

Enhancing the effectiveness of cultural and social communication at the People's Committee of Tan Loi Commune, Dong Hy District, Thai Nguyen Province through the application of Jwed.

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Abstract: In the current context, the dissemination of socio-cultural information at the grassroots level remains limited. To address this issue, the study selects the People's Committee of Tan Loi Commune as the research subject and applies a combined theoretical and experimental method to develop the Jwed system aimed at improving the effectiveness of communication work. The expected outcome is a significant enhancement in the quality and performance of communication activities, while also contributing to the development of technology applications in the field of social management.

Keywords: Jwed application, socio-cultural communication, Commune People's Committee, Experiment, Improving efficiency