

Enhancing the effectiveness of community communication for the Information Office of the People's Committee of Yen Son District - Tuyen Quang Province

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Abstract: In the context of rapid social development, improving the effectiveness of community communication at the Information Office of the Yen Son District People's Committee has become an urgent issue. This study aims to analyze and propose solutions to enhance the communication system to better serve the information needs of local residents. Through a combination of theoretical research and empirical study, the research expects to achieve innovation in information transmission methods, thereby contributing to raising community awareness of the policies and activities of the Yen Son District People's Committee. This result is not only highly applicable but also makes an important contribution to the sustainable development of local society.

Keywords: community media, Information Department, Yen Son District People's Committee, improve effectiveness, social policies