, always arise higher vigilance on the revolution, patriotism, socialist, proletarian international spirit; Propagating revolutionary morality, glorious traditions of the nation, the working class, the Party, the army and units, educating the sense of respect for the socialist legislation and regulations, rules, regime, military code; Fostering knowledge of culture, military science and technology needed to meet task requirements; Propagating to the soldier can lobby the people in the army camp to abide the Party's lines and guidelines, policies and

laws of the State, military and defense tasks, building an all-people defense, building the people's armed forces; Actively fight against the ruins of feudal culture, colonialism and bourgeoisie, timely preventing and crushing all intrigues, anti-propaganda activities of the enemy spread into the unit.

1.3.3. Criteria for assessing the influence of the military press on on political-ideological awareness of soldiers

Political-ideological education in order to make the soldiers have a high level of political awareness, that is to have deeper knowledge of the Marxist-Leninist theory, Ho Chi Minh's thought, the policy line. of our Party and State; well-aware of their own responsibilities and military duties; traditional ethnic groups, armies and units; nature, intrigue, tricks of the enemy. On that basis, they have the ability to synthesize, generalize into political views, into their own political ideas, serve as the basis for well performing the task of building and defending the Fatherland that the Party and State, the Army assigns, for national independence and socialism.

SUB - CONCLUSION OF CHAPTER 1

Political-ideological work in the military have an important role in the orientation of the military press towards the military's political perception. The influence of the military press on political-ideological awareness of soldiers is the impact of 6 contents of political-ideological education, through production of journalism that convey knowledge about the ideological background, the Party's lines and views; military tasks, units, soldier duties; glorious traditions of the nation, the army, the unit; hostile forces's plans and activities against our country. Such information affects the soldiers' perceptions, makes them understand and grasp them as a basis for well performing the task of building and defending the Fatherland that the Party, State, and Army have assigned, all for the benefit benefits of the nation.

Chapter 2

CONTENTS AND FORMS OF AFFECTING THE MILITARY PRESS ON THE POLITICAL- IDEOLOGICAL AWARENESS OF THE MILITARY IN THE CURRENT PERIOD

2.1. Overview of People's Army Newspaper and Vietnam National Defense Television

2.1.1. People's Army Newspaper

The People's Army Newspaper is an agency of the Central Military Commission and the Ministry of Defense, the voice of the armed forces and the people of Vietnam, is one of the leading press agencies of the Party and State, the Army, under the direct leadership of the Party Committee in the General Department of Politics, the direction in all aspects of the Chairman of the General

Department of Politics, propaganda, reflect the two strategic tasks of national construction and defense. At the same time, propagandize in all fields of domestic and international social life. Widely publishing in the people's armed forces and the ministries, authorities, socio-political organizations.

2.1.2. Vietnam National Defense Television

Vietnam National Defense Television (VDT) is an independent television channel of the Ministry of Defense, is the mouthpiece of the Central Military Commission, the Ministry of Defense and the voice of the armed forces and the people of Vietnam. VDT channel began testing in February 2013 and officially broadcast nationwide after 3 months, on May 19, 2013. The first time, VDT channel broadcast 18.5 hours per day, of which the amount of new content broadcasting up to 9 hours. After 3 months, the channel broadcasts 24 / 24h, the new production program reaches over 10 hours / day. The channel has rich content with 55 formats, 7 groups of basic program content, including: news, documents - political essays, documents - humanities, feature films, sports - entertainment, reception and playback VTV program, program introduction and signal buffering.

2.2. Awareness of the Military Press agency about the political - ideological awareness orientation of soldiers

2.2.1. Opinions of leaders and commanders of the Military Press

Under the leadership and direction of the Central Military Commission, the Ministry of Defense, the General Department of Politics and the functional agencies, the party committees and commanders of the Military Press agencies are always leading the press agency to strictly grasp, directing and orienting the Central Military Commission, the Minister of Defense, the Head of the Political General Department and the guidance of the superior agencies on the propaganda and closely the motto of purpose, the good fulfillment of assigned tasks. The People's Army Newspaper, the Center for Military Radio and Television focus on researching and propagandizing deeply about the Party's lines and policies, the nation military and defense tasks, the army and the activities of officials, soldiers in the whole army; actively participating in the struggle against "peaceful process", opposing the wrong views of hostile forces (typically the television program "Identifying the truth"); propagandize widely about foreign defense mission and other tasks of the whole army.

2.2.2. Awareness of journalists and reporters of the Military Press

With the cognitive survey rate of 50.4% - 82.5%, most of the reporters, editors and technicians are deeply aware of the education of ideology in order to educate reason, revolutionary ideas, political stance, patriotism, national pride; moral qualities, revolutionary lifestyle; responsibility obligations with assigned tasks; political and social responsibilities; military disciplines, identifying

conspiracy tactics of hostile forces. However, the awareness of military discipline and the identification conspiracy tactics of hostile forces is still limited (about 50%). It coincides with the inquisition of knowledge in each region of the ideological education through forms of document research, reading books and newspapers, watching TV, radio and listening to leaders, lecturers and experts (58.8% - 88.2%), the rest of the journalists attending the training courses, short-term and long-term training or absorbing through social communication accounted for 32.4% - 40.4%. Knowledge of Marxism-Leninism, Ho Chi Minh thought, the Party's guidelines and undertakings, political duties of the army, national traditions, the army, and the dignity of Uncle Ho's Soldiers are focused on understanding and absorbing through information sources by journalists, but the fight against peaceful process knowledge were still little attention, and unfocused on researching and studying.

2.3. Orientation and procedure of content of information to political-ideological awareness for soldiers

The People's Army Newspaper and Military Broadcasting Center are proactive, actively propagandizing information of political-ideological education in printed, electronic newspaper and VDT channels. The author surveyed for 2 years (2016, 2107) with the number of 4,500 works in printed and electronic newspapers and 9,600 works on the QPVN channel. The works on this subject have not been evenly distributed in the newspaper numbers and categories of each affair, and reveal some problems to be re researched after that.

2.3.1. Marxism-Leninism education

Surveying reality on the People's Army Newspaper and Vietnam National Defense Television, the number of journalism articles on Marxism-Leninism education, Ho Chi Minh thought accounted for 10% of the total of news articles in the year, mostly published and distributed through the anniversaries. This is a low rate compared to other political-ideological education contents, because the quantity and frequency of this content segment are few and not abundant. This shows that the distance from the awareness on important role of information to products shown in newspapers is still very large. Stemming from the deepless understanding of Marxism-Leninism knowledge and the lack of experts writing of reporters, journalists on this topic. In fact, there are very few works on Marxism-Leninism in the People's Army Newspaper and on the VDT, only 1-2 works on the anniversary of C. Marx and V. Lenin birthday.

2.3.2. Ho Chi Minh Thought education

Through the study of newspaper and television content, the author realized that the editorial board has actively built articles and programs towards creating positive changes in morality, lifestyle, and sense of mission performance of officials and soldiers; standards of political dignity, culture, moral and lifestyle of

"Uncle Ho's Army"; equip necessary knowledge about economy, culture, society, especially life skills, culture of behavior, communication for soldiers. Articles, TV programs that have conveyed the content about the collective, unit, individual learning and following Uncle Ho on all aspects of life, building a typical example of cheering effect, set an example for everyone to follow. Since then, that spiritual value has spread to military practitioners who read and view information about Ho Chi Minh thought education, forming for themselves a positive thought and way of life in life. daily in unit and local. Educational information on Ho Chi Minh thought has a rich and profound impacted on the political ideological awareness of cadets, had proved through a survey of the production press works team with the receipt information by cadets for a high rate.

2.3.3 Educating the Party's paths and standpoints

The Military Press, in the new condition, propagandized the soldiers to continue to be consistent with the goal of national independence, well aware of the inevitability of national independence, which must be linked to socialism, the only choice. right on the path of development of the people of Vietnam. Consistent with the Party's viewpoint on the goal of protecting the Socialist Republic of Vietnam, on the policy of building the entire people's national defense, in association with building the people's security in the new period, on implementation strategic tasks of national construction and defense. This is a politically-ideological educational content that was informed effectively and impacted on military awareness, as evidenced by a survey of the educational content of the Party's lines and views in the People's Army Newspaper and on the VDT with a high rate. News, articles are posted, broadcast to keep a stable level, regular in months, with high quality.

2.3.4. Educating political missions of the military and units

The information and education content about political mission of the army and the unit is invested by the People's Army Newspaper and the Vietnam Defend Television to focus on exploiting and reflecting through the press works, convey to the soldiers about the important political missions in the military, helping them understand and effectively carry out their assigned tasks, protecting the territorial integrity and sovereignty of the Socialist Republic of Vietnam. The articles, programs have timely informatived tasks of the nation armed forces's life. The survey consulted journalists and military on the assessment of the impact of the military press on the military educational content and units' political missions, reaching a high rate. The information on political mission education of the army and units is richly transmitted with the number of news articles accounting for 28.2% of news articles about political-ideological education.

2.3.5. Traditional ethnic, military and unit education

Most of the opinion of journalists and soldiers said that information of traditional ethnic, military and unit education had a strong impact. Surveying the content of information published in the People's Army Newspaper on traditional education, the army and units had 602 news articles, accounting for 5.6% of the total news in the year; 35.3% of news about political-ideological education. VN Defend Television had broadcast news about this field accounting for 60% of political-ideological content. And with the fact that the rich articles surveyed by the author on the newspaper product also conveyed the message to the readers about the fine traditions of the nation, the army and the unit.

2.3.6. Educate the nature, intrigue, tricks of the enemy

Propaganda about educating the conspiracy nature of is approached by cadets through press works and accumulated for themselves the knowledge of fighting on ideological front against hostile forces. The survey data through a team of journalists and reporters compared with the comments of the military showed that this content has not been strongly exploited, diversified information and need many forms to attractive the reader in propaganda process. At the same time, the author surveyed on the Vietnam People's Army Newspaper and the VN Defend TV, the categories on the fight to defeat the devastate conspiracy of the hostile forces had 84 articles in the year, accounting for 4.9% of the articles about political - ideological education content and 0.8% of all posts of the year. Compared to the remaining political - ideological education contents, this content has not been published and broadcast much in the communication process, and has not maximizely promoted the strength of ideological struggle with the enemy.

2.4. The form of conveying information orientates political-ideological awareness for military

2.4.1. Form of presen military tation

According to the survey on the frequency of information about political-ideological education in articles of fitness newspaper, the function of the Military Press is orient the ideological military. The Military Press uses a variety of media types to reflect political-ideological education content, but contrasts with the journalists' perception of the types of journalism presenting internal media. The content of political - ideological education has a big difference. The majority chose newspaper products (news, articles, reportage, specialized pages, categories, live shows) about politics - ideology, reflecting the desire, trust and easy access to the political - ideological information from Military Press products of cadet. Thus, the perception of the author team to reality is still inadequate, not meeting the needs of the military. That requires the Military Press agencies to actively balance the types of journalism and diversify sources of political - ideological education to innovate, attract, appealing to young readers is cadet at military schools.

2.4.2. Mode of transmission

According to the actual survey in the unit, the student who gets the most access to newspapers is 89% (mainly reading paper 84.3%), followed by watching television (using 66% TV, phone 8.5% , computer 5%), electronic newspaper and radio account for about 56 - 57%. The above figures reflect the actual situation of reading newspapers, listening to the radio and watching television at the school unit. Due to the implementation of 11 regimes during the day, students read paper newspapers and watch television mainly during the time from 18:30 - 20:00 at the barracks, and read electronic newspapers when having time to study at the library and used smartphones on holidays. Particularly, radio programs often coincide with increasing production hours, interior hygiene, and sports, so there are many limitations in listening to news articles.

SUB - CONCLUSION OF CHAPTER 2

Over the past years, with the leadership and guidance of the Central Military Commission, the Ministry of Defense and the General Department of Politics, the press system in the military has made a remarkable development in quantity, quality and type. press picture. However, the content of each topic has at times not yet fully met the information for the political event, while writing articles in old ways, not yet renewed to create boredom for readers. The form of journalism still focuses a lot in the form of news, reflection articles, comments, editorials, reports, interviews; There are other categories that have not been promoted in the expression of political-ideological content. These limitations are due to the lack of political knowledge - ideology, and not many experts who have collaborated to write about this topic. On the other hand, the military press agencies need to develop the building of multimedia media to overcome the limitations of each type of journalism, in order to comprehensively meet the needs of political and ideological information for soldiers in the whole army.

Chapter 3

EFFICIENCY OF RECEIVING INFORMATION FROM THE MILITARY PRESS ON POLITICAL AWARENESS - IDEA OF THE MILITARY IN THE CURRENT PERIOD

3.1. Factors affecting political perception - ideology of the military in the current period

3.1.1. World context

Local war, conflict and armed race, religious ethnic conflict, intervention, subversion, terrorism, territorial disputes, sea and islands, natural resources and economic competition acrimoniously. Global issues such as traditional and non-traditional security, cyber security, financial security, energy security, water

security, food security, climate change, natural disasters and epidemics, etc has complicated developments.

3.1.2. Domestic condition

International integration of our nation has been more and more extensive, especially economic integration poses many difficulties and challenges. Economic development is not sustainable, uncommensurate with the existing potential. The dark side of the market economy creates a divide between rich and poor, disparities, differences in living standards and lifestyles, affecting the ideology, psychology and feelings of officers and soldiers. At the same time, the hostile forces, the constituents's political opportunity continued to oppose our revolution, adversely affecting to cadet's awareness, directly affecting to improve political bravery, belief in the victory of renovation, construction and defense of the Socialist Republic of Vietnam. On the other hand, the decline of ideology about politics, moral and the lifestyle of a large number of party members, waste and bureaucracy has not been prevented and repelled.

3.1.3. Requiring to build an army on political-ideological awareness before conspiracy of hostile force

For each individual, bravery is the firmness, steadiness and initiative shown in actions in front of the challenges that life poses. For each cadre, party member and the whole Party, political prowess is an indispensable top quality. The political bravery of the Party is consistency with goals, ideals - national independence and socialism; steadfast thought base is Marxism-Leninism, Ho Chi Minh thought; firmly on the Party's renovation policy; steadfastly the principles of organization and activities of the Party ... The Party's cadres and members who are firm in their bravery must always be steadfast and unwavering in all circumstances, have the will and determination to strive, overcome all hardships and difficulties to successfully complete the assigned tasks. Party members who firmly stand on the political field must always uphold the fighting spirit, resolutely fight to expose, oppose wrong and hostile views, contributing to the failure of all plots and activities in the strategy. "peaceful process" of hostile forces; struggle to firmly defend the independence, sovereignty and territorial integrity of the Fatherland.

3.2. Needs and habits of receiving military's political-ideological oriented information from the Military's Press

3.2.1. Needs to receive political-ideological information

Demands for receiving political - ideological education information of soldier include: Marxism-Leninism and Ho Chi Minh thought education; the Party's line education; the unit's political duties education; traditional education of the nation, the army and the unit; the plots and tricks nature of the enemy education. The impact of informations about political-ideological education still

has many categories and subjects when being communicated in the military press but have not fully reflected the military's desire for political-ideological content; not timely, discomplete information and sometimes makes the soldier ambiguous about politics - ideology.

3.2.2. The habit of receiving political-ideological information

Among the 11 modes implemented in the day, there is a mode to read newspapers, listen to the radio and watch television from 18:30 - 20:00 in the barracks so that soldiers can catch and update current news, sections, and topics about domestic and international situation. On the other hand, during the break or self-study at the school library, soldiers choose the information according to their own needs. According to the sociological survey, the author asked the opinion of the cadets at the schools, the time to access to the press is mainly from 17h - 24h with the rate of 67%, the other time about 2 hours daily. With the reality of the press product at the school is quite complete, the military focus on reading and watching the People's Army newspaper and the Vietnam Defend Television, these are the two press products, the directly mouthpiece of Central Military Commission. The other newspaper, the update information is not much. According to the results of the survey, the news types, live programs, special pages, special topics and categories often attract readers and have more impact than other types of programs, because the topical, intuitive visual and focuses on each highly oriented content.

3.3. Assess the effectiveness of receiving information from the Military Press on the current political-ideological awareness of soldier

3.3.1. Reception efficiency

According to the survey, an average over 78% students read newspapers, watch television about political-ideological education information on the People's Army Newspaper, Vietnam Defend Television and profound impact on the awareness of soldiers. 6 specific topics with proportions: Marxism-Leninism education 66%, Ho Chi Minh thought education 80.7%, Party's line education 78.1%, the unit's political duties education 69.4%, traditional military and nation education 66.4%, the plots and tricks nature of the enemy education 74.6%. That proves the impact of political-ideological education content on the Military Press on awareness is quite effective, but there is still a different reception from the impact of each specific content, depending on the attractiveness and attraction of the press works to the military. From there, students build for themselves a scientific worldview, a strong political spirit, patriotism, self-respect for the nation, steadfastness of the country's difficulties and the onslaught of hostile forces on the ideological front, absolute belief in the leadership of the Communist Party of Vietnam, believing in the victory of renovation, promoting industrialization and modernization under the socialist orientation. In parallel with the achievements, the

acquisition of political-ideological education information is still about 30% of the students who do not see a profound impact on their perceptions, especially Marxism-Leninism education, the unit's political duties education, traditional military and nation education. Because the form is not really attractive to readers, political education content timeless and sufficient information, some ineffective categories, sometimes vague.

3.3.2. The existion of inducements

In the party - political work at the academies always focuses on meeting the press resources for cadets. With a full range of journalism products, they have access to relatively complete political-ideological information. Newspapers are transmitted on various media such as paper newspapers, computers, phones, televisions, in which they often access press information through paper newspapers, phones and televisions. With the duration of about 2 hours per day, they access to political information selectively orientation by managers in battalions and updated by themselves at the library or mobile device on holiday break. Therefore, the source of political-ideological education of the Military Press directly affects the military, makes the soldier always have a stable political spirit and builds a pure, virtuous lifestyle. ethic revolution. However, technological changes make the media capable of spreading far and deeply, changing the nature of society as well as the psychological life, cultural norms and habits of human. Technical infrastructure for publishing, printing and transmitting information of the Military Press is facing a rapidly digitalization trend, creating pressure on content management in the context of technology and service convergence strongly. Using the means of Military Press to conduct political-ideological education for students needs to selective content, because the multi-dimensional information in the press has a great impact on the ideological soldier. Every day, every hour, tens of thousands of images, information, big and small events are posted affecting the ideology and spirit of soldier.

SUB – CONCLUSION CHAPTER 3

Through research and evaluation of the military's reception efficiency on political and ideological information in the military press, based on the impact of factors affecting the perception of the military today, there are Can draw the following research problem:

Firstly, in the military, the need to access political - ideological information is often through the mainstream press, especially the People's Army newspaper and the Vietnam Communist channel. Newspaper and television are still the most accessible choices with a duration of about 2 hours daily.

Secondly, educational contents in military media affect soldiers with a relatively high survey rate (66% - 80.7%). However, a number of journalistic works are not of good quality, their appearance has not attracted the public at certain times.

Thirdly, with an average rate of about 70% of the profound impact of the content of political and ideological information, the military press contributes to building ideology and political bravery for soldiers in the construction process. Army and ready to fight high, well completed all assigned tasks.

Chapter 4

SOME IMPROVE SOLUTIONS THE INFLUENCE OF THE MILITARY PRESS ON POLITICAL – IDEOLOGICAL AWARENESS OF SOLDIERS IN CURRENT PERIOD

4.1. Forecasting the situation affects the soldier's political-ideological awareness

4.1.1. The world and sector situation

Peace, cooperation and development are still big trends, but ethnic, religious conflicts, local wars, intervention and overthrow of terrorism are still fierce; Non-traditional security threats and high-tech crimes continue to increase. Global issues such as traditional-energy-food security, climate change, natural disasters and epidemics will continue to be complicated. Appearance many new forms of war, the world economy is in crisis of covid 19 pandemic impactation. Globalization and revolution of science and technology have strongly developed, promoted the process of forming an information society and knowledge economy. The development of the knowledge-based economy develops the concepts and ideas about war, the army, national defense and security, and strongly influences the process of building organizations and people in the military; increasing the knowledge element, applying more and more widely technological achievements in education, staff training, staff consolidation, organization, equipment, weapons, techniques and combat methods of the military. The Asia – Pacific, including Southeast Asia continues to a focus of fierce competition among major powers.

4.1.2. Situation in the country

Our country still faces many great challenges, intertwining, synergistic impacts and complicated developments. The risk of further economic lag compared to many countries in the region and around the world still exists. The political - ideological, ethical and lifestyle recession of a significant number of cadres, party members, bureaucracy, corruption and waste are still serious. The manifestations far from the goals of socialism, "self-evolution", "self-transformation" have complicated developments. Dispute of sovereignty over the East Sea has become a hot spot, causing a sensation in the public opinion, greatly affecting the mentality, emotions and attitudes of military personnel. The hostile forces continued to falsify and deny the Marxism-Leninism, Ho Chi Minh thoughts, the Party's political and military. They enhance cultural penetration to

sabotage politics, ideology, morality, and lifestyle, in order to realize the goal of neutralizing the armed forces.

4.1.3. The requirements posed for political-ideological awareness of the soldiers in the future

The dissemination and thorough understanding of the Party and State's guidelines and the policy of the Central Military Commission and the Ministry of Defense to the army, especially at grassroots units, deep-lying, remote and border areas, Islands require more timely and extensive. In the context of modern warfare, the enemy uses high-tech weapons, the problem of building a battle spirit, the belief of victory for the team poses many new challenges. The hostile forces stepped up the strategy of "Peaceful process", promoting "self-evolution", "self-transformation" internally, "depoliticization", "civilization" of the Army, fading the image of "Uncle Ho's Soldier"; inciting, distorting, creating bad public opinion, causing internal disunity, reducing people's confidence in the Party, the State and the armed forces. Along with that, the invasion of pragmatic lifestyle, bad culture, the negative side of the market economy are daily, every hour negatively affecting perception, thought, morality, lifestyle, military personality multiply.

4.2. Solutions to improve the effectiveness of the Military Press on political-ideological awareness of soldiers in the next time

4.2.1. Thoroughly grasp the Party's lines and policies on political-ideological awareness, improve the management efficiency of the State and the Army on the Military Press.

Strengthening the leadership of the Party committees in terms of the press and press activities in accordance with the Party's guidelines, policies and principles. Propagating agencies and press management agencies always timely guide about topics and contents in need of information to propagate and disseminate in the struggle against recession in terms of ideology, morality and lifestyle, especially dynamics, manifestations, causes, conditions and solutions. To rectify, detect and promptly handle acts of violations and mistakes in political lines, contrary to law provisions in the activities of press agencies and press activities.

4.2.2. Improve the level of political-ideological awareness and professional skills of a team of journalists, reporters and build a reasonable incentive regime

Further strengthening the work of ideological-political education for the contingent of journalists, raising the awareness of political reasoning, professional ethics, instilling Marxism – Leninism and Ho Chi Minh thoughts on revolutionary newspapers associated with continuing to promote "Learning ideology, morality,

Ho Chi Minh style" associated with Central Resolution 4 (term XII). Regularly fostering professionalism for the staff of journalists.

4.2.3. Strongly renovate content, form and diversify publications to ensure honest and quick information, accurate, timely, engaging and appropriate for the audience

Before the explosion of the media, the products of the Military Press must always ensure the reliability, the right political orientation, the innovation of content, various forms, diversely transmission. Therefore, despite propaganda about orientation and direction issues, dryless, the machinery is flexible, bold with the artistry, convincing readers, encouraging enthusiastic spirit of coaching, ready to fight, study, work and production labor of the whole army.

4.2.4. Paying attention to investment in modernizing equipment, operational means and promoting the linkage and coordination between the Military Press agencies

Military Press agencies need to conduct a real-time survey of available equipment, means and capabilities, formulate a procurement and modernization plan under the "Plan to modernize the Military press agencies in period 2014 - 2018" has been approved and "Scheme on national development and management of press till 2025 ". At the same time, promote the linkage and coordination between the Military Press agencies. This is a very necessary job to promote the role and effectiveness of the Military Press in the cause of national construction and defense. Readers now have many different sources of information from different types of newspapers, such as print newspapers, radio, television, online newspapers.

4.2.5. Strengthening political skills, providing orientation education for soldiers about reading culture, receiving information from Military Press

Continue to thoroughly grasp, disseminate and propagandize to raise the awareness of the military, help them fully and correctly identify the position and role of the press in general, in the fight against ideological decline, main ethics, lifestyle in particular to create social consensus. To well carry out the task of guiding soldiers in acquiring the positive and progressive cultural values of mankind; alert, criticize and struggle with the manifestation of negative cultural product introduction, contrary to the traditions and customs of the nation, contrary to the values of humanity and progress of mankind.

SUB – CONCLUSION CHAPTER 4

The next time situation poses for thought working and culture, information work, press propaganda and the army of journalists in the Army with the new and comprehensive requirements, both in content, form, method of information and communication; both in terms of bravery, thinking, intelligence, creativity, the principle and discipline of the team of journalists. Proactively

forecasting, closely grasping developments in the situation in the world and in the country and synchronously implementing the above solutions, the Military Press will make an important contribution to renovation and improvement of the quality of education. Politically at the unit, practically building the Vietnamese People's Army with strong political strength, as a basis to improve the general quality and combat strength to meet the increasing requirements of the military construction task, consolidating defense and national protection in the new situation.

CONCLUSION

The military press has well performed its role as the voice of the Central Military Commission and the Ministry of National Defense, truly being a trusted forum for cadres, soldiers and the people, information and social sciences agencies - humanities, science, technology and military arts of Vietnam. The influence of the military press on military's political - ideological awareness is the impact of propaganda contents, political - ideological education transmitted through the works on the mass media from the army to the soldiers, making them always loyal, consistent with the Party's view, ready to receive and successfully complete all assigned tasks for national independence and socialism, contributing to firmly consolidating the Party's ideological battlefield in the army.

However, according to the author's survey, compared with the requirements, the quality of information and propaganda of the military press still has limitations. The content and forms of some newspapers are not very lively and attractive. The number and quality of articles fighting against wrong and hostile views on the field of thought is increasing, but the literary field is still few. Operational capacity, professionalism, especially the ability to exploit and process information, and orient public opinion of some military journalists have not kept up with the requirements. Fostering to improve professional qualifications for cadres, reporters and editors in some press agencies at times has not been focused.

Therefore, the military press needs to focus on well implementing the following basic issues: Deeply grasping the Party's lines and policies on political-ideological awareness, improving the management efficiency of the State, Army to the military press; Raising the level of political - ideological awareness and profession of journalists and reporters and building reasonable incentives; Strongly renovate the content, form, and diversify publications to ensure truthful and responsive information; accurate, timely, attractive and suitable for the target propaganda. To attach importance to investment in modernizing equipment and means of operation and strengthening linkage and coordination among military press agencies; Strengthen political bravery, educate soldiers on culture to read and receive information from the military press.