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**PROPAGANDA OF THE MODEL OF EXEMPLARY NEW
RURAL FAMILY BY THE PROVINCIAL WOMEN'S UNION
BASED ON THE CURRENT PRACTICAL EXPERIENCES OF
HA TINH PROVINCE**

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PREAMBLE

1. Reason for Topic Selection

Propaganda work is an integral part of the ideological work of the Party, which aims to spread Marxism-Leninism, Ho Chi Minh Thought, the Party's viewpoints and policies, and the laws of the State; as well as the cultural essence of the nation and humanity, making them dominant factors in the spiritual life of society. From there, it motivates and inspires positive, voluntary, and creative actions of our people in the cause of building and defending the socialist Vietnam. The essence of propaganda work is to disseminate, educate, and share new information and knowledge to raise awareness and shape positive attitudes, beliefs, and socially-oriented actions among people. Thus, propaganda work becomes an essential activity not only for Party organizations but also for all organizations within the political system, from the central to local levels. The Provincial Women's Union, as a socio-political organization and a component of the local political system, considers propaganda work as one of its professional tasks during the implementation of its organizational functions and missions. To carry out that important task and contribute to realizing the local political tasks in each revolutionary stage, the Provincial Women's Union needs to closely follow the socio-economic development programs and plans of the Central and the Province to propagate and mobilize its members to proactively and effectively participate, including the National Target Program on New Rural Development. To do so, the Provincial Women's Union really needs the valuable experiences of the local Women's Union organizations to be able to learn from, learn from and propagate to replicate good practices and models nationwide.

Building new rural areas, advanced new rural areas, and model new rural areas is a major policy of the Party and the State. On December 16, 2020, the Prime Minister issued Decision No. 2114/QĐ-TTg approving the Project “Pilot building of Ha Tinh province to meet the new rural standards in the 2021 - 2025 period.” The announcement concludes the 13th Resolution No. 5 on agriculture, rural areas, and farmers in the context of the 4.0 industrial revolution, oriented toward sustainable rural development in line with the urbanization process under the concept of “ecological agriculture, modern countryside, civilized farmers.” In order to build Ha Tinh province to meet new rural standards in the 2021 - 2025 period, Ha Tinh leaders at all levels have focused resources, mobilized the entire political system, and are determined to achieve the set goals. Implementing the Party and Government's policy on building new rural areas, Ha Tinh province has concentrated resources, mobilized the entire political system, and is determined to achieve the set objectives. Specifically, the province has set the following targets for 2025: 100% of communes meeting new rural standards, at least 50% of communes meeting advanced new rural standards, 10% of communes achieving model new rural status, 13 out of 13 district-level units meeting or completing tasks in building new rural areas, with at least three districts meeting advanced new rural standards, and one district achieving model new rural status, serving as an example for culture and tourism development. To contribute to building Ha Tinh province to meet new rural standards by 2025 and effectively implement the mission of the Women's Union: “Supporting women to achieve comprehensive development and building prosperous, happy, progressive, and civilized Vietnamese families”, the Women's Union of Ha Tinh province has chosen the focus of “building the model of an exemplary new rural family” as part of their participation in new rural

development. Their aim is to create truly harmonious, happy exemplary rural family that both embody the beautiful traditional cultural values of the nation and adapt to the trends of the modern era. To achieve this goal, family cultural values and sustainable family development are important prerequisites in building new rural areas. As the nucleus of society is the family, President Ho Chi Minh once said: "... Many families combine to form society; a good family leads to a good society, and a good society improves families further. The nucleus of society is the family." Furthermore, the 13th National Congress of the Party defined: "Building prosperous, progressive, happy, and civilized Vietnamese families; establishing national and cultural value systems along with standards for individuals while preserving and enhancing family values in the new era."

Implementing the viewpoints, guidelines and policies of the Party and State and the political tasks of the locality, the Women's Union of Ha Tinh province has promoted the propaganda of the model of new rural families to popularize and replicate them throughout the province, thereby making practical contributions to the strategy of building new rural areas in the advanced stage in the province, the region and the whole country. However, the propaganda activities promoting this model have faced several difficulties and shortcomings. Some women's union members have yet to recognize the importance of building exemplary families in the construction of new rural areas. The capabilities of union officers in charge of propaganda efforts have not met the demands, and the content and methods of communication are not yet diverse, vibrant, or highly effective.

From the reality of the successes and limitations of the Ha Tinh Provincial Women's Union in disseminating the model of the new rural family, valuable lessons can be drawn for the provincial Women's Union, especially for provinces with similar natural characteristics, socio-economic conditions and conditions to promote the role of the Union in realizing the National Target Program on new rural construction in the current stage of building advanced new rural areas and model new rural areas. Moreover, in the face of changes in the world and in the country, hostile and reactionary forces are trying to distort and deny the policies and guidelines of the Party and the State, and the achievements in building new rural areas. The propaganda work of the Women's Union at all levels, if based on practical experiences, will contribute to consolidating and strengthening people's trust in the leadership of the Party, the management of the State and the activities of the Union. Therefore, the propaganda of new rural construction in general and the propaganda of the model new rural family in particular will have very practical significance for the Provincial Women's Union in the current period.

For these reasons, the Ph.D. candidate has chosen the topic: "Propaganda of the Model of Exemplary New Rural Family by Provincial Women's Unions – Based on the practical experiences of Ha Tinh" as the subject of her doctoral dissertation in Political Science, specializing in Ideological Work. With this study, the researcher expects that the practical experiences of the Ha Tinh Provincial Women's Union in promoting the model of new rural families will be replicated for provincial Women's Unions nationwide in the coming time.

2. Research Purpose and Tasks

2.1. Research Purpose

The study aims to clarify the theoretical basis for the propaganda activities of the model new rural family implemented by the Provincial Women's Union; thereby correctly assessing the current

status of this activity of the Provincial Women's Union, on that basis, proposing practical and feasible directions and solutions to strengthen the propaganda of the model new rural family of the Provincial Women's Union - from the practice of Ha Tinh province in the coming time.

2.2. Research Tasks

To achieve the set objectives, the study focuses on the following tasks:

- Overview of scientific works related to the topic, comments on the research results of the works; make comments on the achieved results and future research directions.

- Clarify the theoretical basis for the propaganda of the model new rural family model of the Provincial Women's Union and the necessity of propaganda activities of the Provincial Women's Union in deploying and implementing the National Target Program on new rural construction.

- Analyze and evaluate the current status of propaganda activities on the model of new rural families of the Women's Union of Ha Tinh province in recent times. Clarify the results achieved, difficulties, limitations and causes, and draw some experiences in the process of propaganda on this issue and the issues that are arising.

- Propose specific directions and solutions to strengthen propaganda activities on the model of new rural families of the Women's Union at the provincial level from the practice of Ha Tinh province in the coming period.

3. Research Subjects and Scope

3.1. Research Subjects

The research object of the thesis is the propaganda activity of the model of new rural family by the Provincial Women's Union from the practice of Ha Tinh province.

3.2. Research Scope

- *Regarding content:* the research is limited to the aspect of model propaganda undertaken by the provincial Women's Union, not going into the aspects of model organization and construction or the impact of socio - economic factors outside the scope of propaganda. This is a model that has been identified by the Central Committee of the Vietnam Women's Union, so the provincial Women's Union of Ha Tinh province only applies it to local practice to propagate and mobilize members and people to implement it creatively. Therefore, the thesis does not delve into the research on building a new "model" that is different from the model proposed by the Vietnam Women's Union. Here, it is only the creation of some model contents suitable to the characteristics of the locality.

- *In terms of space:* the study focuses on surveying and analyzing the practical implementation of propaganda work on the model of new rural families in Ha Tinh province, one of the localities with many typical models and creative ways in building new rural areas. The results of this survey will be a practical basis for the Provincial Women's Union of other localities to examine and apply.

- *Regarding time:* the study mainly focuses on the period from 2018 to present, the period when the model of new rural families was implemented synchronously and had clear changes.

4.1. Theoretical basis and legal basis

- *Theoretical Basis:* The dissertation is conducted based on the theoretical foundations and principles of Marxism-Leninism, Ho Chi Minh's thought, and the viewpoints and policies of the Communist Party of Vietnam on ideological work in general, propaganda activities in particular, and

new rural development in Vietnam.

4.2. Research Methods

The thesis conducts research based on the methodological perspectives of dialectical materialism and historical materialism, from which the following specific research methods are selected:

+ *Historical and logical method*: The historical method is to study the contents of the thesis in chronological order, from the past to the present, in order to reproduce the process of change and development of the research problem in specific conditions. The logical method is the way to study each content through essential relationships and internal laws of motion, ignoring the random and non-essential factors of the propaganda activities of the model new rural family of the Provincial Women's Union from the reality of Ha Tinh province.

+ *Analysis and synthesis method*: The analysis method is the process of dividing research problems into parts to explain and express. The synthesis method, on the contrary, links the analyzed contents into a unified whole, thereby allowing the identification of characteristic signs and internal structures of propaganda activities on the model of new rural families of the provincial Women's Union from the practice of Ha Tinh province.

+ *Practical summary method*: Practical summary method is the process of collecting, analyzing, and evaluating the current situation, starting from practical research on the implementation of propaganda for the model of new rural families of the Women's Union of Ha Tinh province, thereby clearly pointing out the advantages, limitations, causes and issues that arise.

+ *Document Research Method*: This method involves studying a system of documentation, including historical data, books, newspapers, and other resources relevant to the dissertation's topic. It is primarily used to provide an overview of research materials and establish a theoretical framework for the propaganda activities of the model of exemplary new rural family conducted by the Ha Tinh Women's Union. It summarizes the current state and results of propaganda activities for the model of exemplary new rural family by Women's Union organizations in Ha Tinh province during 2018 - 2024. This method is especially useful in collecting, analyzing, and synthesizing documents from the Ha Tinh Women's Union to reflect and generalize the practical propaganda activities of the model of exemplary new rural family in Ha Tinh during 2018 - 2024. These documents serve as the foundation for analysis, interpretation, and proposing orientations and solutions to expand the model's propaganda activities until 2030 and beyond.

+ *Existing Data Collection Method*: (1) Research works related to propaganda, new rural areas, exemplary new rural families, and family; (2) Documents from both central and local authorities related to new rural areas, exemplary new rural areas, along with documents from the Vietnam Women's Union, the Ha Tinh Women's Union, and the Women's Unions of 13 districts, towns, and cities; (3) Reports concerning the construction of the model of exemplary new rural family by the Ha Tinh Women's Union; (4) Reports from the Steering Committee on the implementation of the National Program for building new rural areas, civilized cities, and one product per commune in Ha Tinh province; (5) Reports on the implementation of the socio-economic development plan for 2019 - 2024 and reports from the Ha Tinh Provincial Party Committee on the outcomes of leading the

implementation of political tasks, objectives, tasks, and solutions over the years 2019 to 2024.

+ *Field Survey Method at Models and Clubs*: A questionnaire is used (see appendix), featuring 58 survey indicators corresponding to 58 questions, with a Likert scale (1–5) applied to quantify response levels. The survey encompasses a sample of $n = 1,546$ individuals – members participating in 97 models, including 45 models of exemplary new rural family and 52 models of clubs of new rural families throughout 13 districts, cities, and towns in Ha Tinh province (see Appendix Table 1). The survey collected 1,538 valid responses, with 8 invalid responses, achieving a sample survey rate of 99.4%.

+ *Data Processing Method*: Data collected from the survey questionnaires are organized into tables using Excel for management and further charting with Excel. Additionally, R software is employed to perform multivariate correlation analysis.

+ *Expert Method*: This is a method of collecting qualitative information from experts with knowledge and experience to give opinions, comments and assessments on the new rural construction work of Ha Tinh and on the propaganda activities of the model new rural family of the Women's Union of Ha Tinh province. Thereby, there is more source of materials for assessing the current situation in a more objective and accurate way.

5. Research Questions and Hypotheses

5.1. Research Questions

First question, what is the level of research and the necessity of research on the dissemination of the model of new rural families of the provincial Women's Union at present?

Second question, is the theoretical basis (or theoretical framework) on the dissemination of the model of new rural families of the provincial Women's Union at present clear?

Third question, what is the current status of the propaganda of the model new rural family model of the provincial Women's Union - from the practice of Ha Tinh province? Are there any issues that need to be resolved?

Fourth question, from the theoretical basis and current situation, is it necessary to propose directions and solutions to further strengthen the propaganda activities of the model new rural family model of the provincial Women's Union in the coming time?

5.2. Research Hypotheses

The hypothesis is: although the propaganda work of the model new rural family of the provincial Women's Union has achieved some initial results, it has not been studied comprehensively and systematically; the correct understanding of the role of propaganda in model building is still limited, requiring clarification in both theory and practice to meet new requirements in building advanced and model new rural areas.

The hypothesis is: the current propaganda of the model of the new rural family still lacks a specific and clear theoretical basis; it has not been placed in a complete relationship between factors such as: the subject of propaganda, the object of propaganda, the content and method of propaganda, the results of the impact on the awareness and behavior of households. The construction and supplementation of the theoretical basis is necessary to serve as a foundation for directing and implementing propaganda effectively.

The hypothesis is: in Ha Tinh, the propaganda activities of the model new rural family of the provincial Women's Union have had many creative and initially effective ways, but there are still certain limitations in terms of content, methods, propaganda team and coordination between levels and sectors. From that reality, there are issues that need to be resolved in all elements of propaganda activities to bring about higher efficiency.

The hypothesis is: from the results of theoretical and practical research, there should be appropriate and feasible directions and solutions to comprehensively strengthen and innovate the constituent elements, then the effectiveness of propagating the model of new rural family of the Provincial Women's Union from the practice of Ha Tinh province will be enhanced, creating a strong spread in the community, contributing to the effective implementation of the goals of building sustainable new rural areas.

6. New Scientific Contributions of the Dissertation

6.1. In theory

- The thesis contributes to systematizing, supplementing and clarifying the theoretical basis of propaganda work in general and propaganda of the model new rural family in particular in the context of building advanced and model new rural areas, from the perspective of the provincial Women's Union.

- Clearly define the role, function, task and specific propaganda method of the Association in mobilizing and guiding households to build model families.

- The thesis proposes a relatively comprehensive theoretical analysis framework on propaganda of model new rural family models, including: subject, content, method, object, and result.

6.2. In practice

- The thesis provides a systematic practical picture of the propaganda work of the model of new rural family in Ha Tinh province - a locality with many initiatives and effective methods, and at the same time points out the shortcomings, limitations and causes of the model implementation process.

- From the practice of Ha Tinh province, the thesis draws lessons that can be referenced and applied to other localities in improving the effectiveness of propaganda work of the provincial Women's Union.

- The thesis proposes highly applicable solutions, with scientific basis and practical implementation capability to enhance the effectiveness of propaganda of the model new rural family in the new period.

7. Scientific and Practical Significance

7.1. Theoretical significance

- The thesis contributes to supplementing and clarifying the theoretical basis of propaganda work in building a model new rural family, a new content, closely linked to the practical implementation of the National Target Program on building advanced and model new rural areas in Vietnam today.

- The thesis systematizes the approaches, principles, contents, methods, and roles of subjects in model propaganda from the perspective of the provincial Women's Union, contributing to perfecting the theory of communication and social mobilization in the field of rural development.

- The research results create the premise for further research on disseminating model families in the context of sustainable development, gender equality and promoting the role of women in community development.

7.2. Practical significance

- The thesis provides a comprehensive and systematic view of the current status of propaganda work on the model of new rural family in Ha Tinh province, a locality with many bright spots in implementing this model. This is the basis for the provincial Women's Union across the country to apply in their localities.

- The analysis and evaluation in the thesis help to clearly identify the achieved results, limitations and weaknesses, thereby serving as an important reference for the Women's Union at all levels in developing plans, innovating content and methods of propagating the model of new rural families in the locality.

- The directions and solutions proposed in the thesis are highly feasible and can be applied in the practice of propaganda activities of the Provincial Women's Union in many different localities, thereby contributing to improving the quality and effectiveness of propaganda, promoting the replication of the model of new rural families in a sustainable and effective manner.

8. Structure of the Dissertation

In addition to the preamble, conclusion, and the list of references, the body of the dissertation is organized into 4 chapters and 11 sections.

Chapter 1

OVERVIEW OF RESEARCH WORKS RELATED TO THE DISSERTATION

1.1. Research on Propaganda and Propaganda for New Rural Development

1.1.1. *Research Works on Propaganda*

1.1.1.1. *Research Works Abroad*

The thesis has collected and summarized a number of works by foreign authors including monographs and scientific research articles on propaganda and propaganda work.

1.1.1.2. *Research Works in Vietnam*

The thesis has collected and summarized a number of works by domestic authors, such as monographs, textbooks, scientific conference papers, scientific articles, and doctoral theses discussing propaganda and propaganda work of the Communist Party of Vietnam.

1.1.2. *Research Works on New Rural Development and Propaganda for New Rural Development*

1.1.2.1. *Research Works Abroad*

The thesis has collected and summarized basic contents related to the research problem, including monographs, reference books, scientific research articles on new rural construction and propaganda on new rural construction.

1.1.2.2. *Research Works in Vietnam*

The thesis has collected a number of typical works and summarized the basic contents related to the research issue, including monographs, textbooks, scientific conference proceedings, scientific articles, doctoral theses... research on new rural construction and propaganda on new rural construction.

1.2. Research Works on the Model of Exemplary New Rural Family and the Role of Provincial Women's Unions in Propagating the Model of Exemplary New Rural Family

1.2.1. *Research on Families and the Model of Exemplary New Rural Family*

1.2.1.1. *Research Works Abroad*

The thesis summarizes the content of some typical scientific works of foreign authors researching on families and new rural family models, typically the works: “*Model family of adult workers, gender equality and care: searching for new policy principles, possibilities and problems of the competency approach*” (2005) by Lewis, J., & Giullari - Singapore; “*Modern model family at home in Singapore: a strange geography*” by Natalie Oswin (2010); “*Striving towards an ecological city: experiences from Huainan, China*” (2013) by Xie; “*The Golden Triangle of Happiness: Essential resources for a happy family*” (2018) by Cummins...

1.2.1.2. *Research Works in Vietnam*

The thesis summarizes the content of a number of typical scientific works by domestic authors researching families and new rural family models, including monographs, scientific topics, scientific articles, doctoral theses, etc. For example, the works: “*Today's Family*” (1996), “*Vietnamese Family in the Context of National Renovation*” (2002), and “*Life and Changes in Marriage and Family in*

Vietnam Today” (2007) by author Le Thi; “*Basic Values of Contemporary Vietnamese Families*” (2007) by author Tran Thi Minh Thi; “*Family of 5 No's, 3 Clean*” (2012), by the National Culture Publishing House, Hanoi; the article “*The model of 'Family of 5 Yes, 3 Clean' contributes to improving the quality of new rural construction*” in the Law newspaper; “*Vietnamese Family Culture*” (2023) by author Vu Ngoc Khanh...

1.2.2. Research Works on the Role of Provincial Women's Unions in Propagating and Building the Model of Exemplary New Rural Family

The thesis summarizes the content of a number of typical scientific works by domestic authors researching the role of the provincial Women's Union in promoting the construction of a model new rural family, including books, scientific topics, scientific articles, doctoral theses, master's theses... For example: “*The role of the Hai Duong Provincial Women's Union in hunger eradication and poverty reduction today*”, doctoral thesis by Nguyen Thi Phuong (2016); “*Promoting the role of the Ninh Binh Provincial Women's Union in building a cultural family, coordinating with schools and society in educating and managing children and grandchildren*” (2017) by the Ninh Binh Provincial Women's Union; “*The role of women's organizations in building new rural areas*” (2024) by author Manh Quan published in the Environment magazine...

1.3. Assessment of Research Outcomes and Issues That Need Further Study

1.3.1. Research Outcomes Achieved

Firstly, although there have been a number of research projects on propaganda in general and propaganda on new rural construction, advanced new rural areas, model new rural families... there is still a lack of research projects focusing in-depth on propaganda activities of model new rural families carried out by the Provincial Women's Union, especially from the scientific perspective of ideological work and propaganda work.

Second, existing works mainly focus on analyzing the results of new rural construction or the general role of the Women's Union, without clarifying the role of the Women's Union in the propaganda of the model of new rural families. The role of the Women's Union in the propaganda of the model of new rural families is considered and researched from the reality of a specific locality to draw useful experiences for promoting the role of the Union in this activity nationwide.

Thirdly, some works have researched and proposed directions and solutions to improve the quality and effectiveness of propaganda activities - one of the important functions and tasks of the Women's Union at all levels. However, there has not been any work that has in-depth research to propose directions and solutions for propaganda activities of the model new rural family of the Women's Union at the provincial level - from practical case studies such as Ha Tinh province.

1.3.2. Issues That Need Further Study

Firstly, clarify the theoretical and practical basis of the propaganda activities of the model new rural family of the provincial Women's Union. In particular, it is necessary to clarify the concept of propaganda of the model new rural family within the framework of a socio-political organization, specifically the provincial Women's Union; at the same time, clarify the constituent elements of the propaganda activities

of the model new rural family of the provincial Women's Union; the need to promote the role of the provincial Women's Union in the propaganda activities of the model new rural family in our country today.

Second, survey and evaluate the current status of the propaganda of the model new rural family of the provincial Women's Union through research and survey in a specific locality to clarify the advantages, limitations, and causes, thereby drawing necessary experiences, and at the same time pointing out the problems that need to be solved and overcome. From there, it will be a practical basis for the provincial Women's Union across the country to reflect, learn, and apply in the process of propagating the model new rural family in their locality.

Third, from theoretical research and practical summary, propose directions and solutions to strengthen the propaganda activities of the model new rural family of the provincial Women's Union in the coming time from the practice of a locality selected for survey.

Chapter 1 Summary

Chapter 2

SOME THEORETICAL AND PRACTICAL ISSUES ON THE PROPAGANDA OF MODEL OF EXEMPLARY NEW RURAL FAMILY BY PROVINCIAL WOMEN'S UNIONS

2.1. Relevant Concepts

2.1.1. New Rural Families and Model of Exemplary New Rural Family

2.1.1.1. New Rural Families

- Family

Family is a special social institution, both biological and social; it is the place to maintain the race, nurture the young generation, and impart cultural and moral values.

- New Rural Areas

New rural areas are progressive communities with synchronized infrastructure and rich cultural lives.

- New Rural Families

New rural families are households living in rural areas that meet sustainable development criteria as outlined in the "New Rural Development Program"

2.1.1.2. Model of Exemplary New Rural Family

- Exemplary New Rural Families

A model new rural family can be understood as a typical family model in rural areas, fully converging economic, cultural, ethical, environmental and social factors, reflecting the harmonious development between tradition and modernity, between personal and community interests.

- Model of Exemplary New Rural Family

Known as the "Five Yes's, Three Clean's" model, the model of exemplary new rural families includes the following attributes: (1) having a safe home; (2) having a sustainable livelihood; (3) having good health; (4) having knowledge; (5) having a cultural lifestyle; (6) a clean house; (7) a clean kitchen; (8) a clean alley [3].

2.1.2. Provincial Women's Union and the Propaganda of the Model of Exemplary New Rural Family by the Provincial Women's Union

2.1.2.1. Provincial Women's Union

- *Concept*

The Women's Union is a political and social organization that represents the rights and legitimate interests of women, aimed at promoting women's development and gender equality.

- *Organizational Structure*

The Union operates in accordance with the regulations of the Party, state law, and the Charter of the Vietnam Women's Union. Its structure is streamlined and clear, ensuring that its functions and tasks do not overlap.

- *Functions and Tasks*

Functions: Represents and protects women's rights, participates in Party-building and state management, mobilizes and unites women to implement Party policies, state laws, and promote gender equality.

Tasks: Conducts propaganda and education on politics, ideology, ethics, and legal policies of the Party, State, and the Union. Encourages women to engage in socio-economic development and national defense. Supports women in improving their knowledge and building happy families. Provides policy consultations, critiques, and oversight related to women's rights. Strengthens the organization, enhances international cooperation for equality, development, and peace.

- *Authority*

Formulates plans and provides guidance to subcommittees and branches for implementing the Union's Charter, directives, and resolutions from different Union levels and Party authorities. Monitors, supervises, and ensures compliance. Advises and proposes solutions related to the protection of women's legitimate rights and interests.

- *Activities of the Provincial Women's Union*

+ *Economic Development Activities*

Women's Unions at various levels play a crucial role in supporting women to organize household economic activities and local economic initiatives. The Union helps establish economic development models, support production and business activities, mobilize community resources, and provide preferential bank loans to help impoverished member families develop economically and achieve sustainable poverty alleviation.

+ *Social-Related Activities*

The Union mobilizes and supports women in building happy and sustainable families. It implements the "5 No's, 3 Clean" family campaign and actively contributes to the building of new rural areas and the development of civilized urban centers.

2.1.2.2. *Propaganda of the New Rural Family Model by the Provincial Women's Union*

- *Concept of Propaganda*

Propaganda is a purposeful activity undertaken by a subject to disseminate and explain a particular ideological, theoretical, or practical issue, with the aim of changing the perceptions, attitudes, and behaviors of the target audience according to the propagandist's objectives.

- *Concept of Propagating the Model of Exemplary New Rural Family by the Provincial Women's Union*

Propagating the model of new rural families of the Provincial Women's Union is the process of disseminating, popularizing, and explaining the model of new rural families with the aim of changing awareness, raising responsibility, and promoting actions of women and the community in building

families according to new rural standards, contributing to realizing the goal of sustainable development in the locality.

2.2. Components of the Propaganda Activities for the Model of Exemplary New Rural Family by the Provincial Women's Union

2.2.1. Propaganda Subjects and Target Audiences

2.2.1.1. Propaganda Subjects

Leadership and Directing Entities: The Provincial Party Committee and the Vietnam Women's Union. Organizational Implementers: The Provincial Women's Union, which plans and organizes the implementation of propaganda activities. Direct Propagandists: The team of reporters and propagandists from the Women's Unions across various local levels within the province. Coordinating Entities: Organizations within the political system, such as the Government, the Fatherland Front, the Youth Union, the Labor Federation, the Farmers' Union, and the War Veterans' Association.

2.2.1.2. Target Audiences

Rural women; Village elders, village chiefs, and hamlet leaders; Women's Union officers at various levels (provincial, district, and commune), including officers responsible for propaganda work, reporters, and propagandists; Members of the Women's Union who participate in building exemplary new rural families; and key local officials at the commune level

2.2.2. Propaganda content

Propagation of the Party's and State's viewpoints, policies, and guidelines on new rural development. Promotion of the role of the family in new rural development. Detailed dissemination of the criteria for the model new rural family, which include: having a safe home, having a sustainable livelihood; having a cultural lifestyle; having knowledge; having good health. Highlighting the role of women in constructing a model of exemplary new rural family. Showcasing outstanding examples in the construction of exemplary new rural families.

2.2.3. Forms, Methods, and Means of Propaganda

2.2.3.1. Forms of Propaganda

Direct propaganda: Conducted through the activities of reporters and propagandists (of the Women's Union). Indirect propaganda: Carried out through guiding documents, directives, conferences, seminars, mass media channels, and social media.

2.2.3.2. Methods of Propaganda

Persuasion method; exemplification method; visualization method; practical demonstration method; method of integrating theory with practice.

2.2.3.3. Means of Propaganda

Mass media: Books, various types of printed and broadcast media (newspapers, radio, television, electronic news portals), advertisements, slogans, banners, and propaganda posters. Social media: Internet and social networks, etc. Conferences, roundtable discussions, and various cultural and artistic events, etc.

2.2.4. Propaganda Outcomes

Changes in awareness among target audiences regarding model of exemplary new rural families.

2.3. The Necessity of Propaganda Activities on the Model of Exemplary New Rural Family by the Provincial Women's Union in Vietnam Today

2.3.1. Based on the Political Mission of the Provincial Women's Union in Implementing the

National Target Program for New Rural Development

2.3.2. Based on the Propaganda Requirements in the Activities of the Provincial Women's Union During the Advanced New Rural Development Phase

2.3.3. Based on the Position and Role of Women in New Rural Development and in Building Model of Exemplary New Rural Families Today

2.3.4. Based on the Practical Demands of the Current Phase of Advanced New Rural Development in Our Country

Chapter 2 Summary

Chapter 3

THE CURRENT SITUATION AND ISSUES RAISED IN THE PROPAGANDA OF THE MODEL NEW RURAL FAMILY OF THE PROVINCIAL WOMEN'S UNION IN HA TINH PROVINCE AT THE PRESENT

3.1. Factors affecting the propaganda of the model new rural family of the Provincial Women's Union in Ha Tinh province at present

3.1.1. Situation and characteristics of Ha Tinh Province

3.1.1.1. Geographical location, natural conditions

3.1.1.2. Economic, cultural and social characteristics

3.1.2. Status of implementing the National Target Program on New Rural Construction in Ha Tinh province

3.1.2.1. Focusing on completing the criteria for new rural construction

3.1.2.2. Prioritizing the construction of exemplary new rural areas in the whole province

3.1.2.3. Focusing on propaganda and training on new rural construction

3.1.3. Characteristics of the Women's Union of Ha Tinh province

3.1.3.1. Organizational model

The Association has a Standing Committee, Standing Committee, Executive Committee; Committees: Economy and Family, Propaganda and Legal Policy, Organization, Office and Development Fund.

3.1.3.2. Functions and duties

- Functions:

Representing, caring for, protecting the legitimate and legal rights and interests of women of all classes, participating in Party building, participating in State management; uniting and mobilizing women to implement the Party's guidelines and policies, the State's policies and laws; mobilizing society to implement gender equality.

- Duties:

Propagating and educating politics and ideology; mobilizing and supporting women; advising, proposing, participating in building, social criticism and supervision; protecting the legitimate and legal rights and interests of women of all classes; building and developing a strong Union organization; uniting and cooperating with women of other countries, progressive organizations and individuals in the region and the world for equality, development and peace.

3.1.3.3. Operational situation

3.2. Current status of propaganda of the new exemplary rural family model of Ha Tinh

Women's Union

3.2.1. Advantages

3.2.1.1. Regarding the subject of propaganda

The propaganda work of the exemplary new rural family model in Ha Tinh has achieved many positive results thanks to the attention and orientation of the government and the Women's Union (WU). The WU at all levels has implemented movements associated with the new rural construction program, with a team of propagandists having expertise, experience and prestige in the community.

In addition, the Women's Union closely coordinated with the government, the Fatherland Front and other political organizations to achieve the goal of building new rural areas, focusing on the environment, social security and household economic development.

3.2.1.2. Propaganda target audience

The objects of propaganda for the model of new rural families of the Women's Union at all levels include union officials, Party committees, authorities, women's union members and people... but the main objects are union officials and women's union members.

3.2.1.3. Regarding propaganda content

The Women's Union of Ha Tinh province has strengthened its propaganda efforts on new rural construction, ensuring the content is comprehensive and systematic, with over 91.02% of participants expressing agreement. Survey results across 13 districts/towns indicate that the "Exemplary New Rural Family" model aligns well with the orientation of the Central Committee of the Vietnam Women's Union. Among the criteria evaluated, 6 out of 7 were highly rated (4.10 - 4.44/5), while 1 criterion was rated at an average level (3.93/5).

3.2.1.4. Regarding methods, forms and means of propaganda

- Regarding propaganda methods

The Women's Union of Ha Tinh province applies various flexible propaganda methods in developing the "Exemplary New Rural Family" model, including: Persuasion, Highlighting, Field visits, Practice connected to theory, Expert methods

- Forms of Propaganda

Survey results in Ha Tinh regarding the forms of propaganda for the "Exemplary New Rural Family" model showed that the issuance of model criteria was rated as the most important form (1,249 points), providing a clear foundational direction. This was followed by organizing conferences at the commune/village level (1,224 points), competitions and communication videos (1,221 points), training sessions at the provincial/district level (1,206 points), and social media (1,184 points). Traditional forms such as distributing leaflets (1,120 points) and loudspeaker broadcasts (1,117 points) were less frequently used.

- About propaganda media

The propaganda means for the exemplary new rural family model in Ha Tinh Province are diverse and abundant. Survey results indicate that the most effective propaganda means are through distributing leaflets about the policies on new rural construction and the criteria for building the exemplary new rural family model. Ranking second are videos and competitions, followed by electronic communication channels of the Union system such as Zalo, Facebook, and fanpages. Ranking fourth are loudspeaker broadcasts and television.

3.2.1.5. Regarding propaganda results

Firstly, awareness of building a model new rural family has been raised. Each participating cadre and member clearly understands that building a model new rural family is an inevitable trend in building a new rural area, in preserving and promoting family cultural values, in economic development, and in ensuring environmental protection.

Second, people's awareness has clearly and positively changed, realizing that participating in the model brings many benefits to the lives of themselves, their families and the community. Increasingly promoting the role and responsibility of each person in building a progressive, happy, civilized family, building a green, clean and beautiful environment; at the same time, creating jobs to help members and women increase their income, develop the family economy... contributing with the locality in participating in building an advanced new rural commune, a model new rural commune.

Third, gradually change the behavior of women members and people: Help members and women understand clearly the goals and criteria of the "Model New Rural Family" model, thereby being aware of implementing the criteria of the "5 no, 3 clean" and "5 yes" families. Create a change in thinking and action, helping women be more proactive in building cultural families, protecting the environment, and developing a sustainable economy. Thereby, raising awareness, mobilizing women members and people to actively participate in building advanced, model new rural areas.

Fourth, promote active community participation: Through widespread propaganda, the model is spread, mobilizing the participation of households, creating consensus and strong response from the community. Mobilizing the participation of local authorities and mass organizations to support, monitor and effectively implement the model.

Fifth, contributing to the sustainable construction of new rural areas: The model of "Model New Rural Family" helps improve the quality of life, improve economic, cultural and social conditions in rural areas. Contribute to building a green - clean - beautiful living environment, ensuring security and order, and strengthening the connection between households.

Sixth, orient and standardize the model according to the policy of the Central Committee of the Vietnam Women's Union and associated with the set of criteria for building a model new-style rural family: Propaganda activities help members and women grasp and implement the policies and guidelines of the Party and State on building a new-style rural area. This is the basis for standardizing the model, helping the Ha Tinh Women's Union to deploy it synchronously with the orientation of the Central Committee of the Union, replicate it nationwide; associated with the implementation of the set of criteria for building a model new-style rural family.

Seventh, through propaganda, women are guided on how to develop household economy, apply science and technology to production, and increase income. Building a prosperous, equal, progressive, and happy family contributes to promoting local socio-economic development.

Eighth, contributing with the locality to complete the criteria in building new rural areas, especially achieving the criteria of model new rural residential areas such as: Indicators 17.8 and 18.7 in building new rural areas, advanced new rural areas; economic, income, environmental, cultural criteria and helping disadvantaged households stabilize production, create sustainable livelihoods, promote the role of households in building civilized lifestyles, preserving national cultural values.

Eighth, contributing with the locality to complete the criteria in building new rural areas, especially achieving the criteria of model new rural residential areas such as: Indicators 17.8 and 18.7 in building new rural areas, advanced new rural areas; economic, income, environmental, cultural

criteria and helping disadvantaged households stabilize production, create sustainable livelihoods, promote the role of households in building civilized lifestyles, preserve national cultural values...

3.2.2. Limitations

3.2.2.1. On the subject of propaganda

Insufficient awareness among Party committees and authorities; while there is a large team of propagandists, it lacks strength, and many officials have not received proper training. Some officials do not deeply understand the content and goals of the model, leading to inconsistent implementation. They lack modern communication skills and methods, struggle in organizing activities, face limitations in managing clubs, and lack direction and coordination from local authorities. Additionally, collaboration between the Women's Union and other organizations remains weak.

3.2.2.2. Regarding the target audience of propaganda

There is insufficient understanding of the "Exemplary New Rural Family" model, accompanied by a lack of responsibility and motivation to implement the model. Challenges include changing habits and living customs, as well as adapting to specific evaluation criteria.

3.2.2.3. Regarding Propaganda Content

The propaganda content has not yet fully met the requirements of the new context. Updates on the Party and State's policies remain slow, lack specificity, and do not align with regional characteristics. The "Exemplary New Rural Family" model needs adjustments tailored to the unique cultural aspects of each region for greater accessibility. Currently, the propaganda content is generalized and lacks customization for specific localities, such as mountainous or coastal areas. It lacks comprehensive criteria, is not yet compatible with the 4.0 technology era, and does not clarify the roles of families and women in new rural construction. The focus is primarily on higher-level criteria and policies, which lacks depth. Additionally, the propagation of exemplary role models has not been compelling enough.

3.2.2.4. Regarding, methods, forms and means of propaganda

- *About propaganda methods:* The propaganda methods employed in recent times have not adequately combined theory with practice, remaining predominantly top-down communication.

- *About propaganda form:* Despite certain achievements, the innovation of propaganda methods for constructing the exemplary new rural family model still faces many limitations. New methods have not been widely implemented and lack effectiveness testing. Traditional forms such as workshops, conferences, and oral propaganda fail to attract attention from the target audience. Some Women's Union organizations have been hesitant to experiment with creative methods like dialogue or democratic debate.

- *About propaganda media:* The use of mass media remains ineffective, and coordination between related organizations is insufficient. Visits to exemplary models are infrequent and lack practical relevance, failing to achieve widespread impact.

Despite the strong development of information technology, the Women's Union at all levels has not fully utilized social media platforms, leading to ineffective propaganda efforts. Additionally, the mobilization of socialized resources for propaganda work has been limited, causing a lack of essential means.

3.2.2.5. Regarding propaganda results

Although the awareness of officials and women members regarding the "Exemplary New Rural Family" model has improved, it has not kept pace with practical needs, and some officials and

members still lack a comprehensive understanding of the role and effectiveness of the model.

Analysis results indicate five main limitations affecting propaganda outcomes: Insufficient awareness of the role of the exemplary new rural family model (KQ5) – identified as the biggest limitation (1,668 points). Uneven levels of understanding among members and the public (KQ4) – ranked as the second major limitation (1,519 points). Inadequate categorization of propaganda target audiences (KQ3) – the third limitation (1,506 points). A casual mindset toward model participation, lacking long-term commitment (KQ2) – the fourth limitation (1,061 points). Insufficient emphasis on cultural, social, and educational criteria (KQ1) within club models, resulting in uneven outputs.

Therefore, the active participation in building model new rural families of members and communities in the province is still uneven and lacking in strength.

3.2.3. Reasons of advantages and limitations

3.2.3.1. Reasons of advantages

Firstly, the model aligns with the strategies and guidelines of the Government, Central Committee, and local authorities, harmonizing with the goals of new rural construction and exemplary residential areas.

Secondly, Party committees, local authorities, and relevant departments have provided close guidance and effective coordination, establishing a solid legal foundation and enhancing the feasibility of the model.

Thirdly, officials of Ha Tinh Women's Union clearly understand their roles and proactively participate in propaganda activities, supporting members in implementing the model's criteria.

Fourthly, Union officials have proposed propaganda methods tailored to regional realities and audiences, making the content engaging, clear, and easy to understand.

Fifthly, the clubs for the "Exemplary New Rural Family" model have received support from all levels of the Women's Union, local authorities, and the public, fostering a cohesive community environment.

Sixthly, the model has been implemented scientifically by selecting households with strong foundations, enhancing the effectiveness of propaganda and its widespread impact.

Seventhly, the model meets the aspirations of the people, motivating their active participation, improving quality of life, and creating a clean, beautiful, and sustainable rural environment.

3.2.3.2. Causes of limitations

Firstly, insufficient awareness: Some provincial units have not fully recognized the importance of propaganda, resulting in weak coordination among departments and sectors. The team of reporters and propagandists often have multiple responsibilities, preventing them from focusing entirely on propaganda efforts.

Secondly, ineffective propaganda content: The content remains generalized, lacking specificity, occasionally repetitive, and not updated promptly to meet new demands, reducing its appeal to members.

Thirdly, monotonous propaganda methods: The approach largely relies on oral communication, with insufficient utilization of modern media such as social networks, multimedia, leaflets, or online workshops.

Fourthly, limited budget: The budget for propaganda activities remains insufficient and does not meet actual needs, leading to a lack of tools and equipment to support propaganda efforts.

Fifthly, new model, initial challenges in implementation: Some local Women's Union branches at the commune level are not well-versed in organizational methods, and certain criteria are set too high or overly detailed, making it difficult to mobilize households to participate.

Sixthly, lack of clarity in implementation: Propaganda, surveys, criteria evaluation, and initial planning have been unclear and ineffective, leading to confusion in the early stages.

Seventhly, limited club management capacity: Some members of the Club Management Commission lack strong leadership abilities, encountering difficulties in organizing activities and fostering cohesion among members.

Eighthly, lack of unified guidance from all levels: In some localities, the Women's Union has implemented the model without strong direction from Party committees, local authorities, or close coordination with other organizations.

Ninthly, limited awareness among some households: Some participating households regard the model as merely a social activity and fail to seriously commit to meeting the criteria or planning for sustainable implementation.

Tenthly, overemphasis on material criteria: Certain current models prioritize income, housing, and auxiliary structures, while paying insufficient attention to cultural, social, and intellectual criteria, reducing the model's sustainability and comprehensiveness.

3.2.4. Experiences from Ha Tinh practice

First, promote the role of the Women's Union in propaganda;

Second, link propaganda with practical actions;

Third, flexibly use propaganda forms suitable for rural areas;

Fourth, strengthen inter-sectoral coordination;

Fifth, link propaganda models with the people's immediate interests;

Sixth, link propaganda work with patriotic emulation movements and local political tasks;

Seventh, diversify propaganda forms, suitable for each target group;

Eighth, link propaganda with support for implementing model criteria;

Ninth, use model building results as the emulation assessment criteria of the Union.

3.3. Issues arising from the practical propagation of the exemplary new rural family model by Ha Tinh Women's Union

3.3.1. Regarding the subject and target of propaganda

Awareness of the importance of propaganda remains inadequate. Commune-level Women's Union branches face challenges in organizing and implementing activities. There is a lack of coordination with local authorities and relevant units. Propaganda efforts are not conducted consistently or continuously. The propaganda skills and capacity of grassroots officials remain limited. Awareness and participation among the target audience are also insufficient.

3.3.2. Regarding propaganda content

The propaganda content still has many shortcomings, and has not been timely renewed and updated with new criteria. Therefore, it is necessary to continue to supplement and perfect the evaluation criteria to keep up with the movement of reality. At the same time, it is necessary to update the situation of building new rural areas in general and building new rural families in particular, not only in Ha Tinh but also in other localities to make the propaganda content more practical and convincing.

3.3.3. Regarding methods, forms and means of propaganda

It is necessary to expand the methods, forms and means of propaganda, such as: 1. Organizing propaganda conferences at communes/villages, hamlets/residential areas; 2. Promoting through competitions and communication videos; 3. Conducting training sessions and propaganda activities at provincial and district levels; 4. Propagating on the Women's Union's electronic information platforms: Zalo, Facebook, Fanpage; 5. Disseminating information at community meetings and Women's Union branch gatherings; 6. Using leaflets and brochures for propaganda; 7. Broadcasting propaganda via local loudspeakers. Especially, there is a need to innovate propaganda methods towards a more modern approach by combining multiple direct and indirect forms to enhance accessibility and impact on the public.

3.3.4. Regarding conditions for ensuring propaganda activities

- *Issues regarding financial resources:* it is necessary to establish a separate and stable funding allocation mechanism for propaganda activities; at the same time, increase the mobilization of social resources.

- *Issues regarding human resources for propaganda implementation:* it is necessary to develop a mechanism to support staff doing propaganda work; organize systematic training, regularly improve the skills of this team.

- *Issues regarding facilities and technical means:* it is necessary to supplement and upgrade the system of modern communication equipment; support the construction of professional digital communication platforms for Women's Unions at all levels.

- *Issues regarding coordination and direction mechanisms:* it is necessary to clearly define the coordination responsibilities between sectors and organizations; promote the core role of the Women's Union in propagating the model of a model new-style rural family.

- *Issues on the impact of the new social context:* need to innovate communication thinking, proactively apply 4.0 technology achievements in propaganda work to improve efficiency and scope of impact.

Summary of chapter 3

Chapter 4.

DIRECTIONS AND SOLUTIONS FOR ENHANCING PROPAGANDA OF THE EXEMPLARY NEW RURAL FAMILY MODEL BY THE PROVINCIAL WOMEN'S UNION BASED ON THE PRACTICE OF HA TINH PROVINCE IN THE COMING

4.1. Directions to strengthen the propaganda of the model new rural family of the Provincial Women's Union - from the practice of Ha Tinh province

4.1.1. Propagating the model of new rural families of the provincial Women's Union must be under the comprehensive leadership and direction of the local Party Committee and government

4.1.2. It is necessary to promote the proactive and creative role of the Provincial Women's Union in summarizing models and promoting the model of new rural families

4.1.3. Continue to perfect the criteria for the model of new rural families to ensure that they are consistent with reality and consistent in content in the propaganda activities of the Women's Union

4.1.4. Strengthening coordination within the Union system and between the Women's Union and socio-political organizations

4.1.5. Promoting the application of digital technology and digital transformation in propaganda

4.2. Solutions to strengthen the propaganda of the model new rural family of the Provincial Women's Union - from the practice of Ha Tinh province in the coming time

4.2.1. Group of solutions for propaganda agents

4.2.1.1. Raising awareness of Party committees, authorities and socio-political organizations about the role and importance of promoting the model of new rural families of the Provincial Women's Union

Party committees, local authorities, and political-social organizations need to carry out the following tasks: Raising awareness; emphasizing leadership responsibility; monitoring, inspecting, and providing support.

4.2.1.2. Strengthening the capacity of Women's Union officials at all levels and Union officials doing propaganda work

Enhancing propaganda capacity; strengthening and managing the cadre workforce; assigning personnel appropriately.

- *Women's Union at all levels*

+ *Provincial-level Women's Union:* 1) Leading and coordinating with relevant sectors and local authorities to review and identify the needs for establishing and improving the quality of existing models. 2) Providing training and guidance for the implementation of the model. 3) Directing for the model pilot in selected communes to draw lessons and replicate it across the province. 4) Organizing provincial-level conferences and forums to share experiences and solutions for improving quality and scaling up the model. 5) Developing and enhancing communication materials. 6) Directly conducting communication activities and guiding district and commune-level efforts to build a communication network on the platform. 7) Monitoring and providing technical support.

+ *Commune-level Women's Union:* 1) Directly advising on the establishment and maintenance of club operations. 2) Proposing initial equipment support for the clubs. 3) Assisting clubs in concretizing propaganda content by topic tailored to local contexts. 4) Developing a digital propaganda network. 5) Organizing exchanges to share experiences among clubs and models. 6) Monitoring and providing technical assistance to members of Club Executive Committees. 7) Broadly disseminating the objectives, significance, and activities of the clubs and the exemplary new rural family model through mass media, local digital platforms, and social networks. 8) Promptly advising the communal People's Committee to issue decisions on reorganizing the clubs.

- *Women's Union officers engaged in propaganda work:* Reorganizing the structure of members of the Executive Committees in propaganda clubs; clearly defining the duties of the Executive Committees; and conducting training sessions to enhance propaganda capacity and the skills of propaganda agents.

4.2.2. Group of Solutions for Propaganda Targets

4.2.2.1. Further promote propaganda to raise awareness among women and people about the importance of building a model new rural family

Need to focus on propaganda to ensure that the outcomes of the exemplary new rural family model program are practical and meet the expectations of the people (households), as public participation in the program is essential. encouraging propaganda to help people truly understand and see that they are doing this for themselves, following the policies of the Party and State, investing independently to enhance the efficiency of their business and production to escape poverty and achieve prosperity.

4.2.2.2. Creating opportunities for members and citizens to access, learn about, and expand the

exemplary new rural family model

Encouraging families to voluntarily participate and learn from experiences to develop their economy and enhance traditional values, thereby contributing to the construction of the exemplary new rural family model.

4.2.2.3. Promoting achievements of new rural construction to enhance the material and spiritual well-being of members and citizens across the province

Propaganda is essentially to replicate the model of new rural family, promote the achievements of new rural construction to improve the material and spiritual life of members and people in the province, create motivation and benefits to stimulate them to participate in building new rural model.

4.2.3. Group of solutions for propaganda content

4.2.3.1. Regularly summarizing practical experiences to refine the criteria system for the exemplary new rural family model – a key aspect of propaganda work

1) Organizing interim and final reviews to evaluate the outcomes of the model's activities. 2) Strengthening inspection, supervision, information systems, and timely reporting to identify challenges and obstacles for appropriate solutions.

4.2.3.2. Integrating propaganda content on the exemplary new rural family model with other propaganda topics of the Women's Union

Strengthening close collaboration with the Provincial New Rural Coordination Office to develop and issue a Set of Criteria for input surveys and output evaluations of the "Exemplary New Rural Family" model.

4.2.3.3. Developing specialized propaganda programs on the exemplary new rural family model

Specialized topics include selecting locations for piloting the model and enhancing inspection and supervision efforts.

4.2.4. Group of solutions for propaganda methods, formats and means

4.2.4.1. Strengthening the use of visual methods and setting typical examples in propaganda about the exemplary new rural family model in the Women's Union's propaganda activities

Organizing propaganda conferences at the commune/village, hamlet/residential area levels; conducting propaganda through contests and communication videos; and providing training and propaganda at provincial and district levels.

4.2.4.2. Effectively combining and diversifying direct and indirect propaganda methods

Prioritizing and encouraging the development of propaganda methods from top-down levels, both directly, online and indirectly.

4.2.4.3. Focusing on the effective use and combination of traditional and modern media in propaganda about the Women's Union's exemplary new rural family model

Chú trọng tuyên truyền qua loa truyền thanh địa phương và phát tờ rơi, tờ gấp. Đây là những phương tiện đem lại hiệu quả cao phù hợp với năng lực nhận thức của đối tượng tuyên truyền.

4.2.4.4. Conducting propaganda during community meetings and Women's Union branch meetings

(1) When conducting community gatherings, three steps must be carried out; (2) Planning the meeting, including specific contents; (3) Choosing appropriate meeting formats and supporting tools/equipment; (4) Selecting the village cultural house for the meeting and ensuring adequate communication conditions.

4.2.4.5. The Women's Union's digital information platforms: Zalo, Facebook, Fanpage

4.2.5. Group of solutions for conditions ensuring propaganda activities

4.2.5.1. Enhancing investment in physical and technical infrastructure for the Women's Union's propaganda activities

4.2.5.2. Paying attention to policies and benefits for Women's Union staff and members – Increasing allowances for training courses

Interim review to Chapter 4

CONCLUSION

The National Target Program on building new rural areas is a crucial national strategy with significant importance in transforming the appearance of rural communities. The Women's Union, as a key component of the political system in Ha Tinh province, has the function and responsibility of propaganda, mobilization, and implementation of the Party's guidelines and the State's policies. Among these, the propaganda work on the exemplary new rural family model by Ha Tinh Women's Union plays an important role, not only in concretizing major directives from the Party and State on building new rural areas, advanced and exemplary new rural areas but also in propagating for orientation to promote the Vietnam Women's Union emulation movement: "Women actively study, work creatively, and build happy families," along with campaigns like "Building families with 5 No's and 3 Clean's" and the campaign to model development "Building families with 5 Yes's and 3 Clean's." These efforts aim to meet the mission of establishing truly harmonious and happy exemplary rural families, embodying the beautiful traditional cultural values of the nation while adapting to the development trends of the locality, the country, and the current era. It can be said that the achievements in building and propagating the exemplary new rural family model are considered a notable success of the Ha Tinh Women's Union in recent years. These successes can serve as valuable lessons for the provincial Women's Union in other regions to apply in practice.

Based on the research hypotheses, the thesis achieved the following main results:

1. The thesis contributes to systematizing, supplementing and developing a number of theoretical issues on the propaganda of the model new rural family of the provincial Women's Union. In particular, it clarifies the connotation of the concept and the constituent elements of the propaganda of the model new rural family of the provincial Women's Union, including: the subject of propaganda; the object of propaganda; the content of propaganda; the method, form, means of propaganda; the results of propaganda. In addition, the thesis also clarifies the necessity of the propaganda of the model new rural family of the provincial Women's Union in Vietnam today, for the following reasons: (1) stemming from the political task of the provincial Women's Union in implementing the National Target Program on New Rural Construction; (2) stemming from the requirements of propaganda work in the activities of the provincial Women's Union in the advanced stage of new rural construction; (3) Originating from the position and role of women in building new rural areas and building model new rural families today; (4) Originating from the practical requirements of the current stage of building advanced new rural areas in our country.

2. On the basis of clarifying the theoretical framework, the thesis has applied to survey, analyze, and comprehensively evaluate the factors affecting and the current status of propaganda of the model new rural family model of the Provincial Women's Union in Ha Tinh province. From there, it clarifies the current picture of both the advantages and limitations of the 05 elements constituting the propaganda activities of the model new rural family model; points out the objective and subjective causes of the advantages and limitations; draws experiences from the practice of the Ha Tinh Provincial Women's Union. On the basis of the limitations and shortcomings of the current situation, the thesis has clarified the issues arising in the propaganda activities of the model new rural family model of the Ha Tinh Women's Union, which are the contradictions and inadequacies that need to be

resolved in the process of propagating the model new rural family model not only of Ha Tinh but also of the Provincial Women's Union in our country at the present stage.

3. Based on the theoretical framework, current realities, and issues identified in the propaganda for the exemplary new rural family model by Ha Tinh Women's Union in recent years, the thesis proposes four groups of orientations and six groups of propaganda solutions to expand the exemplary new rural family model at the provincial level, drawing from Ha Tinh's experiences from now until 2030 and beyond. The Women's Union at all levels needs to enhance leadership and guidance from party committees, local authorities, and organizations; promote the proactive and creative role of the Women's Union at all levels; refine the criteria for the exemplary new rural family model; and strengthen coordination within the Women's Union system and with socio-political organizations. Priority solutions include: Issuing action plans and refining the set of criteria, mobilizing resources, selecting pilot locations, conducting inspection and supervision efforts, organizing reviews and promptly recognizing achievements through commendations and rewards; orienting clear objectives, directions, and activities must be outlined, emphasizing voluntary participation, continuous learning experiences and best practices in economic development, while enhancing the cherished values and traditions of families. The aim is to create motivation for members to fully understand their role and responsibility as key actors in building exemplary rural families. Additionally, regular propaganda activities must be linked with supervision, support, and guidance for members and households to actively participate in building and spreading the exemplary new rural family model. This involves implementing the "5 Yes's - Exemplary New Rural Family" criteria, aiming for building happy families, strong villages, and stable communes, contributing to a comprehensive and sustainable rural development.

With the above results, it has been proven that the research hypotheses of the thesis are appropriate and correct, the propaganda activities of the model new rural family of the Provincial Women's Union - from the practice of Ha Tinh province will definitely be spread and replicated; contributing to the successful implementation of the Party's Resolution on agriculture, farmers, rural areas and the National Target Program on new rural construction in the coming time./.

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1. Nguyen Thi Viet Ha (2019), “Strengthening the Party's leadership over the activities of the People's Council today”, Journal of political theory and communication, Academy of Journalism and Communication, Issue 9/2019, ISSN: 1859 - 1485.

2. Nguyen Thi Viet Ha (2024), *The Role of building exemplary new rural families in the development of new rural areas in Ha Tinh province*, Journal of political theory and communication, Academy of Journalism and Communication, Issue 01/2024, ISSN: 1859 - 1485.

3. Nguyen Thi Viet Ha (2025), “*The Role of propaganda work of Ha Tinh Provincial Women’s Union in building the exemplary new rural model*”, Communist Review, Issue 03/2025, ISSN: 2734 - 9071.

4. Nguyen Thi Viet Ha (2025), “*Building the exemplary new rural family model associated with modern rural family development: insights from Ha Tinh*”, Journal of Political Theory, Ho Chi Minh National Academy of Politics, Issue 04/2025, ISSN: 2525 - 2607.