

**HO CHI MINH NATIONAL ACADEMY OF POLITICS**

**DO THI DIEP**

**QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS  
AGENCIES IN THE CURRENT PERIOD**

**PHD THESIS MAJORING IN  
PARTY BUILDING AND STATE GOVERNMENT**

**Code: 9310202**

**HANOI - 2026**

**The work was completed at: Ho Chi Minh National Academy of Politics**



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## INTRODUCTION

### **1. The urgency of the topic**

The development of the digital media environment, social media, and multi-platform journalism has profoundly transformed the process of producing journalistic products, placing increasingly demanding requirements on press agencies, Party organizations within press agencies, and the cadre workforce engaged in journalism, among whom the editorial staff occupies a particularly important position. Editors are not only directly responsible for editing, reviewing, and ensuring the quality of journalistic content, but also participate in the creation of journalistic works, serving as authors or co-authors of numerous media products. At the same time, they contribute to the organization, orientation, and development of the communication content of press agencies. Therefore, the quality of the editorial staff directly affects the quality of journalistic products, the reputation of press agencies, and the effectiveness of fulfilling political tasks, particularly within Central press agencies.

In recent years, the implementation of the Party's policy on restructuring and streamlining the organizational apparatus of the political system has exerted a significant impact on the press system, including Central press agencies. The process of reorganizing and streamlining the press apparatus has resulted in the termination, merger, or adjustment of the functions and responsibilities of numerous press agencies, accompanied by substantial changes in organizational structure, personnel, and operational methods. In particular, at the Second Plenary Session of the Fourteenth Central Committee of the Communist Party of Vietnam, the Party approved the policy of transferring the Vietnam Television, Voice of Vietnam, and Vietnam News Agency from agencies under the Government to public service units directly under the Central Committee of the Communist Party of Vietnam. In this context, the editorial staff has become a decisive factor in maintaining the mission and purpose of Central press agencies, ensuring the political and ideological character of journalistic products, and safeguarding their quality.

In practice, the editorial staff of Central press agencies is generally professionally trained, possesses firm political commitment, demonstrates sensitivity to political and socio-political issues, effectively fulfills the role of revolutionary journalists, actively participates in refuting erroneous and hostile viewpoints, and adheres to professional ethics. However, under the influence of the negative aspects of the market economy, intense competition within the digital media environment, and the pressure of multidimensional information flows, the quality of the editorial staff of Central press agencies still exhibits several limitations. The size and composition of the editorial workforce in some Central press agencies remain insufficiently balanced, with disparities in age, gender, and professional experience affecting the effectiveness of task allocation and implementation. The professional qualifications, competencies, and occupational skills of editors are uneven, and a proportion of editors have yet to fully meet the requirements of journalistic practice in the context of multimedia journalism and digital transformation. In addition, the commitment to self-improvement, professional responsibility, occupational discipline, and working style of some editors has not always been sufficiently

rigorous, resulting in limitations in the performance of their duties and responsibilities. Professional reputation and levels of trust enjoyed by editors also vary across Central press agencies, as reflected in audience satisfaction with certain journalistic works that have not fully met expectations, thereby affecting the effectiveness of public opinion guidance and public confidence to some extent.

For the foregoing reasons, the doctoral candidate has chosen to undertake the research project entitled “*Quality of the Editorial Staff of Central press agencies in the Current Period*” as a doctoral thesis in the field of Party Building and State Government

## **2. Research purpose and tasks**

### **2.1. Research purpose**

Based on clarifying the theoretical and practical issues concerning the quality of the editorial staff of Central press agencies, and through an analysis of the current situation, this thesis proposes directions and solutions to enhance the quality of the editorial staff of Central press agencies by the year 2035.

### **2.2. Research tasks**

*Firstly*, the thesis reviews research works related to the topic, summarizes their research findings as a basis for inheritance and further development, and identifies the issues that the thesis needs to continue examining and clarifying.

*Secondly*, the thesis explains and clarifies theoretical and practical issues concerning the quality of the editorial staff of Central press agencies, develops the instrumental concepts and central concept of the thesis, and establishes the theoretical framework of the research topic.

*Thirdly*, the thesis surveys and assesses the current quality of the editorial staff of Central press agencies from 2020 to the present, identifying strengths, limitations, the causes of these strengths and limitations, and the issues arising therefrom.

*Fourthly*, the thesis analyses favourable and difficult factors affecting the quality of the editorial staff of Central press agencies through to 2035, and proposes directions and solutions to enhance the quality of the editorial staff of Central press agencies by the year 2035.

## **3. Study subjects and scope of the thesis**

### **3.1. Study subjects**

The research object of the thesis is the quality of the editorial staff of Central press agencies in the current period.

### **3.2. Scope of the thesis**

- *Scope of content*: The thesis focuses on studying editors who hold professional public employee positions, directly perform professional and technical editorial duties, and are on the official payroll of Central press agencies. The thesis does not examine editors who serve as collaborators or freelance contributors to these press agencies.

- *Scope of space*: The thesis limits its research to the quality of the editorial staff of key Central press agencies. Specifically, the study focuses on the editorial staff of seven press agencies: (1) *Communist Review*; (2) *People’s Daily*; (3) *People’s Army Newspaper*; (4) *People’s Public Security Newspaper*; (5) the Vietnam News

Agency; (6) the Vietnam Television; and (7) the Voice of Vietnam.

- *Scope of time:* The thesis surveys and assesses the quality of the editorial staff of Central press agencies from 2020 to the present. The proposed directions and solutions are intended to remain relevant by the year 2035.

#### **4. Theoretical, practical basis and research methods of the thesis**

##### ***4.1. Theoretical basis***

The theoretical foundation of the thesis is grounded in Marxism - Leninism, Ho Chi Minh Thought, and the viewpoints of the Communist Party of Vietnam on cadres, cadre work, and the quality of the cadre workforce, including the quality of the editorial staff of press agencies.

##### ***4.2. Practical basis***

The practical basis of the thesis is the current state of the editorial staff and the quality of the editorial staff of Central press agencies from 2020 to the present.

##### ***4.3. Research methods***

- The thesis is conducted on the methodological foundation of dialectical materialism and historical materialism.

- The thesis employs a combination of research methods drawn from political science and interdisciplinary studies, including: the systematization method; the combined methods of analysis and synthesis; the combined methods of logic and history; practical research and practical review methods; inductive and deductive methods; statistical and comparative methods; and sociological survey methods.

The above methods are applied flexibly and integrated closely throughout each stage of the research process, from problem identification and information collection to the processing and analysis of the collected data, in order to maximize their combined effectiveness and ensure the achievement of the thesis's research objectives.

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

*Firstly*, the thesis develops the concept of the quality of the editorial staff of Central press agencies.

*Secondly*, the thesis identifies six criteria for assessing the quality of the editorial staff of Central press agencies.

*Thirdly*, the thesis analyses and elaborates on two new solutions for enhancing the quality of the editorial staff of Central press agencies through to 2035, namely: (1) continuing to specify, supplement, and refine the standards for editors in Central press agencies in accordance with job-position requirements; and (2) improving the quality of the editorial staff and key personnel of Central press agencies, while placing emphasis on talent development and recruitment to meet the demands of journalism and media development on digital platforms.

#### **6. Theoretical and practical significance of the thesis**

The findings of the thesis have theoretical significance in clarifying the concept, determining factors, and assessment criteria of the quality of the editorial staff of Central press agencies.

The findings contribute to the review of practical experience and the supplementation and development of theoretical knowledge concerning the quality of the editorial staff of Central press agencies. They also provide a scientific basis for Party committees in supervisory agencies and Central press agencies in leading cadre work in general and the development of the editorial staff in particular, thereby contributing to enhancing leadership effectiveness and improving the quality of the editorial staff.

The findings of the thesis may serve as reference materials for research and teaching in Party Building and Government Administration at universities, political schools, and institutions within the system of the Ho Chi Minh National Academy of Politics.

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

Apart from the Introduction, Conclusion, List of the Author's Published Works Related to the Thesis Topic, References, and Appendices, the thesis consists of four chapters and nine sections.

### **Chapter 1**

#### **OVERVIEW OF AVAILABLE RESEARCH RELATED TO THE TOPICS**

##### **1.1. RESEARCH OUTSIDE VIETNAM**

###### **1.1.1. Studies on Journalistic Personnel in Press Agencies and the Quality of Journalistic Personnel in Press Agencies in General**

In response to the profound transformations of the media landscape under the influence of globalization, the media economy, digital technologies, and social media, foreign scholars have approached journalism not merely as a professional activity but also as a distinctive form of social labour associated with public responsibility, professional ethics, editorial autonomy, and the capacity to adapt to new media environments. Within this perspective, several representative studies can be identified, including:

Thomas Hanitzsch and Karin Wahl-Jorgensen (Eds.) (2008), *The Handbook of Journalism Studies* (ICA Handbook Series), 1st Edition;

Peter Cole and Tony Harcup (Eds.) (2009), *Newspaper Journalism* (*Journalism Studies: Key Texts*), 1st Edition;

David H. Weaver, Randal A. Beam, Bonnie J. Brownlee, Paul S. Voakes, and G. Cleveland Wilhoit (2009), *The American Journalist in the 21st Century: U.S. News People at the Dawn of a New Millennium*;

Tom Plate (2010), *Confessions of an American Journalist: What They Do Not Teach You in Journalism Schools*;

Monika Metykova and Lenka Waschková Císařová (2023), "Peripheral News Workers' Autonomy: The Case of a Czech Regional Television Newsroom";

Paul-David Lutz (2024), "'Mouthpiece' and 'Arena'? Social(ist) Media in Contemporary Laos";

Junai Mtchedlidze (2024), "Technical Expertise in Newsrooms: Understanding Data Journalists' Roles and Practices";

Tai Neilson (2025), *The Labor of News Work and Journalism*.

### **1.1.2. Studies on Editorial Staff in Press Agencies and the Quality of Editorial Staff in Press Agencies in Particular**

With regard to editorial staff, international studies have primarily focused on clarifying the role of editors in the production process of journalistic products, the requirements for editorial skills, the capacity to ensure information quality, professional ethics, and the gatekeeping function in a rapidly changing media environment. Representative works include:

Mark D. Ludwig and Gene Gilmore (2005), *Modern News Editing*, 5th Edition;  
Jane T. Harrigan and Karen Brown Dunlap (2011), *The Editorial Eye*;

Kenneth L. Rosenauer and Vincent F. Filak (2012), *The Journalist's Handbook for Online Editing*, 1st Edition;

David H. Weaver and Lars Willnat (Eds.) (2012), *The Global Journalist in the 21st Century*;

Kenneth Rosenauer (2013), *Copycrafting: Editing for Journalism Today*, 1st Edition;

Matthew Winkler and Jennifer Sondag (2014), *The Bloomberg Way: A Guide for Reporters and Editors*;

Tim Vos and François Heinderyckx (2017), *Gatekeeping in Transition*, 1st Edition;

Vincent F. Filak (2019), *Dynamics of Media Editing*, 1st Edition;

Gene Foreman, Daniel R. Biddle, Emilie Lounsberry, and Richard G. Jones (2022), *The Ethical Journalist: Making Responsible Decisions in the Digital Age*.

## **1.2. RESEARCH IN VIETNAM**

### **1.2.1. Domestic Studies on Journalistic Personnel in Press Agencies and the Quality of Journalistic Personnel in Press Agencies in General**

In Vietnam, studies on journalistic personnel have primarily focused on clarifying political qualities, professional ethics, professional competence, journalistic skills, social responsibility, and the training and development requirements of the journalism workforce in the context of reform, international integration, and digital transformation. Representative works include:

Tran Tien (2017), *Improving the Quality of Television Journalist Training in Vietnam Today*;

Luong Khac Hieu (2018), "From Ho Chi Minh's Views on Journalistic Ethics: Reflections on the Conscience of Journalists in the Fourth Industrial Revolution";

Nguyen Thi Thanh Huyen and Nguyen Thi Thanh Nhung (2018), "Journalists' Professional Skills in Reporting on Non-Performing Loans";

Nguyen Thuy Van Anh (2018), "Some Observations on the Current State of Vietnamese Journalists' Professional Qualities from Ho Chi Minh's Perspective";

Nguyen Ngoc Hai (2018), "Convergent Journalists: Multi-skilled or Single-skilled Journalists?";

Dinh Thi Thuy Hang (2019), "Robot Journalists: No Longer a Challenge of the Future";

Nguyen Nga Huyen (2019), "Vietnamese Foreign Correspondents and Professional Skills During the COVID-19 Pandemic";

Nguyen Van Dung (2019), "Journalists and the Capacity for Selection";

Tran Thi Van Anh (2019), *The Journalistic Commentary Style of Journalist Hoang Tung*;

Huu Dung and Hong Minh (2020), “Journalists and Their Responsibility for the Nation’s Maritime Sovereignty”;

Le Thi Nha (2021), “Requirements for the Qualities and Competencies of Leaders and Managers of Journalism and Media Agencies in the Current Context”;

People’s Daily (2021), *The People of People's Daily (1951–2021)*;

Hoang Chi Bao (2021), “Revolutionary Journalism and Journalists in the Cause of ‘Upholding the Right and Eliminating the Wrong’”;

Dinh Xuan Hoa (2022), “Promoting the Role of Journalists in Social Criticism”;

Nguyen Ngoc Tu (2022), “On Improving the Quality of Journalists Writing on Economic Issues”;

Pham Quy Trong (2022), “The Appointment, Dismissal, Commendation, and Discipline of Press Agency Leaders Must Closely Reflect Practical Realities”;

Nguyen Minh Hai (2022), *Building and Developing Television Channel Brands in Vietnam*;

Mai Duc Ngoc (2023), “Building Ethical Standards for Cadres and Party Members in Press Agencies”;

Vu Thanh Van (2023), “Current Needs for Policy Communication Training Among Journalists”;

Nguyen Thi Thanh (2023), “Enhancing Political Commitment Among Cadres and Reporters of the People’s Public Security Newspaper”;

Le Thi Hang and Nguyen Thi Ha (2023), “Ho Chi Minh’s Thought on Revolutionary Journalists and the Improvement of Journalistic Quality Today”;

Tran Thanh Lam (2023), “Innovations in Regulations on Responsibilities, Authority, Appointment, Dismissal, Commendation, and Discipline of Leaders of Press and Publishing Agencies”;

Central Commission for Propaganda and Mass Mobilization (2025), *One Hundred Years of Vietnamese Revolutionary Journalism Accompanying the Nation’s Glorious Cause*;

Hoang Trung Dung (2025), “Communist Review: Providing Theoretical Guidance Throughout the Century-long Journey of Vietnamese Revolutionary Journalism”;

Mai Duc Ngoc (Principal Investigator) (2025), *Researching, Applying, and Creatively Developing Ho Chi Minh Thought in the Development of Vietnamese Journalism and Media During the Renewal Period*;

Nguyen Thi Thu Ha (2026), “The Role of Digital Competence for Television Journalists in the Context of Journalism Digital Transformation”;

Dinh Thi Thu Hang (2026), “Improving the Quality of Journalism Human Resource Training to Contribute to the Development of Vietnamese Revolutionary Journalism in the Digital Era.”

### **1.2.2. Domestic Studies on Editorial Staff in Press Agencies and the Quality of Editorial Staff in Press Agencies in Particular**

With regard to editorial staff, domestic studies have mainly focused on the organization and operation of press agencies, editorial skills, training and professional development requirements, political qualities, professional competence, and the role of editors in the production process and quality control of journalistic and publishing products. Representative works include:

Nguyen Quang Hoa (2016), *Organization and Operation of Press Agencies: Practice and Development Trends*;

Vu Thuy Duong (2018), *Innovating the Training Methods for Journalism Editors in Vietnam Today*;

Nguyen Trong Bau (2018), *Language Editing for Books and Journalism*;

Tran Hung Phi and Ho To Anh (2019), “The Role and Responsibilities of Editors in Journal Editing and Publishing Activities”;

Nguyen The Sang (2019), “Building the Journalism and Publishing Workforce of the Ho Chi Minh National Academy of Politics: Initial Results and Experiences”;

Hoang Phuc Lam (2020), “Political Theory Education for Reporters, Editors, and Technical Staff of Press Agencies: Current Situation and Solutions”;

Nguyen Cong Tay (2021), “Requirements for Editorial Staff in the Publishing of Theoretical and Political Books in Vietnam Today: Evidence from the National Political Publishing House Truth”;

Tran Thi Yen Minh (2023), “Sketching the Profile of Social Media Editors in Local Newsrooms”;

Academy of Journalism and Communication (2025), *Training and Developing Journalism and Media Personnel in the New Era (Commemorating 100 Years of Vietnamese Revolutionary Journalism)*;

Vietnam News Agency (2025), *80 Years of the Vietnam News Agency (1945–2025)*;

Luu Thi Mai Anh (2025), “Training and Developing the Human Resources of the Journals of the Ho Chi Minh National Academy of Politics to Meet the Requirements of the Nation’s New Era”;

Voice of Vietnam (2025), *Voice of Vietnam: 80 Years Accompanying the Nation*.

## **1.3. OVERVIEW OF THE RESEARCH FINDINGS OF RELATED WORKS AND ISSUES ADDRESSED BY THE THESIS**

### **1.3.1. Overview of the research findings of related works**

The published studies have examined the cadre workforce of press agencies and the quality of the cadre workforce of press agencies in general, as well as the editorial staff of press agencies and the quality of editorial staff in particular, from a variety of perspectives and approaches. These studies have generated significant theoretical and practical contributions, among which the following are particularly noteworthy:

*Firstly*, the studies have provided relatively comprehensive and systematic analyses of the position and role of press agencies and their cadre workforce, including editorial staff.

*Secondly*, many studies have reviewed, analysed, and assessed the current situation, identifying strengths as well as limitations and shortcomings in the quality of journalism personnel, particularly editorial staff.

*Thirdly*, a number of studies have proposed solutions, recommendations, and policy suggestions aimed at improving the quality of editorial staff within press agencies.

### **1.3.2. Issues addressed by the thesis**

Although numerous studies have examined journalistic personnel, the quality of journalistic personnel, editorial staff, and the quality of editorial staff within press agencies, no existing study has systematically, comprehensively, and in-depth investigated the theoretical and practical issues relating to the quality of the editorial staff of Central press agencies in the current period. Owing to differences in research objectives, scope, and subjects, this topic has not yet been fully explored. Therefore, the doctoral candidate has selected this issue as the thesis topic in order to address both its contemporary relevance and the practical demands of the field.

The thesis focuses on addressing the following fundamental issues:

*Firstly*, clarifying the foundational knowledge directly related to the development of the thesis's theoretical framework.

*Secondly*, analysing and clarifying the concept, functions, responsibilities, characteristics, and roles of editors and the editorial staff of Central press agencies; on that basis, establishing a system of criteria for assessing the quality of the editorial staff of Central press agencies.

*Thirdly*, surveying, analysing, and assessing the current quality of the editorial staff of Central press agencies.

*Fourthly*, forecasting the factors that will influence the quality of the editorial staff of Central press agencies and proposing directions and a system of solutions for enhancing their quality through to 2035.

## **Chapter 2**

### **QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES – THEORETICAL AND PRACTICAL ISSUES**

#### **2.1. CENTRAL PRESS, CENTRAL PRESS AGENCIES, EDITORS, AND THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES**

##### **2.1.1. Press and Central Press – Concepts, classification, functions, responsibilities, and roles**

###### ***2.1.1.1. Concepts and types of press***

###### ***\* Concept***

The press is a medium of news and information concerning events and issues occurring in social life, expressed through written text, images, and sound, created, published periodically, and disseminated to a broad audience through print journalism, radio broadcasting, television broadcasting, and electronic journalism.

###### ***\* Types of press***

According to the 2025 Law on Press, the press consists of the following types: print journalism, electronic journalism, radio broadcasting, and television broadcasting.

### ***2.1.1.2. Central Press – Concept, functions, responsibilities, and roles***

#### ***\* Concept***

Central Press refers to newspapers and journals of Party agencies, State agencies, socio-political organizations, socio-political-professional organizations, and scientific institutions at the central level that are licensed by competent authorities to operate. It encompasses information products concerning events and issues in social life, presented in written, visual, and audio forms; created, published periodically, and disseminated to a broad audience within Vietnam and to certain populations in other countries and territories through print journalism, radio broadcasting, television broadcasting, and electronic journalism. Central Press operates under the leadership of the Communist Party of Vietnam and the management of the Socialist Republic of Vietnam.

#### ***\* Functions of Central Press***

*Firstly*, the information function.

*Secondly*, the propaganda and communication function.

*Thirdly*, the educational function.

*Fourthly*, the public expression function.

*Fifthly*, the public forum function.

*Sixthly*, the social supervision and social criticism function.

#### ***\* Responsibilities of Central Press***

*Firstly*, to provide truthful information about national and international affairs in a manner consistent with the interests of the country and the Vietnamese people.

*Secondly*, to disseminate and promote, and contribute to the protection of, the Party's guidelines and policies, the State's laws and policies, and the achievements of Vietnam and the world.

*Thirdly*, to reflect and guide public opinion and serve as a forum through which Vietnamese citizens exercise their right to freedom of expression.

*Fourthly*, to identify and promote exemplary individuals, positive deeds, innovative initiatives, and advanced models, while combating violations of the law and negative phenomena, including wastefulness, within society.

*Fifthly*, to contribute to preserving the purity, standards, and development of the Vietnamese language, while respecting, preserving, and promoting the languages and scripts of Vietnam's ethnic minority communities.

*Sixthly*, to promote mutual understanding among nations and peoples around the world and contribute to the cause of peace, national independence, friendship, cooperation, and sustainable development for the peoples of the world.

#### ***\* Roles of Central Press***

*Firstly*, Central Press serves as a core force contributing significantly to the successful implementation of the Party's guidelines and policies, the State's laws and policies, and the objectives and tasks of the renewal period.

*Secondly*, it makes substantial contributions to the successful implementation of Party building and rectification tasks, enhances the knowledge and capabilities of cadres, Party members, and the people, combats degradation and negative phenomena, and helps build clean and strong organizations throughout the political

system capable of fulfilling their assigned responsibilities.

*Thirdly*, Central Press, particularly major press organizations, constitutes a principal force in affirming and promoting the traditions, valuable virtues, and cultural values of the Vietnamese nation in the cause of nation-building and national defence, while fostering creativity among organizations within the political system and the broader public during the renewal period.

*Fourthly*, it serves as the primary force in Vietnam's external information and communication activities, making an important contribution to the cause of national construction and defence.

*Fifthly*, it is a highly important factor in improving public knowledge and the spiritual life of the people, thereby generating the collective strength necessary for the successful accomplishment of revolutionary tasks in general and the objectives of the renewal process in particular, as determined and led by the Party.

### **2.1.2. Central press agencies – Concept, functions, responsibilities, organizational structure, personnel, public employees, and roles**

#### ***2.1.2.1. Concept***

A Central Press agency is the official organ of Party and State agencies, socio-political organizations, and other central-level organizations authorized to establish press agencies in accordance with the current Law on Press. It carries out one or more forms of journalism and produces one or more journalistic products as prescribed by the Law on Press.

#### ***2.1.2.2. Functions, responsibilities, organizational structure, personnel, and public employees of Central press agencies***

##### *\* Functions and Responsibilities*

*Firstly*, to directly organize and manage the activities of Central Press outlets in performing their functions, responsibilities, and powers.

*Secondly*, to ensure the effective implementation of the functions, responsibilities, and powers of Central Press outlets in accordance with their mission and purpose, and to improve the quality of journalistic products produced by Party agencies, State agencies, socio-political organizations, socio-political-professional organizations, social organizations, socio-professional organizations, and religious organizations at the central level.

*Thirdly*, Central press agencies are public service units funded by the State, while also being permitted to exercise partial financial autonomy in their operations.

##### *\* Organizational structure, personnel, and public employees*

The editorial boards of Central press agencies, such as *People's Daily* and *Communist Review*, generally consist of an Editor-in-Chief, Deputy Editors-in-Chief, and Editorial Secretaries. Professional departments or divisions commonly include Party Building, Internal Affairs, Economics, International Affairs, Education and Science, Culture and Society, Sports, Reader Relations, Editorial Secretariat, and Reporter Management.

In addition, Central press agencies typically include administrative and service units; offices and libraries; personnel and organizational departments; information technology centres; printing facilities; technical support units responsible for electricity and water systems; security and transportation teams; advertising and

circulation departments; finance, administration, and equipment units; external bureaus; resident representative offices; resident correspondents; and printing facilities attached to representative offices.

*\* Organizational structure, personnel, and public employees of People's Daily, Vietnam News Agency, Vietnam Television, Voice of Vietnam, Communist Review, and Other Central press agencies*

The editorial boards of the above-mentioned Central press agencies perform functions and responsibilities that are broadly similar to those of other Central press agencies. However, they differ in terms of organizational scale and the scope of responsibilities assigned to their editorial boards in managing and directing the activities of People's Daily, the Vietnam News Agency, Vietnam Television, Voice of Vietnam, Communist Review, and other Central press agencies.

### ***2.1.2.3. Party organizations and socio-political organizations within Central press agencies***

All Central press agencies have Party organizations, which are typically grassroots Party organizations (Party cells or grassroots Party committees).

Central press agencies also commonly have branches of the Ho Chi Minh Communist Youth Union, journalists' associations at branch or sub-branch level, and, in some agencies, veterans' associations.

### ***2.1.2.4. Roles of Central press agencies***

*Firstly*, they are the entities that, in practice, determine the quality of Central Press publications and ensure the strict and proper implementation of the mission and purpose of Central Press outlets, thereby enhancing their reputation and standing both domestically and internationally.

*Secondly*, they are a highly important factor in improving the quality of the cadre workforce of Central Press outlets, ensuring that personnel effectively fulfill their assigned responsibilities and duties as well as the functions and responsibilities of Central Press outlets.

*Thirdly*, they are the principal institutions that create favourable conditions for socio-political organizations and social organizations within Central press agencies to operate effectively.

## **2.1.3. Editors of Central press agencies – Concept, responsibilities, duties, and rights**

### ***2.1.3.1. Concept***

An editor of a Central Press agency is a person employed by a Central Press agency who produces and completes journalistic products based on collected and available materials. Editors are responsible for organizing the compilation and revision of content and modes of expression, as well as arranging the presentation and format of journalistic products for publication, transmission, or broadcasting to readers, viewers, and listeners. Some editors also serve as authors or co-authors of certain journalistic products.

### ***2.1.3.2. Responsibilities and duties of editors in Central press agencies***

According to the provisions of the 2025 Law on Public Employees, the responsibilities and duties of public employees in public service units are to perform the responsibilities and duties of public employees according to the job position they

hold.

### ***2.1.3.3. Rights of editors in Central press agencies***

Editors in Central press agencies are entitled to rights relating to professional activities; salaries, bonuses, and other remuneration-related benefits; the conduct of professional and business activities; leave and rest periods; and other rights provided by law.

## **2.1.4. Editorial staff of Central press agencies – Concept, characteristics, and roles**

### ***2.1.4.1. Concept***

The editorial staff of a Central Press agency is the collective body of individuals working within that agency who share the common responsibility and duty of carrying out editorial work. They operate under the direct leadership and guidance of Party committees and Party organizations within the Central Press agency, as well as under the management and editorial direction of the Editor-in-Chief and Deputy Editors-in-Chief. Through their work, they make an important contribution to improving the quality of journalistic products and ensuring the successful fulfillment of the functions and responsibilities of the Central Press.

### ***2.1.4.2. Characteristics of the editorial staff of Central press agencies***

*Firstly*, the editorial staff of Central press agencies, particularly those of major Central Press organizations, generally possess high levels of competence in all respects, including strong professional qualifications and editorial expertise, enabling them to effectively fulfill their assigned responsibilities.

*Secondly*, editorial staff in Central press agencies are well positioned to access official information from the Party and the State in a timely manner. In major Central press agencies, they receive direct guidance through the Party's and the State's leadership and direction of their respective press organizations.

*Thirdly*, the scope and environment of operation of editorial staff in Central press agencies extend across all regions of Vietnam. The journalistic products they edit cover virtually all activities of organizations within society, different social groups, various spheres of social life in Vietnam, and, to some extent, developments in other countries around the world.

*Fourthly*, editorial staff in Central press agencies, particularly those in major press organizations, maintain close professional relationships with editorial staff in local press agencies and with major press organizations in a number of foreign countries in accordance with the Party's and the State's foreign affairs and diplomatic policies.

*Fifthly*, the majority of editors in Central press agencies constitute a pool of personnel who are trained and planned for future appointment to leadership and management positions within press agencies. However, most have not previously held leadership or management positions within Party or governmental organizations.

### ***2.1.4.3. Roles of the editorial staff of Central press agencies***

*Firstly*, they constitute a highly important force in carrying out communication, information dissemination, guidance, and orientation activities, particularly in ensuring the correct political orientation of Central press agencies and safeguarding the ideological foundation of the Party as reflected in Central Press products.

*Secondly*, they serve as a core force in disseminating and promoting the Party's guidelines and policies and the State's laws and regulations to readers, listeners, and viewers. Through this role, they contribute to shaping public opinion in a positive and progressive direction and encourage citizens to actively participate in national development and defence.

*Thirdly*, they enhance the quality of journalistic drafts in both content and presentation, thereby increasing the value and practical effectiveness of journalistic products and strengthening the reputation and standing of Central Press organizations.

*Fourthly*, they act as a bridge between the authors of journalistic products and the readers, viewers, and listeners of each Central Press agency, fostering consensus and shared understanding through journalistic products and contributing to the development and stability of the nation and its localities.

## **2.2. QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES – CONCEPT, DETERMINING FACTORS, AND ASSESSMENT CRITERIA**

### **2.2.1. Concept**

The quality of the editorial staff of a Central Press agency is the aggregate of the number of editors, the composition of the editorial workforce, and the qualities, competencies, working style, work practices, organizational discipline, and professional reputation of individual editors within the agency. It is reflected in the performance outcomes of the editorial staff and contributes to the successful fulfillment of the functions and responsibilities of both the Central Press agency and the Central Press outlet concerned.

### **2.2.2. Factors determining the quality of the editorial staff of Central press agencies**

*Firstly*, the Party's guidelines and policies, the State's laws and policies on socio-economic development, national defence, security, foreign affairs, cadres and public employees, personnel management, journalism, and communications during the renewal period.

*Secondly*, the functions and responsibilities of Central press agencies and Central Press outlets, as well as the position and reputation of the Central Press outlet.

*Thirdly*, the quality of Party committees and Party organizations within Central press agencies, and the quality of the editorial boards of Central press agencies.

*Fourthly*, the processes of talent identification, recruitment, training, professional development, management, inspection, supervision, and the implementation of personnel and public employee policies relating to editors in Central press agencies.

*Fifthly*, the working environment, facilities, and working conditions available to the editorial staff of Central press agencies.

*Sixthly*, the self-study and self-improvement efforts of editors; the encouragement and support of readers, viewers, and listeners of Central Press outlets; and the participation of socio-political and social organizations within Central press agencies.

### **2.2.3. Criteria for assessing the quality of the editorial staff of Central press agencies**

*Firstly*, the number and composition of the editorial staff of Central press agencies.

*Secondly*, the political qualities, ethics, and lifestyle of editors in Central press agencies.

*Thirdly*, the qualifications and competencies of editors in Central press agencies.

*Fourthly*, the organizational discipline, working style, and work practices of editors in Central press agencies.

*Fifthly*, the extent to which editors in Central press agencies successfully fulfill their assigned responsibilities and duties.

*Sixthly*, the level of trust and professional reputation editors enjoy within Central press agencies, within Party organizations in those agencies, and the degree of satisfaction among readers, viewers, and listeners regarding the journalistic products produced by the Central Press outlets where the editors work.

### **Chapter 2 summary**

The quality of the editorial staff of Central press agencies is a matter of particular importance, serving as a direct factor determining the quality of journalistic products, the reputation of press agencies, and the effectiveness of carrying out assigned political responsibilities. In the context of the rapid development of journalism and communications, increasingly intense competition in the information environment, and growing expectations placed on Central press agencies, improving the quality of the editorial staff has become an urgent necessity. It plays a decisive role in maintaining correct political orientation, enhancing information quality, and meeting the requirements of communication and public information work in the new context.

## **Chapter 3**

### **QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES – CURRENT SITUATION, CAUSES, AND ISSUES RAISED**

#### **3.1. CURRENT SITUATION OF THE QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES**

##### **3.1.1. Strengths**

*Firstly*, the editorial staff of Central press agencies generally meets quantitative requirements and possesses a relatively appropriate composition, gradually responding to the demands of fulfilling the functions and responsibilities of press agencies.

*Secondly*, the majority of editors in Central press agencies demonstrate firm political commitment, uphold professional ethics, maintain an exemplary lifestyle, and embody the qualities expected of revolutionary journalists.

*Thirdly*, the qualifications and competencies of editors in Central press agencies are gradually adapting to the requirements of modern journalism. Many editors demonstrate a strong sense of responsibility, initiative, and creativity in carrying out their duties.

*Fourthly*, most editors in Central press agencies exhibit a strong sense of

organizational discipline and a relatively professional working style. They have gradually developed systematic and scientific work practices that meet the increasingly rigorous requirements of contemporary journalistic production processes.

*Fifthly*, editors generally perform their assigned responsibilities and duties effectively, contributing to the quality of information content as well as ensuring the timely publication and broadcasting schedules of Central press agencies.

*Sixthly*, the majority of editors enjoy a relatively high level of professional reputation and trust within their agencies and Party organizations. Many journalistic products to which they contribute as editors are positively received by the public, thereby enhancing the standing and reputation of Central Press outlets.

### **3.1.2. Limitations**

*Firstly*, the size and composition of the editorial staff are not yet fully balanced, with disparities in gender, age, and professional experience. This has resulted in less-than-optimal task allocation and has, to some extent, affected the quality and effectiveness of editorial work.

*Secondly*, a proportion of editors have not consistently demonstrated exemplary conduct and have shown insufficient initiative in self-improvement and professional development, leading at times to shortcomings in professional demeanor and conduct.

*Thirdly*, the professional qualifications, operational capabilities, and adaptability of some editors to the demands of multimedia journalism and digital transformation remain limited and have not kept pace with the requirements of innovation within Central press agencies.

*Fourthly*, the organizational discipline, working style, and work practices of some editors have not been sufficiently rigorous. Instances of delays, lack of initiative, reliance on experience-based approaches, and failure to strictly adhere to professional procedures continue to occur.

*Fifthly*, the performance outcomes of some editors have not been commensurate with the increasingly demanding requirements of modern journalism, particularly in areas requiring specialized expertise and rapid information processing.

*Sixthly*, levels of professional reputation and trust among editorial staff across Central press agencies are not entirely consistent. In some cases, editors have not attained high levels of credibility within their agencies or Party organizations, and audience satisfaction with certain journalistic products remains limited, thereby affecting public confidence and the effectiveness of public opinion guidance to some extent.

## **3.2. CAUSES AND ISSUES RAISED**

### **3.2.1. Causes**

#### ***3.2.1.1. Causes of the strengths***

*Firstly*, the Party and the State have consistently paid attention to and promulgated numerous policies and guidelines that create favourable conditions for journalism activities, with particular emphasis on building and improving the quality of journalism personnel, especially editorial staff.

*Secondly*, the direct, regular, and comprehensive leadership and guidance of

Party committees, editorial boards, and leaders of Central press agencies constitute the decisive factor in determining the quality of editorial staff.

*Thirdly*, the systematic implementation of training, professional development, and the standardization of professional titles has increasingly deepened and has provided a strong impetus for improving the quality of editorial staff.

*Fourthly*, the professional and highly disciplined working environment within Central press agencies creates favourable conditions for editors to develop and apply their capabilities.

*Fifthly*, editorial staff generally demonstrate a strong commitment to self-improvement, professional development, and the fulfillment of their assigned political responsibilities and duties.

### **3.2.1.2. Causes of the limitations**

*Firstly*, the adverse effects of the market economy, social media, the digital media environment, and other negative social influences have directly affected editorial staff.

*Secondly*, the legal framework governing journalism still contains inconsistencies and lacks timely updates, reducing the effectiveness of controlling violations of professional ethics.

*Thirdly*, training and professional development activities aimed at enhancing political commitment, professional ethics, and occupational competence have not received adequate attention in some press agencies.

*Fourthly*, the systems of procedures, regulations, and working environments in some Central press agencies remain insufficiently synchronized and have not created strong incentives for editors to fully utilize their capabilities.

*Fifthly*, the commitment of some editors to self-study, self-improvement, and professional innovation has not been sufficiently regular or serious. Limitations remain in certain aspects of their professional qualities, working style, work practices, and organizational discipline.

### **3.2.2. Issues raised**

*Firstly*, there is an increasingly pressing requirement to maintain relative stability while improving the quality of editorial staff in Central press agencies. At the same time, public demand for information, audience preferences, and modes of information consumption are becoming increasingly diverse, whereas existing mechanisms, policies, and implementation conditions continue to face limitations and obstacles.

*Secondly*, improving the quality of training, professional development, and standardization of editorial staff in the coming years is an urgent necessity. However, this effort faces barriers in terms of mindset, while certain regulations have revealed shortcomings and no longer correspond to practical realities, yet have not been revised or supplemented in a timely manner.

*Thirdly*, the demands of streamlining organizational structures and improving the quality of editorial staff in Central press agencies are becoming increasingly urgent. Meanwhile, the workload of editors continues to expand, creating significant challenges for efforts to improve the quality of this workforce.

*Fourthly*, improving the quality of editorial staff in Central press agencies

requires strengthening and enhancing the effectiveness of inspection and supervision by Party committees within those agencies. However, this remains a weak area for many Party committees and Central press agencies.

### **Chapter 3 summary**

In the context of Vietnamese revolutionary journalism facing increasingly demanding requirements for innovation and reform, improving the quality of the editorial staff of Central press agencies is an inevitable necessity and a decisive factor in enhancing the reputation, standing, and operational effectiveness of Central Press outlets in particular, as well as the Party's ideological work in general. Therefore, based on the limitations and underlying causes identified above, and in close alignment with the practical issues currently confronting Central press agencies, it is necessary to formulate and implement a comprehensive and feasible system of solutions aimed at improving the quality of editorial staff and ensuring that they are capable of meeting the requirements and responsibilities of the new period.

### **Chapter 4**

## **DIRECTIONS AND SOLUTIONS FOR IMPROVING THE QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES BY 2035**

### **4.1. FORECAST OF INFLUENCING FACTORS AND DIRECTIONS FOR IMPROVING THE QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES BY 2035**

#### **4.1.1. Forecast of factors affecting the quality of the editorial staff of Central press agencies by 2035**

##### ***4.1.1.1. Favourable factors***

*Firstly*, the achievements of the renewal process and Party building and rectification efforts over the forty years of renovation, to which Central Press outlets and their editorial staff have made important contributions, will continue to encourage and motivate editors to strive for excellence in fulfilling their assigned responsibilities.

*Secondly*, the Party's and the State's policies on journalism and communications will continue to be vigorously implemented under the leadership and direction of Party committees and Party organizations within Central press agencies, generating greater achievements, including improvements in human resource quality and the quality of editorial staff.

*Thirdly*, the Party Congresses of Central press agencies for the 2025 - 2030 term have been successfully concluded. These congresses reviewed and evaluated the leadership performance of Party committees during the previous term, identified strengths, weaknesses, causes, and lessons learned, and established tasks and solutions, including measures to improve the quality of editorial staff in the coming years.

*Fourthly*, the Fourteenth National Congress of the Communist Party of Vietnam has been successfully held. Its significant achievements will provide strong encouragement and favourable conditions for Party committees, editorial boards, and leadership bodies of Central press agencies to effectively perform their assigned responsibilities, including the important task of improving the quality of editorial staff.

*Fifthly*, the rapid advancement of science and technology in the coming years will serve as both a driving force and a favourable condition for editors in Central press agencies to master modern technologies and perform their duties more effectively.

#### **4.1.1.2. Challenging factors**

*Firstly*, the negative impacts of global social media platforms, the market economy, openness, and international integration will continue to create significant challenges for editors in fulfilling their responsibilities and for efforts to improve the quality of editorial staff within Central press agencies.

*Secondly*, shortcomings in Party building and rectification efforts in recent years may affect the attitudes, perceptions, and motivation of some editors in Central press agencies, thereby influencing their enthusiasm for work and their ability to effectively perform assigned responsibilities. This remains a challenge of concern in improving the quality of editorial staff.

*Thirdly*, the rapid development of science and technology, the growing public demand for information, and the urgent requirement to build a professional, humane, and modern press system place increasingly high demands on the overall quality of editorial staff.

*Fourthly*, following the implementation of the Government's decisions on press development planning, the Journalism Digital Transformation Strategy, and the 2025 Law on Press, Central press agencies continue to face numerous issues that must be addressed in order to effectively fulfill their assigned functions and responsibilities.

*Fifthly*, hostile forces continue to intensify their efforts to undermine the Party, the State, and the political system through increasingly sophisticated and deceptive methods. Countering such activities requires a high level of political commitment, professional competence, and capability among editorial staff; however, the qualifications and competencies of many editors remain limited.

#### **4.1.2. Directions for improving the quality of the editorial staff of Central press agencies by 2035**

*Firstly*, continue to thoroughly grasp and effectively implement the tasks and solutions set out in Party documents concerning cadre and public employee work in press agencies, as well as human resource development objectives contained in the resolutions of Party Congresses of Central press agencies for the 2025 - 2030 term, with a view to improving the quality of editorial staff.

*Secondly*, focus on building high-quality Party committees, standing committees of Party committees, editorial boards, and leadership bodies within Central press agencies to ensure effective leadership and implementation of measures aimed at improving the quality of editorial staff, thereby meeting the requirements of fulfilling assigned responsibilities in the country's new era of development.

*Thirdly*, bring about substantial improvements in all aspects of personnel work in order to develop an editorial workforce that possesses firm political commitment, professionalism, advanced professional expertise, and the capacity to rapidly adapt to digital transformation, while effectively fulfilling assigned responsibilities and duties.

*Fourthly*, pay close attention to effectively leading and directing the self-study

and self-improvement efforts of individual editors, while encouraging and motivating them to actively enhance their own quality and capabilities in order to meet the requirements of their assigned responsibilities and duties.

*Fifthly*, encourage socio-political organizations and social organizations within Central press agencies to actively participate in efforts to improve the quality of editorial staff, while strengthening the leadership, direction, inspection, and supervision exercised by higher-level Party committees over Party organizations within Central press agencies regarding the improvement of editorial staff quality.

## **4.2. SOLUTIONS FOR IMPROVING THE QUALITY OF THE EDITORIAL STAFF OF CENTRAL PRESS AGENCIES BY 2035**

### **4.2.1. Enhancing awareness and responsibility of Party Committees, editorial boards, cadres, Party members, and public employees in Central press agencies regarding the quality and improvement of editorial staff**

*Firstly*, Party committees, Party organizations, cadres, Party members, public employees, editorial boards, and other relevant organizations - especially Party committees, editorial boards, and key personnel within Central press agencies - must develop a thorough understanding of the essential issues relating to the quality and improvement of editorial staff, as well as the necessity of improving editorial staff quality in the current period.

*Secondly*, appropriate attention should be given to incorporating issues relating to the improvement of editorial staff quality into the agendas of meetings of Party committees, standing committees of Party committees, and editorial boards within Central press agencies.

*Thirdly*, the quality and effectiveness of conferences for studying and implementing Party resolutions, directives, and conclusions on personnel work issued during the 2026 - 2031 term should be improved. Action plans should be developed and adopted, with particular emphasis placed on measures for improving the quality of editorial staff.

*Fourthly*, Party committees and editorial boards of Central press agencies should organize scientific seminars, workshops, and professional forums. Depending on the specific conditions of each agency, research projects of appropriate scope and duration concerning editorial staff and the improvement of editorial staff quality may also be undertaken.

*Fifthly*, attention should be paid to promoting exchanges and the sharing of experiences relating to the improvement of editorial staff quality among Central press agencies, particularly with major Central Press organizations.

### **4.2.2. Continuing to specify, supplement, and refine editorial standards for Central press agencies in accordance with job position requirements**

*Firstly*, it is necessary to fully recognize the role and importance of continuing to specify, supplement, and refine editorial standards for each Central Press agency in accordance with job position requirements.

*Secondly*, Party viewpoints and policies, as well as State laws and regulations concerning cadres and personnel work, together with the functions, responsibilities, and characteristics of Central press agencies, must be thoroughly understood and applied when specifying, supplementing, and refining standards for editorial staff.

*Thirdly*, on the basis of job positions approved by competent authorities, Central press agencies should clearly identify the job positions of editors and leadership and management positions within each agency. This will provide the foundation for implementing specific measures to supplement and refine editorial standards in line with job position requirements.

*Fourthly*, the specified, supplemented, and refined standards for editorial staff should encompass requirements relating to professional qualities, competencies, occupational skills, working style, work practices, organizational discipline, and professional reputation.

#### **4.2.3. Improving the quality of editorial staff and key personnel in Central press agencies, while emphasizing talent development and recruitment to meet the requirements of journalism and media development on digital platforms**

*Firstly*, Party committees within Central press agencies should innovate and improve talent identification and development processes in order to establish a diverse and high-quality pool of prospective editors, thereby creating favourable conditions for improving the quality of editorial staff in the years ahead.

*Secondly*, recruitment procedures for editorial candidates and the appointment or transfer of personnel into editorial positions within Central press agencies should be reformed and improved.

*Thirdly*, efforts to improve the quality of editorial staff should place particular emphasis on ensuring adequate staffing levels, a balanced personnel structure, and high professional quality among editors.

*Fourthly*, the quality of personnel planning and all stages of personnel management relating to departmental leaders, managers, Editors-in-Chief, and Deputy Editors-in-Chief of Central press agencies should be improved in order to meet the requirements of journalism and media development on digital platforms in the coming years and to further enhance the quality of editorial staff.

#### **4.2.4. Innovating professional development activities to enhance political commitment, ethics, lifestyle, overall qualifications, competencies, skills, and editorial experience; strengthening the management, evaluation, utilization, and personnel policies for editors in Central press agencies**

##### ***4.2.4.1. Innovating professional development activities to enhance political commitment, ethics, lifestyle, overall qualifications, editorial competencies and skills, and the accumulation of editorial experience among editors in Central press agencies***

*Firstly*, Party committees within Central press agencies should develop annual and term-based plans for the professional development of editorial staff.

*Secondly*, training institutions responsible for developing editors in Central press agencies should undertake comprehensive reforms in training content, delivery formats, and teaching and learning methods in order to improve the quality of professional development programs and better meet the operational requirements of individual Central press agencies and contemporary trends in journalism and media development.

*Thirdly*, priority should be given to enhancing the overall qualifications, competencies, editorial skills, and accumulated editorial experience of editors, both

through formal professional development activities and through the practical performance of their assigned duties.

*Fourthly*, professional development efforts should be strengthened through exchanges and experience-sharing activities between editors from Central press agencies and those from local press organizations. Particular attention should be given to arranging field visits and practical assignments for editors in localities throughout the country.

#### ***4.2.4.2. Strengthening the management, evaluation, utilization, and implementation of personnel policies for editors in Central press agencies***

*Firstly*, management objectives and content should be clearly defined, with particular emphasis placed on matters directly related to the qualities, character, and competencies of editors and the editorial workforce of Central press agencies. At the same time, management methods should be renewed and improved.

*Secondly*, the quality and effectiveness of editor evaluation processes should be enhanced.

*Thirdly*, editors should be appropriately assigned and utilized in accordance with their strengths and capabilities, thereby creating favourable conditions for them to effectively perform their responsibilities, achieve professional growth, and contribute to the development of Central press agencies.

*Fourthly*, personnel policies relating to editors in Central press agencies should be effectively implemented and continuously improved.

#### **4.2.5. Promoting the role of socio-political organizations, social organizations, journalists, and inter-agency coordination among Central press agencies; strengthening the leadership of higher-level Party committees in improving the quality of editorial staff**

##### ***4.2.5.1. Promoting the role of socio-political organizations, social organizations, and journalists within Central press agencies, and strengthening coordination among Central press agencies in improving the quality of editorial staff***

*Firstly*, socio-political organizations and social organizations within Central press agencies, particularly their leaders and the corps of journalists, should develop a thorough understanding of their role in improving the quality of editorial staff and demonstrate this understanding through active and effective participation in such efforts.

*Secondly*, Party committees within Central press agencies should give due attention to leading and improving the quality and effectiveness of socio-political and social organizations within their agencies. Particular emphasis should be placed on key personnel, especially organizational leaders, while promoting the role of journalists in improving the quality of editorial staff.

*Thirdly*, Party committees within Central press agencies should strengthen leadership and direction over the coordination between socio-political organizations, social organizations, and journalists within their agencies. They should also promote close cooperation among Central press agencies in efforts to improve the quality of editorial staff.

##### ***4.2.5.2. Strengthening the leadership, direction, inspection, and supervision***

***of higher-level Party committees over the improvement of editorial staff quality in Central press agencies***

*Firstly*, the higher-level Party committees directly supervising Party organizations within Central press agencies should thoroughly implement Party resolutions, directives, and conclusions concerning personnel work, and issue sound, high-quality resolutions and decisions on personnel affairs, including the development of editorial staff in Central press agencies.

*Secondly*, higher-level Party committees should strengthen inspection and supervision of Party organizations within Central press agencies regarding the implementation of Party resolutions and decisions on personnel work, with particular emphasis on monitoring and evaluating efforts to improve the quality of editorial staff.

*Thirdly*, based on the results of inspection and supervision activities, especially inspection findings, higher-level Party committees should promptly commend Party organizations and key personnel in Central press agencies that effectively implement personnel work; address and resolve difficulties and obstacles; and promptly and strictly deal with individuals who commit violations.

**4.2.6. Promoting the role of self-study and self-improvement in enhancing the competencies and editorial skills of editors in Central press agencies; strengthening inspection, supervision, commendation, and disciplinary measures for editors who commit violations**

***4.2.6.1. Promoting the role of self-study and self-improvement in enhancing the competencies and editorial skills of editors in Central press agencies***

*Firstly*, each editor should develop a comprehensive and profound understanding of the particularly important role and necessity of continuous self-study and self-improvement in all aspects of professional development, with a view to enhancing editorial competencies and skills and effectively fulfilling assigned responsibilities and duties in the current context.

*Secondly*, each editor should formulate a systematic plan for self-study aimed at improving overall qualifications and for self-development aimed at strengthening editorial competencies and skills. Such plans should be reported to the relevant Party committee and implemented accordingly.

*Thirdly*, Party committees and editorial boards within Central press agencies should consider incorporating the results of editors' self-study and self-improvement plans into the annual evaluation and classification criteria applied to Party members, cadres, and public employees.

*Fourthly*, Party committees and editorial boards within Central press agencies should create favourable conditions for editors to effectively implement their self-study and self-improvement plans, enhance their editorial competencies and skills, strengthen their political qualities, ethics, and lifestyle, and increase inspection and supervision of the implementation of such plans.

***4.2.6.2. Strengthening inspection, supervision, commendation, and disciplinary measures for editors who commit violations***

*Firstly*, Party committees within Central press agencies should develop a profound awareness of the importance of this task and of their responsibilities in

ensuring its effective implementation.

*Secondly*, Party committees of Central press agencies should direct and supervise inspection committees and officials responsible for inspection work in conducting inspection and supervision activities. At the same time, they should effectively monitor the activities of editorial staff, commend exemplary editors, and promptly and strictly discipline editors who commit violations.

*Thirdly*, Party committees within Central press agencies should strongly promote the role of socio-political organizations in supporting inspection and supervision activities relating to editorial staff, while closely integrating Party committee inspection and supervision activities with the supervisory functions of socio-political organizations.

#### **Chapter 4 summary**

The directions and solutions proposed in this thesis are derived from the practical requirements of revolutionary journalism in the contemporary context and are closely aligned with the Party's guidelines and policies, as well as the State's laws and regulations concerning journalism, communications, and personnel work. These solutions are designed to be comprehensive, systematic, and focused on key priorities. They combine the enhancement of awareness and responsibility among Party committees and Party organizations with the renewal of leadership and management methods; the improvement of mechanisms and policies with the strengthening of personnel work; and the promotion of organizational and collective roles with the encouragement of individual initiative, self-discipline, and responsibility among editors.

#### **CONCLUSION**

**1.** Improving the quality of Central Press outlets and Central press agencies in the coming years in order to effectively fulfill the functions and responsibilities of the Central Press in the country's new era of development is an especially important and urgent task. To achieve this objective, one particularly important requirement is the improvement of the quality of the editorial staff of Central press agencies. It is therefore essential to clarify both the theoretical and practical issues relating to the quality of editorial staff in Central press agencies, to survey and assess their current quality, and to identify the underlying causes and emerging issues as a basis for proposing appropriate solutions.

**2.** The quality of the editorial staff of a Central Press agency is the aggregate of the number of editors, the composition of the editorial workforce, and the qualities, competencies, working style, work practices, organizational discipline, and professional reputation of individual editors within the agency. It is reflected in the performance outcomes of the editorial staff and contributes to the successful fulfillment of the functions and responsibilities of both the Central Press agency and the Central Press outlet concerned.

**3.** In recent years, Party committees, editorial boards, and leadership bodies within Central press agencies have developed a profound awareness of the particularly important role played by the quality of editorial staff. They have issued resolutions and decisions concerning the improvement of editorial staff quality and have directed their implementation with encouraging results. Nevertheless, the

quality of editorial staff in Central press agencies continues to exhibit certain limitations and shortcomings, which have had a noticeable impact on the fulfillment of the functions and responsibilities of these agencies. Party committees and editorial boards have recognized these issues, identified their causes, and sought solutions to build upon existing strengths while addressing remaining weaknesses.

Based on the current situation of editorial staff quality in Central press agencies, several key issues can be identified. *Firstly*, there is an increasing demand for maintaining relative stability while improving the quality of editorial staff, whereas public information needs, preferences, and patterns of information consumption are becoming increasingly diverse, and existing mechanisms, policies, and implementation conditions continue to face limitations and obstacles. *Secondly*, improving the quality of training, professional development, and standardization of editorial staff in the coming years is an urgent necessity; however, this effort faces conceptual barriers, while certain regulations have become inconsistent with practical realities and have not been revised or supplemented in a timely manner. *Thirdly*, the requirements of organizational streamlining and improving editorial staff quality are becoming increasingly urgent, while the workload of editors continues to grow, thereby affecting the effectiveness of efforts to improve staff quality. *Fourthly*, improving the quality of editorial staff requires strengthening and enhancing the effectiveness of inspection and supervision by Party committees within Central press agencies, yet this remains a weak area in many Party organizations and Central press agencies.

4. To improve the quality of editorial staff in Central press agencies in the coming years and achieve the desired objectives, a range of coordinated solutions must be effectively implemented. The following solutions proposed by this thesis may be considered and applied: *Firstly*, enhancing the awareness and responsibility of Party committees, editorial boards, cadres, Party members, and public employees within Central press agencies regarding the quality and improvement of editorial staff. *Secondly*, continuing to specify, supplement, and refine editorial standards in accordance with job position requirements. *Thirdly*, improving the quality of editorial staff and key personnel in Central press agencies, while emphasizing talent development and recruitment to meet the requirements of journalism and media development on digital platforms. *Fourthly*, innovating professional development activities aimed at strengthening political commitment, ethics, lifestyle, overall qualifications, competencies, skills, and editorial experience, while improving the management, evaluation, utilization, and implementation of personnel policies for editors. *Fifthly*, promoting the role of socio-political organizations, social organizations, journalists, inter-agency cooperation among Central press agencies, and the leadership of higher-level Party committees in improving the quality of editorial staff. *Sixthly*, promoting self-study and self-improvement among editors, enhancing their professional competencies and editorial skills, and strengthening inspection, supervision, commendation, and disciplinary measures for editors who commit violations.

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