

**EVALUATING THE MEDIA COVERAGE'S IMPACT ON COMMUNICATION  
ACTIVITIES RELATED TO SOCIAL SECURITY IN VIETNAM DURING THE  
PERIOD OF INTERNATIONAL INTEGRATION**

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**ABSTRACT**

Social security is an important subject of media coverage. By informing the needs of each person, group of people, community in difficulty and the activities of elements in the social safety network, the media coverage acts as a connection between social security levels and people. On the other hand, the media coverage is also a part of the social safety network, which discovers and advises the State on policy making and becomes a direct or indirect factor, making important material contributions to the spirit of the social security system. Social security is an important area of information in the journals, social security information is also very close and essential to people's lives. Because social security information includes almost all information related to people's, basic life needs such as insurance (social insurance, health insurance, unemployment insurance, etc.), minimum wage, pensions, benefits (maternity, sickness, work accidents, etc.), social incentives for people who have contributed to the country, emergency benefits for people in distress due to natural disasters, enemy sabotage and policies to support employment and vocational training for unemployed workers, people in particularly difficult circumstances, ethnic minorities in remote areas, people with disabilities, and others society (prostitution, drugs, etc.) to integrate into the community and ensure a minimum standard of living for them. The study was conducted to survey and evaluate the current state of media coverage's effectiveness on communication activities of social security in Vietnam during the period of international integration, pointing out the advantages, limitations and causes of limitations.

**Keywords:** Media Coverage; Social Security; International Integration; Vietnam.

**1. INTRODUCTION**

In the context of Vietnam entering a period of comprehensive integration with the world, with a strong impact on national policies to ensure social security, the task set for communication work is to build, develop, and perfect policies and laws. Social security law has become more important and urgent than ever. Task requirements are increasingly heavy, requiring media activities in general, especially the press system, to innovate thinking, attach importance to professionalism, in-depth, proactively research and grasp deeply. activities and issues that are being raised in ensuring the country's social security in order to have strategies and plans to improve operational efficiency. Under the impact of the scientific and technological revolution, as well as the rapid development of the economic, cultural, and social fields, the press has become an extremely important force. In the society today. It changes the face of modern life, affects the

quality of life and lifestyle of each person, and affects all aspects and levels of society. The press has the function of propaganda, organization and collective encouragement, social criticism, creating public opinion and orienting social opinion, if oriented, led, directed and managed. If the management and organization are implemented well and scientifically, there will be positive contributions, promoting the highest effectiveness and efficiency in carrying out the communication tasks of building, developing and perfecting the social security system. That reality requires that communication work on social security needs to be strengthened, in which the press system has a leading position and important role. Therefore, it is necessary to study the effectiveness of media coverage on communication activities of social security in order to have appropriate solutions, improve communication effectiveness, and meet the requirements of building a solid social security system and maintaining stability of political and social determination.

The paper is structured as follows: After the Section 1 for Introduction, Section 2 is devoted to Literature Review. Section 3 refers to research models. Results are presented in Section 4. Final section is for conclusion and implications of the research results.

## 2. LITERATURE REVIEW

The role of media coverage (or journalism) in facilitating effective communication within the realm of social security has garnered considerable attention in contemporary discourse. In an era marked by rapidly evolving media landscapes and information dissemination channels, understanding the effectiveness of media coverage in communicating social security initiatives is crucial for policymakers, practitioners, and scholars alike. This literature review synthesizes existing research to explore the multifaceted dynamics of media coverage's impact on communication activities related to social security.

A typical study of Laura & Gal (2021) investigated the impact of media headlines regarding the Social Security trust fund on workers' decisions regarding their planned claiming ages, expectations of benefits, and savings habits. The findings indicated that exposure to headlines about the trust fund led to changes in the anticipated claiming ages and benefit expectations among respondents, though it did not affect their intended savings rates. Individuals who encountered one of the three treatment headlines tended to adjust their expected claiming ages downwards by approximately one year, on average. Moreover, they were more inclined to adopt realistic expectations regarding the level of future benefits, displaying a decreased tendency towards extreme positions, such as expecting very low or very high benefits. Specifically, exposure to information about ongoing revenues prompted respondents to have a more realistic outlook on future benefits, estimating them at around three-quarters of current-law levels. These results imply that media coverage of the trust fund often instills an exaggerated fear among workers regarding potential cuts to their future Social Security benefits. Offering pertinent details about ongoing program revenues helps to align workers' expectations with a more probable scenario. However, merely incorporating information about ongoing revenues into the narrative might not suffice to dissuade workers from claiming benefits early. Should future beneficiaries follow through with their intention to claim benefits a year earlier, they risk locking in lower monthly benefits without taking steps to bridge the resulting gap through increased saving.

Another research of Lawrence et al. (1995) asserted that policy experts and politicians hold divergent views on Social Security, engaging in vigorous debates. Critics of the program argue that Social Security generates unsustainable national budget deficits and has made commitments

to baby boomers that cannot be fulfilled. On the contrary, proponents of Social Security assert that the program possesses the necessary funds to fulfill its obligations for an extended period, approximately 20 to 25 years, and that implementing moderate adjustments will ensure its viability for the next 75 years. Additionally, defenders contend that the persistent warnings about an impending crisis in the Social Security system divert attention away from its positive contributions, such as reducing elderly poverty and providing crucial disability and life insurance benefits.

With concordance, Quinby & Wettstein (2021) investigated the reactions of workers to information regarding Social Security's financial status, employing an online experiment where participants are exposed to identical articles featuring varying headlines. The control group was presented with a headline stating that Social Security faces a "long-term financing shortfall", without explicitly mentioning the trust fund. In contrast, the headlines for the three experimental groups focused on the depletion of the trust fund. Two experimental groups were exposed to headlines highlighting the trust fund's projected depletion by 2034, employing increasingly sensational language, while the third experimental group encountered a headline explaining that ongoing program revenues will cover three-quarters of scheduled benefits post-2034.

Rappeport Alan (2019) discussed on Social Security and Medicare Funds in the USA. In this report, the yearly government assessment of the programs portrayed a grim outlook on their financial stability, which will increase the debt burden on the United States, particularly as the economy shows signs of cooling and taxes have recently been reduced. As per the report, the expenses of Social Security, the federal retirement program, are anticipated to surpass its revenue by 2020, marking the first time since 1982. The program's reserve fund is forecasted to be exhausted in 16 years, potentially resulting in reduced payments for beneficiaries unless Congress intervenes. Simultaneously, Medicare's hospital insurance fund is projected to be depleted by 2026 - a timeline consistent with the previous year's projections. This depletion would mean that doctors, hospitals, and nursing homes might not receive their full reimbursements from the program, potentially shifting more financial responsibility onto patients.

### **3. RESEARCH METHODS**

#### **3.1. Research hypothesis**

There is a close relationship between social security and the media coverage (or press) and mutual impact. The press impacts the public's awareness, attitudes, and behavior on social security according to the principles and impact mechanisms of mass media. Press effectiveness in communication activities on social security in the period of international integration has new and higher requirements.

Solutions to improve journalistic effectiveness in communication activities on social security during the period of international integration must be built on the scientific basis of media theory and correct assessment of the current situation, ensuring high feasibility. when applied in practice.

Grasping and properly applying the principles of communication, mass communication, and the impact mechanism of the press will make an important contribution to improving journalistic effectiveness in communication activities on social security in Vietnam in the future.

#### **2.2. Theoretical research methods group**

Use the textual research method and apply the perspectives of dialectical materialism and

historical materialism in researching a social phenomenon (see Aneri Arya (2020)). Research domestic and foreign documents, documents, textbooks, reference books on media and social security. Read, analyze, synthesize, classify, and systematize documents to build a theoretical basis for the topic.

### **2.3. Practical research methods group**

#### **2.3.1. Quantitative research methods**

The author uses this method to research the responses of the recipients of social security communication messages, through questionnaires for four groups of subjects representing the social security public (see Rana et al. (2021)). We conducted a sociological survey, with a total of over 2,100 survey forms, specifically the survey subjects as follows:

703 directors of social insurance nationwide (63 directors of social insurance in provinces and centrally-run cities and 640 directors of social insurance in districts and towns);

800 directors of businesses representing regions and regions throughout the country, including provinces: Dien Bien, Hoa Binh, Hung Yen, Thanh Hoa, Da Nang city, Gia Lai, Binh Duong, Can Tho;

650 vouchers are for patients examined and treated at 3 central hospitals located in Hanoi (Bach Mai hospital, K hospital, E hospital) and students of Academy of Journalism and Communication - Representatives of participants and beneficiaries of social security regimes and policies.

#### **2.3.2. Qualitative research methods**

Expressed through open questions when creating opinion polls to explore issues that are difficult to do with quantitative research. The author processes data collected through questionnaires by synthesizing and analyzing directly (see Ugwu, Chinyere & Eze, Val. (2023)).

#### **2.3.3. Statistical and classification methods**

Use statistical methods to process and analyze collected data and information for quantitative research (see Xiaofeng et al. (2013)).

## **3. RESULTS**

### **3.1. Overview of the surveyed public**

The number of participants and beneficiaries of social security regimes in the country is currently very large, with health insurance alone reaching nearly 65% of the population; about social insurance for over 10% of the population; about Social Incentives is also about over 10% of the population, etc. To be able to verify the effects and effectiveness of media coverage through feedback from the social security public, we selected a sample of public surveys that are representative, Through which there are general assessments and inferences. Specifically, we selected 4 survey subjects as follows:

- Firstly, it is the team of social insurance directors of provinces, cities, districts and towns throughout the country (implementing key policies and regimes of the national social security system). They are both organizers of the implementation of basic social security regimes and policies, and participants of basic social security regimes (social insurance, health insurance, unemployment insurance). In particular, for the team of social insurance directors throughout the country (730 people), who directly invest funds and efforts in organizing communication work at

the grassroots level, they will have quite accurate assessments of the effectiveness of social insurance. press results for the implementation of political tasks of the social insurance agency. The number of ballots received back was 579; including 79.45% male, 20.55% female; Ages from 30 to under 40 account for 13.64%; from 40 to under 50 years old accounts for 41.45%; from 50 to 60 years old is 44.91%; Post-university education level is 3.63%; university is 82.73%; intermediate level 13.64%; Economic training occupations account for 56.30%; doctors 4.32%; law 8.64%, other industries 30.74%; Working seniority of less than 10 years accounts for 1.38%; from 10 years to less than 20 years: 24.18%; from 20 years to under 30 years: 28.84%; from 30 years to under 40 years: 39.55%; 40 years or more has 5.87%. Survey data shows that the majority of people holding the position of social insurance director in the country are 40 or older; The level of training is quite high, from university to above accounting for over 86%; The main training field is economics (56.30%); Working seniority is from 10 to 40 years mainly (92.97%).

- Second, survey the opinions of directors of large enterprises, who are employers, they are also responsible for contributing to implementing the provisions of law on basic social security regimes (social insurance, Health Insurance, Unemployment Insurance), and is responsible for contributing 2/3 of the premium for employees according to regulations (employees pay 1/3 of the premium according to the provisions of the Law on Social Insurance and the Law on Health Insurance). These subjects are also people who often have to listen to public opinion, know the value and benefits of media activities, especially the effectiveness and consequences of being criticized by the press, and fight to protect the rights of the media. workers. To have objective and representative information, we conducted a survey to solicit opinions from 800 directors of large enterprises in 8 provinces and cities representing regions, regions and regions throughout the country (Dien Bien, Hoa Binh, Thanh Hoa, Quang Binh, Da Nang, Gia Lai, Binh Duong, Can Tho), the number of ballots received was 518.

- Third, survey patients' opinions at some central hospitals located in Hanoi (Bach Mai hospital, K hospital - cancer department and E hospital, with 394 votes). Patients who come for examination and treatment at these hospitals are mostly seriously ill and have huge costs. They are interested in information about rights, responsibilities as well as procedural regulations. medical examination and treatment process in the mass media in general and the press in particular.

- Fourth, survey the opinions of students at the Academy of Journalism and Communication, Ho Chi Minh National Academy of Politics and Administration with 232 votes. This is a subject with in-depth training in journalism and communications and is responsible for implementing mandatory health insurance according to the provisions of the Health Insurance Law. The information collected through this survey on the effectiveness of media coverage in communication activities on social security helps the research to have the necessary basis for evaluation.

The survey sample was designed using an open and closed method applicable to all 4 target groups:

- For the group of business directors, explore 8 main contents, which are: (1) Level of knowledge about social security; (2) Channel to receive information about social security; (3) Level of concern about social security issues reflected in the press; (4) Content about social security in the press is often of interest; (5) Evaluate the effectiveness of communication channels on social security; (6) What types of newspapers usually receive social security information through; (7) Awareness of compliance with social insurance and health insurance laws; (8) Other opinions. For this group of subjects, the author has integrated anket survey with in-depth

interviews, to further assess the awareness of compliance with social insurance and health insurance laws, shown in question (7). ) How to participate in social insurance, health insurance, unemployment insurance? (with 03 answer options: Closing fully and promptly; Closing incompletely; Closing not timely; and other opinions).

- For the group of social insurance directors, explore 10 main contents, which are: (1) Level of knowledge about social security; (2) Channel to receive information about social security; (3) Level of concern about social security issues reflected in the press; (4) Content about social security in the press is often of interest; (5) Evaluate the effectiveness of communication channels on social security; (6) Evaluate press effectiveness in communication activities about social insurance, health insurance, and unemployment insurance); (7) What types of newspapers usually receive social security information through; (8) Testing opinions on solutions; (9) Other opinions; (10) Some information about yourself. For this group of survey subjects, the author has integrated anket investigation with in-depth interviews to further assess the issues that this subject can meet, shown in Question 6 to evaluate evaluate journalistic effectiveness in communication activities on social insurance, health insurance, unemployment insurance) and Question 8 to serve the research of possible solutions to improve journalistic effectiveness in communication activities on social security and social security. Association whose pillars are social insurance, health insurance, and unemployment insurance policies.

- For the patient and student survey groups, 9 main contents were probed, which are: (1) Level of knowledge about social security; (2) Channel to receive information about social security; (3) Level of concern about social security issues reflected in the press; (4) Content about social security in the press is often of interest; (5) What types of newspapers usually receive social security information through; (6) Evaluate the effectiveness of communication channels on social security; (7) Awareness of health insurance policy; (8) Some information about yourself; (9) Other opinions. For this group of subjects, the author has integrated anket survey with in-depth interviews to further assess the awareness of these subjects, shown in Questions 7 and 8 to assess awareness of the policy. Health insurance.

### 3.2. Survey results

**Table 3.1: Summary of social security public opinion survey results**

No.	Survey content	Object			
		Director of Social Insurance	Business manager	Bệnh nhân	Sinh viên
1	Level of knowledge about social security (from basic understanding to no understanding)	23.32%	45.56%	61.93%	50%
2	Which channel do you most often receive social security information through (order of interest)	(1) Printing newspaper (2) Television	(1) Electronic newspaper (2)Television	(1)Television (2) Broadcasting	(1) Printing newspaper (2) Television

		(3) Electronic newspaper (4) Direct propaganda (5) Broadcasting	(3) Printing newspapers (4) Broadcasting (5) Direct propaganda	(3) Printing newspapers (4) Electronic newspaper (5) Direct propaganda	(3) Electronic newspaper (4) Broadcasting (5) Direct propaganda
3	Level of concern about social security in the press: - Very interested - Continuous attention - less interested - Not interested	40.41% 50.43% 8.98% 0%	22.78% 44.59% 20.46% - 11.97%	24.37% 30.96% 42.64% 5.08%	31.03% 29.31% 37.93% 1.72%
4	Content of concern about social security (from frequently concerned to very concerned): - Social insurance: - Health Insurance: - User interface: - Social incentives: - Social assistance: - Social work:	93.09% 92.91% 92.23% 76.86% 65.80% 61.65%	83.01% 82.44% 76.65% 50.77% 48.45% 47.49%	57.87% 64.46% 25.89% 31.47% 30.96% 30.96%	60.35% 72.41% 18.96% 44.83% 44.83% 53.45%
5	Evaluate the effectiveness of communication channels on social security (level from fair to high): - Printing newspaper: - Television: - Broadcasting: - Electronic newspaper:	59.93% 70.46% 52.67% 55.62%	37.64% 51.74% 41.51% 48.04%	38.58% 62.94% 33.50% 37.06%	80.76% 84.48% 50.00% 55.17%
6	Usually receive social security information through which type of press: - News - Reflection Post - Interview - Investigate - Reporting - Editorial - Comment	95.34% 86.18% 65.28% 58.895 84.11% 63.04% 70.64%	94.21% 60.04% 53.04% 55.47% 68.73% 56.76% 57.72%	83.76% 32.99% 24.37% 21.83% 34.01% 14.72% 16.75%	89.66% 79.31% 51.72% 46.55% 60.34% 24.14% 32.76%

(Source: Authors' analysis)

The above results show that the public's awareness of social security is still very limited,

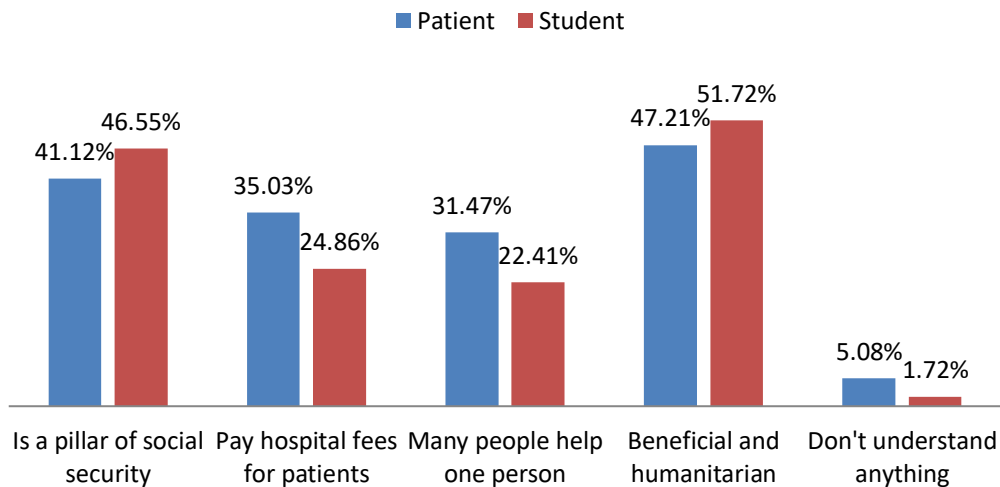
the level from basic understanding to no understanding at all for patients going for medical examination and treatment is 61.93%; students is 50%; Enterprise directors are 45.56% and even social insurance directors are those who are directly organizing the implementation of social insurance, health insurance, and unemployment insurance policies - the main pillars of the social security system. The level of understanding of social security is from a basic understanding. Even if you don't understand anything, it accounts for 23.32% of respondents. The process of distributing questionnaires and surveying directly to patients and students took us a lot of time to explain. Most of the time, the concept of social security is still too unfamiliar to people from all walks of life.

To further verify this statement, in designing the questions in the survey, we asked patients and students how they perceived the health insurance policy - an important pillar of the related social security system. to people's health and probe some information about themselves to check whether they know whether they are eligible to participate in voluntary or compulsory health insurance according to law. The results are summarized in Table 3.2 and Table 3.3 is as follows:

**Table 3.2: Results of the survey on awareness of health insurance policy**

No.	Answer plan	Patient		Student	
		Votes	Ratio %	Votes	Ratio %
1	Is a pillar of social security	162	41.12%	108	46.55%
2	Pay hospital fees for patients	138	35.03%	60	24.86%
3	Many people help one person	124	31.47%	52	22.41%
4	Beneficial and humanitarian	186	47.21%	120	51.72%
5	Don't understand anything	20	5.08%	4	1.72%

*(Source: Authors' analysis)*

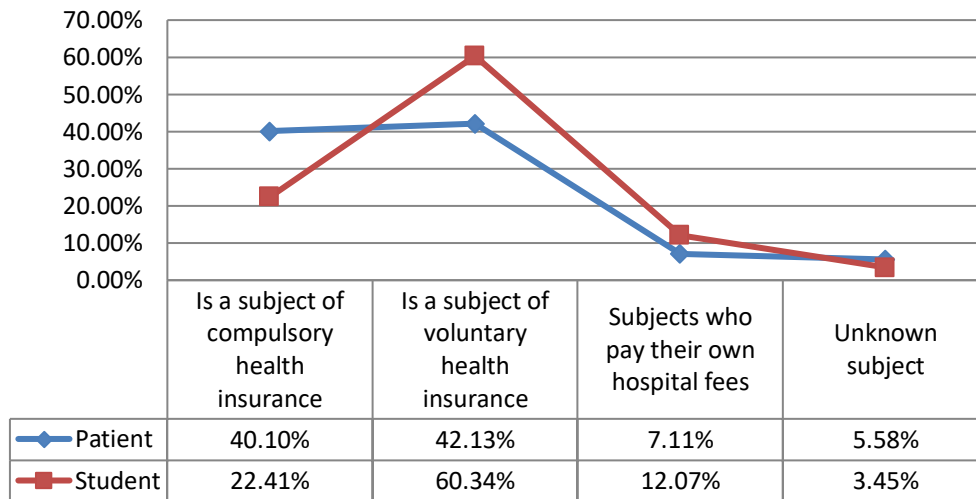




**Table 3.3: Results of probing knowledge about the subject's self**

No.	Answer plan	Patient		Student	
		Votes	Ratio %	Votes	Ratio %
1	Is a subject of compulsory health insurance	158	40.10%	52	22.41%
2	Is a subject of voluntary health insurance	166	42.13%	140	60.34%
3	Subjects who pay their own hospital fees	28	7.11%	28	12.07%
4	Unknown subject	22	5.58%	8	3.45%

(Source: Authors' analysis)



From the results summarized in Tables 3.2 and 3.3 above, it shows that respondents are aware of the importance, benefits, and nature of health insurance policy at a very low level (from 22.41% to 51.72%). ; Thus, the number of people who are not clearly aware ranges from over 77.59% to 48.28%, especially from 1.72% to 5.08% of respondents do not understand anything about health insurance policy. Similarly, with the question probing information about the subject himself, the results showed that only 22.41% of students answered correctly, over 72% of students answered incorrectly (because this subject was approved by the Law). Health insurance regulations are mandatory from January 1, 2010), especially 3.45% of students asked were not sure which category they belonged to. For patients, survey data reflecting the rates of participation in mandatory health insurance (40.10%), voluntary health insurance (42.13%), and self-payment of hospital fees (7.11%) can accurately reflect actual structure of the target group, however, 5.58% of respondents did not know which target group they belonged to. The above survey results show that communication work on social security in general and the role and effectiveness of the press in particular are still very limited.

- Regarding the channel for receiving information about social security, survey data shows that print newspapers are considered by leaders, social insurance managers and students to be the digital channel of first concern, the second is television, the second is television. Third is electronic newspaper. On the contrary, employers identify electronic newspapers as the channel of first interest, television also ranks second, and print newspapers only rank third. For patients, receiving information about social security on television is the most important channel, radio is second, print

newspapers are third and electronic newspapers are only fifth. This survey results show that print newspapers are the third most important channel. is still an important channel, suitable for communication work for educated people, however, it is currently dominated by other forms of press such as television, electronic newspapers and radio. enjoy.

- Regarding the level of interest in social security issues in the press, for social insurance directors, with their positions, functions and tasks of organizing the implementation of social insurance and health insurance policies and laws, they always pay attention to these issues. The topic of social security is reflected in the press, specifically, up to 50.43% of respondents are often interested; 40.41% are very interested; Only 8.98% are less interested and no one is not interested. For directors of businesses, due to the time characteristic of focusing mainly on production and business, the level of concern also has its own characteristics, specifically: 44.59% are regularly interested; 22.78% are very interested; 20.46% are less interested and 11.97% are not interested. The level of concern among patients is also low: only 24.37% are very interested; 30.96% are often interested; Meanwhile, 42.64% are less interested and 5.08% are not interested. University students' level of interest is quite similar: 31.03% are very interested; 29.31% are often concerned; But there are also 37.93% who are less interested and 1.72% who are not interested.

Although the level of interest of the subjects is very different, the analysis of survey data also clearly reflects the information needs of the press public on social security issues from the level of regular interest to very interested. accounts for from nearly 30% to over 50%; In particular, those who are leaders and managers are often more interested in social security content in the press (over 44% to over 50%).

- Social security content in the press is often of interest. For social insurance directors, content about social insurance, health insurance, and unemployment insurance are regular and very interested, the corresponding rate is 93.09%; 92.91%; 92.23%; Social incentives are 76.86%; Social assistance is 65.80%; Social work is 61.65%. Business directors are most interested in social insurance content (83.01%); Health insurance (82.44%); Unemployment insurance (76.65%); Social incentives (50.77%); Social assistance (48.45%); Social work (47.49%). The group of patients most interested in is health insurance content (64.46%); Social insurance (57.87%); Social incentives (31.47%); Social assistance and social work reached a rate of 30.96%; Unemployment insurance is 25.89%. The university student group is also most interested in health insurance content (72.41%); then comes social insurance (60.35%); Social work (53.45%); Social incentives and social assistance (same rate of 44.83%); The lowest is unemployment insurance (18.96%).

The above results show that the content of the press reflecting on social insurance and health insurance, which receives the most attention from the public, is quite consistent with the contents pointed out by the theoretical basis of social security, because those are the pillars of social insurance. The national social security system has an impact on the lives and health of all classes of officials and people. For student groups, students are also often more interested in the State's specific social security policies and regimes that provide subsidies, assistance, priorities, and incentives for disadvantaged and disadvantaged groups.

- Regarding the evaluation of the effectiveness of social security communication channels, the survey shows that the opinions of social insurance directors believe that television is the most effective communication channel (70.46% of respondents); Print newspapers ranked second (59.93%); electronic newspapers (55.62%); radio 52.67%. The group of business directors also said that: television is the most effective communication channel (51.74%); Electronic newspapers ranked second (48.04%); radio (41.51%); then comes print newspapers (37.64%). The patient

group also rated television as the most effective channel (62.94%); then comes print media (38.58%); electronic newspaper 37.06%; radio (33.50%). The group of Journalism and Propaganda students rated the printed newspaper as the most effective communication channel (80.76%); then comes television (80.76%); electronic newspapers (55.17%); radio (50%).

The above survey results show that television is still considered by the public to be the most effective communication channel; Print newspapers are valued more than other subjects by intellectuals and leaders and managers. Radio and electronic newspapers are also evaluated by the public as having certain effectiveness. This shows that, in the era of information explosion, print newspapers are being overwhelmed by modern forms of journalism, requiring strong innovation in content and form of expression in order to survive and survive. develop.

- Regarding the type of press where the public receives information about social security, responses from social insurance directors across the country show that news is most interested in reading (95.34%); then comes the reflection paper (86.18%); reportage (84.11%); comments (70.64%); interview (65.28%); editorial (63.04%); investigation (58.89%); Other categories are 33.85%. Business directors often follow news genres (94.21%); reportage (68.73%); reflection paper (60.04%); comments (57.72%); editorial (56.76%); investigation (55.47%); interview (53.04%); other genres (46.72%). Patients often receive news mainly through news (83.76%) and reportage (34.01%); reflection paper (32.99%); interviews (24.37%), while other genres receive very little attention. For journalism students, the most popular reading genre is news (89.66%); reflection paper (79.31%); reportage (60.34%); interview (51%); investigation 46.55%; The editorial and comment genres are very rarely read (editorial 24.14%, comment 32.76%).

Although there are certain differences, the survey results show that the common feature of the social security public is that they often receive information through common genres of journalism, which are news, reflection articles, reports, interview, investigation. The editorial and commentary genres are of interest to leaders and managers. Other public audiences are less interested in this genre.

To have more practical basis to evaluate the effectiveness of the press and media in a more specific way, in the survey of business directors (employers) we learned about the awareness of compliance with the law. Social security is directly expressed in how the unit participates in social insurance, health insurance, and unemployment insurance. With the question: "How does your unit participate in social insurance, health insurance, and unemployment insurance?". As a result, 304 comments said full and timely payment (58.69%); 102 comments said the payment was not complete (19.69%) and 120 comments said the payment was not timely (2.34%). This situation reflects the current situation of evasion and arrears of social insurance, health insurance, and unemployment insurance, which is mainly due to the employer's awareness and understanding of social security in general and social insurance, health insurance, and unemployment insurance in particular. Labor employment is limited; Workers also do not have information and do not dare to fight when their rights are violated.

In addition to the main data and information obtained through the above survey, in designing the content of the survey questionnaire, the author also asked open questions to exploit additional creative and complementary consulting opinions. Supplement necessary information to serve the research.

The combined results have 71 other comments, the public consulted and proposed to focus on groups with the following content:

- It is necessary to strengthen the leadership and direction of the Party and State for social security work, through the issuance of directives, resolutions, action programs, inter-sectoral coordination... to promote the combined strength of the entire political system for building, developing, perfecting social security policies and laws and ensuring social security.

- Social security issues do not account for a corresponding proportion in newspapers; Promote communication work on the press, radio and television systems, but do so to suit the subjects, areas and regions.

- Society's awareness and understanding of social security is still limited. It is necessary to make all levels and sectors (especially key officials) clearly understand the definition of social security, thereby serving as a basis for promoting activities. Communication activities on social security are increasingly effective.

- Integrate social security propaganda activities with propaganda, dissemination and legal education activities at conferences of organizations such as the Fatherland Front, Women's Union, Farmers' Association, Trade Unions, Youth Unions, veterans...

- Diversify forms of direct communication (panels, posters, flyers, leaflets, question and answer books, pictures...); Set up website...

- Increase investment in funding and necessary conditions; Arrange well-trained and professional staff in journalism and communications; Regularly train and provide professional training for propaganda officers and collaborators at the grassroots level.

- Strengthen cooperation between press agencies to promote the power of communication on social security; Intensive training for journalists to write on the topic of social security, to write quality journalistic works on social security, especially investigative and critical works...

In summary, through the survey of public feedback on social security with typical representative subjects, it shows that public awareness of social security is still very limited, the concept of social security is still too strange to people of all classes. . Although the level of interest of different subjects is very different, the information needs of the press public on social security issues are very large, especially leaders and managers. The content that receives the most public attention is the pillar issues of the national social security system, which impact the lives and health of all classes of officials and people. Polls evaluating the effectiveness of communication channels show that print newspapers are being overwhelmed by modern forms of journalism, requiring strong innovation in content and form of expression to survive. exist and develop. The Social Security public often receives information through common genres of journalism, which are news, reflection articles, reports, interviews, investigations...

#### **4. CONCLUSION AND IMPLICATIONS OF THE RESEARCH RESULTS**

Summary of survey results of social security public feedback reflects the current situation of communication work on social security in general and the role and effectiveness of the press in particular is still very limited. At the same time, the survey results provide a lot of useful information to help research and develop solutions to improve journalistic effectiveness in communication activities on social security in the future.

Based on the presented research results, the research team offers implications based on the factors identified as having an impact on the role and effectiveness of the press in communication work on social security. Through that, the research team also clarified the socio-economic contributions from the results of the project. To improve the quality and effectiveness of journalism

in communication activities about social security in Vietnam during the integration period, we would like to suggest some of the following solutions:

Firstly, leaders of press agencies and journalists need to fully understand the concept of social security and the social security system in Vietnam today. Press agencies and state management agencies also have the obligation to train reporters to be professional and knowledgeable about social security.

Second, each press agency needs to build a team of collaborators who are social security experts. To have an in-depth look, perspective, sharp assessment and accurate analysis of social security, no one can be better than an expert at a research agency or State management agency. about this field. Currently, Vietnam has 808 print media agencies and 92 newspapers and electronic magazines. The number of general electronic information pages of press agencies is 265. Regarding radio and television, there are 77 Radio and Television stations, of which the number of radio and television program channels promoted in Vietnam has 194 channels, with 104 television program channels promoting...

Third, press agencies and journalists need to cooperate closely with agencies implementing social security policies. The press both takes information from these agencies to provide to the public and is also a forum to convey their voices to those agencies.

Fourth, expand specialized pages and columns on social security in the press, popularize all 5 elements of social security including: Insurance and social insurance, social incentives, social assistance, government labor policies, social security movements.

Fifth, build and expand interaction channels between press agencies and the press public in the field of social security. Develop more information channels on social networking platforms such as facebook, youtube, tiktok, instagram,... with a strong focus on developing facebook fanpage. Because this is a popular information channel with Vietnamese social network users. At the same time, continue to deploy and develop more information channels on other social networking platforms, helping to diversify information related to social security policies, creating excitement for readers and viewers. Orient social media channels to become the main place to receive feedback and contributions from domestic and foreign readers.

These interactive channels are clearly effective for information such as: unexpected relief (due to accidents, natural disasters...), new policies on basic salary, social benefits... With the support Thanks to modern means of communication, interaction is increasingly rapid and diverse.

In short, the development process of the press shows that media publications can only be useful if associated with people's lives, in which social security is their most intimate issue.

In the context of globalization and increasingly deep international integration; when the power of information and other connections has transcended national borders; When integration has unprecedentedly high requirements, along with the requirements for stability and economic, political and social development of the country, the issue of social security is increasingly considered an indicator of stability. and develop. All social activities must be people-oriented - and people are the center, so human welfare must be considered important and first. Therefore, social security communication work must be placed in the right position, at the right level and must operate professionally and modernly, with emphasis on effectiveness and efficiency. The press is the most important means of communication and must be the leading force, promoting effectiveness and efficiency in political work, ideology, propaganda, dissemination, building and perfecting the national social security system for the sustainable socio-economic development of the country.

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