

Merging local Party newspapers with local radio and television stations:

The correct policy of the Party in rearranging press agencies

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- **Abstract:** The system of local radio, television and local Party newspapers are the media and communication agencies of the local Party Committee, the Government, and the people. In the context of the country entering a new era of development, the merger of local press agencies is a major policy of the Party aimed at reorganizing the press agency system to make it operate more effectively. This article analyzes the current state of operations of the local press agency system and the advantages and challenges in the merger process, thereby proposing a number of solutions to improve the effectiveness of press affairs after the merging.
- **Keywords:** Party newspaper; radio, television; local; merger.

1. Introduction

Over the years, under the leadership and direction of local Party committees and authorities, the local system of radio, television and Party newspapers have promoted their role as the communication agency of the Party Committee, Government and local people, and as the main propaganda agency. This is done by promptly, honestly and accurately conveying the Party's guidelines and policies, as well as the State's policies and laws to the people. Party committees and authorities at all levels always pay attention to and orient press and communication work, creating conditions in terms of mechanisms, policies, ensuring operational funding, facilities, training of human resources, and supporting investment in technology and equipment.

Local press and radio agencies have fulfilled their role as an information bridge between the Party, the authorities and the people, bringing the voice of the people to local Party committees and authorities, contributing to the dissemination of development achievements, exemplary figures, good and creative practices; while also discovering and reflecting prominent and urgent issues at the grassroots level. Local Party newspapers are also a vanguard force on the ideological and cultural front, contributing to promoting the image, culture and potential of the locality, contributing to the fight against false

information, protecting the Party's ideological foundation and orienting public opinion, actively participating in Party building and the political system, contributing to building the great national unity bloc, and promoting the spirit of patriotic emulation. Some units have made great efforts to innovate content and form of presentation, shifting towards multimedia journalism, with many programs and columns renewed in a more vivid and approachable way, reflecting the people's lives more realistically.

In practice, in recent years, Vietnam's press system has developed quite rapidly in terms of quantity, with each ministry, branch and locality having many newspapers and magazines. However, this "hot" development also revealed shortcomings: In addition to the provincial Party Committee newspaper and the provincial Radio and Television station, some places also added special editions and magazines of associations and organizations, leading to dispersion and waste of resources. On the other hand, the explosion of digital technology has completely changed the way readers access information, requiring increasingly higher quality content. In particular, many units have been slow to innovate their operational models, still maintaining traditional organizational apparatuses and management and professional practices, lacking flexibility and creativity, overlapping in functions, with information being duplicated, scattered, and ineffective. This is a great challenge, requiring local press agencies to change in order to adapt to the times, improve operational quality, and serve the public better.

2. Content

2.1. The need to merge local Party newspapers with local radio and television stations

Vietnam, increasingly deep international integration also means being affected by the global flow of information, requiring press agencies to improve their quality, professionalism, and political courage to correctly perform the task of external information and protect the Party's ideological foundation.

Faced with new development trends and requirements, the local Party newspaper system needs to promptly improve the quality of content, change the thinking of journalism, from "doing to propagate" to "doing to persuade", both ensuring orientation and attracting viewers and readers. In particular, local Party newspapers face the requirement of optimizing resources, reducing duplication in organization, personnel, facilities, and operating costs towards consolidating and restructuring the organizational model. It is necessary to reorganize the apparatus to be streamlined and efficient, while promoting the unique strengths of each type of press, and continuing to develop high-quality press human resources.

Our Party and State have determined that the arrangement and streamlining of the press system towards effectiveness and efficiency is an urgent task today. In recent times, facing the urgent need to innovate and improve the effectiveness of leadership in the press sector, our Party has issued many important documents, serving as a basis for orientation for the planning and arrangement of the press system, such as:

Resolution No. 18-NQ/TW; Resolution No. 19-NQ/TW dated October 25, 2017 of the 12th Central Executive Committee on continuing to renovate the organization and management system, improving the quality and efficiency of public service units; Decision No. 362/QĐ-TTg dated April 3, 2019 of the Prime Minister approving the National Press Development and Management Plan to 2025; Conclusion No. 126-KL/TW on a number of aspects and tasks to continue to arrange and streamline the organization of the political system in 2025 with specific orientations, including content on arranging the press system.

The guiding and operating documents are all consistent in the viewpoint: the arrangement of the press system is a correct and necessary policy, aimed at building a healthy development of the Vietnamese revolutionary press, in accordance with the principles and purposes, meeting the requirements of national development. The policy of merging Party newspapers and local radio and television stations was born in the context of the entire political system actively implementing Resolution No. 18-NQ/TW, which is a concrete manifestation of that policy, in line with the inevitable trend of the times and the practical conditions of the country.

2.2. Some results of the merger process

Firstly, it helps to streamline the apparatus, optimize resources, and improve the operational efficiency of the press agency

First of all, the merger of the two main provincial press agencies will help eliminate the situation of both overlapping functions and tasks, and separation in operations between print newspapers and radio-television stations, enhancing the ability to coordinate, share information, content, and techniques between departments, helping to improve the quality of press products. Instead of two separated apparatuses with many similar departments, after the merger, there will be only one unified management point, with the functional departments reorganized to be more streamlined, helping to improve professionalism, creating conditions for building a multi-functional press contingent, and adapting to the requirements of modern journalism.

The merger also helps save costs and reduce state budget expenditures for press activities through the sharing of facilities, technology, and personnel. A typical example is Quang Ninh province, which is the pioneer in implementing the press merging model since 2019: merging Quang Ninh newspaper, Quang Ninh Radio and Television Station, Ha Long newspaper, and part of the Electronic information portal into the Quang Ninh Provincial Media Center. As a result, the number of department-level focal points decreased from 22 to 14, and the apparatus has become much more streamlined. This “converged newsroom” multimedia model has optimized human resources, with different types of press supporting one another, and productivity has increased significantly - the number of self-produced news and articles increased by 30% compared to before the merger.

The experience of Nghe An province in merging Nghe An newspaper and Nghe An Radio and Television in 2025 also shows similar results: after the merger, the

organizational structure will only have 1 editorial board and 12 specialized departments (4 departments less than before), and redundant personnel will be rearranged appropriately. The streamlined apparatus helps reduce administrative expenses, focusing the budget on professional activities.

Secondly, promoting the power of multimedia communication; increasing the dissemination of information to readers

The merger of print newspapers and radio-television stations creates favorable conditions for media convergence, with produced content able to be published simultaneously on multiple platforms (print, online newspapers, television, social networks) while still leveraging the strengths of each type of media to improve content quality. The merged press agency can fully carry out all types of journalism, helping information spread on multiple channels, helping information reach a wider audience. With the new model, an important news article about the province's policy can be simultaneously published in print newspapers, electronic newspapers, broadcast on radio, television, and social networks, creating a stronger communication effect than before. Professional departments can coordinate flexibly to creatively and attractively convey content on multiple platforms, meeting the modern information needs of the people.

This is also an opportunity for the press contingent to improve their professional skills towards "multi-talented journalists" - a reporter who can work and produce news articles for many types of press, thereby improving the quality of local press human resources. The technical infrastructure of the newspaper and radio station after the merger will also be shared, avoiding duplicate investment, focusing the budget on upgrading modern journalism technologies, such as electronic editorial offices, integrated content management systems (CMS), modern studios... All these factors help the merged press agency have much greater overall strength than individual agencies before.

Thirdly, unifying leadership and improving the communication effectiveness of press agencies

Previously, the Party newspaper belonged to the Provincial Party Committee while the Radio and Television Station belonged to the Provincial People's Committee, so there might be certain differences in content direction. According to the guidance of the Party Secretariat, the merged newspaper and radio operate under the model of a public service unit directly under the Provincial Party Committee, under the direct leadership and direction of the Provincial Party Committee. This is a favorable factor, ensuring high unity in political and ideological orientation in information and communication. The merged press agency will truly become the common voice of the local Party Committee, the authorities, and people, promoting its role as a communication agency and forum for the people in the province.

In addition, thanks to the unified focal point, the responsibility of the provincial Party Committee is enhanced, with closer and more concentrated direction, timely and smooth propaganda orientation from the provincial level down to the

grassroots. On the other hand, having a common governing body also helps to facilitate information coordination between departments and branches in the province with the press agencies. Thus, the direction, orientation, and effectiveness of propaganda and education of the local press will be significantly improved after the merger.

Fourthly, strengthening the brand and increasing the competitiveness of local newspapers

After the merger, if communication work is done well, it will help build a stronger local press brand. According to the guidelines, the new unified name is often still associated with the name of the Provincial Party Committee newspaper (which is already familiar). A strong local press brand will create conditions to attract readers and listeners, thereby expanding the influence of the local Party Committee's information orientation in society.

In addition, the synergy of different types of press also helps increase the competitiveness of local press in the face of the dominance of social networks and other media. A local press agency with all four types (print, electronic, radio, and television) with more abundant resources will be able to provide fast, authentic, and in-depth information, thereby attracting the public back to the official channel. This contributes significantly to positively orienting local public opinion, maintaining the ideological and cultural front against false and hostile information.

Fifthly, improving professionalism, in line with modern communication trends

People increasingly tend to access information via phones, social networks, mobile applications, etc.. The merger helps local press agencies flexibly convert content to modern formats: short clips, infographics, livestreams, podcasts... Also, the technical system and human resources are optimized, helping press agencies improve professionalism, adapt faster to new technology, and increase competitiveness in terms of content, form, and speed.

2.3. Some difficulties and challenges

The merger of Party newspapers and local radio and television stations is not only a practical requirement, but also a strategic solution in line with the spirit of Resolution 57-NQ/TW of the Politburo in promoting digital transformation, renovating management methods, improving the effectiveness of propaganda, and serving the people. This is an inevitable step in modernizing Vietnam's revolutionary press in the digital age. However, in addition to advantages and opportunities, the merger of Party newspapers and local radio-television stations in the current context also faces many difficulties and challenges, including:

Firstly, difficulties in unifying the organizational structure and operating mechanism

Merging two agencies that have different types and cultures of operation, with many differences in operational characteristics, with different production processes, formats, and professional skills, can easily lead to conflicts in production organization and division of labor, requiring organizational adjustment and unification. Printed newspapers (Party newspapers) have long operated under the traditional printed

press editorial model, while radio and television stations operate under the model of radio and television agencies with their own technical characteristics, which will cause difficulties in management and operation.

In particular, in implementing the policy of merging provinces, the Party newspaper agencies of 2 or 3 localities were merged. The merger of several focal points (4 to 6 focal points) into a large-scale, diversified unit requires leaders with high general capacity and knowledge of many professional areas. When combined, the design of the organizational structure must ensure that it covers both the functions of the newspaper and the radio and television stations. The development of working regulations and internal coordination processes also takes time.

In the initial stage, it is inevitable to have confusion when integrating the culture and traditions of different localities. The management style, financial and accounting regimes of print newspapers and television stations may have been different in the past, but now it is necessary to unify the internal management system (personnel management, assets, budget, etc.) so that it can run smoothly. If the organization and operation are not well prepared, there is a risk that the operation will not be smooth, affecting the quality of information. This is the reason why the Party Secretariat requires localities to develop a scientific and rigorous unification project, submit it to competent authorities for appraisal and approval before implementation, in order to minimize organizational problems and information interruptions.

Secondly, the thoughts and psychology of the staff and reporters

The merger will certainly lead to a surplus of human resources in some positions due to overlapping functions, thus creating a mentality of apprehension and internal instability. In addition, when implementing the policy of merging provinces, the Party newspaper agencies of 2 or 3 localities were merged together, leading to problems of differences in culture, psychology, internal unity and solidarity, problems of personnel arrangement and the assignment of tasks. Therefore, if ideological work is not done well, it is easy to cause disturbances, even negativity in a part of cadres, reporters, and even leaders, affecting work.

The Central Propaganda and Mass Mobilization Commission has emphasized the need to focus on ideological work for cadres, reporters, editors, and workers, and not let the arrangement and consolidation affect the implementation of political information and communication tasks. This is a challenge and also the top priority task of Party committees at all levels when merging newspapers and radio stations.

Thirdly, legal issues, procedures, and policy mechanisms

The merger process also raises a number of legal issues that need to be resolved due to the lack of uniformity in the legal system and policies. Some regulations related to the operating mechanisms, regimes, and policies for journalists are not yet unified, causing difficulties during the merger. According to the 2016 Press Law, each press agency is granted a press operation license for each type. When merging print newspapers and radio-television stations, it is necessary to adjust the license so that

the new agency is allowed to publish print newspapers, electronic newspapers, and broadcast radio and television. Currently, the common method is to use the print newspaper operation license (of the Party newspaper) and add other types, renaming the agency. However, this is a complicated procedure, requiring coordination between the localities and the Ministry of Culture, Sports, and Tourism.

On the other hand, the change of the governing body (the radio and television station from the supervision of provincial People's Committee to that of the provincial Party Committee) also requires corresponding administrative decisions and budget adjustments. The operating budget of the station was previously provided by the provincial budget (government sector), now has been transferred to the provincial Party Committee for management, so the financial allocation mechanism must change in accordance with regulations.

In addition, policies for redundant staff after the merger (layoff, early retirement, transfer to other jobs) need to be resolved satisfactorily. If the support policy is not strong enough, it will be difficult to create consensus. This is a real challenge when most local newspapers have relied heavily on the government budget. It is very likely that the new agency will encounter financial difficulties in the early stages without a transitional support mechanism.

Fourthly, the risk of decline in information quality

During the process of arrangement and consolidation, the internal workload increases (organizational meetings, personnel arrangements, facility improvement, etc.). Information content may be duplicated or lack depth without close direction, smooth coordination, and clear direction. Another risk is overloading the contingent of reporters and editors when they have to multitask more than before. Initially, many people are not used to producing multimedia products, leading to a decline in work efficiency. In addition, brand merger sometimes causes concerns and fears about the risk of losing identity and diluting content. These are issues related to public psychology and content quality that the new press agency must quickly overcome by maintaining good operation during the transition period.

Fifthly, the requirement for digital transformation

After the merger, the new organizational model often aims to build a multimedia agency, integrating many platforms. This requires modern information technology infrastructure, a content management system, flexible digital content production and distribution capacity. However, many localities currently do not meet the requirements for digital infrastructure and technology capacity (such as: weak information technology infrastructure, lack of data centers, servers, stable transmission lines; technical staff, reporters not trained in digital skills; lack of professional digital system operators; limited investment budget, difficulty in synchronous investment in digital infrastructure, especially in mountainous provinces, remote areas), leading to the risk of merger in form but not being able to innovate content and operation.

The process of implementing the merger of Party newspapers and local radio-television stations will certainly encounter many difficulties from human, organizational, to institutional and technical factors. Identifying and anticipating these challenges will help localities proactively plan the transition, take appropriate measures to minimize negative impacts, and maintain press activities during the transition period.

2.4 Some solutions to improve the operational efficiency of local press agencies after the merger

In order for the policy of merging local Party newspapers and local radio-television stations to be successfully implemented and bring about practical results, a system of synchronous solutions in terms of awareness, organization, and policy is needed. Below are some specific solutions:

Firstly, ensure direct and comprehensive leadership of the Party Committee, strengthen ideological work, and create a high level of consensus within the Party

This is a strategic guiding principle, ensuring that local press and media activities maintain their role as a sharp ideological tool of the Party, effectively serving political, ideological, propaganda, and development work at local level. Right from the preparation stage, local Party committees must fulfill the requirement of disseminating and propagating within the two press and radio agencies about the meaning and necessity of the merger policy. Provincial leaders need to meet, discuss, and listen to the thoughts of cadres, reporters, and editors; clearly explain the long-term benefits of the arrangement, and at the same time commit to harmoniously handling the rights and benefits of workers.

After the merger, ideological activities should be regularly organized to encourage and motivate active individuals and promptly correct any signs of a lack of cooperation. In addition, it is necessary to promote emulation and reward work so that cadres can compete to perform their tasks well in the new environment. After the merger, local Party newspapers need to be under the direct leadership and direction of the provincial and municipal Party Committees to ensure unity, efficiency, and maintain political orientation. The assignment of governing bodies must ensure that political requirements are paramount, avoiding the tendency to “administrativeize” press activities, non-political activities, or deviate from the goal of serving the political tasks of the locality, causing difficulties for ideological orientation.

Secondly, build a scientific organizational model, operate smoothly, and suit the characteristics of each locality

The merger of Party newspapers and local radio-television stations need to be oriented in principle, but a single organizational model should not be imposed on all localities. Each province and city has its own characteristics in terms of socio-economic conditions, population, geography, communication infrastructure, technology level, human resources, and political propaganda requirements. Therefore, the name, scale, and organizational structure of the local Party newspaper after the

merger must take into account the existing capacity and developmental conditions of the locality. Each province and city should, based on its specific characteristics, choose a name and build an organizational model that is appropriate and effective, both ensuring the goal of streamlining and promoting inherent strengths, making the best use of strengths, potential, and brand advantages to serve political and ideological propaganda and comprehensive local development, while also enhancing the ability to generate revenue for operations and professional development.

Each locality, especially newly merged ones, needs to base themselves on general guidelines and practical situations to design a reasonable organizational structure for the merged press agency. It is suggested to refer to successfully implemented models, but it needs to be flexible to suit the characteristics of each province. The implementation process also requires periodic evaluation, helping to identify problems early for timely adjustment. Besides, this helps to identify suitable models to apply and replicate to improve propaganda effectiveness, save costs, and make use of resources. This is an important solution to ensure that the Party's policy of unifying the press is not only correct in policy but also correct in practice.

Thirdly, consolidate the organization and apparatus towards leanness and efficiency; build a professional and creative work culture and environment

To organize a streamlined, effective, and efficient apparatus after the merger, it is necessary to arrange and rearrange the staff reasonably, reduce duplication of functions and tasks, select leaders with leadership capacity, modern communication thinking, clear understanding of political and ideological functions, and a vision for digital transformation. The new organizational principle is not to take on too many departments and offices, to avoid being cumbersome. Each department and office should be organized in a multi-tasking direction (in charge of content for print, electronic, radio, and television in the same field). Besides, build detailed and clear regulations on coordination between departments for smooth operation.

Most importantly, it is necessary to establish a news production process according to the converged editorial office model. Apply a common content management technology system so that departments and divisions can easily share information and documents. The agency's leadership (Editor-in-Chief and Deputy Editors-in-Chief) must flexibly coordinate human resources between departments when necessary, ensuring the principle of one task being handled by only one focal point, avoiding re-establishing overlapping situations.

When issuing a merger decision, it is necessary to organize a transparent and public announcement of the organizational structure plan, personnel arrangement, job placement criteria, etc. Focus on building a professional, creative, and open work environment; build agency culture and internal solidarity, organize collective activities, and create cohesion between professional groups. Internal communication should be strengthened, with listening and sharing to remove psychological barriers after the merger. In the early stages, small pilot projects can be organized, such as

groups of inter-departmental reporters jointly implementing a multimedia topic, thereby drawing lessons on coordination methods.

Fourthly, invest in technology and facilities for digital transformation, increase the application of AI technology and big data

Merger is not simply a matter of gathering sources but must aim towards multimedia - multi-platform communication. After the merger, Party newspapers and local radio and television stations will no longer operate separately according to each type but will aim to operate according to the multimedia communication model - content convergence. In the context of the press facing fierce competition from social networks and cross-border platforms, if the mainstream press does not have enough technology to support the production and distribution of information quickly, strongly, and accurately, it will be difficult to maintain its role in guiding public opinion. This requires the technology infrastructure system to meet the capacity to produce, edit, store, and publish content on many platforms. Therefore, if there is no synchronous investment, the new model will be both patchwork and ineffective, even causing a break in the information production chain. Technology investment is not only a requirement for technical support, but also a condition for realizing a modern, convergent, flexible, responsive, and effective communication model.

In addition, the increased application of AI and big data technologies in content production helps agencies consolidate content management, reach target users, analyze public behavior, and measure dissemination effectiveness, contributing to improving the quality, personalizing media content, and serving the people better. Investing in technical infrastructure, digital content production software, and modern filming and editing equipment is a prerequisite and mandatory condition to meet the requirements of digital transformation.

Fifthly, perfecting mechanisms and policies to support the merger process, building financial mechanisms suitable for the operations of local press agencies

The role of the Government, ministries, and central agencies is very important in issuing policies to remove obstacles for localities. First of all, the Ministry of Culture, Sports, and Tourism needs to provide specific instructions on the procedures for granting and changing press operation licenses for merged agencies, ensuring quickness and convenience. The Ministry of Home Affairs needs to coordinate with the Central Organizing Committee to provide instructions on personnel arrangement, streamlining payroll when merging public service units, and have appropriate policies (severance pay, early retirement) for those who have to retire or transfer jobs after the merger.

A unified, flexible financial mechanism needs to be built, suitable to the characteristics of public units performing political - communication tasks, while creating conditions to develop service activities and increase legitimate revenue. Autonomy, transparency, and publicity in financial management should be strengthened, contributing to successfully implementing the policy of streamlining the apparatus, improving effectiveness and efficiency of press and communication

activities in the new situation. Besides, gradually implement the policy on reducing subsidies and increasing financial autonomy: Encouraging new press agencies to seek legal sources of revenue (advertising, communication services, joint production of programs, etc.) to improve resources. The State can issue a “media ordering” mechanism - that is, paying funds for local press agencies to carry out propaganda campaigns on important tasks (for example, hunger eradication and poverty reduction, new rural development, etc.), both helping press agencies have more revenue and ensuring effective communication of these tasks. In the long term, the amendment of the Press Law should also consider adding regulations on the model of multimedia press agencies under local Party committees to create an official legal corridor.

Sixthly, maintain and improve content quality throughout the transition process; innovate journalism mindset and develop high-quality content

When merging, press agencies must prioritize political tasks and ensure information and communication work. Local Party committees need to direct the development of specific communication activity plans during the transition period, clearly assigning people in charge of each content area to ensure that the flow of information is not interrupted. At the same time, support from central and regional press agencies (such as rebroadcasting or reprinting some sections) should be utilized to reduce workload.

After the merger, it is necessary to quickly stabilize to improve the quality of content and strengthen the people’s trust. Maintaining and improving the quality of content will be the most convincing answer to public opinion about the effectiveness of the new model. With a larger team and stronger platform, the new model must aim to produce press products that are both conscientious and of high standard, both ideologically oriented and widely engaging and shared by the public. This is not only a professional requirement, but also a condition for successful transformation, developing high-quality content, thereby maintaining the role of leading information, orienting public opinion, and serving political tasks in the digital media era.

Seventhly, focus on training and improving the capacity of the press contingent

This is the key solution for the unified press agency to operate effectively. It is necessary to review the qualifications and skills of existing personnel, on that basis, develop a plan to retrain reporters and editors to meet the requirements of modern media, focusing on fostering multi-functional working skills. In addition, it is necessary to strengthen training in modern press management for the leadership contingent, especially in technology applications, reader data analysis, multi-channel editorial office management... In addition to professional skills, it is necessary to continue education regarding professional ethics and political mettle so that the press contingent can stand firm in the face of all challenges, worthy of being soldiers on the ideological front.

Eighthly, enhance exchange and learning of experiences between localities

The process of implementing the merger of newspapers and radio is new to many provinces, so the sharing of experiences is very necessary. The Central Propaganda

and Mass Mobilization Commission can chair conferences and seminars so that localities that have gone ahead (such as Quang Ninh, Ha Nam, Yen Bai, Da Nang, Long An...) can report on models, methods, and lessons learned. Other localities can draw appropriate experiences from this success. Regular information exchange also helps to detect common difficulties early and propose support from the Central Government.

The post-merger press agencies in the provinces should also establish a network of mutual support in terms of operations and content. A newly-established merged newspaper and radio station can form a sister newspaper and cooperate in media with a previously established newspaper and radio station in another province, thereby learning how to manage and coordinate production. In addition, it is necessary to strengthen coordination between local and central media agencies, creating a unified press ecosystem, to spread more effectively, creating a common strength for the press nationwide.

Ninthly, strengthen the role of social supervision and criticism

The Fatherland Front, organizations, and professionals need to participate in supervising the merger process, ensuring transparency, publicity, and consensus within the workforce; helping to filter out unresolved issues, identify inadequacies early for timely adjustment, ensuring that the merger is carried out correctly in orientation, effectively, and substantively.

3. Conclusion

The policy of merging Party newspapers with local radio and television stations is a correct policy, in line with the development trend of modern press and with the spirit of the Central Resolutions, especially Resolution No. 18-NQ/TW, Resolution No. 19-NQ/TW, Resolution No. 57-NQ/TW, Resolution No. 60-NQ/TW and the profound and timely directions and instructions of General Secretary To Lam. The implementation of this policy is not only to streamline the apparatus and save the budget, but also to enhance propaganda capacity, affirming the strategic role of revolutionary press in the digital age.

However, the implementation process requires a specific roadmap, synchronous solutions, and especially consensus from the contingent of cadres, reporters, and editors to achieve the expected results. This is an important political task, requiring direct and regular leadership of the Party Committee, synchronous participation of the Government, departments, and functional branches, along with consensus, responsibility, and spirit of innovation of the contingent of journalists. The merger contributes to creating a strong media entity capable of leading public opinion, spreading positive values, and contributing to protecting the Party's ideological foundation in the era of national development ■

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