

Received: October 2023 Accepted: December 2023

DOI: <https://doi.org/10.58262/ks.v12i1.018>

Improving Vietnam Buddhist Information and Communication Activities in the Current Context

Duong Quang Dien (Venerable Thich Thanh Dien)¹, Bui Van Kieu (Venerable Thich Dao Thinh)²,
Nguyen Van Tuan³

Abstract

The importance of communication and information in religion is growing in the current environment. The Vietnam Buddhist Sangha, in particular, presents possibilities and challenges in raising the caliber of communication and information operations. Sharing spiritual knowledge is simpler, but it also calls into question its truth and morality. Fake news and misinformation need to be addressed by the Sangha and society. The growth of social networks has altered how people connect with and share religious teachings, necessitating effective communication tool utilization on the part of the Sangha. Enhancing information and communication activities becomes essential to preserving community moral, ethical, and cultural values. To deal with the potential and problems in an increasingly diversified and rich digital and information age, the appropriate training, awareness, and communication techniques are required.

Keywords: Operational quality; Vietnam Buddhist Sangha; Information Communication.

Introduction

In the current context, the role of information and communication becomes increasingly important and strongly influences all areas of social life. In particular, in the field of religion, information and communication play an important role in maintaining and developing the spiritual, ethical and cultural values of the religious community. Vietnamese Buddhism has become an indispensable part of the spiritual life of a part of the people, and is also facing many challenges and opportunities in improving the quality of information and communication activities of the Vietnam Buddhist Sangha.

In today's diverse and complex information environment, sharing information related to religion has become easier than ever thanks to the development of communication technologies. However, this also means ensuring the accuracy, credibility and ethics of the information. The Vietnam Buddhist Sangha needs to face the challenge of controlling misinformation, fake news and the use of information to mislead or misrepresent spiritual values.

In addition, the use of social media and online platforms to interact with and convey the message of Dharma and teachings is also changing the way believers access spiritual information. This raises the question of how the Vietnam Buddhist Sangha can effectively

¹ Vice Chairman of the Central Executive Council of the Vietnam Buddhist Sangha, Vietnam. Email: duongquang58@gmail.com

² Member of the Executive Council of the Central Committee of the Vietnamese Buddhist Sangha, Vietnam. Email: thinhkhonggiac@gmail.com

³ Deputy Head of Scientific Research Department on organization Apparatus, payroll, Institute of Organizational Science and Personnel, Vietnam. Email: nguyentuan.btc84@gmail.com

utilize these communication tools, contributing to spreading the good message and building a stronger spiritual community.

Practice shows that improving the quality of information and communication activities of the Vietnam Buddhist Sangha becomes a core factor to maintain and develop the community's spiritual, ethical and cultural values. This requires a focus on training and raising awareness for monks, nuns, Buddhists and monks and nuns who manage the Sangha about the important role of information and communication, as well as building develop a comprehensive and effective communication strategy to face the challenges and opportunities in today's digital and information age.

Research Methods

In order to improve the quality of information and communication activities of the Vietnam Buddhist Sangha in the current context, the application of the right research methodology is an important factor to ensure its effectiveness and sustainability in the process. improvement and implementation. Some of the research methods that the authors have applied in overcoming challenges and taking advantage of opportunities in this field include:

Historical and logical method: When collecting and analyzing content related to the Sangha's communication, it is necessary to respect objective reality and historical values in the process of carrying out communication work. Combining historical and logical methods in improving the quality of information and communication activities of the Vietnam Buddhist Sangha will help define the necessary directions to build a reliable an information and effective communication base in the current context.

Library method and statistical and synthesis method: The use of this method helps the authors collect and analyze the content of messages, articles and communication materials of the Vietnam Buddhist Sangha. Men to evaluate accuracy, morality and conformity with religious values. This analysis provides a clear view of how religious information is conveyed and the target audience.

Expert interview method: Find out the opinions of monks and nuns, religious communicators and media experts on how to optimize the Sangha's information and communication activities in the current context.

It can be seen that the synthesis of results from the above methods will provide a multi-dimensional and specific view of the situation of information and communication activities of the Vietnam Buddhist Sangha, thereby helping to build a strategy to improve and enhance the quality of information and communication activities in the current context.

Results and Discussion

The importance of improving the quality of information and communication activities of the Vietnam Buddhist Sangha

With a history of formation and development of more than 2,500 years and spreading across the globe, Buddhism is the source of wisdom, peace and equality, well-being for millions of people around the world and has a profound impact on the world. to many different cultures, including Vietnam - where Buddhism has become one of the largest religions, having the most profound influence on the cultural and spiritual life of the People. With the growing popularity

of Buddhism, there has been a need for effective and efficient communication systems to promote the teachings of Buddhism and connect people to the rich cultural heritage of Buddhism.

Firstly, it acts as a lever to promote the spread of the value and meaning of Buddhist activities. The Central Department of Information and Communication has a very important role in promoting the spreading of the values and meanings of Buddhist activities. The Buddhist communication system has played an important role in promoting the teachings and values of Buddhism, the values of truth goodness - beauty, virtue, compassion and wisdom of Buddhism to monks and nuns. , Buddhists and the masses of the People, making more people approach and understand the values and beliefs of Buddhism to a wider audience in society. This system includes various communication channels and methods, traditional media such as Buddhist scriptures and teachings, as well as applying the achievements of modern science and technology such as websites, media, etc. social media and multimedia. By using different media, such as media, print and digital platforms, the internet (Zalo, Facebook, Youtube), websites, TV channels About Buddhism.

Secondly, it makes an important contribution in spreading Buddhist ideas to a large number of followers and the masses. Through various forms of communication and communication channels, the Central Department of Information and Communications has helped to raise awareness and understanding of Buddhist teachings and practice among Buddhist monks, nuns and followers. One of the main tasks of the Information and Communication Department of the Central Committee and at all levels is to disseminate information about Buddhist events and activities, such as Buddhist holidays, festivals and rituals such as the Great Buddha. Buddha's Birthday, United Nations Day of Vesak, Vu Lan's filial piety ceremony, Taking refuge in the Three Jewels, Great ceremony for supplication... This not only allows monks and nuns and Buddhist followers to participate in these events, but also promotes the cultural and historical significance of Buddhism to the wider community. The Central Department of Information and Communications also works to preserve and promote the rich cultural heritage of Buddhism, including the preservation of Buddhist artifacts and historical sites.

Thirdly, to contribute in the maintenance and embellishment of cultural heritages and monuments, and to promote the traditional and human cultural values of the Vietnamese nation. One of the important contributions of the Buddhist communication system is the preservation and embellishment of Buddhist monuments and cultural heritage. Buddhist temples and monasteries are important places of worship and pilgrimage for Buddhists, as well as a repository of Buddhist knowledge and cultural heritage. Many ancient temples have been donated by the government, people, Buddhists, benefactors near and far to embellish, restore and preserve their long-standing values. Many Buddhist rituals are promptly preserved and maintained. Information on preserving the unique value of the relic complex of Bo Da Pagoda, Huong Son scenic spot, Keo Pagoda, Dau Pagoda, Phat Tich Pagoda, Vinh Nghiem Communal House, etc. can be mentioned on the Sangha's information websites. Thanks to the internet system, it is possible to store and widely introduce to the public the historical, cultural and social values through artifacts that are still preserved at the facilities through images, stored data. store. Through disseminating information about the sacred sites of temples and monuments, Buddhist communication helps to raise awareness of the importance and promote the preservation of monuments and cultural heritage for future generations (Anh, 2022).

Another important role of the Buddhist communication system is to promote the traditional cultural and human values of the Vietnamese nation. Buddhism has a rich cultural heritage that

encompasses many different beliefs, practices and traditions, and through communication this heritage is passed on from generation to generation. The Buddhist communication system helps to convey the values and meanings of Buddhism to the public easily and widely, providing followers and the people with information about activities, events, contents and activities. about Buddhism. This helps young people and those who do not know Buddhism well to understand and learn more about Buddhism, while helping to maintain a strong sense of cultural identity and Buddhist pride. contribute to the preservation of the cultural heritage of the nation in general.

Fourthly, expand and connect the network of Vietnamese Buddhists. Information activities The media actively participates in expanding and connecting the network of Vietnamese Buddhists. Information activities The central media plays an important role in bringing together the Buddhist community and promoting the connection of the network of Buddhists to help them deepen their understanding of the teachings and values of Buddhism. Thanks to this activity, the Vietnam Buddhist Sangha has established online platforms, such as websites and social media accounts, which act as virtual hubs for Buddhists to share information and discuss discuss issues and participate in online events. These platforms allow Buddhists to connect with each other and learn about the teachings of Buddhism from anywhere, anytime. In addition, this activity also plays a major role in organizing events and activities that bring the Buddhist community together. This includes everything from large-scale Buddhist festivals to local community gatherings, providing opportunities for Buddhists to meet, network, exchange ideas and gain insight. on Buddhist teachings.

Fifthly, contribute to the fight and elimination of incorrect and misleading information about Buddhism. The Central Committee of the Vietnam Buddhist Sangha has actively directed and guided the Vietnam Buddhist Portal: PhatGiao.org.vn and the Buddhist news website Online to report on Buddhist activities of all Central Institutes and Departments. The Central Committee of the Sangha and the provinces and cities, the portraits of exemplary monks and nuns, Buddhist monks and people who love Buddhism. Actively exchange and coordinate with mainstream press agencies to publish, broadcast and spread, thereby reflecting officially and having a voice in handling the information crisis in the Sangha. Control and remove unorthodox media information, information that defames the image of the Vietnamese Buddhist Sangha, monks, nuns, and Buddhists, and falsifies the teachings and principles of the Tao. Buddha. Communication activities ensure that all information of the Sangha to the outside, on the media is unified, reflects correctly, fully and honestly the will of the Sangha according to the principle: "The unity of Buddhism Vietnam builds on the following principles: Unifying will and action, unifying leadership and organization, while respecting and maintaining the traditions of the Sect, as well as the correct methods and means of practice. Law" - Preface of the Sixth Amendment of the Charter of the Vietnamese Buddhist Sangha (Minh & Giang, 2022).

Along with the development, the increasingly asserted position of Buddhism in Vietnam, there is still a growing concern about the spread of misinformation and misunderstandings about Buddhism. The role of Buddhist media in addressing these issues is very important, as it provides a means of disseminating accurate and reliable information about Buddhism, helping to deal with misinformation. misconceptions and misconceptions in the perception of Buddhism. In addition to promoting accurate information about Buddhism, Buddhist media also contributes to combating misinformation by bringing community connection and connection among Buddhists around the world. Through events and initiatives, such as

Buddhist festivals, retreats and international conferences, Buddhists can participate, connect with each other, and share their experiences and perspectives on Buddhism. This helps to build a strong sense of solidarity and unity among Buddhists, and provides a common voice against any misinformation that may be spreading.

Sixthly, contributing to connecting Buddhism in Vietnam with Buddhism in the region and Buddhism in the world. Buddhist media plays an important role in connecting with Buddhism regionally and globally. Buddhist Communication provides a platform for the exchange of ideas, knowledge and experiences between the local and regional Buddhist communities and around the globe. The Central Committee for Information and Communication is one of the key organizations that has contributed to the expansion and connection of the network of Vietnamese Buddhists. For the purpose of promoting the image, activities and teachings of Buddhism, the Department of Information and Communication has actively participated in organizing various events and programs, such as conferences, seminars and courses, Vesak Day,... These events have provided an opportunity for Buddhists from all over the world to connect with each other and share their experiences, knowledge and ideas. Through this exchange of information and ideas, the Buddhist community was able to deepen their understanding and appreciation of Buddhist teachings and activities. Thus, in addition to connecting the Buddhist community, the media of Vietnamese Buddhism also plays an important role in promoting Buddhism to a large number of followers and the public in some countries around the world and also through communication activities to promote Buddhism of one country to a large audience in other countries.

The current situation of information and communication activities of the Vietnam Buddhist Sangha in recent years

Actual situation of resources involved in the activities of information and communication media

Communication has always been identified by the Vietnam Buddhist Sangha as an integral part of the cause of preaching. From the central to the provincial level, the task of the Central Committee of Information and Communications of the Vietnam Buddhist Sangha is determined to build centralized communication channels, with resources to develop content to spread information. Thanks to the correct policy of the Central Committee of the Vietnam Buddhist Sangha and the unity and synergy of all monks, nuns, and Buddhists, the work of social media and digital transformation is gradually coming into reality and bringing back achievements which are very encouraging in recent years.

About human resources. At the Third Conference⁴ of the Central Committee of the Sangha, according to Resolution No. 016/NQ.HDTS dated January 19, 2010, the Communication Department under the Standing Board of the Executive Council of the Vietnam Buddhist Sangha was established. The Standing Board of the Executive Board issued Decision 320 on August 23, 2011 to establish the Communication Committee, consisting of 05 members of the Advisory Board, 22 official members, Layman Tu Van as the Head of the Executive Board. The birth of the Communications Department is an event to celebrate the 30th anniversary of

⁴ According to the Proceedings of the *Conference on the 30th Anniversary of the Founding of the Buddhist Church of Vietnam* (1981-2011), Religious Publishing House, Hanoi, Buddhist calendar 2556 – Buddhist calendar 2012, p. 27: “Based on the Resolution of the 4th Plenum of the Church on January 19, 2010, the Communication Department under the Standing Committee of the Executive Board of the Vietnamese Buddhist Sangha was established and gradually implemented and consolidated. All employees according to Decision No. 320 dated 23/8/2011. The launch of the Communication Department is an event to celebrate the 30th anniversary of the founding of the Vietnamese Buddhist Sangha, towards the VII Congress of the Vietnamese Buddhist Sangha and the Congress of the Provincial Buddhist Associations for the 2012-2017 term. and are qualified to prepare for the promotion of the image of the Vietnamese Buddhist Sangha to monks, nuns, Buddhists and the masses through multimedia communication methods.

the establishment of the Vietnam Buddhist Sangha, towards the VII Congress of the Vietnam Buddhist Sangha and the Provincial Congress of the Buddhist Association for the term of office 2012-2017” (Vietnam Buddhist Sangha, 2012).

In order to strengthen information and communication activities of Buddhism, the Buddhist Sangha of 63 provinces and cities of Vietnam has established Information and Communication Committees under the Executive Boards of Buddhist Sanghaes in provinces and cities. The activities of these committees are agreed with the Information and Communication Department of the Central Committee of the Vietnam Buddhist Sangha.

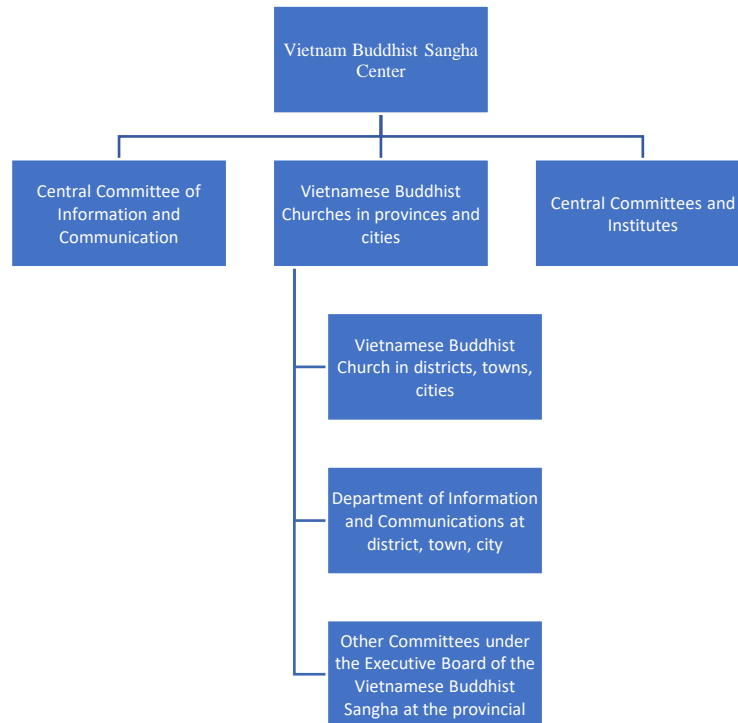


Chart: Levels of the Information and Communication Department of the Vietnam Buddhist Sangha, 2023.

Since then, each province has also formed Information and Communication Committees under their local Buddhist Executive Board, contributing to conveying a lot of Buddhist information to the community. Buddhism uses the media to make a great contribution to the cause of propagating the Dharma, is the optimal means of bringing religion into life, and effectively embodies the spirit of entering the world.

Regarding financial resources: Since the Vietnam Buddhist Sangha does not have its own financial resources for professional activities in information and communication, the Department of Information and Communication has proactively managed and balanced to organize the implementation of the product. Producing communication programs and Buddhist activities on information and communication activities, promptly and promptly responding to necessary information to monks, nuns, Buddhists and people at home and abroad.

The Department of Information and Communication actively develops programs and targets to mobilize financial resources for its Buddhist activities at the central and provincial levels,

actively promotes the construction of financial resources for such activities. Urgent actions such as training human resources for Buddhist communication activities, equipping modern facilities to meet the requirements of strong application of information technology in Buddhist activities.

About facilities. Each Buddhist monastery, each affiliated grassroots level, each monk, nun, believer and Buddhist can participate in information and communication work through communication channels that every day there are now interacting in social life. Many prestigious journals are published periodically, attracting great attention from readers such as the Journal of Buddhist Culture, the Journal of Buddhist Studies of the Vietnam Buddhist Research Sub-Institute, the Journal of Buddhist Studies. Khuong Viet Buddhist Studies of the Vietnam Buddhist Academy in Hanoi; Special issue Hoa Dam, the voice of Vietnamese Buddhist women... The Enlightenment Newspaper is the mouthpiece of Buddhism in Ho Chi Minh City but is considered the main newspaper that publishes all news and activities. Buddhist affairs of the Sangha and Buddhism in provinces and cities nationwide.

Many internal journals have been published, conveying a lot of in-depth Buddhist teachings and timely updates on the situation of Buddhist activities in the locality, which can be mentioned as Internal Journals such as Hoang Phap Internal News, Lieu Quan Center Internal Magazine (Thua Thien Hue), Hoa Tu Internal Newspaper (Ninh Thuan), Hoa Tu Internal Journal (Da Nang City), Quang Duc Internal Journal (Khanh Hoa), Doc Sen (Central Monastery, Binh Thanh District), Internal Affairs of Hoa Khanh Pagoda (Binh Thanh District), Pho Quang Pagoda (Phu Nhuan District), Tu Quang Buddhist Studies (Xa Loi Pagoda), Huong Sen (Binh Duong Province), Huong Tu Bi (Kien Giang), Vo Uu Noi Newspaper (Dak Lak), Huong Tu Bi (Dak Nong), Today's Buddhist Journal, Spiritual Tourism..

In addition, there are other social networks, other communication methods such as personal pages, communication through activities of temples, monasteries, ashrams, etc. used and promoted to participate in the communication work of the Sangha. Vietnam has 98 million people, as of October 2022 there were nearly 85 million Facebook accounts, 13 million Instagram users, 70 million Messenger, nearly 5 million linkedin. Vietnam is also in the group of 15 largest countries in cyberspace; ranked 9th in the world in terms of total users downloading applications and 10th in terms of time spent using applications on smartphones. Among Vietnamese book platforms, the Zalo network has nearly 80 million subscribers. Some other social networking sites like Youtube have about 25 million viewers/month, the highest in the Asia Pacific region, the number of Tiktok users over 18 years old in Vietnam is over 40 million people (Quang, 2022).

The Vietnam Buddhist portal was licensed to operate by the Ministry of Information and Communications No. 09/GP-TTĐT on April 4, 2014, with the domain name Phat Giao.org.vn as the Sangha's official communication agency. Vietnamese Buddhism. The web portal of the Vietnam Buddhist Sangha has been built on the basis of modern techniques and technology, in line with the development trend of society. The Vietnam Buddhist portal reflects the rich history of Vietnamese Buddhism as well as the depth of Vietnamese Buddhism spirituality, practice and culture in general, serving Buddhist communication, activities and activities. of the Vietnamese Buddhist Sangha and spreading the Dharma. The portal helps to provide a rich source of documents on Buddhism, which have been verified and presented in a simple, logical and easy to understand manner, helping Buddhists, monks and nuns and domestic and international readers to access wisdom. wisdom of the Buddha in a convenient, easy, free way.

The activity of the Sangha's web portal regularly publishes official information, provides information on basic content of the Vietnam Buddhist Sangha, transmits Sangha media events; carry out communication of events such as Buddha's Birthday, Vu Lan, Buddha's enlightenment day, Buddhist days nationwide; implementation of media publications, communication supplements; implementing VESAK 2019 press center...

An Vien TV channel built the An Vien Day Newsletter and broadcasted thousands of bulletins with a duration of 15 minutes/1 bulletin with content about domestic and international Buddhist events and reportages, documentaries on Buddhist activities and Buddhist buildings and architecture. The activities of An Vien TV channel are assessed to reflect the spiritual life, quality content, rich forms with many genres, associated with good people and good deeds.

In 2019, the online Buddhist channel closely followed the Buddhist activities of the Sangha, publishing and updating information on all aspects of the Sangha on www.phatsunonline.com the fastest. Performing over 100 live televised events, recording and reporting on Buddhist conferences, seminars and events from the central level to the provinces and cities and some international events; Live streaming of Dharma lectures, festivals, summer retreats, charity and humanitarian activities; ... This is the widespread spread of media activities about Buddhist activities. to the social community.

The website of the Central Committee of the Vietnam Buddhist Sangha, Enlightenment online, the Information and Communication Department, the Executive Boards of the Vietnamese Buddhist Sangha of provinces, coal... publishes news, Buddhist activities of the Sangha and the locality. The number of people visiting the website is increasing day by day.

In the past time, with the aim of bringing important content and information of the Vietnam Buddhist Sangha to monks, nuns, Buddhists and international friends, the Central Committee of Information and Communication of the Buddhist Sangha Vietnamese Catholic Sangha has coordinated with the State's communication activities.

The Department of Information and Communications has organized coordination activities with state agencies and newspapers such as Vietnam Television, Voice of Vietnam, Vietnam News Agency, print and electronic newspapers such as: People newspaper, New Hanoi newspaper, Kien newspaper, VietnamNet, Vnexpress.Net, Vnmedia,... (Central Committee of Information and Communication, 2017), to promote communication activities about important activities and events about Buddhism to exchange and provide information on Buddhist activities of the Vietnam Buddhist Sangha to be published and broadcast, contributing to promoting the image and affirming the position of the Vietnam Buddhist Sangha.

Some breakthroughs have been made, such as online meetings, online Buddhist learning programs, and lectures via social networks. The Department of Information and Communication has tested and achieved initial success. The value of digital transformation for Buddhism is closely linked with the value of sustainable development because digital transformation helps organize the Sangha's activities in a more scientific way based on technology, and at the same time keep up with the movement. of society. Especially, during the time of the Covid-19 epidemic, when the whole country implemented social distancing, the Buddhist Information and Communication Department carried out many active information and propaganda activities for the contingent of monks, nuns, and believers. Buddhists and the masses strictly follow the directives of the Prime Minister, the Ministry of Health, the guiding documents of the Ministry of Home Affairs, the Government Committee for Religious Affairs, and local functional agencies to participate in the prevention and control of the epidemic

effectively. A number of portals support people in epidemic prevention by providing and transmitting timely information and images; support safety medicine bags, oxygen bottles, food, essential food when registering or contacting the portal according to instructions.

Information crisis handling activities of the Central Committee for Information and Communication aim to promptly handle negative and limited information about Buddhism, the Vietnamese Buddhist Sangha and the lives of monks and nuns. Acts, violations of precepts, etc. Timely detect acts and activities that take advantage of Buddhism and the prestige of the Vietnam Buddhist Sangha to operate in superstitions, violations of the law, and negative beliefs. plot against the State

The reality of participating in propaganda activities of information and media

Information and Communication activities The Central Committee of the Vietnam Buddhist Sangha and localities have been actively communicating the Dharma in the localities, collaborating on news/articles/photos and videos; provide information about local Buddhist events to the Information and Communication Department of the Central Vietnam Buddhist Sangha. The most active are the Information and Communication Departments of Thua Thien Hue, Long An, Kien Giang, Quang Nam, Hanoi, Dong Nai, Thai Nguyen, Khmer Theravada Buddhism, Mendicant Order.

Currently, the Vietnam Buddhist Portal has 18,975 articles in 5 years; The traffic index reaches an average of 4 million views/month. As of October 2022: There are 233,000 subscribers, recognized by Youtube as a silver button, the channel has nearly 1000 videos posted, Fanpage is verified with tickgreen: 175,473 fol, average 30 posts/day. The website has 18,975 news articles / 5 years; The traffic index reaches an average of 4 million views/month. In September 2022, the Vietnam Buddhist Portal has developed an online reading and listening application like the applications on the leading electronic newspapers in Vietnam today (Information and Communication Department of the Central Committee of the Vietnam Buddhist Sangha, 2023).

The Online Buddhist General Information Portal officially operated from March 28, 2018, up to August 12, 2022, it has posted 21,056 news, photos, videos; implementing 1,080 live televised events on online platforms, implementing 9,705 current news programs, weekly newsletters and English news as well as Programs in the Channel's Format. The channel focuses on developing online TV programs, Buddhist events, organizing retreats, giving lectures online on social networking sites such as: Facebook - Fanpage, Youtube and Youku with the name "Buddhist affairs" Online TV".

A number of publications on propaganda propaganda made by the Departments, Institutes, Denominations, Executive Boards, Information and Communication Departments under the monastic institutions, including: Lieu Quan Journal by the Lieu Buddhist Cultural Center Hue restaurant made. The Journal of Buddhist Culture is organized by the Central Committee of Culture of the Sangha. Khuong Viet Magazine is conducted by the Vietnam Buddhist Academy in Hanoi. Tam Thi bookcase made by Ky Vien Trung Nghia Pagoda in Nha Trang. The internal magazine Bat Nha is implemented by the Cultural Department of the Vietnamese Buddhist Sangha in Bien Hoa City (Information and Communication Department of the Central Committee of the Vietnam Buddhist Sangha, 2023).

To propagate the Dharma through praising the fine traditional culture of the Vietnamese nation in general and Buddhism in particular. To guide Buddhists and religious friends as well as all

compatriots to come together with truth, goodness and beauty, contributing to strengthening solidarity - cohesion in the whole society. Performing the task of connecting between the Vietnam Buddhist Sangha and outside individuals and organizations to create a strong link between religion and life in order to enhance the role of Buddhism in people's lives. Protecting the Buddha Dharma, participating in the construction and defense of the Fatherland, serving the nation, contributing to the building of peace and tranquility in the world according to the motto "Dharma - Nation - Socialism". Coordinating with competent authorities of the State or the Vietnamese Buddhist Sangha to inform and propagate about the Vietnam Buddhist Sangha or handle violations causing bad consequences or influence the Vietnamese Buddhist Sangha.

Comments and some problems raised in the process of information and communication activities of the Vietnam Buddhist Sangha in recent years

Some comments on the process of information and communication activities of the Vietnam Buddhist Sangha in recent years

Under the leadership of the Central Committee of the Vietnam Buddhist Sangha, in the process of information and communication activities, some positive results have been achieved, such as:

First of all, the Vietnam Buddhist Sangha has properly appreciated the position and important role of information and communication activities in contributing to promoting the image and affirming the position of Buddhism as well as that of the Vietnam Buddhist Sangha. Currently, the Buddhist media system in Vietnam has made many important contributions to the dissemination of Buddhist ideas to the public: An Vien TV channel, Enlightenment Newspaper, Buddhist Culture Magazine, Buddhist Research Journal... Websites, electronic news sites and a massive system of tapes and publications are published with content. rich and varied in form. On Buddhist websites, there are titles of sutras, laws, and treatises. Each page has different titles, and even has an explanation of the sutras, laws, and treatises to make it easier for Buddhists to understand.

Lectures will be streamed online during Buddha's Birthday Week, calendar 2565, on digital platforms such as: Enlightenment online, Enlightenment TV, Enlightenment Fanpage (official Facebook of the Enlightenment Newspaper) and channels. The media belongs to the Department of Buddhist Dissemination of Ho Chi Minh City.

And the Venerable Monks also discussed and agreed to organize a Working Group of the City's Department of Dharma Dissemination, including the venerable ones from the Lecture Division, to visit the ashrams of Ho Chi Minh City monasteries during the Vesak season. this year. Thereby, in order to exchange and listen to the actual requirements from the ashrams to have cooperation and support in the work of preaching, appropriate in the current conditions, situations and social contexts.

Second, the web portal of the Vietnam Buddhist Sangha has been built. The Information Department has built two websites and more than 100 Buddhist news pages belonging to the local departments, institutes and Sanghaes, through which, the Information and Communication Department carries out information and communication activities. Buddhist activities all over the country.

Third, organize activities to coordinate with state media agencies to inform and communicate about important activities and events of the Vietnam Buddhist Sangha, such as: Coordinate with VTV television stations conducting live TV programs of the opening, closing ceremony

and international art night. Support to provide documents and movies for stations to make reportages and films.

Incarnation Buddhism; More than 200 domestic news agencies, press, broadcasting, representing 72 international press agencies operate during the days of Vesak Day 2019. The Board also cooperated with the Buddhist Research Sub-Institute Vietnamese Studies in Hanoi and the Journal of Buddhist Studies held a celebration and a scientific conference "30 years of the Vietnam Buddhist Studies Sub-Institute in Hanoi and the first issue of the Journal of Buddhist Studies" .

Fourth, the Information and Communication Department with its specific and direct activities has contributed to correcting and orienting public opinion and information about violations of precepts, promptly refuting hundreds of fake news about Buddhism and the Vietnamese Buddhist Sangha and pointed out violations of precepts, ethics, and lifestyle of monks and nuns, so it was promptly handled and oriented public opinion according to information. Since then, it has gradually consolidated the image and position of the Vietnamese Buddhist Sangha.

Fifth, the activities of fostering and training knowledge and skills in communication work have been promoted, increasingly methodical, attracting a large number of students to participate in the local Buddhist Sangha's Executive Boards. side sent. Through training and retraining activities, the ability and skills of monks and nuns, Buddhist followers participating in information and communication activities have been significantly improved and improved.

Sixth, successfully organized Vu Lan Festival with annual themes. Many programs have resonated greatly about the ethics of "being grateful", and the gratitude of Buddhism in the hearts of every Vietnamese. Besides, participating in charity activities, contributing to building society is regularly organized, with various forms contributing to the general activities of the Vietnam Buddhist Sangha.

In addition to the achievements, in the process of implementation, the information and communication activities of the Vietnam Buddhist Sangha have also encountered some limitations and inadequacies in recent years, as follows:

The information and documents of the Vietnam Buddhist Sangha are rarely updated, and the arrangement of information content on the portal is not logical; Communication activities of the Board on issues of the Sangha to monks, nuns, Buddhists, to the people are still delayed. The content of a number of articles and newsletters on Buddhist activities is not really in-depth, fully exploited in terms of information content, lacks evidence, and images are not convincing; The implementation of information crisis handling activities has been delayed and has not yet been able to direct public opinion. The handling and correction of information about borrowing the name of the Vietnam Buddhist Sangha by some organizations and individuals is still confusing, delayed, and misleading for many Buddhist followers and affect the image of the Sangha; The system of images of the activities of the Vietnam Buddhist Sangha has not yet been developed and completed on the web portal and website of the Sangha. The images on the web portal and website of the Sangha currently focus mainly on events without paying attention to building an image system according to the themes of the Sangha's activities. Most of the websites of the Vietnam Buddhist Sangha at all levels do not yet have a development strategy, their activities are still heavy on form, and when they were newly established and built, they functioned well and effectively; resources for regular activities are still difficult, there is no fixed and specific financial source. The communication team has not been properly trained, so the professional efficiency is not deep.

Some problems for the Central Committee of Information and Communication of the Vietnam Buddhist Sangha

The Central Committee of Information and Communication has just been established, so it is necessary to continue to improve the organizational structure to meet the requirements in the new situation.

The professional level of monks, nuns and Buddhists involved in information and communication activities is uneven, there are cases of weak skills and lack of operational experience.

Communication activities in the Vietnam Buddhist Sangha have places, at times still delayed, the content of some articles and newsletters about Buddhist activities is still limited in information, not really complete, lacking proof, few pictures.

The handling of the information crisis is still slow and has not been able to direct public opinion in a timely manner.

Most of the websites of the Vietnam Buddhist Sangha at all levels do not have a development strategy, their operations are still heavy on form. Social media channels need to invest more in the interface to really catch the eye. With the characteristics that the majority of Internet users are young people, it is necessary to deploy content that goes deep into the lives and emotions of young people to attract this force to stick with Buddhism.

The development strategy and programs of the Central Committee of Information and Communications of the Vietnam Buddhist Sangha have not been developed yet, and development orientations have not been determined in stages.

Solutions to improve the quality of information and communication activities of the Vietnam Buddhist Sangha in the near future

In order to promote the achievements and gradually overcome the limitations and inadequacies, and gradually remove the problems posed by practice, in the coming time, the Vietnam Buddhist Sangha in general, the Committee Communication of the Vietnam Buddhist Sangha in particular needs to focus on implementing some basic solutions as follows:

Firstly, continue to improve the personnel structure at all levels. In order to effectively implement the solution of "Continuing to improve the personnel structure of the Information and Communication Department at all levels", in the coming time, the Vietnam Buddhist Sangha needs to focus on solving a few basic issues: (i) The Buddhist Sangha at all levels regularly review, review, summarize and evaluate the current situation, draw comments and evaluate the activities of the Executive Boards at all levels, especially the district level, districts, towns; promptly supplement and consolidate positions and titles of specialized departments, especially the Information and Communication Department, ensuring that activities are led and directed smoothly, and there is always management and supervision in all aspects of activities. move...; (ii) develop a strategy for development of education and training for monks, nuns and Buddhists (laymen). In which, it is clearly defined to improve professional qualifications with fostering and supplementing social knowledge and different disciplines in the implementation of Buddhist activities. Fostering knowledge of Buddhism for the team of monks and nuns, including clarifying the requirements, rules and regulations; (iii) through the local Boards, Institutes and Executive Boards to manage the activities of monks, nuns, and Buddhist followers (laymen) to ensure that all activities are carried out in accordance with the principles,

purpose of the Sangha, strict observance of precepts and discipline. At the same time, proactively and effectively coordinate with religious management agencies to verify and clarify information about behavior that is not in accordance with the standards of a part of monks, nuns and positions taking advantage of the Buddha's name. religious activities that affect the cause of construction and defense of the Fatherland and the majesty of the Dharma; (iv) The Buddhist Sangha at all levels should actively prepare and organize the effective use of basic conditions, including policies and resources, especially the contingent of monks, nuns and Buddhist followers (residences). doctor). Continue to appreciate and promote the role of the Sangha Committee at all levels in the process of implementing and organizing the Sangha's activities and managing, promoting and appointing positions at all levels. At the same time, develop a roadmap to expand the activities of "Preaching the Buddha's teachings" to border areas, islands and areas with special difficulties.

Secondly, promote training, fostering and using personnel in the development process. In order to develop the Vietnam Buddhist Sangha, the most important path for the Vietnam Buddhist Sangha is training and retraining to improve the qualifications of each member of the Vietnam Buddhist Sangha. Encourage monks and nuns of the Information and Communication Department to actively participate in training, fostering and employing personnel in the Board's development process; participate in research, fostering and studying in fields and fields outside the society, especially in the work of propaganda propaganda; Formulate a strategy for development of education and training for the contingent of monks and nuns, especially the contingent of monks, nuns, and Buddhist followers (laymen) who are in charge of teaching the Dharma; The Sangha continues to promote training activities for monks. The number of intellectuals is formed from many different training institutions (educational institutions of the Sangha; national and international universities and institutes). The Sangha needs to develop a project on scale and form with training quality; innovation of teaching content and methods should be synchronous in order to create a breakthrough; the management of education and training must be strict; attach importance to theoretical education associated with intensive practice in the fields and fields that the Sangha and society are in need of towards modern and sustainable goals; Researching, organizing a number of exchange activities, exchanging experiences with world Buddhist organizations and Buddhists in some countries in the region on Buddhist activities of the Sangha such as: training activities Increase talent, activities to guide Buddhists, activities of scientific research, activities of Sangha; Strengthening international cooperation in the field of education and training, organizing exchanges and exchanging experiences between the Institute of Buddhist Studies, the Buddhist Academy and international Buddhist research institutions and Buddhist academies. teachers in the world, continue to exchange back and forth between monks, nuns studying abroad and teachers teaching about the experience of spreading the Dharma. At the same time, promoting international cooperation in the field of Dharma propaganda, especially for activities, events, and news about international Buddhism, contributing to enriching the content of propaganda in the Sangha.

Thirdly, promote the Buddhist activities of the Information and Communication Department, especially the activities of "Dharma propaganda". Promote activities of directing and guiding the Vietnam Buddhist Portal, websites, newspapers and radio stations of the Vietnam Buddhist Sangha on information activities in order to collect and synthesize relevant information. to the Sangha and members of the Vietnam Buddhist Sangha for analysis, processing and reporting to the Proving Council, Board of Trustees or to use in professional work. The information required to uphold the Fa-rectification, protect the Sangha, and ensure that all information of the Sangha goes outside and on the media to propagate the Dharma is unified and reflects the

true, complete and honest will of the Sangha. Sangha. In information activities, it is necessary to control and eliminate unorthodox Dharma propaganda, information that defames and tarnishes the image of the Vietnam Buddhist Sangha, of monks, nuns, and lay followers. and distort the teachings and principles of Buddhism.

Continue to maintain and replicate effective models and ways of doing things in the activities of "Proclaiming the Buddha's teachings", especially the models of Buddhist activities in groups, clubs, and clubs among Buddhist followers. Attracting young people and teenagers to participate in the dissemination of the Buddhadharma to bring the humanistic philosophies of the Buddha to the younger generation, and at the same time affirm the importance of the human philosophies of the Buddha's teachings in Educating the young generation in morality, personality and lifestyle before the negative impacts of today's society.

Focusing on improving the quality of propaganda products, focusing on enhancing the attractiveness and leading of Buddhist information to the Buddhist community, followers and the masses who love and respect Buddhism. Build a team of monks, nuns, and Buddhist followers (laymen) with deep expertise, experience, spirit and high responsibility, especially capable of leading the masses to carry out activities. "Propagating the Buddhadharma" to border areas, islands, ethnic minority areas, and areas with special difficulties. In addition, the Sangha needs to build orientation and focus on building a number of centralized propaganda channels to gradually professionalize the communication of Buddhism. Another method of spreading the Dharma, which is very stable and effective, mentioned by Most Venerable Thich Gia Quang, is "communicating the Dharma by 'body teaching', speaking and doing, maintaining dignified and virtuous practice in the practice. practice, exchange, behave".

Promote activities to strengthen cooperation with websites and Buddhist magazines to exchange information and programs, expand the scope of communication about Buddhism and coordinate to handle the crisis of propaganda on Buddhism channel. Online (Websitewww.phatsunonline.com).

Promote the establishment of the project and build the Center for Professional Training in Dissemination of the Dharma to foster the professional skills of the members, collaborators and sub-committees of the denominations. Improve the quality of input, the quality of fostering monks, nuns and Buddhists (laymen). In order to achieve the goal of reaching out and integrating into the world, the Department of Information and Communications in collaboration with the Center for Professional Development in Communication and Dissemination of the Buddhist Sangha of Vietnam needs to improve the quality of training intellectual resources. Buddhist learning. Regularly organize training programs, guidance and training for monks, nuns, and lay followers on knowledge, experience and skills to participate in Buddhist activities of the Sangha. Vietnamese Buddhism at all levels, especially for activities that require the use of modern equipment and technologies such as: Dharma propagation activities, educational activities, processes, scientific research skills and organize scientific seminars, etc. Continue to organize exchanges and exchange of experiences through supporting activities, coordinating in organizing Buddhist activities of the Central Committee of the Vietnam Buddhist Sangha and the Buddhist Sangha. Vietnamese Buddhist Associations at all levels.

Fourthly, the Sangha needs to have a professional journalistic model, limiting spontaneity, lack of synchronization and lack of coordination among the focal points of Buddhist communication. Aware of the role and importance of building a professional journalistic model for the propagation of Buddhism, the Executive Board of the Vietnam Buddhist Sangha has directed

and administered all activities of the Information Department. Central communication in accordance with the principles and purposes of operation, bringing high efficiency in the performance of professional tasks. The Executive Board of the Vietnam Buddhist Sangha directs and administers the activities of the Central Committee of Information and Communications through programs, resolutions, and the arrangement and arrangement of personnel in building a specialized journalistic model. Karma. Focusing on developing the Buddhist Information Channel, building a professional journalistic model with connection and exchange with the Information and Communication Department of the Vietnam Buddhist Sangha in provinces, cities, and collaborators to collect information, documents, response and quick handling of media crises, contributing to building a good image of the Vietnam Buddhist Sangha.

Fifthly, developing resources during the operation of the Information and Communication Department of the Vietnam Buddhist Sangha should attach importance to and promote the application of modern scientific and technological achievements in order to improve organizational effectiveness in various fields. education and training activities, information and communication activities, Buddhist teaching activities and even Sangha activities, information and data should be promoted to digitize, equipment systems should be displayed. to gradually improve the effectiveness of Buddhist activities of the Vietnam Buddhist Sangha at all levels. The Vietnam Buddhist Sangha should promote the propagation of the Buddhadharma through the Internet, social networking applications and build a common data system for use throughout the Sangha; at the same time, proactively detect and prevent information and activities that take advantage of the name of Buddhism to profit, violate the law, and oppose the Party and State. Continuing to promote the application of modern technological equipment in Buddhist activities, contributing to improving the efficiency of the work of "Proclaiming the Buddha's teachings". At the same time, develop programs and activities to create favorable conditions for monks, nuns, Buddhists and people to have access to information of Buddhism in a convenient, efficient and quick way.

Building an electronic archiving system of the Sangha's administrative documents from the Central to the local Sanghaes and linking them in a unified way to facilitate searching and exchanging data and information, instead of publishing them. paper documents, convert the certificate of monks and nuns, and the traditional ordination certificate into smart cards for convenient management and inspection to limit the impersonation of monks and other negative effects, and at the same time respond to respond and keep up with the development of the digital era. Promote international cooperation in document digitization, document exchange, information cooperation to jointly build and develop Buddhism around the world. In addition, it is necessary to continue researching, translating and synthesizing Buddhist documents to serve the research, understanding and study needs of a large number of monks, nuns, Buddhist followers and scientists. with Buddhist issues.

The Vietnam Buddhist Sangha specifically determines the investment scale to mobilize from the contributions of Buddhist followers and charitable organizations and individuals, and at the same time uses financial resources from followers. Buddhists and people make offerings at the Monasteries. Continue to implement models of printing, publishing books, documents, ... to build funding sources for activities. In addition, the Vietnam Buddhist Sangha at all levels needs to make plans and build a model for developing facilities for the purpose of serving religious activities to ask for funding for support and investment from businesses. , benefactors and the State.

Sixthly, focus on research, preliminary, summary, and experience in the process of

operation. Conduct research and evaluate the current situation and background of information technology application in the Vietnam Buddhist Sangha, from developing guidelines, operating programs and providing solutions to link applications and to unify the application of modern technologies in the Sangha. Focusing on scientific research activities, organizing seminars and talks with topics on the role of information, influence and impact of science and technology, solutions to improve the efficiency of Buddhist activities. of the Sangha at all levels. Regularly organize training, training, exchange, preliminary, summary and exchange of experiences in the field of communication. The Central Committee for Information and Communication should continue to open training courses and fostering communication knowledge for the contingent of monks, nuns and Buddhist followers participating in information and communication activities of the Vietnam Buddhist Sangha. Local South. In addition, it is necessary to promote exchanges and exchange of experiences between the Information and Communication Committees at the local Executive Boards and with newspapers and radio agencies to improve skills and professional qualifications, with the purpose of evenly developing capacity, improving the quality of news.

Conclusion

The Central Information and Communication Department of the Vietnam Buddhist Sangha was established in 2011 and is one of the important media agencies of the Vietnam Buddhist Sangha. The birth of the Department of Information and Communication has very important theoretical and practical significance. Information and communication activities have contributed significantly to spreading Buddhist teachings and bringing the image of Buddhism closer and closer to the people. In addition, this activity has helped strengthen the role of Buddhism in society, contributing to the spiritual education of the country and spreading the image of Buddhism and Vietnamese people to countries around the world.

In recent years, information and communication activities have achieved many important achievements, especially in the field of communication. Vietnamese Buddhism is facing many challenges in the era of integration and development. The fourth industrial revolution is happening at a rapid pace and affects all areas, including culture, society, education and religion. The expansion of religions, including Buddhism, is a challenge for the Vietnamese Buddhist Sangha. In this context, the information and communication activities of the Vietnam Buddhist Sangha need comprehensive recognition and appropriate practical actions. The aim should be to put the teachings and canon law into practice and apply them wisely to help bring Buddhism into the lives of the people. It is important that this activity upholds the core values of Buddhism in the face of these challenges. It must be ensured that the use of modern technologies does not detract from the traditional values of Buddhism, it is necessary to ensure the accuracy, transparency and reliability of information transmitted during the Second Industrial Revolution. private. In particular, it is necessary to develop educational and counseling programs for the community, helping people better understand Buddhism and apply Buddhist values to their daily lives.

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