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THE COMMUNIST PARTY OF VIETNAM'S LEADERSHIP OF PROPAGANDA ON THE REVOLUTIONARY PRESS FRONT (1960–1975)

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ABSTRACT
This article focuses on studying the leadership role of the Communist Party of Vietnam in propaganda work on the revolutionary press front during the period 1960–1975. Based on the analysis of the Party's guidelines, resolutions and directives, as well as the practical operations of the press, the study clarifies the methods of leadership organization, content and propaganda approaches that served political tasks, strengthened the resistance spirit and built a united national front. The research results show that the revolutionary press under the Party's leadership was not only an information channel but also a strategic ideological weapon, making a significant contribution to the success of the resistance war against the United States and leaving valuable lessons for contemporary propaganda work.

Keywords:
Communist Party of Vietnam; revolutionary press; propaganda; resistance against the United States; ideological front.

1. INTRODUCTION

The period from 1960 to 1975 represents one of the most critical and transformative phases in the history of the Vietnamese revolution, characterized by the climax of the resistance war against the United States and the comprehensive development of the nation in political, economic and social spheres. During this period, the revolutionary press emerged as a central ideological front, playing a multifaceted role that extended far beyond mere information dissemination. It served not only to inform and educate the public but also to shape public opinion, foster national unity, strengthen morale on the battlefield and in the home front and actively counter the distortions and propaganda of the enemy.

Under the comprehensive and strategic leadership of the Communist Party of Vietnam, the press was recognized as a powerful tool in ideological, political and cultural struggle. The Party emphasized that revolutionary journalism was inseparable from the broader objectives of building and consolidating the national united front, ensuring the cohesion, determination and political awareness of the people and sustaining the resilience of the population throughout the long and arduous struggle for national liberation.

The Party's policies, guidelines and directives on press and propaganda during this period were carefully designed to integrate political messaging with organizational and methodological approaches. This included guidance on the structure and operation of newspapers, the selection of content, stylistic presentation and the use of persuasive and emotionally resonant communication techniques. Such comprehensive leadership ensured that the press could fulfill its dual mission of informing and mobilizing, while serving as a decisive instrument in the ideological confrontation with foreign adversaries.

This article seeks to examine in detail the Party's leadership in the revolutionary press from 1960 to 1975, exploring the processes, content organizational methods and overall strategic role of the press. Furthermore, it aims to draw lessons from historical experiences that remain highly relevant for contemporary propaganda, journalism and information work, particularly in the context of Vietnam's ongoing social transformation, media development and international integration.

2. THE PROCESS AND CONTENT OF THE COMMUNIST PARTY'S LEADERSHIP IN PROPAGANDA WORK THROUGH REVOLUTIONARY JOURNALISM (1960–1975)

The period from 1960 to 1975 marked a crucial stage in the history of the Vietnamese revolution, when the resistance war against the United States entered its fiercest phase. Recognizing the immense importance of the press on the ideological front, the Communist Party of Vietnam provided strong and consistent leadership over propaganda activities in the revolutionary press. The Party regarded journalism as a vital instrument to serve

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political missions, consolidate the people's determination to resist the enemy, educate and shape public opinion and inspire nationwide participation in the revolutionary cause.

2.1. Laying the foundation for revolutionary journalism (1960–1964)

During the early years of this period, from 1960 to 1964, the Party concentrated on building a solid foundation for the system of revolutionary journalism in both North and South Vietnam. Newspapers such as The People, The People's Army and Liberation were strengthened in terms of organization, content and dissemination. The Party directed that journalists must be not only politically and ideologically grounded but also capable of accurately reflecting the realities of life, production and combat.

The main content of propaganda in this phase emphasized educating revolutionary ideals, fostering patriotism, promoting the unity of the entire people and strengthening faith in the ultimate victory of the revolution. Through articles, commentaries and reports, the revolutionary press conveyed the Party's policies and strategies, explained the just nature of Vietnam's struggle and built up the people's confidence in the leadership of the Party and the strength of the socialist North as the rear base for the South's liberation movement.

2.2. The press as a weapon in the anti-American resistance (1965–1970)

From 1965 to 1970, when the war escalated dramatically with the U.S. intervention and bombings in the North, the Party placed even greater emphasis on the combative role of the revolutionary press. The press was viewed as a political, ideological and cultural weapon on the front lines against the United States and its allies. Under the Party's direction, newspapers were required to provide accurate, vivid and timely reflections of the realities on the battlefield, while countering the enemy's distortions and psychological warfare.

Journalists worked under extremely difficult and dangerous conditions, yet they managed to produce powerful reportage, photo essays and commentary that revealed both the brutality of war and the heroic spirit of the Vietnamese people. The press became an essential tool in mobilizing the masses, inspiring the rear to increase production, study and participate in cultural and military activities and nurturing a collective spirit of sacrifice for national independence.

During this period, the Party also promoted the integration of the press with other forms of propaganda such as radio broadcasts, leaflets, posters and wall newspapers to extend the reach of revolutionary information. This combination helped ensure unity and consistency in the Party's propaganda efforts nationwide, from the liberated zones in the South to the socialist North.

2.3. The peak of revolutionary journalism in the final stage of the war (1971–1975)

From 1971 to 1975, revolutionary journalism reached its peak, becoming a strategic instrument for mobilizing public spirit, faith and determination to win the war. Newspapers such as Liberation and The People played leading roles in covering major liberation campaigns, reporting frontline victories and reinforcing the legitimacy of the Vietnamese revolution in the eyes of the international community.

Under the Party's leadership, journalists were encouraged to produce in-depth battlefield reports, eyewitness accounts and politically charged essays that blended theoretical reasoning with the emotions of the people. This combination of ideological education and human expression gave revolutionary journalism a strong persuasive power. The press did not merely report the events of the war but actively guided public sentiment, strengthened national unity and heightened belief in the Party's leadership and the just cause of independence and reunification.

During this time, the Party also emphasized improving the style and professionalism of the press. Revolutionary journalism was required to be dynamic, appealing and inspiring, while maintaining its ideological firmness. The Party paid close attention to training a contingent of revolutionary journalists with strong political integrity, professional competence and a willingness to work in dangerous and challenging conditions.

2.4. General assessment of the Party's leadership in revolutionary journalism (1960–1975)

Overall, during the period from 1960 to 1975, the Party's leadership in revolutionary journalism was comprehensive and strategic. It included defining the press as a key ideological front serving political objectives, ensuring the accuracy, vividness and educational value of propaganda content and aligning all journalistic activities with the goals of the national liberation struggle. The Party's direction ensured that journalism became not only a medium for information but also an instrument of political struggle, education and mobilization.

Moreover, the Party paid attention to improving the methods and style of revolutionary communication, combining political theory with the emotions of the masses to increase persuasive impact. Alongside domestic propaganda,

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the revolutionary press also engaged in external communication, countering hostile narratives and enhancing the international prestige of the Vietnamese revolution.

Through these efforts, the revolutionary press under the Party's leadership became a powerful ideological and political weapon. It played a vital role in orienting public opinion, strengthening the will to fight, fostering national unity and ultimately contributing to the historic victory of April 30, 1975, which brought independence and reunification to the Vietnamese nation.

3. ROLES, IMPACTS AND LESSONS LEARNED FROM THE LEADERSHIP OF THE REVOLUTIONARY PRESS (1960–1975)

The leadership of the revolutionary press by the Communist Party of Vietnam during the period from 1960 to 1975 clearly affirmed the strategic and indispensable role of the press in the broader revolutionary cause. First and foremost, the press acted as a principal ideological and political front, enabling the Party to effectively shape and guide public opinion, strengthen the people's confidence in the goals of national liberation and cultivate a collective commitment toward building a new, independent and progressive society. Revolutionary newspapers and periodicals served not only as channels for information dissemination about military developments, people's living conditions and mass mobilization activities but also as vehicles for communicating the Party's directives, policies and ideological positions. This helped elevate political awareness among the population, fostered national solidarity and reinforced a collective sense of responsibility and resilience during a time of intense struggle.

Thanks to the Party's strict, timely and strategic leadership, the press became a powerful propaganda instrument that could directly counter enemy misinformation, distortions and psychological warfare. By safeguarding revolutionary ideology and promoting the principles of socialism and national independence, the press helped consolidate public trust in the Party and the revolutionary cause. It also served as a vital platform to unify and mobilize people across urban and rural areas, connecting the efforts of fighters on the frontlines with the support of the home front, thereby creating a comprehensive and coordinated revolutionary effort.

In addition to its ideological and political functions, the revolutionary press had tangible impacts on social movements and the fighting spirit of the Vietnamese people. Articles, reports, eyewitness accounts and frontline dispatches were presented in diverse, vivid and engaging journalistic forms that not only informed but also inspired. They encouraged agricultural and industrial production in rear areas, motivated armed forces and stimulated active participation among youth in various revolutionary campaigns. Many patriotic emulation movements, cultural initiatives, literacy programs and productive labor activities gained momentum and wide participation due to the persistent advocacy of the press. These efforts collectively created a synergistic force that significantly contributed to the eventual victory of the resistance war against the United States.

Moreover, the revolutionary press played an important role in international advocacy and foreign affairs. By presenting Vietnam's struggle as a legitimate cause for national liberation, refuting false narratives propagated by opponents and garnering moral and political support from the global community, the press strengthened the credibility of the Vietnamese revolution on the international stage. This enhanced the country's diplomatic leverage, built solidarity with progressive forces worldwide and countered negative propaganda efforts by foreign adversaries.

From the Party's leadership and the practical operations of the revolutionary press, numerous valuable lessons emerge for contemporary propaganda and information work. First, the press must be recognized as an integral component of the Party's ideological strategy, serving direct political objectives while remaining closely connected to the daily realities, needs and aspirations of the people. Second, propaganda content and methods should be dynamic, relatable and multidimensional, combining analytical and theoretical rigor with emotional resonance to create broad social influence. Third, cultivating and developing a cadre of journalists, editors and propagandists with political knowledge, ethical integrity, professional expertise and innovative thinking is essential to sustaining high-quality press leadership. Fourth, the strategic integration of domestic and foreign information work is critical for expanding influence, safeguarding revolutionary legitimacy and securing international support. Finally, the leadership of the press must be accompanied by continuous monitoring, guidance and adaptation of content and methods to respond to changing social conditions, technological advances and evolving public expectations.

Thus, the roles and impacts of the revolutionary press under the Party's leadership during 1960–1975 extended far beyond simple communication. They manifested in effective propaganda, education and ideological struggle, while leaving a rich legacy of historical lessons. These lessons provide a strong foundation for modern propaganda, journalism and information work, particularly in today's context of international integration, social transformation and digital development, ensuring that the press continues to serve as a strategic tool for national development and public mobilization.

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4. CONCLUSION AND RECOMMENDATIONS

The research affirms that the Communist Party of Vietnam's leadership over revolutionary journalism during the period 1960–1975 played a decisive role in consolidating political faith, strengthening the spirit of resistance and building the great national unity bloc. Journalism during this time was not only a channel for information dissemination but also a strategic ideological weapon that truthfully reflected the realities of combat and the lives of the people. It also guided public opinion, countered the enemy's distortions and promoted the just cause of the Vietnamese revolution to the world. The Party's leadership in this field demonstrated careful attention to both content and methods of propaganda, as well as to the style and tone of revolutionary communication. The Party also prioritized training a contingent of politically steadfast, professionally competent revolutionary journalists and developing a wide-ranging press network suited to each phase of the resistance war. These achievements made a vital contribution to the historic victory on April 30, 1975 and left valuable lessons for communication and propaganda work in the present era.

Based on the research findings, several recommendations can be proposed to enhance the effectiveness of press leadership in today's context. First, it is essential to continue recognizing journalism as a crucial ideological front that serves political missions, public education and the shaping of public opinion, while strengthening social trust. The press should combine factual reporting with the dissemination of moral, cultural and socio-political values to create more persuasive and far-reaching communication effects.

Second, it is necessary to develop a team of competent and well-rounded journalists who are politically and ideologically grounded, professionally skilled and creative in presenting information and expressing ideas. This requires continuous professional training, ethical education and opportunities for creative development to meet the demands of modern journalism.

Third, methods and styles of propaganda should be renewed to combine theoretical reasoning with emotional appeal, traditional journalism with modern communication platforms. This integration will enhance the effectiveness of public persuasion and expand the influence of the Party's message in the digital age.

Fourth, the study, research and summarization of historical experience from the 1960–1975 period should be maintained and applied flexibly to the contemporary context of modernization, international integration and digital transformation. Historical lessons from the revolutionary press can help orient communication strategies today, ensuring they remain ideologically sound while adapting to new technologies and audiences.

Finally, the combination of domestic propaganda with external communication must be strengthened to enhance Vietnam's international reputation and moral legitimacy, counter false narratives and win support from the global community. This task is vital for maximizing the effectiveness of the press in the current era of global connectivity and information competition.

In conclusion, the Communist Party of Vietnam's leadership over revolutionary journalism during 1960–1975 is not only a precious historical legacy but also a crucial foundation for developing contemporary communication strategies. These lessons provide valuable guidance for improving the effectiveness of propaganda work today, thereby contributing to the sustainable development, integration and confident international presence of Vietnam in the new era.

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