

Covid - 19 Media And The Issues Posed By The Covid - 19 Communication Policy

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Abstract: Communication work since the COVID-19 pandemic appeared in Vietnam so far has contributed to creating social consensus, building people's trust, and arousing the strength of national unity, love, and respect. The country and the media contribute to spreading positive energy in society to join hands in the successful fight against the pandemic. The media and press not only reflect timely and bring the Party's guidelines and guidelines, policies, and laws of the State into life, but also serve as a reliable information channel for the people to “send” their thoughts and wishes. hope, their “weapon” of supervision over the Party and the State. In the face of the strong outbreak of the fourth wave of the epidemic, the media once again made great efforts to perform their duties well. This study clearly shows the current state of communication during the pandemic, and the communication policies of Vietnam, thereby making some recommendations for the communication policy during the COVID-19 pandemic in the coming time.

Keywords: COVID-19 media, COVID – 19 communication policy, Vietnam

Introduction

The Fourth Conference of the Central Committee of the Communist Party of Vietnam, term XIII (2021) agreed: From the domestic and international lessons learned over the past time, it is necessary to renew thinking and more correct awareness about fighting and controlling epidemics in association with maintaining, recovering and developing production and business to develop appropriate plans and scenarios. In particular, early research and development of a new growth scenario for the “post-COVID-19” period, comprehensive solutions to stimulate the economy, support and remove difficulties for businesses and employees. not to reduce long-term growth drivers. Strengthen inspection and supervision of the implementation of social security policies, review, not to miss or miss the objects and areas that need support; promptly propose rewards to organizations and individuals participating in the frontline for

successfully completing their tasks; take care of people's health and life, ensure security - social welfare, develop culture, education, etc. Absolutely calm, sober, must not be a negligent, subjective, hasty, excited fight to basically control the epidemic nationwide as soon as possible to restore and develop socio-economics. Focusing on prioritizing the implementation of practical and effective support mechanisms, policies, and solutions for people, employees, and businesses, improving resilience, overcoming difficulties and challenges, stabilizing life, and restoring production and business. Maintaining political security, social order, and safety, stabilizing the macro-economy, controlling prices and markets, ensuring supply and circulation of goods, and major balances of the economy. Focus on removing difficulties and bottlenecks, unblocking all resources for epidemic prevention and control, and socio-economic development.

The COVID-19 pandemic is not only a challenge but also an opportunity for the country's development. Newspapers and media need to invest more in articles and programs about opportunities brought by COVID, if they don't take advantage of this opportunity to rise, the loss will be just a loss: global adjustment chemical; attach importance to the domestic market; attach more importance to self-reliance; health care is the mainstay, especially primary health care and needs more investment; to develop the pharmaceutical and medical equipment industry; accelerate digital transformation; the disclosure of weaknesses of the management system and management capacity to overcome; make big decisions; more balance material and spiritual life; promoting sustainable development is green and digital development; The flexibility and quick adaptation of Vietnamese people is an advantage during this change.

Communication work since the COVID-19 pandemic appeared in Vietnam so far has contributed to creating social consensus, building people's trust, and arousing the strength of national unity, love, and respect. The country and the media contribute to spreading positive energy in society to join hands in the successful fight against the pandemic. Those are the profound comments of the leaders of the Party and State at the Conference to review the information and propaganda work on COVID-19 prevention and control organized by the Central Propaganda Department, the Ministry of Health, and the Ministry of Information and Communications. The announcement was jointly held on June 16, 2020, at the time when the COVID-19 epidemic appeared and Vietnam had initial successes in the effective prevention, control, and control of this pandemic.

Research results and discussion

Current status of press information during the COVID-19 pandemic

From the end of April 2021 up to now, the COVID-19 epidemic has developed very complicatedly, with the appearance of new strains, including the Delta variant, which has a rapid spread. The Delta mutation is causing a wide spread in Ho Chi Minh City. Currently, the media (press) about epidemic information is very active, from regularly updating the number of domestic infections, the number of recoveries and deaths on the mass media to the news reports, news articles, reportages, stories, and footage depicting the images of white-shirted soldiers who are day and night forgetting themselves for the sick in the center of the epidemic have moved millions of hearts; noble deeds during the epidemic season of all levels and branches from the central to local levels; those who are performing the task of epidemic prevention and control to protect the "green area" for people in Hanoi, etc. Information from the press helps people know how to behave properly, contributing to the prevention and control of epidemics, Well control the situation, and limiting the spread of disease.

However, taking advantage of the complicated situation of the epidemic, some groups of subjects have "launched" a series of bad, toxic, and untrue news articles on the issue surrounding the COVID-19 epidemic. The purpose of these objects is to cause confusion and fear among the people, create instability and division within the community, and potentially destabilize politics, order, and security. all society. According to statistics of the police force, since the appearance of the COVID-19 epidemic until now, there have been nearly 300,000 news posts on the internet, posted on electronic information sites, blogs and forums; nearly 600,000 news, articles, and video clips related to the epidemic have been posted on social networks (Trang, 2021). There are many news articles with unverified, distorted, and untrue content, attracting millions of comments and shares.

The methods and tricks of these subjects are Setting up many websites, groups, Facebook

accounts, etc. to spread and share articles, images, and videos with distorted, fabricated, inciting content. on the epidemic situation in Vietnam. Fabricating shocking information about the number of deaths due to COVID-19 infection in Vietnam, giving instructions on how to treat it at home such as drinking alcohol, bathing with lemongrass, etc. thereby calling for self-healing at home, boycotting the guidance of the Ministry of Health; taking advantage of the “information gap” on official websites to incorporate fabricated and distorted information, causing confusion in public opinion, etc. The media (press) once again faces the challenge of a sophisticated virus, the “news fake about the virus”.

The Press Law of Vietnam affirms that the press is the voice of the Party, State agencies, mass organizations, and the people's forum. The voice of the press not only reflects timely and brings the Party's guidelines and guidelines, policies, and laws of the State into life, but also serves as a reliable information channel for the people to “send” their thoughts and wishes. hope, their “weapon” of supervision over the Party and the State. Facing the strong outbreak of the fourth wave of the epidemic, the media agencies (presses) once again made unremitting efforts to perform their duties well. Journalists and reporters are ready to “enter” into the center of the epidemic, becoming pioneers and pioneers on the information front to convey to the people accurate, public, and transparent information. as well as exposing the raging fake news problem, contributing to strengthening the great unity of the whole nation, joining forces and determined to repel the COVID-19 pandemic.

The role of media in the COVID-19 pandemic

According to the assessment of the Communications Subcommittee (National Steering Committee for COVID-19 Prevention and Control), during the 4th COVID-19 epidemic,

press and media information has had a clear change, closely following the COVID-19 pandemic. the weekly plans of the Communications Subcommittee.

The press focuses on propaganda to ensure uniformity, timeliness, and accuracy of the information on the situation, viewpoints, directions, and effective anti-epidemic solutions of the Government, the Prime Minister, and the National Steering Committee. the motto throughout: “Fighting the epidemic is like fighting the enemy; taking communes and wards as “fortresses,” the people as “soldiers,” the people as both the service center and the implementer of all policies; rapid, multi-round testing to detect the source of infection early, isolate and promptly stamp out the epidemic, limit the long-term blockade on a large scale; drastically implement treatment measures to reduce mortality” (Government, 2020).

Communication works on epidemic prevention and control with the goal of “People know, People understand, People believe, People follow, People do” (Government, 2020); inspiring propaganda, setting an example of good people and good deeds; gathering information, skills tutorials, advice and answers related to safe living skills, safe living together during the epidemic season, in epidemic areas, strengthening people's health protection, proposing, design anti-epidemic solutions; refute misleading, inciting and untrue information about epidemic prevention and control (Portal of the Ministry of Health on the COVID-19 pandemic, 2021).

With the policy of anti-epidemic and economic development to be parallel, the Government and the National Assembly accompany businesses in the spirit of “thinking the truth, telling the truth, doing the truth, being effective, the people and businesses to enjoy the real benefits” (Government, 2020).

The press and media have recorded and reflected the recommendations of businessmen and businesses, sending out a strong message that the Government always understands, listens, and shares the difficulties of businesses and people. population affected by the COVID-19 pandemic due to prolonged blockade and distance measures (Vinh et al., 2022).

When determining the transition of anti-epidemic status, from “Zero COVID” to “living with COVID”, many solutions, suggestions, and enthusiastic recommendations are discussed, how to “live together” effectively and adapt safely to the new normal. Many provinces and cities have increased the frequency and duration of propaganda on epidemic prevention and control on the radio system of communes, wards, and townships. The average frequency is 3-4 times/day (increased 1-2 times compared to before); the average duration from 15-20 minutes/newsletter (increased by 5-10 minutes/newsletter compared to before). Vivid propaganda content in various forms, directly to the people (Vietnam News Agency, 2021).

Regarding the technology field, telecommunications businesses have installed notification tones and messaging to propagate the prevention and control of COVID-19 to subscribers in Ho Chi Minh City and Ha Noi. Noi, Da Nang, Can Tho and provinces: Binh Duong, Ba Ria-Vung Tau, Soc Trang, Gia Lai, Quang Binh, Ha Nam, Nam Dinh, Lao Cai, Khanh Hoa, etc. quarantine has connected 3 more points with 25 cameras (total connection 1,076 with 12,992 cameras in 62 provinces and cities) (Vietnam News Agency, 2021).

Some recommendations

Before promulgating the policy, the decision affecting the economy and social security (if any) needs to be assessed for impact. In particular, it is necessary for the directing and managing agencies of the press and media at all levels (both central

and local) to participate in formulating policies from the very beginning, even giving suggestions and criticisms to the projects. draft documents, to consider carefully the impact of policy, the impact of communication, avoid unexpected situations, and passive.

In addition, for socio-economic recovery, safe and flexible adaptation, and effective control of the COVID-19 epidemic, the Government should soon issue a master program for socio-economic recovery, change the model adapting to new circumstances, assign specific goals for socio-economic recovery to localities; directing functional agencies from the central government, ministries, branches to localities to come up with a clear roadmap and plan to open the door together with the implementation, ensuring objectivity, publicity, and transparency. From there, new businesses can actively prepare resources, labor force, and production conditions as well as arrange accommodation and food for workers to restore production effectively.

Press agencies and media should promote the dissemination of the message “Good epidemic prevention, effective surveillance, unified technology” (Government, 2020) to a large number of people with the goal of ensuring social security. society, ensuring that life continues to return to normal.

Accordingly, the press agencies actively inform people to grasp the trend of “unifying one QR code” for each citizen and each production and business establishment. This is an effective and convenient measure to use, contributing to unifying control as well as verifying the epidemiological status, certifying vaccination and testing; “connecting and sharing” between different databases to facilitate individuals, organizations, and management levels in controlling the level of epidemiological safety when returning to a new normal life.

“Once there is a solution to remove the difficulties and inconveniences of technology platforms, people will understand and trust using applications in the prevention of COVID-19, contributing to improving the efficiency of the platforms.” “Once there is a solution to remove the difficulties and inconveniences of technology platforms, people will understand and trust using applications in the prevention of COVID-19, contributing to improving the efficiency of the platforms digitization for management” (Thu, 2021)

Strengthening media articles and programs to in-depth analysis of the good, the bad, the unknown, the evaluation, the judgment, etc. to support policies and measures to effectively control the epidemic, but also specify and criticize inappropriate, rigid, and extreme measures and practices in some places (Vinh, et al., 2022). Inadequacies and inconsistencies between ways of doing things in different places, causing many people to be mistakenly isolated, isolated without scientific factors on epidemiological risks, causing costly and upsetting lives, if cross-contamination in the isolation area, no one is responsible. The economic damage to people and businesses due to these things is enormous. Damaged mental health problems, disorders caused by prolonged epidemics, and accompanying socio-economic consequences (due to prolonged distance, disrupted livelihoods, economic circumstances, etc.) should be paid attention to learn, properly communicated to warn and support finding solutions to overcome and help affected subjects.

Propaganda and education to raise people's awareness to adapt to the new situation through easy-to-remember, easy-to-understand and implement measures, improve their responsibilities and obligations towards their families and communities. copper in disease prevention and control; strictly implement 5K, do not be negligent, subjective, self-conscious, and actively work with the community and society to effectively control epidemics in the places where they live (Ha, 2020;

Vinh, et al., 2022). Timely propagate good models of localities and businesses in organizing production recovery activities combined with ensuring safety for epidemic prevention and control to spread optimism in pandemic prevention and control, helping workers, employees trust, peace of mind, return to stick with production, with the enterprise.

Press agencies need to shift the focus of information on issues in epidemic prevention and control associated with socio-economic recovery from many positive and inspirational perspectives. Seriously orient and organize information on epidemic prevention and control in the direction of increasing news, analysis, commentary, and expert opinions, especially on issues that are still controversial and deductive opinions due to lack of understanding. true nature; reduce the amount of information that does not reflect in-depth information on disease developments; reduce the simultaneous exploitation of a number of social phenomena mainly in the direction of sentimentality and sorrow without seeing and arousing the will and mental strength to rise from difficulties. Do not give data without analysis, or lack of verification. Do not mislead headlines on issues that still have no results or final conclusions. Resolutely fight against taking advantage of false and incorrect information or deliberately overheating single issues to distort, divide, incite and oppose guidelines and policies of the Party, the National Assembly, and the National Assembly. Government in the prevention and control of the COVID-19 epidemic.

Conclusion

In carrying out the “dual goal” of epidemic prevention and economic recovery in the new normal, the press has actively informed the international community about improving the investment environment in Vietnam in general and localities in particular, especially associated with the 2021 theme of “building urban government and

improving the investment environment”, stating good models in economic and social development, and improving the business environment, disbursing public investment, proposing good solutions, introducing innovative models, etc. in order to promote growth, contributing to the recovery of the economy after the epidemic.

It can be said that the media and the press in any era play an important role in orienting information and public opinion, having a great impact on public awareness, attitudes and behavior, especially before The current situation of the COVID-19 pandemic is becoming more and more complicated. The power of media and the press is widely spread, becoming “ideological and spiritual vaccines” contributing to gathering the strength of the great unity of the entire people in the fight against the pandemic as the General's call of Secretary Nguyen Phu Trong: “Unity of will and action, with the sincere help of our compatriots abroad and international friends, we will definitely win against the COVID-19 pandemic and must win to win, making a worthy contribution to the common efforts of all mankind for a safe, healthy, peaceful, friendly, cooperative, and prosperous world, worthy of the tradition of the hero and glorious of our country, our people”.

ETHICAL APPROVAL

I confirm that the paper is original unpublished work, not submitted or to be submitted for consideration elsewhere. All procedures performed in studies involving human participants whereby the ethical standards in academic research.

COMPETING INTERESTS

The author has declared that no competing interests exist.

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