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PROMOTING CULTURAL HERITAGE THROUGH MULTIPLATFORM JOURNALISM: STRATEGIES FOR CONSERVING AND ENHANCING THE VALUE OF VIETNAMESE CULTURAL HERITAGE IN THE CONTEXT OF GLOBALIZATION

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ABSTRACT

The preservation and promotion of cultural heritage have become pressing challenges in the context of globalization, particularly in developing countries like Vietnam. This study analyzes the critical role of multi-platform journalism as a strategic communication tool that contributes to safeguarding and revitalizing cultural heritage values. Employing a mixed-methods approach, the paper demonstrates that multi-platform journalism not only enables the dynamic and multidimensional dissemination of information but also fosters public spheres that serve as spaces for critique, oversight, and policy support in the field of cultural preservation. However, limitations such as resource constraints and the risk of commercialization remain significant barriers. The study recommends the development of a long-term cultural communication strategy that prioritizes the preservation and promotion of cultural heritage, positioning media as a catalyst for sustainable cultural development in the era of globalization.

Keywords: *Multi-platform journalism, Cultural preservation, Cultural heritage, Heritage promotion, Globalization.*

1. INTRODUCTION

On December 22, 2024, the Politburo issued Resolution No. 57-NQ/TW on key issues of national development in the context of the Fourth Industrial Revolution and the global trend of digital transformation. Resolution 57 emphasizes that “developing Vietnamese culture and people in the period of digital transformation” (Section III.2.4) is an important task of the Party and the State in the current context. In this regard, the preservation and promotion of cultural heritage values is an urgent task. It can be affirmed that cultural heritage is an invaluable resource, playing an important role in maintaining national identity, promoting sustainable socio-economic development, and enhancing national standing in the international arena. Therefore, the issue of preserving and promoting the value of Vietnamese heritage has increasingly attracted attention and has been placed within the strategic framework of national development. However, in the face of rapid changes in modern society, this issue also faces many challenges related to resources, social awareness, and effective preservation methods.

In the context of globalization and the development of digital technology, multi-platform journalism is considered one of the important tools contributing to raising community awareness, conveying cultural values, and promoting the participation of stakeholders in heritage preservation. The role of multi-platform journalism is not limited to providing information and propaganda but also lies in its ability to create forums for exchange and debate on preservation issues, thereby contributing to policy formation and promoting practical actions.

This article aims to analyze the necessity of promoting cultural heritage and the role of multi-platform journalism in the preservation and promotion of Vietnamese cultural heritage. On that basis, the article proposes several recommendations to enhance the effectiveness of the role of multi-platform journalism in contributing to the protection and promotion of cultural heritage values in the current context of globalization.

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