



Opportunities and Challenges in the Communication and Dissemination of Political Theory in Cyberspace in Vietnam Today

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ABSTRACT: The Fourth Industrial Revolution and the ongoing process of digital transformation have profoundly reshaped the production, transmission, and reception of information in contemporary society. Cyberspace has become not only an environment for communication and information exchange but also an important sphere for the communication and dissemination of political theory.

Drawing on document analysis, synthesis, and the historical-logical method, this article clarifies the role of political theory communication in the context of digital transformation, examines the effects of cyberspace on communication practices, and identifies the principal opportunities and challenges facing Vietnam today. The analysis shows that cyberspace enables wider public outreach, greater diversification of communication formats, increased interaction, more personalized content delivery, and more timely measurement of public responses. At the same time, it facilitates the dissemination of misinformation and distorted information, intensifies competition between official and unofficial sources, and raises concerns regarding platform algorithms, filter bubbles, the digital competencies of communication personnel, and information security.

On this basis, the article proposes six groups of solutions to improve the effectiveness of political theory communication and dissemination in cyberspace: renewing communication approaches; improving communication content; diversifying communication formats; applying artificial intelligence and big data responsibly; strengthening the professional and digital capacities of communication personnel; and enhancing coordination among Party agencies, state authorities, press organizations, socio-political organizations, educational and research institutions, and technology enterprises.

KEYWORDS: political theory, communication, dissemination, cyberspace, digital transformation, digital media, Vietnam.

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RESEARCH METHODOLOGY

This study adopts a qualitative research approach, employing document analysis as the primary research method to examine the opportunities and challenges associated with the communication and dissemination of political theory in cyberspace in Vietnam. Document analysis is widely recognized as an appropriate method for investigating policy-oriented and theoretical issues, as it enables the systematic interpretation, comparison, and synthesis of information derived from official documents, legal instruments, scholarly publications, and authoritative reports.

The research draws upon a diverse range of documentary sources. These include Party documents and policy statements, legal documents issued by the National Assembly and the Government of Vietnam, official publications concerning digital transformation and cybersecurity, as well as relevant domestic and international academic literature. Key references include the *Documents of the 13th National Congress of the Communist Party of Vietnam*, Resolution No.

35-NQ/TW on protecting the Party's ideological foundation, the National Digital Transformation Programme, the Law on Cybersecurity, UNESCO's *Recommendation on the Ethics of Artificial Intelligence*, the *Reuters Institute Digital News Report 2024*, and recent scholarly studies on political theory communication in cyberspace. These materials were selected because they provide the theoretical, legal, and practical foundations necessary for analyzing political theory communication in the context of digital transformation.

The collected documents were analyzed using qualitative content analysis and thematic analysis. Relevant information was systematically reviewed, compared, and synthesized to identify the major opportunities and challenges of communicating and

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disseminating political theory in cyberspace. The analysis was organized around three analytical dimensions:

- i) the impact of digital transformation on communication activities;
- (ii) the opportunities and challenges presented by cyberspace;
- (iii) proposed solutions for improving the effectiveness of political theory communication in the digital environment.

To enhance the reliability of the findings, information from official documents was cross-referenced with academic literature and international reports. This approach provides a coherent analytical framework for examining political theory communication in Vietnam within the broader context of digital transformation.

1. POLITICAL THEORY COMMUNICATION IN THE CONTEXT OF DIGITAL TRANSFORMATION

1.1. The context of digital transformation and changes in communication activities

The Internet and social media have become the dominant communication environment in contemporary society. The public, particularly younger generations, are increasingly shifting from traditional media to digital platforms to access, exchange, and share information.

Digital transformation has fundamentally reshaped communication practices, shifting from a one-way model of information transmission to a multidirectional, interactive, transparent, and increasingly personalized communication model. Supported by big data and artificial intelligence (AI), communication activities can now be measured more accurately, targeted at specific audiences, and continuously optimized based on users' behaviours and preferences. At the same time, digital platforms and social media have significantly transformed the ways in which the public receives, interacts with, and disseminates information [1], [3].

These transformations in communication are reflected in several key dimensions.

First, the rise of multimedia platforms. Audiences no longer rely solely on newspapers or traditional broadcasting. Information is now delivered through an integrated combination of text, images, audio, video, and interactive digital content across social media platforms, mobile devices, and over-the-top (OTT) applications. According to the Reuters Institute Digital News Report 2024, news consumption is becoming increasingly fragmented across digital platforms. YouTube is now used for news by approximately 31 per cent of respondents each week, while TikTok has surpassed X (formerly Twitter) as a source of news in several markets, reflecting the growing importance of video-based platforms in contemporary communication [3].

Second, the transition from one-way communication to two-way interaction. Instead of serving merely as passive recipients of information, audiences have become active participants capable of producing, commenting on, sharing, and evaluating content. User-generated content (UGC) has become an important feature of the contemporary communication environment, requiring communication agencies to strengthen dialogue, transparency, and responsiveness.

Third, the personalization of communication content. Through data analytics and algorithm-driven recommendation systems, information can be tailored to the characteristics, interests, and information needs of different audience groups. While this enhances communication effectiveness, it also raises concerns regarding filter bubbles and selective exposure to information [2], [3].

Fourth, the growing application of data journalism and digital technologies. Artificial intelligence, automation, and data analytics have become integral components of modern communication, supporting the collection, processing, production, and dissemination of information while improving both efficiency and accuracy [1], [2].

Fifth, the ability to measure communication effectiveness in real time. Unlike traditional communication, whose effectiveness was difficult to assess accurately, digital technologies enable communication agencies to monitor audience reach, engagement, sharing behaviour, reading time, and other performance indicators almost instantaneously. These data provide an empirical basis for evaluating communication effectiveness and adjusting communication strategies accordingly [3].

In the context of digital transformation, these developments require communication activities to move beyond the traditional model of one-way information dissemination toward a multidirectional communication approach that emphasizes interaction, dialogue, and audience engagement. Consequently, the communication and dissemination of political theory appears to require continuous innovation in terms of both communication approaches and implementation methods in order to adapt to the rapidly evolving digital communication environment.

1.2. The role of the communication and dissemination of political theory in the current context

Political theory education is a systematic process of transmitting and acquiring scientific knowledge of politics, including Marxism - Leninism, Ho Chi Minh Thought, the Communist Party of Vietnam's guidelines and policies, and the laws and policies of the State. Its primary objective is to cultivate a scientific worldview, strengthen political conviction, and develop ideological awareness among cadres, Party members, and the public. According to Marxism - Leninism, political theory serves as a "guide to action," providing the theoretical foundation for revolutionary practice. Likewise, President Ho Chi Minh emphasized that "without revolutionary theory, there can be no revolutionary movement," highlighting the indispensable role of political theory in enhancing political

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awareness, strengthening revolutionary ethics, and fostering the determination necessary to accomplish the nation's revolutionary tasks [4].

In the current context, the communication and dissemination of political theory constitute an important component of the Party's ideological work. Beyond conveying the Party's guidelines and policies, they are intended to contribute to building social consensus, consolidating public confidence in the Party and the State, fostering aspirations for national development, and safeguarding the Party's ideological foundation against false and hostile viewpoints [5].

The role of political theory communication and dissemination can be understood through several key dimensions.

First, it reinforces the ideological foundation and political steadfastness of the Party. By equipping cadres, Party members, and the public with accurate theoretical knowledge, political theory communication enhances their capacity to identify and refute distorted information, hostile narratives, and attempts at "peaceful evolution," thereby supporting efforts to protect the Party's ideological foundation and the maintenance of political stability [6].

Second, it promotes social consensus and national unity. Through effective communication of the Party's guidelines, policies, and the State's laws, political theory communication transforms political orientations into public understanding and voluntary action, thereby helping strengthen the great national solidarity and mobilizing public participation in national development [5], [6].

Third, it contributes to preventing ideological and moral degradation. The dissemination of political theory plays an important role in combating manifestations of political, moral, and lifestyle deterioration, as well as the phenomena of "self-evolution" and "self-transformation" within society, thereby reinforcing political integrity and ethical standards among cadres, Party members, and citizens [6].

Fourth, it may contribute to fostering aspirations for national development. Political theory communication encourages patriotism, innovation, self-reliance, and the aspiration to build a prosperous, strong, democratic, equitable, and civilized Vietnam. In this regard, it is believed to serve not only as an instrument of ideological education but also as an important source of social motivation for achieving the country's long-term development goals as articulated in the documents of the 13th National Party Congress [5].

Ultimately, the overarching objective can be understood as political theory communication and dissemination is to strengthen political conviction, reinforce confidence in the socialist path chosen by the Vietnamese people, and cultivate a shared aspiration for national development. In the context of globalization, digital transformation, and the rapid expansion of cyberspace, this task has become increasingly important in enhancing political awareness, safeguarding ideological security, and meeting the requirements of Vietnam's sustainable development in the new era [1], [5], [6].

2. CYBERSPACE AND POLITICAL THEORY COMMUNICATION: OPPORTUNITIES AND CHALLENGES

Vietnam's Law on Cybersecurity No. 116/2025/QH15 defines cyberspace as an interconnected network of information technology infrastructure, including telecommunications networks, the Internet, computer networks, information systems, information-processing and control systems, and databases, in which individuals perform social activities without spatial or temporal limitations [8]. Alongside the rapid advancement of digital transformation, cyberspace has become not only a widely used environment for communication but also an important sphere of political, economic, cultural, and communication activities.

In the communication and dissemination of political theory, cyberspace is believed to be bringing fundamental changes in both information delivery and engagement with the public. Whereas political theory communication was previously conducted primarily through traditional newspapers, radio and television broadcasting, conferences, and other forms of direct communication, political theory content is now increasingly disseminated through digital platforms such as Facebook, YouTube, TikTok, Zalo, electronic information portals, and other digital communication applications. This transition has expanded opportunities for public outreach, reduced the distance between communication actors and their audiences, and enabled content to be disseminated more rapidly and through a wider range of formats [1], [9].

At the same time, cyberspace is characterized by openness, extensive connectivity, and the real-time circulation of information.

These features create opportunities to enhance communication effectiveness while also increasing the risk of disseminating misinformation, distorted information, and conflicting viewpoints. In addition, the algorithm-driven content-distribution mechanisms used by digital platforms may significantly influence users' access to official information and shape their patterns of information consumption [3].

Consequently, the effectiveness of political theory communication and dissemination in cyberspace depends not only on the quality of the content but also on technological characteristics, user behaviour, and the governance mechanisms of digital platforms.

In this context, cyberspace ideally presents significant opportunities for renewing the communication and dissemination of political theory while simultaneously creating new requirements for the organization, governance, and orientation of information. Effectively harnessing the advantages of the digital environment while mitigating its adverse effects may contribute to improving the quality of ideological work, expanding access to official information, and contributing to the protection of the Party's ideological foundation in the context of digital transformation [5], [6].

From a communication perspective, the changes brought about by cyberspace may be examined across four principal dimensions:

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- (i) the transition from single-platform to multi-platform communication;
- (ii) the visualization of content to enhance information accessibility and comprehension;
- (iii) the personalization of communication based on data and algorithms; and
- (iv) the capacity to receive, analyse, and respond to public opinion in real time.

These dimensions ideally represent both the most prominent opportunities and the principal challenges facing the communication and dissemination of political theory in the digital environment.

2.1. The transition to multi-platform communication

One of the most visible changes in the communication and dissemination of political theory in the context of digital transformation is the shift from traditional communication models to multi-platform communication. Whereas the Party's guidelines and policies, together with the State's laws and policies, were previously disseminated primarily through print media, radio, television, and in-person conferences, digital platforms have now become important communication channels, enabling broader public outreach and greater diversification in the forms through which information is delivered [1], [9].

This trend reflects changes in public information-consumption behaviour. The development of the Internet, mobile devices, and social media has led users to access information across multiple platforms rather than relying on a single communication channel. According to the Reuters Institute (2024), social media and video-sharing platforms have become increasingly common sources of news for various audience groups, particularly younger people [3]. This development requires the communication and dissemination of political theory to be organized on a multi-platform basis in order to respond to the increasingly diverse information needs and consumption habits of users.

This trend is also consistent with international evidence. Reuters Institute's survey of more than 95,000 respondents across 47 markets in 2024 indicates that audiences, particularly younger groups, are increasingly accessing news through multiple digital platforms rather than relying on a single source [3].

Political theory content is currently disseminated across a range of digital platforms, each of which has distinct characteristics and functions.

Facebook remains a platform with considerable potential for community building and sustained interaction through pages, groups, and livestreaming features. It is well suited to publishing

in-depth analytical articles, infographics, online discussions, and interactive activities involving members of the public.

YouTube and podcast platforms provide space for longer-form communication products, including lectures, discussions, documentaries, thematic programmes, and current-affairs commentary. These formats are believed to be particularly appropriate for audiences seeking more in-depth information or wishing to access content while studying or working. Recent studies on digital news consumption indicate that audiences increasingly use on-demand video and audio platforms to access explanatory and long-form content, reflecting a growing preference for flexible and user-centred media consumption [3].

TikTok and YouTube Shorts, by contrast, are particularly effective in communicating concise messages through short-form video. Reuters Institute (2024) reports that video-based platforms are playing an increasingly prominent role in news consumption, particularly among younger audiences, suggesting that short-form video has become an important channel for reaching younger users [3]. Given their emphasis on visual content and rapid circulation, these platforms can help make political theory more accessible to younger audiences, provided that the content is designed in accordance with the specific characteristics of each platform and the consumption patterns of its users [9].

This observation is consistent with recent studies on political communication in Vietnam. Vũ Trung Duy (2026) argues that the diversification of digital communication formats, including short-form video and multimedia content, has expanded the accessibility of political theory communication while improving audience engagement on digital platforms [9].

Meanwhile, Zalo Official Accounts are used by many state agencies and local authorities as direct channels of communication with citizens. They facilitate the provision of official information, administrative notifications, and updates on newly adopted policies. The combination of open social media platforms and official communication channels contributes to the development of a relatively integrated digital communication ecosystem for political theory communication and dissemination. For example, in Vietnam, the use of official social-media accounts and digital public-information channels by state and local authorities illustrates the broader integration of digital platforms into public communication under the national digital-transformation programme [1].

However, multi-platform communication does not mean reproducing the same content in an identical form across all communication channels. Studies have indicated that the effectiveness of digital communication depends on the extent to which content is adapted to the characteristics of each platform and to the information-consumption behaviour of different audience groups [3], [9]. Accordingly, the principle of "one core message, multiple forms of presentation" should be regarded as an important orientation in the development of political theory communication products.

On this basis, the implementation of multi-platform communication should satisfy several fundamental requirements.

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First, content should be restructured in accordance with the characteristics of each communication medium. A policy document or resolution may be transformed into various formats, including an in-depth analytical article, an infographic, a short video, a podcast, or a series of social media posts. Diversifying the form of presentation can broaden public reach while preserving the consistency of the core message.

Second, communication language should be adjusted to make content clear and accessible while maintaining substantive accuracy. Academic concepts and specialized terminology should be explained in language that is comprehensible to the general public and supported by practical examples. This can improve public understanding without altering the essential meaning of the relevant viewpoints, guidelines, and policies.

Third, the form of presentation should be selected in accordance with the characteristics of each platform. Digital platforms differ in their content-distribution mechanisms, recommendation algorithms, and user behaviour. Optimizing content length, structure, visual presentation, and modes of interaction is therefore essential to improving communication effectiveness [3], [9].

Alongside the opportunities described above, multi-platform communication also presents several challenges for the communication and dissemination of political theory.

First, the rapid circulation of information in cyberspace increases the risk of communication crises. An error in either content or presentation can quickly be shared, commented upon, or interpreted in different ways, thereby reducing communication effectiveness and affecting the credibility of the responsible communication agency.

In addition, operating multiple communication platforms simultaneously requires personnel with interdisciplinary capabilities. Those engaged in political theory communication must not only possess a sound understanding of political theory but also have skills in digital content production, graphic design, video editing, digital platform management, and communication data analysis. This represents a new requirement for professional training and human-resource development in the context of digital transformation [9].

Furthermore, the highly interactive nature of social media requires stronger online community-management capabilities. The monitoring, receipt, and handling of user comments and feedback should be governed by clear procedures in order to maintain a civil environment for discussion and to limit the circulation of misinformation, inflammatory language, and activities that exploit cyberspace to disseminate distorted or hostile content [6], [8].

2.2. Visualization of political theory content

Content visualization has become one of the most significant trends in political theory communication in the digital era. Instead of presenting political theories, Party resolutions, and policy documents solely in text-based formats, communication agencies are increasingly transforming them into visual and multimedia products, including infographics, short-form videos, motion graphics, mind maps, and interactive digital publications. This approach enhances the accessibility, comprehensibility, and attractiveness of political theory, particularly for audiences who predominantly consume information through digital media [1], [3], [9].

The growing emphasis on visual communication also reflects broader changes in audience behaviour. The Reuters Institute reports that video-based platforms are playing an increasingly prominent role in news consumption, particularly among younger audiences, highlighting the importance of adapting communication products to contemporary patterns of media use [3].

The growing emphasis on visualization reflects changes in contemporary information-consumption habits. Digital audiences increasingly favour concise, visually engaging, and interactive content over lengthy textual materials. Recent evidence indicates that video-led platforms are playing an increasingly prominent role in news consumption, particularly among younger audiences, thereby increasing the relevance of visually oriented communication formats [3]. Consequently, the visualization of political theory content contributes not only to improving public comprehension but also to enhancing the dissemination of official information in cyberspace.

Various visualization formats that are currently employed in political theory communication include:

- (i) Infographics are widely used to present key policy objectives, statistical indicators, and major provisions of Party documents in a concise and visually structured manner;
- (ii) Short-form videos on platforms such as TikTok, Facebook Reels, and YouTube Shorts communicate essential messages through dynamic combinations of narration, archival footage, animation, and subtitles;
- (iii) Motion graphics effectively explain complex political processes or institutional structures, while digital magazines and multimedia feature stories integrate text, images, audio, and video to create a more engaging reading experience;
- (iv) Mind maps are also used to organize theoretical concepts and policy frameworks into systematic visual structures that facilitate learning and review [9].

To ensure both effectiveness and accuracy, the visualization of political theory content should follow a systematic process. First, communication practitioners should identify the core messages, key concepts, and essential data from the original documents while eliminating redundant information. Second, the content should be reorganized into an appropriate narrative structure suited to the intended audience and communication platform. Third, visual and multimedia elements should be designed in a manner that

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enhances readability and audience engagement. Finally, all communication products should undergo careful review to ensure consistency with the original political documents and to prevent any distortion or oversimplification of their substantive meaning [5], [9].

Despite its advantages, content visualization also presents several challenges. Excessive simplification may reduce the theoretical depth and analytical rigor of political content, while overemphasis on visual appeal may obscure the intended message. Furthermore, communication products that prioritize entertainment over accuracy risk misrepresenting political concepts or creating misunderstandings among audiences. Therefore, the application of visualization techniques should strike an appropriate balance between accessibility, communication effectiveness, and fidelity to the original theoretical content [5], [6].

2.3. Personalization of content access

Content personalization is an important feature of communication in the digital environment, in which both content and delivery methods are adapted to the characteristics, needs, and information-consumption patterns of different audience groups. In the communication and dissemination of political theory, this approach is expected to help overcome the limitations of a uniform “one-size-fits-all” model and thereby improves the relevance, accessibility, and effectiveness of information delivery [3], [9].

Personalization may be implemented by segmenting audiences according to age, occupation, level of education, social position, and information needs. For younger audiences, political theory content may be presented through short-form videos, infographics, or narratives related to education, entrepreneurship, digital transformation, and civic responsibility. Cadres, Party members, and intellectuals, by contrast, may be better served by in-depth analytical articles,

e-magazines, expert discussions, or academic podcasts. For workers, farmers, and other occupational groups, content should be linked to practical issues such as employment, social insurance, land, healthcare, and education.

Data analytics and algorithmic recommendation systems can support personalization by helping communication agencies identify audience interests, determine appropriate timing, and distribute content to relevant user groups. Chatbots may also be employed on official websites or social media accounts to assist users in locating documents, answering frequently asked questions, and accessing relevant information. However, such technologies should remain supportive tools. Complex, sensitive, or authoritative matters should still be reviewed and addressed by qualified personnel or competent agencies.

Additionally, international research likewise indicates that recommendation algorithms increasingly shape users' access to information, while at the same time contributing to fragmented information environments and personalised news consumption [3].

The personalization of political theory communication should ideally preserve consistency in substantive content while allowing flexibility in presentation. Shortening, simplifying, or adapting the language of a message must not distort the underlying principles of Marxism - Leninism, Ho Chi Minh Thought, the Party's guidelines, or the laws and policies of the State. At the same time, attention should be paid to the risk of filter bubbles, whereby algorithms repeatedly expose users to content that reinforces their existing views. Official communication should therefore continue to provide broad, contextualized, and diverse information alongside audience-specific content in order to prevent excessive informational isolation [2], [3].

Thus, personalization has the potential to enhance the effectiveness of political theory communication and dissemination when it is grounded in a clear understanding of audiences, supported by the responsible use of data, and guided by the principle of substantive consistency. It could ideally help bring political theory closer to everyday life without compromising the scientific accuracy or political orientation of the information.

2.4. Enhancing real-time feedback and communication performance measurement

One of the most significant advantages of cyberspace over traditional communication channels is its capacity to collect public feedback and measure communication effectiveness in real time. Whereas the evaluation of communication activities previously relied primarily on periodic reports or survey-based assessments, digital platforms now can enable communication agencies to continuously monitor audience reach, engagement, and user responses immediately after content is published [3].

Through data analytics and social listening tools, communication agencies can collect both quantitative and qualitative data. Quantitative indicators, including audience reach, views, shares, engagement rates, and the speed of content dissemination, provide valuable information on the visibility and dissemination of communication products. At the same time, user comments, discussions, and other forms of feedback offer insights into public perceptions, attitudes, and issues of concern. These data provide an empirical basis for adjusting communication content, presentation formats, and dissemination strategies to better meet the needs of different audience groups [3], [9].

In addition, real-time monitoring enhances the capacity of communication agencies to respond proactively to emerging issues in the information environment. When misinformation, fake news, or other content with the potential to negatively influence public opinion appears in cyberspace, early detection through data-monitoring systems has the potential to enable competent authorities to provide timely official information, clarification, or responses. Such timely interventions should help limit the spread of misinformation and mitigate its adverse impact on society [6], [8].

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The availability of digital analytics also ideally enables communication agencies to monitor audience engagement almost immediately after publication, allowing communication strategies to be adjusted more rapidly than under traditional communication models [3].

Nevertheless, the application of real-time data should be approached with caution. Social media engagement metrics reflect only certain aspects of communication effectiveness and cannot be regarded as direct indicators of changes in public awareness, attitudes, or behaviour.

Consequently, digital data should be combined with sociological research methods, public opinion surveys, and qualitative analyses to ensure a more comprehensive and objective evaluation of communication activities and to support evidence-based communication planning.

2.5. Common challenges in the digital communication environment

Despite the opportunities created by digital transformation, the digital communication environment also tends to present numerous challenges for the communication and dissemination of political theory. These challenges arise not only from rapid technological development but also from changes in public information-consumption behaviour, the operational mechanisms of digital platforms, and the increasing demands placed on communication governance.

First, the proliferation of misinformation, fake news, and distorted viewpoints in cyberspace poses significant difficulties in ensuring the accuracy and ideological orientation of communication. Owing to the rapid speed of information dissemination and the anonymity afforded by the digital environment, unverified information can quickly reach large numbers of users and shape public perceptions before official information is disseminated comprehensively [6], [8]. According to the Reuters Institute (2024), approximately 59 per cent of respondents expressed concern about distinguishing between trustworthy and false information online, underscoring the growing challenge of misinformation in digital communication [3].

Second, the content-distribution algorithms employed by digital platforms may have a substantial influence on users' access to information. The prioritization of highly engaging content may reduce the visibility of in-depth analytical or theoretical materials while contributing to the formation of filter bubbles and the fragmentation of information [3]. This development usually underscores the need to innovate communication strategies in order to improve the accessibility and visibility of official information within the digital communication environment.

Another important challenge concerns the growing demand for high-quality human resources and digital competencies. Personnel engaged in political theory communication are typically required not only to possess a solid foundation in political theory but also to demonstrate proficiency in digital content production, data analysis, digital platform management, and the application of emerging technologies such as artificial intelligence. A shortage of professionals with these interdisciplinary competencies may constrain the effectiveness of political theory communication in cyberspace [9].

Finally, maintaining an appropriate balance between the attractiveness of digital communication and the accuracy of political theory content remains a critical challenge. In an increasingly competitive information environment, efforts to simplify or condense political theory in order to suit the characteristics of digital platforms should be undertaken with caution to ensure that the fundamental principles, viewpoints, guidelines, and policies of the Party and the State are not distorted or misrepresented.

3. SOLUTIONS TO ENHANCE THE EFFECTIVENESS OF THE COMMUNICATION AND DISSEMINATION OF POLITICAL THEORY IN CYBERSPACE

3.1. Renewing communication approaches

Improving the effectiveness of the communication and dissemination of political theory in cyberspace requires, above all, a renewal of communication approaches. Rather than relying predominantly on one-way information transmission, communication activities could increasingly adopt an audience-centred approach that emphasizes interaction, shareability, and user experience across digital platforms. This transformation should not alter the fundamental principles of political theory; instead, it should focus on innovating the modes of presentation to make political theory more accessible, relevant, and compatible with contemporary patterns of information consumption. This shift is consistent with international trends showing that audiences increasingly expect communication to be interactive, personalised, and delivered through multiple digital channels rather than through one-way information dissemination [3].

In addition, communication agencies may regard cyberspace as an official communication environment that plays a central role in shaping public opinion. Accordingly, communication strategies could be developed in response to the information needs of different audience groups while strengthening dialogue, providing timely explanations, and responding promptly to issues of public concern. Communication language could also evolve from an academic, administrative, and rigid style toward one that is clear, precise, and accessible. However, improving accessibility should not be equated with oversimplification. Technical concepts and specialized terminology could be clearly explained, placed within appropriate contexts, and illustrated through practical examples rather than replaced with inaccurate or overly simplified expressions.

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Communication activities may likewise shift from a reactive approach to a proactive information strategy. For policies with broad social implications, responsible agencies could benefit from providing timely information regarding policy objectives, principal contents, implementation roadmaps, target groups, and official channels for public inquiries. Proactive transparency is believed to help reduce information gaps that may otherwise be exploited by rumours or misleading interpretations.

A variety of communication approaches may be adopted to support this transformation, including storytelling based on real events and authentic individuals, the selective use of contemporary communication styles and digital trends, the development of credible experts, scholars, and communication practitioners with influence in the digital environment, and the application of digital technologies to facilitate information retrieval, public consultation, and communication performance assessment.

3.2. Innovating communication content

Innovation in communication content may involve strengthening the connection between political theory and social reality by clarifying the practical significance of the Party's guidelines and the State's policies for everyday life. Such an approach is expected to enhance both the persuasiveness and accessibility of political theory communication in cyberspace.

Communication content should address fundamental questions, including: What issue does the policy seek to address? Who is affected? What are the rights and responsibilities of citizens?

How should the policy be implemented?

First, macro-level political orientations could be linked to practical issues that directly affect people's lives, such as employment, income, social insurance, education, healthcare, land administration, environmental protection, and public services. This approach should not diminish the theoretical nature of political communication; rather, it may demonstrate the practical relevance and social value of political theory.

Second, communication content is expected to be concise, well-structured, and focused without oversimplifying complex issues. Theoretical concepts could be explained in language that is readily understandable to the general public and supported by practical examples, real-life situations, and verifiable evidence. The use of representative models, authentic stories, and reliable statistical data can make communication products more engaging while strengthening their credibility and persuasive power.

Communication content is also expected to address issues of public concern proactively, including existing limitations, practical challenges, and ongoing public debates, through an objective, evidence-based, and constructive approach. At the same time, communication may incorporate emerging topics such as information security, personal data protection, artificial intelligence, digital transformation, and the identification of misinformation in order to respond to the evolving demands of the contemporary communication environment.

In summary, innovation in communication content should satisfy three fundamental requirements: it should be understandable while maintaining accuracy, accessible without compromising substantive meaning, and appropriately oriented while remaining scientifically grounded and open to public dialogue.

3.3. Diversifying and innovating communication formats

Diversifying and innovating communication formats has become an important consideration for improving the communication and dissemination of political theory, particularly as audiences increasingly consume information through digital platforms and mobile devices. Innovation may extend beyond changes in communication channels to encompass the development of communication products that are tailored to the characteristics of individual platforms and the needs of different audience groups [9].

In addition to conventional communication formats, greater emphasis may be placed on developing digital communication products such as short-form videos, infographics, podcasts, e-magazines, motion graphics, and multimedia content for social media platforms. The integration of text, images, audio, and visual data not only benefits from improved accessibility but also enhances audience engagement and increases the dissemination potential of official information in cyberspace [3], [9].

Innovation in communication formats would also benefit from adhering to the principle of "multiple platforms with unified content." The same core message may be presented through different formats in accordance with the characteristics of each communication platform while maintaining the accuracy, consistency, and ideological orientation of the information.

Communication products may also be optimized for mobile devices, which have likely become the primary means through which most Internet users access information [3].

Furthermore, the application of emerging technologies, including artificial intelligence (AI), virtual reality (VR), augmented reality (AR), and gamification, can create more engaging communication experiences and encourage greater public interaction. Nevertheless, the adoption of these technologies should be informed by communication objectives, implementation conditions, and practical effectiveness rather than by technological trends alone. Excessive emphasis on technological novelty should not undermine the quality, accuracy, or theoretical value of political communication.

UNESCO's Recommendation on the Ethics of Artificial Intelligence emphasizes that AI should support, rather than replace, human decision-making and should operate under principles of transparency, accountability, and human oversight. These principles are

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equally applicable to political communication in the digital environment [2].

Therefore, diversifying and innovating communication formats is not intended to replace the core content of political theory communication but rather to enhance the effectiveness of information dissemination in the digital environment. A balanced combination of innovative communication formats, appropriate technological applications, and rigorous content accuracy will contribute to expanding public access to official information, strengthening audience engagement, and improving the dissemination of political theory in cyberspace.

3.4. Responsible application of artificial intelligence and big data

Artificial intelligence (AI) and big data have considerable potential to support political theory communication throughout the entire process, from audience research and content production to distribution and performance evaluation. Social listening technologies can aggregate publicly available posts and discussions relating to a particular issue, while AI can assist in classifying sentiment, identifying emerging trends, and detecting unusual increases in the frequency of specific keywords. UNESCO identifies transparency, human oversight, accountability, and respect for human rights as core principles for the responsible deployment of AI technologies, providing an important ethical framework for the application of AI in public communication [2].

However, the results of automated classification may be treated only as a source of support. Linguistic nuance, irony, cultural context, and the particular characteristics of Vietnamese language use may lead automated systems to produce inaccurate interpretations. Accordingly, data should be reviewed by qualified professionals before being used as a basis for policy advice, communication planning, or decision-making.

AI may also assist with document summarization, subtitle generation, translation, text-to-speech conversion, presentation design, and the development of platform-specific content versions.

Nevertheless, all AI-assisted products may be edited, verified against reliable sources, and approved by the responsible authority or individual. AI should not be used to generate fabricated statements, manipulated images, or fictitious individuals in ways that could cause the public to mistake such content for authentic material.

The collection and analysis of data may comply with laws and regulations governing cybersecurity, information security, and personal data protection. Communication agencies are expected to define clearly the categories of data to be used, the purposes of processing, retention periods, access permissions, and responsibilities for data security. Personal data should not be collected beyond what is necessary for the intended communication purpose [8].

3.5. Training and capacity building for political theory communication personnel

Human resources constitute a critical factor in determining the effectiveness of the political theory communication system. In the digital environment, personnel are expected to possess not only a sound theoretical foundation and political steadfastness but also knowledge of communication, technology, law, and audience psychology.

A competency framework may be developed around three principal areas.

First, personnel require theoretical, political, and professional-ethical competence. They are expected to have a firm understanding of Marxism - Leninism, Ho Chi Minh Thought, the Party's guidelines and policies, and the laws and policies of the State. They may also be able to analyse issues critically and assume responsibility for the information they publish.

Second, personnel may require technological competence and digital content-production skills.

They may be able to use design, audio-editing, video-editing, platform-management, and data-analysis tools at a level appropriate to their professional responsibilities. Training should not depend excessively on any particular commercial software package; instead, it should emphasize underlying principles, standardized procedures, and the capacity to adapt to technological change.

Third, personnel may require skills in interaction and community management. They may be able to listen to the public, answer questions, respond to criticism, facilitate discussions, and distinguish lawful expressions of disagreement from content that violates the law.

Training programmes may place greater emphasis on practical application, including script development, video production, infographic design, the operation of media-monitoring systems, the identification of misinformation and deepfakes, crisis-response exercises, and campaign evaluation. Digital media laboratories may be established to allow personnel to produce, publish, and analyse communication products directly under expert supervision.

Simulation exercises may be conducted within a clear legal and procedural framework. Their purpose should not be to "redirect public opinion" or eliminate all negative views, but rather to verify information, coordinate the release of data, explain policies, protect information systems, and address unlawful content.

The evaluation of personnel performance may combine indicators such as reach among intended audiences, the quality of interaction, content accuracy, response time, and problem-solving capacity. Likes and views should not necessarily be regarded as absolute measures of success. The most important criteria may remain the quality of information, the extent to

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which audiences understand it correctly, and the level of public trust.

3.6. Strengthening coordination mechanisms among relevant stakeholders

Coordination among Party agencies, state authorities, press organizations, socio-political organizations, educational institutions, and technology enterprises plays an important role in generating collective and mutually reinforcing capacity in political theory communication.

First, the functions and responsibilities of each stakeholder may be clearly delineated. Agencies responsible for Party communication, education, and mass mobilization should guide content, organize communication activities, and monitor ideological developments. State authorities responsible for information, communication, and cybersecurity should perform regulatory, warning, system-protection, and enforcement functions within their legal mandates. Press organizations are responsible for verifying, producing, and disseminating accurate information [10]. Socio-political organizations help communicate content to members, affiliated groups, and local communities. Technology enterprises provide platforms, analytical tools, security solutions, and content-processing support in accordance with the law.

Second, procedures for information sharing and rapid response should be established. When misinformation relating to a policy emerges, the competent authority should seek to verify promptly facts, provide relevant data, and designate an official spokesperson or communication focal point. Press organizations and official communication channels should then use the verified information to provide consistent explanations and avoid contradiction or delay.

Coordination mechanisms should also include shared data repositories, expert directories, warning systems, crisis-response guidelines, and interdisciplinary training programmes. Any request to remove or restrict content may have a clear legal basis, fall within the authority of the responsible body, and protect the lawful rights and interests of organizations and individuals.

Finally, cooperation with universities, research institutes, and independent experts could be strengthened in order to evaluate communication effectiveness. Scientific evaluation can help identify strengths, limitations, and unintended effects, thereby reducing reliance on subjective assessments or internal reports alone.

CONCLUSION

In the context of digital transformation and the rapid development of the Internet and digital platforms, cyberspace has become an important environment for the communication and dissemination of political theory in Vietnam. Changes in public information-consumption behaviour have likely created a need for comprehensive innovation in communication content, methods, and formats in order to improve the dissemination of the Party's guidelines and policies and the State's laws and policies.

International evidence further suggests that the digital communication environment is becoming increasingly fragmented, while concerns regarding misinformation, platform algorithms, and the responsible use of AI continue to grow, reinforcing the importance of developing adaptive and evidence-based communication strategies [3].

The findings indicate that cyberspace creates a wide range of opportunities, including broader public outreach, more diverse modes of information delivery, increased interaction, personalized content, and real-time communication performance measurement. At the same time, it is also expected to present significant challenges, including the proliferation of misinformation, the influence of digital-platform algorithms, the risk of information fragmentation, the growing demand for digital competencies among communication personnel, and issues related to communication governance in the digital environment.

On the basis of its analysis of these opportunities and challenges, the article proposes several directions for improving the effectiveness of political theory communication and dissemination in cyberspace. These include renewing communication approaches; improving communication content and diversifying communication formats; strengthening the application of digital technologies, artificial intelligence, and big data in communication governance; enhancing the capacities of personnel engaged in communication activities; and improving coordination mechanisms among agencies and organizations involved in the production, provision, and orientation of information in the digital environment.

In the coming period, alongside the continued development of digital technologies and intelligent communication systems, the communication and dissemination of political theory will likely need to continue evolving and be more audience-centred. Digital platforms should be used effectively while the scientific rigor, accuracy, and appropriate orientation of the content are maintained. These developments underscore the importance of improving the quality of ideological work, contributing to the protection of the Party's ideological foundation, strengthening social consensus, and meeting the requirements of national development in the context of digital transformation and international integration.

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