

**SOCIALIST REPUBLIC OF VIETNAM**  
**Independence – Liberty - Happiness**

*Hanoi, January 29, 2026*

**ABSTRACT OF DOCTORAL THESIS**

- 1. Name of thesis:** Managing external information in key external press agencies (Period 2020-2021)
- 2. Postgraduate:** Vu Duy Hung
- 3. Major:** Journalism studies
- 4. Educational Unit:** Academy of Journalism and Communication
- 5. Research aim and research subject**

- To analyze and evaluate the current state of external communication management at Nhan Dan Newspaper, Vietnam News Agency (VNA), and Voice of Vietnam (VOV) during the 2020-2022 crisis period, and to propose solutions for enhancing external communication management capacity in response to global volatility.

- The research subject is the management of external communication in selected key press agencies in Vietnam, focusing on the 2020-2022 period.

The research participants comprise individuals and units directly involved in the management and production of external communication at the three surveyed press agencies, including:

(1) Management group: Senior leaders (Editor-in-Chief, Deputy Editors-in-Chief) and heads of departments/divisions responsible for external communication at Nhan Dan Newspaper, VNA, and VOV.

(2) Operational group: Journalists, correspondents, editors, technicians, and administrators.

(3) Supporting participants: Experts and scholars with experience in external journalism who contributed insights through in-depth interviews or academic

conferences.

(4) External communication content: News articles and materials published on the external communication products of the three surveyed press agencies.

## **6. Research Methodology**

The study employs a combination of the following methods: Documentary synthesis; Content analysis; Participant observation (the author as an insider); In-depth interviews (using the SWOT model with leaders and journalists); Expert consultation through academic conferences.

## **7. Theoretical and Practical Significance**

### **+ Theoretical Significance**

Contributes to systematizing and analyzing, clarifying the relevant theoretical foundations of external communication management in key press agencies.

Contributes to consolidating and enhancing awareness and methods of organizing external communication management in multimedia press organizations.

Systematizes Party and State documents related to the activities and management of external journalism.

Provides data and suggests external communication management models for management agencies and editorial offices in managing and improving the quality and effectiveness of external communication in multimedia press publications.

### **+ Practical Significance**

The proposals and recommendations regarding external communication management at Nhan Dan Newspaper, VNA, and VOV contribute to shaping perspectives and promoting external communication activities at these three agencies, as well as other key multimedia press agencies.

The research results serve as materials for teaching, learning, and studying courses in international relations and external communication at the Academy of

Journalism and Communication, as well as at training institutions for international relations and training of external press communication staff; reference materials for anyone interested in the topic of external communication.

**SCIENTIFIC SUPERVISOR**

**POSTGRADUATE**

**ASSOC, PROF, Nguyen Ngoc Oanh**

**Vu Duy Hung**