

THE IMPACT OF INTERNATIONAL INTEGRATION ON THE PROCESS OF PROMOTING THE ROLE OF MASS MEDIA IN THE PREVENTION AND CONTROL OF DOMESTIC VIOLENCE IN VIETNAM TODAY

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Abstract

Domestic violence prevention has been an important issue, which is of concern to the whole society. There are many measures put in place to prevent acts of domestic violence that are happening in Vietnam. Many studies have shown that international integration has helped Vietnam integrate quickly into exciting international activities, and at the same time contributed to raising people's awareness of social issues; better awareness of the measures put in place to prevent family violence. This study points out the role of the mass media in domestic violence prevention, and at the same time points out the impact of the international integration process on communication activities, thereby enhancing the role of the mass media in preventing domestic violence. The assessments in this study are based on general studies on communication activities in the past time; comments and assessments of experts in the field of communication and domestic violence prevention. Based on the obtained data, recommendations are made to further promote the role of the media in combating domestic violence against the effects of the process of international integration.

Keywords: International integration, the role of mass media, prevention and control of domestic violence, Vietnam today.

INTRODUCTION

Currently, on a global scale, the issue of domestic violence and the fight against domestic violence are of great interest to all nations and peoples. Therefore, there are many scientific studies that have studied that problem from many different angles and since then, many solutions have been proposed by the Governments, NGOs, and relevant authorities. The agency proposed to step by step prevent and eliminating domestic violence, including solutions to promote the role of the mass media in domestic violence prevention and control. However, the trend of domestic violence is still increasing and with many new manifestations, especially in the context of the current prolonged COVID19 pandemic. This affects the happiness of the family and the sustainable development of

each country and nation. Therefore, the question is how to best promote the role of the mass media in domestic violence prevention and control in the era of deeper international integration between countries.

In Vietnam, in the current trend of globalization and international integration, the theory of mass communication in general and the theory of the role of the mass media in the prevention and control of domestic violence in the modern era. International integration, in particular, is developing rapidly and there have been valuable studies and summaries on theory and practice for the participation of the mass media in domestic violence prevention and control. However, those research results have not yet met the increasingly high and diverse requirements for the media in general, as well as for the mass

media in particular in the process of participating in violence prevention and control. Family violence in particular. Acts of domestic violence are increasing, becoming more complicated and dangerous. It not only happens to victims who are women and children as before but also appears in both the elderly and men, causing anger in public opinion and undermining the moral values of society.

In fact, domestic violence prevention and control in general and the mass media in domestic violence prevention and control in particular in our country are currently receiving the attention and direction of the Party, the organization implementation of the Government, the participation of socio-political organizations, and especially the role of the Ministry of Information and Communication. As a result, many Laws have been promulgated to protect victims and prevent acts of domestic violence such as Law on Marriage and Family; Law on Child Protection, Care and Education (2016); Civil Code (2015), Law on Domestic Violence Prevention and Control (2007). etc. Besides, National Action Programs on Domestic Violence Prevention and Control up to 2020, Program on Prevention and Response to Violence on the basis of gender in the period 2021-2025, etc. has also been widely deployed by the Government, sectors, and levels nationwide. Especially, in order to implement the current Resolution of the 5th Party Central Committee, term X (2007), "on ideological, theoretical and journalistic work in response to new requirements", with the diversity of mass media such as written newspapers, television, radio, electronic newspapers, etc. The mass media in our country have actively contributed to providing information on domestic violence prevention; propagandize, the Party's lines and policies, the State's laws on domestic violence prevention; detecting and monitoring domestic violence cases; creating public opinion and orient public opinion, preventing and fight in domestic violence prevention and control.

However, domestic violence is still on the rise. The promotion of the role of the mass media in domestic violence prevention and control still has limitations and inadequacies in many activities of the mass media, such as the provision of technical and public facilities. technology for mass communication in domestic violence prevention and control; the process of

organizing mass communication apparatus in domestic violence prevention and control; formulating content and using mass communication forms in domestic violence prevention and control; building a national and international legal system; the process of international cooperation of the mass media in domestic violence prevention and control; etc. These limitations invisibly hinder and negatively affect the role of mass media in preventing and combating domestic violence family. Therefore, it is required to continue to study and summarize in both theories and practice the role of the mass media in general and the role of domestic violence prevention and control in Vietnam in particular.

Literature Review

The theory of mass communication is one of the basic contents that scientists and scholars make and publish results in many different forms. The works focus on theoretical research of mass communication such as types of mass communication, mass media, the change of mass communication in the contemporary world, trends in mass media access in Vietnam and around the world in the current international integration process... Research on this issue has the following typical works: Ta Ngoc Tan (2001) with "Mass Communication", Hanoi: National Political-Truth; Nguyen Van Dung (editor) and Do Thi Thu Hang (2018) with "Communication theory and basic skills", Hanoi: Information and Communication; Nguyen Van Sanh (2011), with "Development of mass communication in the trend of information globalization", Journal of Economic Management, pp.77-80; Le Thanh Binh; Thai Duc Khai; and Tran Van Hai (2007) with "The problem of international integration in the field of mass communication in our country", Journal of Political Theory & Communication, pp.33-35; Quy Minh (2011) with "Socialization and mass communication", Hanoi: Culture and Arts, pp.24-26.

Currently, there are many research works on the role of mass media in the family in general and in domestic violence prevention in Vietnam in particular. The works are related directly or indirectly to the topic we research, such as: mentioning the role of mass media for youth, children, women, etc. in the family; providing

effective communication models in domestic violence prevention; clarifying one of the most effective forms of mass communication in domestic violence prevention and control, specifically as follows:

Do Thi Thu Hang (2008) with "Public relations of newspapers for today's youth", Doctoral thesis in Journalism, Ho Chi Minh National Academy of Politics and Administration; Nguyen Dinh Anh (2010) with "Mass communication with Vietnamese youth", Journal of Economics and Forecasting - Overview, no.3, pp.109-111; Ngo Van Thao (2010) with "Ethical education network, cultural lifestyle for young people on mass media", Journal of Political Theory, no.1, pp.71-75; Nguyen Thi Minh Nham (2012) with "The role of mass media in realizing children's rights", Journal of Theoretical Activities, no.5, pp.44-48; Nguyen Huy Phong (2013) with "Mass communication with the development of modern Vietnamese people", Journal of Political Theory, no.1, pp.76-80; Tram Minh Duc; Ta Khanh Truong (2015) with "Mass communication with aesthetic education for Vietnamese youth today", Journal of Political Theory and Communication, no.2, pp.44-47; Nguyen Van Dung (2012) with "Journalism with children", Hanoi: Labor, etc.

In general, the works of the above authors are related to the topic that we choose to research. We think that this will be a valuable resource for us if we carry out this topic. The above authors have clarified many theoretical and practical contents in the relationship between the mass media and issues directly or indirectly related to the family, domestic violence, and domestic violence prevention. family with many different angles, etc.

Theoretical basis and research method

Theoretical basis: The research topic is based on the theoretical basis of family, gender, and the relationship of family and gender on economic, political, cultural, and social issues from the point of view of Marxism-Leninism, Ho Chi Minh ideology; viewpoints and guidelines of the Party and the State of Vietnam in human liberation. At the same time, the research topic is also based on the theoretical basis of Marxist media studies in general and mass media in particular in relation to social problems,

specifically in the fight against violence. family, towards the emancipation of people in a comprehensive way according to the socialist orientation.

Research method: to achieve the research objectives and set tasks, the thesis has used the most general methodology of dialectical materialism and historical materialism. In addition, the topic also uses interdisciplinary research methods and other specific methods such as historical-logical and logical-historical methods, analytical and synthesis methods, document survey methods, product survey, comparative method, modeling method, expert method, sociological investigation method, etc.

Research results and discussions

Vietnam's international integration

International integration is a process of linking, linking, and cooperating deeply and comprehensively between countries and territories through participation in international cooperation organizations, institutions, mechanisms, and activities. economic development for the development goals of each country-territory itself and to form community strength when solving common problems of mutual concern. International integration in the full sense is integration in all areas of social life, including the field of journalism and communication.

International integration is a highly developed, comprehensive, and extensive form of international cooperation to achieve a certain goal or common interest; It is an inevitable trend that is objective. The development of science, technology, and market economy requires countries to expand their markets and form regional and international markets to promote international integration; The process of socialization and high division of labor has gone beyond national borders and is increasingly internationalized, reflected in the deepening cooperation between countries in the form of bilateral relations. Regional, sub-regional, regional and global requirements increasingly require countries to actively and actively participate in international integration in a comprehensive way.

After the country's unification, the whole country transitioned to socialism, the 4th National Party Congress in 1976 affirmed the objective necessity to develop foreign economic relations in order to combine national strength with the power of the times and build an independent and self-reliant economy. Especially since the 6th National Party Congress (Renovation Congress), the Communist Party of Vietnam has increasingly supplemented its foreign policy in the spirit of openness and comprehensiveness. Especially since the Politburo (Term XI) issued Resolution No. 22-NQ/TW dated April 10, 2013, on international integration, our Party's stance on international integration has been raised to a new height and keep up with the inevitable trend of globalization today. The recent 13th Party Congress (2021) has predicted that: Globalization and international integration continue to progress, but are also threatened by the rise of extreme nationalism, strategic competition. Economic competition, trade war took place fiercely. Due to the impact of the COVID-19 pandemic, the world fell into a serious multi-faceted crisis. The congress affirmed: "Continue to promote and improve the effectiveness of foreign affairs and international integration. To closely and effectively combine the Party's foreign affairs with state diplomacy and people's diplomacy. Improve integration capacity, especially at the regional and local level, and enterprises; make the most of the opportunities brought by the integration process, especially the signed free trade agreements" (Communist Party of Vietnam, 2021). In that context, international integration creates both opportunities and challenges for the process of promoting the role of the mass media in domestic violence prevention and control in Vietnam.

The positive impact of international integration on the process of promoting the role of mass media in domestic violence prevention and control in Vietnam

First: International integration has a positive impact on the absorption of development achievements of advanced science and technology, and access to modern communication equipment, contributing to promoting the role of mass communication. in domestic violence prevention and control in Vietnam today

International integration is a favorable environment for our country to take advantage of mankind's progressive achievements in terms of economy, politics, culture, and society. Especially, it is an opportunity to absorb the development achievements of advanced science and technology, receive and innovate modern equipment, including communication equipment. This is a favorable condition for the development of mass media culture in domestic violence prevention and control in Vietnam. As a latecomer, Vietnam has favorable conditions to receive advanced and modern technologies from developed countries to accelerate the process of industrialization and modernization, and to build the owner's material and technical foundations. society in general and the mass media in particular. It is through the process of participating in the global economy that our country has the opportunity to access and enjoy the progressive achievements of new science and technology, including achievements in the field of communication. On the basis of such modern equipment, the process of transmitting and communicating information on domestic violence prevention and control will be more and more effective.

Thus, through international integration, the mass media in Vietnam are increasingly modernized and internationalized, performing well the functions of the media in general and promoting the role of the mass media in domestic violence prevention and control in particular.

Second: International integration has a positive impact on the absorption of cultural quintessence and progressive ideas of humanity about the family, contributing to promoting the role of mass media in domestic violence prevention and control. in Vietnam today

The process of international integration of Vietnam, in addition to the opportunity to absorb scientific and technical achievements and human civilization, international integration also creates favorable conditions for the Communist Party and the Socialist State of Vietnam to have an opportunity to absorb the cultural quintessence, progressive thought of mankind about the family such as the role of the individual in the family, economic construction in the family, democratic relationship in the family, ideology gender equality in the family, etc. for the process of promoting the role of the mass media in domestic violence prevention and

control in Vietnam. Especially, have the opportunity to absorb the achievements of Marxism-Leninism development of international Communist parties and workers in different countries in the world in the current globalization context (socialist countries, Capitalism, countries are choosing the path of development) with the goal of peace, national independence, democracy and socialism towards "comprehensive human liberation" - a value system value of the ideological foundation for the development of socialist media in the new era in general and mass communication in domestic violence prevention and control in particular.

Third: International integration has a positive impact on raising the influence and spreading of Vietnam's family value system to friends around the world, contributing to promoting the role of the mass media in violence prevention and control. family force

When participating in international integration today, with the comprehensive renovation of the Party, including innovation in the socio-cultural field, it is an opportunity to renew the traditional cultural values of Vietnamese families such as the spirit of mutual love and affection, drinking water, remembering the source, good leaves take care of torn ones, sister falls, you lift, tolerance, generosity, loyalty, the role of family members, etc. On the basis of values That tradition, through the process of international integration, on the one hand, will create new, progressive and positive things in the cultural and spiritual life, in the lifestyle of Vietnamese people, in the maturity of consciousness and democratic capacity, ripeness for building a rule of law state in our country, concern and human liberation. On the other hand, it will spread the Vietnamese family value system to countries around the world through mass media. Gradually raise the influence of the traditional culture of the country and Vietnamese people to the world, including promoting the role of the mass media in domestic violence prevention and control.

The practice has proven that culture in general, family culture in particular, and mass media have a close and dialectical relationship. Mass media is part of the culture, but mass media also creates and disseminates culture, transmits culture, including family culture, contributes to the prevention and fight against domestic violence family.

Fourth: International integration has a positive impact on enhancing the role and influence of media workers in general and journalists in particular, contributing to promoting the role of mass media in preventing and combating crime domestic violence in Vietnam today

President Ho Chi Minh once emphasized the role of journalists (people working in mass communication) that: "When it comes to the press, we must first talk about the journalist". Therefore, mass media workers and journalists are always the direct force to bring Vietnamese culture to progressive humanity and vice versa many values of advanced human culture to the country and society. Vietnamese people, including family culture and domestic violence prevention and control. Therefore, the process of international integration has positively affected the enhancement of the role and influence of journalists on the process of promoting the role of the mass media in domestic violence prevention and control.

With the intellectual potential of Vietnamese people, with the vitality and cultural identity of Vietnam, especially through the role of the mass media, including the role of journalists and their influence, certain that our nation, the Vietnamese family cultural value system will be present in the modern world in a worthy way. This is really a development opportunity, not only for economic development but also for the development of society, culture, and people in Vietnam to transform themselves on the path of building a modern, civilized, progressive Vietnamese society. keep up with other countries in the regional and global community through the role of journalists and their influence on promoting the role of the mass media in domestic violence prevention and control.

Negative impacts of international integration on the process of promoting the role of mass media in domestic violence prevention and control in Vietnam

Besides the positive effects of international integration on domestic violence prevention and control, globalization and international integration also bring to the mass media in our country many challenges and impacts. worrying negative. Along with economic, political and social challenges, international integration also creates challenges and negative impacts on

promoting the role of mass media in domestic violence prevention and control.

First: In international integration, the disparity, dependence on science and technology level and operation of communication equipment between developed and developing countries will negatively affect the role of the media. mass in domestic violence prevention and control in Vietnam today.

Previously, with the traditional communication system, the professional activities of the media industry within a country in particular and between countries in general had many different modes of operation depending on specific characteristics and conditions. In the current trend of globalization and international integration, there is no and no country can stand independently or completely separate from the outside world. interlinked, there are many stages, processes and methods that are forced to depend on each other, including the field of information and communication. Therefore, in the trend of integration, in order to avoid obsolescence, information and communication agencies in Vietnam have quickly absorbed and implemented new technologies, techniques, and professional standards that experts from Vietnam have developed. Developed countries have researched and popularized. It is this that makes the Vietnamese media industry integrate with the development of the industry in the world. But the opportunities that international integration brings to media agencies in ethnic countries are not equal. A country that has a good cooperative relationship and many projects will make very quick progress in developing information technology, building resources, training staff, etc. That's why it also creates There is a large disparity in staff qualifications as well as information infrastructure among ethnic groups, especially between developed and developing countries, between the central region and the central region, urban and peripheral areas (where digital technology has not been used in the communication), etc.

It can be seen that, at present, with control of a huge mass media system that dominates more than 90% of global information and 70% of program content transmitted on the Internet, the US and other countries of the West is the dominant country in the field of global information and communication (Asur & Huberman, 2010). The huge disparity in the

ability to hold information and communication will easily lead to the ability of these countries to impose cultural and ideological values on other countries, including family culture. And so, this is a limitation in promoting the synergy of the media in general and promoting the role of the mass media in domestic violence prevention in Vietnam in particular.

Second: In international integration, the explosion and chaos of information in the world of multi-dimensional information, fake information, virtual information, noisy information, false information, etc. have had a negative impact on development. promote the role of mass media in domestic violence prevention and control in Vietnam today

Globalization and international integration, in the context of the development and explosion of information and communication technology, it has created conditions for nations around the world to have the opportunity to receive information. multi-dimensional information with the fastest speed. However, it is also an opportunity for big countries, bad forces, and hostile forces to take advantage of information and communication as tools and harmful means to spread fake and malicious information. , distorting and distorting cultural and ideological values of nationalities, especially for countries moving towards socialism like Vietnam. With the very rapid development of the global information network, especially mobile phones, the Internet, and other means of communication, it is easy for hostile forces to intensify their propaganda activities of bourgeois ideology and political ideology. bourgeois life into Vietnam and strengthen the anti-socialism in our country. It is also inevitably used to promote domestic violence, distort and distort the legal system on domestic violence prevention and control, causing insecurity and social stability.

Third: In international integration, for developing countries, small countries are at risk of losing their family cultural identity due to the massive invasion of large countries by cultural media, which will negatively affect their health. The role of mass media in domestic violence prevention and control in Vietnam today

International integration in the context of globalization is taking place strongly associated with the spread of Western culture, the culture of other continents has challenged national

culture and even social stability. . Along with the globalization of languages, cultures and lifestyles is the globalization of values and ideology, including the concept of family culture and domestic violence prevention and control. This is a powerful attack of foreign culture and ideology on national culture and socialism in underdeveloped countries that are choosing the path of development, as well as those that are socially oriented. tenet. Cultural and spiritual turmoil and a rift in global values have erupted at the same time with a series of new social crime phenomena such as drug addiction, drug trafficking, smuggling, corruption, and robbery. , murder, violence combined with the spread of all kinds of cults and gangster forces, increases the confusion that threatens social stability and security, including the peace of the family.

On the other hand, the cultural-educational exchange in the era of international integration is also a good opportunity for imperial forces to receive, influence, and corrupt our country's foreign students, thereby "incubating seeds of freedom", fades traditional family values, promoting and absolutizes pragmatic families, "individual" families, etc. They also sponsor seminars to propagate Western values and views in order to promote the process of "democratization" in socialist countries like Vietnam. In the process of participating in international integration, national culture and traditional family culture have been eroded at different levels, most seriously when Western political culture and ideology are increasingly imported. challenges to the political security of many countries, including the influence on the preservation of national cultural identity, on the protection and development of Marxism-Leninism in Vietnam. This is even more taken advantage of when the trend of domestic violence in our country is still complicated.

The main groups of solutions to promote the role of mass media in domestic violence prevention and control in the period of international integration in Vietnam today

A group of solutions to promote the synergy and coordination mechanism of the political system from the central to local levels in order to well perform the role of the mass media in domestic violence prevention and control in the international integration period in Vietnam today:

The current socialist political system in our country, in a broad sense, includes the Communist Party of Vietnam, the State of the Socialist Republic of Vietnam, the Vietnam Fatherland Front, and the Ho Chi Minh Communist Youth Union. , Vietnam Women's Union, Vietnam General Confederation of Labor, Vietnam Farmers' Union, Vietnam Veterans Association, and other legal socio-political organizations formed and operating under the leadership of the Vietnam Women's Union that Directed by the Communist Party of Vietnam, fully implementing and ensuring the people's right to mastery under the motto: People know, People discuss, People do, People check and People benefit. The socialist political system in our country plays a particularly important role in promoting the role of the mass media in domestic violence prevention and control in the current international integration period in Vietnam. When discussing the role of the synergy of the political system in our country in domestic violence prevention and control.

Continue to strengthen the leadership of the Party organization in the mass media in the prevention and control of domestic violence in the current international integration period in Vietnam:

During the doi moi period, the Communist Party of Vietnam has paid much attention to family affairs, especially, the Secretariat of the Party Central Committee (the IX term) has issued Directive No. 49 on "Building a family in modern times". period of industrialization and modernization", which emphasizes the need to strengthen education for family life, inherit and promote the good traditional values of the Vietnamese family in association with building new values. advanced of the family in the developed society; emphasizes the leadership role of the Communist Party of Vietnam in the process of building a family in the period of industrialization and modernization and requires strengthening the leadership of the Communist Party of Vietnam over the political system. in general and for mass media agencies in domestic violence prevention and control in the period of international integration in particular. That request has been regularly implemented by our party and is increasingly effective.

Improving the State's management of mass media agencies in domestic violence prevention

and control in the current international integration period in Vietnam:

Along with the renewal and strengthening of the leadership of the Party organization in the mass media, we have gradually improved the effectiveness and efficiency of state management and administration at all levels in journalism activities. media in all areas of social life in general and in the process of promoting the role of mass media in domestic violence prevention and control in the current international integration period in Vietnam in particular. However, the management of the press in general and the management of media on domestic violence prevention and control sometimes still show signs of laxity, passivity, respect, avoidance, etc. The XIIIth National Party of the Party continued to point out: "State management of information and communication in many aspects is still inadequate" (Communist Party of Vietnam, 2021).

Promoting the role of socio-political organizations for mass media agencies in domestic violence prevention and control in the current international integration period in Vietnam:

The people's socio-political organizations (people's organizations) in Vietnam are an important part of the socialist political system, the organizations through which the masses and members indirectly practice exercise their political power in accordance with the law. Therefore, the process of promoting the role of mass media in domestic violence prevention and control in the period of international integration in Vietnam today must be associated with promoting the role of media and the role of gathering forces. mass of socio-political organizations, especially the Vietnam Fatherland Front and its member organizations, the most important of which are the Vietnam Women's Union, the Youth Union, the Youth Union, and the Vietnam Women's Union, Ho Chi Minh Communist Youth Union, Elderly Association in the fight against domestic violence.

Conclusion

In recent years, domestic violence prevention and control in general and the mass media in domestic violence prevention and control in

particular in our country have received the attention and guidance of the Party and the implementation organization of the Government, the participation and contribution of socio-political organizations and especially the role of the Ministry of Information and Communication, which is directly the mass media agencies. As a result, acts of domestic violence have gradually been recognized more clearly and received the attention of the community and society in the fight against domestic violence. Especially, in the context of the current information explosion, being aware of the role and importance of the mass media will contribute to better promoting the role of the mass media in prevention and control. domestic violence in the period of international integration in Vietnam today.

Currently, with the diversity of mass media such as written newspapers, television, radio, electronic newspapers, etc., the mass media in our country have actively contributed to providing information on prevention and control. domestic violence; propagandize, the Party's lines and policies, the State's laws on domestic violence prevention; detecting and monitoring domestic violence cases; create public opinion and orient public opinion, prevent and fight in domestic violence prevention and control. However, the promotion of the role of mass media in domestic violence prevention and control still has many limitations and inadequacies related to many objective and subjective factors such as the quality of technology. mass communication in domestic violence prevention and control; organize the mass communication apparatus in domestic violence prevention and control; content and form of mass communication in domestic violence prevention and control, etc. Therefore, research on the role of mass media in domestic violence prevention in the period of international integration in our country has always been a matter of concern necessary and urgent issue today.

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