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**COMMUNICATION ON SUSTAINABLE MARINE ECONOMIC  
DEVELOPMENT IN THE COASTAL PROVINCES AND CITIES  
OF THE RED RIVER DELTA REGION AT PRESENT**

**Specialization: Ideological Work**

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Reviewer 3: .....

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## INTRODUCTION

### 1. Rationale for the Research Topic

In the context of international integration, digital transformation, and increasingly complex challenges related to the environment, climate change, security, and maritime sovereignty, sustainable marine economic development has become a strategic requirement for Viet Nam. Communication plays an important role in translating the guidelines and policies of the Party and the State into practice, raising public awareness, building social consensus, and encouraging relevant stakeholders to exploit, use, and protect marine resources responsibly.

However, communication activities in the coastal provinces and cities of the Red River Delta still face limitations in terms of content, methods, the application of digital technologies, coordination among relevant forces, and the ability to translate awareness into action. Meanwhile, emerging issues such as the blue economy, the circular economy, illegal, unreported and unregulated fishing (IUU), climate change, and modern marine governance have created an urgent need to renew communication activities. At the same time, this field remains under-researched from the perspective of Political Science, particularly the discipline of Ideological Work.

Therefore, the researcher selected the topic “*Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta at Present*” for a doctoral dissertation in Political Science, specialising in Ideological Work.

### 2. Research Objectives and Tasks

**2.1. Research objective:** On the basis of clarifying the theoretical system and objectively dissecting the current situation, the dissertation proposes a synchronous and breakthrough-oriented system of solutions to improve the effectiveness of communication on sustainable marine economic development in the coastal provinces and cities of the RRD to 2030, with a vision to 2045.

**2.2. Research tasks:** To systematize the theoretical and practical foundations of communication on sustainable marine economic development; to develop criteria for measuring effectiveness; to comprehensively analyze achievements, limitations and their causes in the current situation; and to interpret a highly feasible system of solutions.

### 3. Research Object and Scope

**3.1. Research object:** The research object of the dissertation is communication on sustainable marine economic development in the coastal provinces and cities of the Red River Delta region.

**3.2. Research scope:** The survey was conducted within the political systems of coastal localities in the RRD, with a focus on Hai Phong, Quang Ninh, Ninh Binh and Hung Yen. The survey period extends from 2018, when Resolution No. 36-NQ/TW was promulgated, to the present, with the vision of solutions extending to 2045.

#### **4. Theoretical Basis and Research Methods**

**4.1. Theoretical basis:** The dissertation profoundly applies the methodology of Marxist-Leninist dialectical materialism and historical materialism, Ho Chi Minh Thought, and the Party's viewpoints on ideological activities.

**4.2. Research methods:** The dissertation uses interdisciplinary research methods: systems analysis, statistics and comparison; combined with quantitative methods through a sociological survey with a sample size of 600 questionnaires for target groups in the RRD.

#### **5. Research Questions and Hypotheses**

**5.1. Research questions:** The dissertation focuses on clarifying research questions concerning the characteristics, current situation and issues arising in communication on sustainable marine economic development in the coastal provinces and cities of the Red River Delta region in the new context.

**5.2. Research hypotheses:** On the basis of the research questions, the dissertation develops research hypotheses which hold that communication on sustainable marine economic development plays a central role in local ideological work; that communication effectiveness depends on the correct identification of regional specificities, as well as the renewal of communication contents and methods in accordance with the requirements of digital transformation and blue marine economic development.

#### **6. Theoretical and Practical Significance of the Dissertation**

**6.1. Theoretical significance:** The dissertation clarifies and establishes a theoretical framework on the intersection between traditional propaganda/communication and digital communication in ideological work concerning the green and circular economy.

**6.2. Practical significance** The dissertation provides a new system of empirical data on the awareness and behaviour of coastal communities in the RRD, serving as reference material for policy advisory agencies.

**7. New Contributions of the Dissertation:** The dissertation develops a theoretical framework on communication on sustainable marine economic development associated with the specific characteristics of the Red River Delta region; identifies current bottlenecks in awareness and communication methods; and proposes a system of solutions for renewing communication in a modern, multi-platform and audience-centred direction.

**8. Structure of the Dissertation:** The dissertation consists of an introduction; four chapters; a conclusion; a list of the author's published research works related to the dissertation topic; a list of references; and appendices.

## Chapter 1

### OVERVIEW OF RESEARCH WORKS RELATED TO THE TOPIC

#### 1.1. Foreign Research Works Related to the Topic

**1.1.1. Research group on propaganda theory:** The classic works of Walter Lippmann (1922) on the "pictures in our heads" constructed by the media; Edward Bernays (1928) on techniques for guiding public opinion. Modern studies by Sergey Guriyev and Daniel Treisman (2022) on strategies of digital information control; Yuner Zhu and King-wa Fu (2023), and Chunfeng Lin (2024) affirm that digital propaganda does not merely change its outer form, but changes the entire mechanism of producing and disseminating messages through algorithms and social networks.

**1.1.2. Research group on sustainable development and sustainable marine economic development:** Gunter Pauli (2010), with the theory of the "Blue Economy", shifted communication messages from "trade-offs of benefits" to "ecological resonance". OECD reports (2016, 2030) developed a conceptual framework on coastal ecological limits. Malgorzata Stepniewska's study (2022), based on SDG 14, addresses the prevention of overexploitation and illegal, unreported and unregulated (IUU) fishing. UNESCO-IOC (2021) established the "Ocean Literacy Framework", integrating three pillars: cognition, emotion and action. Rachel Kell (2022) and Emma McKinley (2023) proposed a shift from one-way communication to participatory, dialogic and digital storytelling models.

**1.1.3. Communication research group on communication for sustainable marine economic development:** Ocean Literacy Framework for the UN Decade of Ocean Science by UNESCO-IOC (Intergovernmental Oceanographic Commission) (2021); Narratives of the Blue Economy: A Systematic Review by Rachel Kell (2022); and Communicating the Blue Economy: Challenges and Opportunities for Public Engagement by Emma McKinley (2023).

#### 1.2. Domestic Research Works Related to the Topic

**1.2.1. Research works on propaganda:** Hoàng Quốc Bảo (2006) clarified the mass-oriented and scientific nature of Ho Chi Minh's propaganda method. Luong Khac Hieu (2017) and Phạm Huy Ky (2016) systematized the structure of propaganda activities (subjects, objects, contents, methods, means and effectiveness) within Vietnam's political system. Nguyen The Ky (2019), Đào Duy Quat (2023) and Nguyen Thi Truong Giang (2024) analyzed the requirements for renewing political propaganda on social networks and in the context of synchronous digital transformation.

**1.2.2. Research works on sustainable development and sustainable marine economic development:** Studies on sustainable marine economic development in Vietnam: Nguyen Chu Hoi (2017, 2020, 2023) localized the concept of the "blue marine economy", criticized short-term benefit-oriented thinking and proposed integrated spatial governance. Tran Đình Thiên (2018) and the Central Economic Commission (2021) pointed out institutional bottlenecks arising from

administratively fragmented management and a land-oriented approach. Vu Tuan Anh (2021) deeply analyzed the geo-economic spatial layers of the RRD. Doctoral dissertations by Tran Thi Mai (2018), Nguyen Van Truong (2020) and Hoang Van Minh (2024) provided sociological index sets for measuring coastal environmental awareness.

### ***1.2.3. Research works on communication for sustainable marine economic development***

\* Monographs and reference books on communication for sustainable marine economic development provide foundational theoretical systems and strategic orientations: Nguyen Van Thanh (2017), *Building Vietnam's Marine Brand in the Context of International Integration*, Vietnam National University Publishing House, Hanoi; Trần Đình Thiên (2018), *Vietnam's Marine Economy: Current Situation and Orientation for Sustainable Development*, Social Sciences Publishing House, Hanoi; Le Van Loi (2020), *Sustainable Marine Economic Development in Vietnam - Theoretical and Practical Issues*, Political Theory Publishing House, Hanoi.

\* Doctoral dissertations on communication for sustainable marine economic development. These works delve into specialized issues and demonstrate high methodological novelty: Phạm Văn Hải (2019), *Ideological Work of Party Committees in the South Central Coastal Provinces on Marine Economic Development*, Doctoral Dissertation in Political Science, Ho Chi Minh National Academy of Politics; Nguyễn Văn Trường (2020), *Improving the Effectiveness of Communication on Marine Environmental Protection for Coastal Residents in the Red River Delta Region*, Doctoral Dissertation in Sociology, Graduate Academy of Social Sciences.

## **1.3. Results of the Reviewed Works and Issues the Dissertation Needs to Further Study**

***1.3.1. Results of the reviewed works:*** They have formed a rich academic stream on the theoretical framework of the blue marine economy and the basic elements of communication activities. The reviewed studies have provided a relatively rich system of theoretical and practical arguments related to communication, sustainable development and the marine economy.

***1.3.2. Issues the dissertation needs to further study:*** No work has yet systematically, comprehensively and intensively studied communication activities on sustainable marine economic development in the coastal provinces and cities of the RRD from the perspective of Political Science, specializing in Ideological Work, in the current context of the intersection between digital transformation and green transformation.

### **Chapter 1 Summary**

The chapter affirms that domestic and foreign academic streams have established a rich theoretical foundation on the blue marine economy and the mechanisms of impact of modern communication. However, previous works have mainly approached separate aspects, and no study has yet adopted an overall and interdisciplinary approach from the perspective of ideological Political Science. In

particular, communication on sustainable marine economic development in the coastal area of the Red River Delta in association with the context of "dual transformation" (green and digital) remains both a theoretical and practical gap. On that basis, the dissertation selectively inherits previous results to develop a theoretical framework, assess the current situation and propose breakthrough solutions for the region in the new period.

## **Chapter 2**

### **SOME THEORETICAL ISSUES ON COMMUNICATION FOR SUSTAINABLE MARINE ECONOMIC DEVELOPMENT IN THE COASTAL PROVINCES AND CITIES OF VIETNAM**

#### **2.1. Some Basic Concepts**

In this chapter, the dissertation focuses on clarifying the system of instrumental concepts that serve as the theoretical basis for the entire research work, including:

**2.1.1. *Concept of communication/propaganda*:** It is a purposeful and organized activity conducted by communication subjects to disseminate ideas, guidelines, policies, knowledge and social values to recipients through appropriate methods, forms and means; thereby forming awareness, consolidating belief, orienting attitudes and promoting social behaviour according to defined objectives.

**2.1.2. *Sustainable development*:** It is a long-term oriented development process in which economic growth, social progress and environmental protection are harmoniously integrated in order to meet the needs of the present without compromising the ability of future generations to meet their own needs.

**2.1.3. *Marine economy*:** It is the totality of economic activities taking place at sea and land-based economic activities directly related to the exploitation and use of marine resources and marine space, with the aim of creating material wealth and economic value, improving social life and serving national sustainable development.

**2.1.4. *Sustainable marine economic development*:** It is the process of developing marine and coastal economic sectors and fields on the basis of the rational and efficient exploitation and use of marine resources and space; harmoniously combining economic growth, marine environmental protection, social progress, improvement of people's living standards, and the safeguarding of national defence, security and sovereignty over seas and islands in order to meet the country's long-term development requirements.

**2.1.5. *Communication on sustainable marine economic development*:** It is a purposeful and organized activity of communication subjects to disseminate guidelines, policies, knowledge and values concerning sustainable marine economic development to social target groups; thereby forming awareness, consolidating belief, orienting attitudes and promoting the behaviour of actors in the exploitation, management, use and protection of marine resources and the marine environment according to sustainable development objectives.

#### **2.2. Constituent Elements of Communication Activities on Sustainable Marine Economic Development in Vietnam's Coastal Provinces and Cities**

**2.2.1. Communication subjects:** The system of subjects is identified as including: (1) Party committees (provincial and municipal Party committees) and Party commissions: the highest leadership subjects, providing strategic orientation and inspection/supervision. Propaganda and Mass Mobilization Commissions play the core advisory role. (2) Local governments (People's Councils and People's Committees): subjects that institutionalize guidelines into policies, organize implementation and ensure resources. (3) Socio-political organizations (the Vietnam Fatherland Front and mass organizations): responsible for mobilizing the masses and incorporating communication contents into emulation movements. (4) Press agencies, grassroots information systems and reporter teams: vanguard forces directly transmitting information and orienting social public opinion. (5) Prestigious individuals: village elders, village heads, religious dignitaries, major fishing-vessel owners and others who play exemplary roles and exert deep influence on coastal communities.

**2.2.2. Communication target groups** Communication target groups comprise all social forces related to marine space, classified to enable appropriate approaches: (1) cadres, Party members and civil servants: requiring enhanced strategic thinking and state management capacity concerning the sea; (2) enterprises and economic actors: requiring enhanced social responsibility, compliance with environmental law and transition to green economic models; (3) coastal communities and fishermen: direct exploiters and protectors of the sea, requiring communication on sustainable livelihoods and the prevention of IUU fishing; (4) youth, pupils and students: the future force requiring education on love for the seas and islands and awareness of sovereignty protection.

**2.2.3. Contents of communication on sustainable marine economic development:** Communication contents need to be comprehensive, including: (1) the Party's guidelines and orientations, with Resolution No. 36-NQ/TW as the focus; (2) orientations for the sustainable development of key marine economic sectors (tourism, maritime transport, fisheries, renewable energy); (3) knowledge on marine environmental protection and climate-change adaptation; (4) issues of social security, marine culture and the construction of the people's-heart-and-mind posture; (5) laws on seas and islands and the protection of national sovereignty (the Law of the Sea of Vietnam, UNCLOS 1982).

**2.2.4. Methods, forms and means of communication on sustainable marine economic development** The dissertation analyzes communication methods in three aspects: (1) Methods: flexible use of methods such as dialogue (enhancing two-way interaction), visualization (using images, maps and models), practice (through experiential and field activities), ideological influence (persuasion and role-modelling), educational communication, and the combination of oral communication with mass communication; (2) Forms: diversified implementation through political-social activities; training and retraining; mass media; communication in cyberspace; large campaigns and events; and cultural and artistic activities; (3) Means: integrated use of the press, radio and television, grassroots

information systems (ward loudspeakers, bulletin boards), digital platforms (social networks, portals), and visual publications and materials.

**2.2.6. Communication effectiveness:** Measured by the degree of substantive transformation in awareness, attitudes, political belief and changes in the practical behaviour of information recipients.

### **2.3. The Role of Communication on Sustainable Marine Economic Development in Vietnam's Coastal Provinces and Cities**

#### ***2.3.1. Contributing to nurturing love for the homeland and country, consolidating strategic confidence and transforming political awareness into the aspiration to become prosperous from the sea***

Communication contributes to nurturing love for the homeland and country and building strategic confidence in sustainable marine economic development. It arouses love for the seas and islands in association with civic responsibility, helping people recognize that protecting ocean sustainability means protecting the country's future, thereby abandoning short-term exploitation thinking. At the same time, it serves as a bridge that transforms the Party's guidelines into strategic confidence, enabling society to clearly recognize the correctness and humanistic nature of the blue marine strategy and to build consensus in facing challenges. Thereby, it transforms awareness into concrete actions, voluntary environmental protection, and turns each fishing vessel and aquaculture cage into a "fortress" protecting sovereignty.

#### ***2.3.2. Promoting the roles and responsibilities of actors and encouraging shifts in thinking and ways of implementing marine economic development***

Ideological activities have a direct impact in eliminating old ways of thinking and short-term, resource-intensive mindsets; helping cadres, enterprises and people clearly understand the requirements of sustainable development in order to properly identify their responsibilities and reduce perfunctory implementation. They provide scientific information to correct inaccurate perceptions, shifting from fragmented management to integrated coordination, from simple exploitation to increasing product value and applying environmentally friendly models.

#### ***2.3.3. Helping people, enterprises and local governments voluntarily comply with law, apply green economic development models and protect the marine environment***

The core role is to transform legal regulations and external standards into the internal, self-motivated needs of each individual and organization without reliance on sanction pressure. Communication shapes a new perspective for governments and enterprises: environmental responsibility is not a cost burden but a foundation for creating competitive advantage, helping harmonize the relationship between growth and conservation through self-regulating awareness.

#### ***2.3.4. Serving as a core factor in building a firm "people's-heart-and-mind posture" and creating aggregate strength in the cause of protecting the sacred sovereignty over the seas and islands of the Fatherland***

Communication transforms affection for the seas and islands into voluntary political consciousness, making fishermen's offshore livelihoods and green marine

works meaningful as practical acts of sovereignty exercise. When people's hearts and minds are stable and legal awareness is improved, broad social strength is created to support specialized forces. Ideological work also protects the cognitive foundation and provides accurate information to help people maintain a firm stance and avoid being influenced by misinformation, thereby creating a unified front from the mainland to the islands.

### **Chapter 2 Summary**

Communication on sustainable marine economic development in coastal localities is a process of ideological-social impact with profound political orientation, closely linking growth with the protection of sovereignty and the environment. However, the integration of these contents into a unified theoretical whole in Vietnam remains a gap, creating an urgent requirement for an interdisciplinary approach from the perspective of Political Science - Ideological Work. The essence of this activity is to influence awareness, belief and behaviour in order to arouse the aspiration for blue marine development, create consensus and promote social responsibility. Communication activity is a systemic whole requiring renewed thinking and coordination methods based on the characteristics of target groups and practical conditions. Therefore, the firm development of this theoretical basis both creates a scientific foundation for accurately assessing the current situation and serves as a practical basis for proposing solutions to improve the effectiveness of communication at present.

## **Chapter 3**

### **COMMUNICATION ON SUSTAINABLE MARINE ECONOMIC DEVELOPMENT IN THE COASTAL PROVINCES AND CITIES OF THE RED RIVER DELTA REGION AT PRESENT - CURRENT SITUATION AND ISSUES ARISING**

#### **3.1. Factors Affecting Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta Region at Present**

##### ***3.1.1. Natural characteristics of the coastal provinces and cities of the Red River Delta region at present***

The coastal provinces and cities of the Red River Delta region possess many favourable natural conditions for marine economic development, with a coastline of about 400 km, systems of estuaries, bays, islands and extensive tidal flats; they also possess rich marine resources, minerals and biodiversity. Hai Phong and Quang Ninh play central roles in the development of seaports, logistics, industry and marine tourism; Hung Yen and Ninh Binh have advantages in regional linkage, industry, services and coastal economic development in a green direction.

Alongside these advantages, the region is also heavily affected by climate change, sea-level rise, saltwater intrusion, marine environmental pollution and the decline of aquatic resources. Urbanization, industrialization and excessive resource exploitation are creating great pressure on coastal ecosystems. This requires marine economic development in a green, sustainable and ecologically adaptive direction, together with strengthened communication to raise community awareness and

responsibility for protecting resources, the environment and sovereignty over the seas and islands.

### ***3.1.2. Economic, political, social, defence and security characteristics of the coastal provinces and cities of the Red River Delta region***

\* **Socio-economic situation:** According to Resolution No. 30-NQ/TW dated 23 November 2022, the Red River Delta region develops in the direction of promoting industry, services, the marine economy and modern urban areas. After the administrative boundary adjustment in 2025, the coastal space continued to expand in a direction of regional linkage, creating new momentum for growth and sustainable development. Coastal localities such as Quang Ninh, Hai Phong, Hung Yen and Ninh Binh all maintain high growth rates; in 2025 Quang Ninh reached GRDP growth of 11.89%, Hai Phong 11.81%, Ninh Binh 10.65% and Hung Yen 8.78%. Quang Ninh and Hai Phong serve as centres of the marine economy, seaports and logistics; Hung Yên strongly develops industry and services; and Ninh Binh emerges with orientations toward green industry, ecological tourism and a sustainable economy.

\* **Political-social situation:** The coastal provinces and cities of the Red River Delta region have political stability and a relatively synchronized political system, creating a favourable foundation for marine economic development and regional linkage. Industrialization, urbanization and labour restructuring occur rapidly, contributing to improvements in educational levels, access to information and human resources for the marine economy. However, pressure from urbanization, environmental pollution, development disparities among areas and increasing requirements for regional linkage pose many new challenges to sustainable development orientation.

\* **National defence and security:** The coastal area of the Red River Delta holds an especially important strategic position in national defence, security and the protection of sovereignty over the seas and islands. Systems of seaports, near-shore islands, marine economic zones and international maritime routes create favourable conditions for economic development associated with defence consolidation. Military, border guard and coast guard forces have been strengthened, helping maintain maritime and island security and a stable environment for development. However, the region is also affected by numerous challenges such as climate change, marine environmental pollution, natural disasters and non-traditional security risks, requiring marine economic development to be closely linked with the protection of sovereignty, security and sustainable development.

## **3.2. Current Situation of Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta Region at Present**

### ***3.2.1. Advantages in communication on sustainable marine economic development in the coastal provinces and cities of the Red River Delta region***

\* Communication subjects:

- Party committees and Party commissions: They promote the role of the leadership nucleus; promptly concretize Resolution No. 36-NQ/TW into action

programmes close to practical conditions. Propaganda and Mass Mobilization Commissions play the core role and coordinate closely with border guard and naval forces to create a multi-layered communication network. The proportion of cadres who firmly grasp the guidelines increased sharply (Hai Phong reached 89.2%, Quang Ninh 93.5%, Ninh Binh 96.8%, and Hung Yen 95.2% in 2025).

- Local governments: People's Councils create policy frameworks, conduct close thematic supervision and meet voters to resolve conflicts of interest. People's Committees organize effective implementation, integrate contents into planning and coordinate intersectorally. Specialized departments (Agriculture, Science and Technology, Culture, etc.) standardize information in depth and breadth.

- Socio-political organizations: Activities are streamlined and effective after the 2025 merger. The Vietnam Fatherland Front performs well in social criticism and mobilizing funds for seas and islands; Farmers' and Women's Unions lead in developing green production models; the Youth Union pioneers digital communication and beach clean-ups; and the Confederation of Labour promotes circular economy in enterprises.

- Press and grassroots information: Central and local press maintain the flow of official information; grassroots radio systems stay close to residential communities; and digital multimedia communication is strongly applied.

- Prestigious individuals: Party cell secretaries, village/quarter heads, major fishing-vessel owners, entrepreneurs and religious dignitaries promote their personal prestige to mobilize and set direct examples at the grassroots, bringing high effectiveness.

- \* Communication contents: (1) The contents are comprehensive, closely combining the Party's political orientation with practical development requirements; (2) they are localized in accordance with the advantages of each area (Quang Ninh: island and marine tourism and green services; Hai Phong: seaports and logistics; Ninh Binh: Kim Son coastal economy; Hung Yen: regional infrastructure linkage); (3) they directly link environmental protection and climate-change adaptation with social security, laws on seas and islands (Fisheries Law, IUU), and digital transformation requirements.

- \* Communication methods:

- Flexible and synchronized application of five methods: two-way interactive dialogue; digital visualization; association with practical models; persuasion and exemplary role-modelling; and standardized education.

- Forms are diverse, shifting from traditional forms (conferences, training courses, press) to modern forms (cyberspace, digital platforms, campaign events).

- Means have shifted from single-channel to multi-channel, with social networks (reaching 29.5% in 2025) and television (26.2%) as key access tools, suitable to the educational level and urbanization of the RRD.

- \* Communication effectiveness: (1) Strong transformation in awareness: from short-term exploitation thinking to sustainable thinking, blue marine economy and high social consensus (Quang Ninh reached 94.5% consensus in 2025); (2) good transformation into action: 100% relocation of aquaculture cages outside planning

areas (Quang Ninh and Hai Phong); Ninh Binh recorded three consecutive years (2023-2025) without fishing vessels violating IUU regulations; Hung Yen achieved 96.4% consensus on site clearance for coastal infrastructure; (3) outstanding digital application: the regional rate of information access through digital platforms increased from 15% (2018) to 72% (2025), contributing to the construction of a positive public opinion environment and firmly protecting sovereignty over the seas and islands in association with regional economic development in the RRD.

### ***3.2.2. Limitations and shortcomings in communication on sustainable marine economic development in the coastal provinces and cities of the Red River Delta region***

- Coordination among communication subjects has not yet promoted aggregate strength: coverage remains incomplete, as survey and assessment results show that about 39.8% of respondents had never accessed a communication programme. Coordination effectiveness remains fragmented and uneven across localities and target groups. The direction of some Party committees lacks depth and specificity; concretization of guidelines is mainly integrated into existing activities and has not created a unified and long-term mechanism.

+ Specialized Propaganda and Mass Mobilization agencies still tend toward administrative implementation and one-way dissemination; the grasping of public opinion, sentiments and practical livelihood needs of target groups remains slow.

+ Specialized departments and sectors conduct communication separately according to each project or management function, lacking message connectivity across the whole region.

+ Activities of socio-political organizations and the press depend heavily on short-term movements and campaigns, tending to report events rather than deeply analyze strategic issues.

- Communication contents lack depth, systematicity and empirical grounding: through survey and assessment, nearly 30% of recipients have not deeply understood the messages due to limitations in content structure and differentiation (survey: 19% rated them as "average", 9.8% rated them as "unclear").

+ The content leans too heavily toward general dissemination of resolutions and has not clarified the dialectical relationship between economic development, ecological conservation and sovereignty protection.

+ There is an imbalance between encouraging potential and warning about environmental risks and ecological limits. Communication on combating IUU fishing, protecting coastal zones and transforming livelihoods remains time-bound and has not been regularly linked with production. It is slow to update new trends (digital transformation, green economy, circular economy, modern marine governance); it has not fully promoted the critical role of experts and lacks "localization" closely aligned with the livelihood characteristics of each locality.

- Communication methods are slow to innovate and have not created profound impacts: In terms of method, one-way communication remains heavy and deep interactive dialogue is lacking. Nearly 30% of respondents rated the approach as average or unclear. Dialogue tends to address immediate cases; visualization has

not created sustainable behavioural change; practical models remain fragmented and pilot-like; and the role-modelling method remains formalistic.

- In terms of forms: There is a heavy emphasis on broad information transmission and a lack of in-depth group-based discussion. Digital communication lacks a long-term content strategy and has not built a unified digital ecosystem for the whole region.

- In terms of means: More than 50% of respondents rated new communication means as meeting needs only at an average level or remaining insufficient. Press systems and digital platforms have not been synchronously integrated and lack specialization for each target group.

- Thinking about effectiveness evaluation has not fully shifted to measuring social impact: inspection and supervision still operate according to the logic of administrative management, emphasizing surface-level quantities (numbers of conferences and news articles) rather than the depth of actual behavioural change. The transformation of awareness into practical action remains uneven and unsustainable. A portion of people and enterprises still retain short-term resource-exploitation thinking and prioritize immediate economic interests over environmental responsibility.

The spillover effect differs greatly between marine growth poles and disadvantaged coastal areas. Forecasting capacity, communication governance and proactive struggle against and refutation of false and distorted information in cyberspace remain weak and delayed at certain times.

### **3.2.3. Causes of advantages and limitations**

#### *3.2.3.1. Causes of advantages*

\* Objective causes:

- Unified and close macro-level direction from the Party Central Committee and Government through Resolution No. 36-NQ/TW and Directive No. 31/CT-TTg created a firm political-ideological foundation and established clear communication orientations for localities.

- The institutional system, national marine spatial planning and international cooperation schemes have been improved, creating conditions for integrating communication contents into coastal development practice.

- The strong development of information technology infrastructure, the internet and social networks helps green messages spread rapidly, vividly and beyond administrative boundaries.

- The companionship and proactive participation of communities and social organizations create a broad network, transforming strategic objectives into voluntary movements.

\* Subjective causes:

- High political awareness and determination among leaders of Party committees and local governments (Hai Phong, Quang Ninh, etc.) in promulgating policies and creating a foundation for communication campaigns.

- The proactive renewal of communication methods and forms by media agencies; effective exploitation of digital applications, data visualization and short videos to attract young people.

- The ability of socio-political organizations to creatively connect and apply the "skillful mass mobilization" model, linking communication with livelihood improvement and practical environmental clean-up.

#### 3.2.3.2. *Causes of limitations and inadequacies*

\* Objective causes:

- The coastal geography of the RRD is extensive, with many remote areas and coastal rural areas where communication infrastructure and access to the internet and digital platforms remain very limited.

- Macro policies have not been thoroughly concretized into grassroots actions; there is a lack of financial mechanisms and specialized investment resources for communication and green technology transfer.

- Complex environmental developments and rapid impacts of climate change (saltwater intrusion, natural disasters) make it difficult to maintain the continuity and timely updating of messages.

\* Subjective causes:

- The existing legal framework is incomplete, lacking synchronization and interconnection among sectors (resources, environment, economy, communication), leading to passive adaptation at the grassroots level.

- Leadership and management thinking is slow to innovate, remains administrative, and views communication as the mere transmission of documents rather than an overall process of cognition governance and social behaviour change.

- The approach to target groups remains egalitarian and administrative by title; it has not deeply analyzed socio-behavioural characteristics, livelihood needs and actual motivations of each group.

- Content organization capacity lacks analytical depth; interdisciplinary expertise and experts have not been sufficiently mobilized; methods of impact have not been synchronously integrated across methods, forms and means.

- Thinking about inspection and effectiveness evaluation falls into the rut of administrative management, quantifying superficial outputs through mechanical activity counts (numbers of meetings and leaflets) instead of measuring substantive social impact and long-term behavioural transformation.

- Digital transformation is delayed; the communication system lacks data platforms and social network analysis tools, while the capacity and digital skills of grassroots cadres remain limited.

### **3.3. Issues Arising in Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta Region**

#### ***3.3.1. Contradiction between immediate economic-benefit thinking and responsibility for long-term sustainable development***

- Conflict between the demand for rapid exploitation and the expansion of industry, tourism and seaports to promote short-term growth and the requirement to protect coastal ecosystems.

- Enterprises and residents still prioritize immediate benefits, engage in exhaustive exploitation, discharge waste contrary to regulations and fear stricter environmental-management planning because of its direct impact on income.

- Communication must move beyond purely environmental-protection content that is dry and rigid; it must shift strongly toward organically linking green economic orientation with sustainable livelihood solutions to create voluntary self-governance needs from the grassroots.

### ***3.3.2. Contradiction between the requirement for modern, multimedia innovation and traditional, path-dependent communication methods***

- The gap between the need for multi-platform, highly interactive communication in the digital era and the habit of transmitting administrative, linear and one-way information.

- Content is heavily focused on general and stereotyped dissemination of resolutions, lacks differentiation among target groups and has not vividly presented practical topics (circular economy, marine livelihoods). Forms depend on conferences, documents and radio; a synchronized digital ecosystem for the whole region has not been built. Cadres respond slowly to public opinion in cyberspace.

- It is necessary to fundamentally change thinking from "transmitting information" to "creating social interaction", shifting to a multi-platform, multi-subject and multidimensional communication model.

### ***3.3.3. Contradiction between unified regional linkage and fragmented, localistic development thinking***

- The requirement for synchronization of marine economic space (planning, infrastructure, environment) conflicts with the tendency to prioritize the separate interests and growth objectives of each locality.

- Communication contents are fragmented by administrative boundaries; regular coordination mechanisms are lacking and a common communication-message system for the entire RRD has not been formed. Competition in attracting investment, seaports and tourism reduces the effectiveness of common resource management.

- Communication must be renewed toward improving the geo-economic perspective of regional linkage, sharing benefits and common responsibilities among the four coastal provinces and cities.

### ***3.3.4. Contradiction between the wishes of communication subjects and the actual livelihoods and limited awareness of fishermen and small-scale enterprises***

- The gap between macro orientations (circular economy, green transformation, climate-change adaptation) and pressures from living costs, employment and technological barriers among small-scale production households.

- Fishermen continue to use destructive methods and violate IUU regulations due to livelihood pressure. Communication contents are detached from actual needs; requirements for transforming aquaculture planning lack accompanying livelihood solutions, causing hesitation and lack of consensus.

- Ideological activities must be closely linked with policy action commitments that provide substantive economic support; they must demonstrate to people that sustainable development helps stabilize livelihoods in the long term.

### ***3.3.5. Contradiction between increasingly high requirements of international integration and endogenous capacity, investment resources and grassroots staff qualifications***

- Strict standards on the blue marine economy and global environmental commitments require highly specialized and rapidly updated information, yet grassroots system capacity has not responded in time.

- Grassroots reporters lack knowledge of international law and climate change and have weak digital skills. Financial resources are uneven; data infrastructure and digital communication products are insufficient and depend on traditional tools. Communication cadres are accustomed to one-way transmission and slow to adapt to the speed of online public opinion.

- It is urgent to enhance the endogenous capacity of the system through in-depth interdisciplinary training, modernization of technological skills, and increased investment in adequate material and financial support.

## **Chapter 3 Summary**

The survey results and assessment of the current situation show that the process of transforming political awareness into practical action is gradually being formed under the leadership of the Party and the participation of the entire political system. The increase in the rate of studying resolutions, the level of information access, awareness of compliance with fisheries law and the degree of social consensus in many localities reflects the orienting role of the system of propaganda, mass mobilization and coordinating forces; at the same time, the ability to create consensus and promote behavioural transformation is significantly enhanced when communication contents are linked to livelihoods and the practical interests of people. However, the achieved results are still not truly even and sustainable because the mechanism for coordinating forces lacks synchronization and has not promoted aggregate strength. In some places, contents remain stereotyped, heavily one-way and administrative, and have not effectively resolved the contradiction between immediate economic interests and environmental-protection responsibility, while digital transformation and method renewal remain slow and evaluation thinking still tends to focus on the number of activities rather than substantive social impact. From the perspective of political science, this situation reflects five objective contradictions in the process of transforming the marine economic development model of the Red River Delta region: between short-term economic benefits and sustainability requirements; between modern communication innovation and traditional methods; between regional linkage and localistic thinking; between the objective of raising awareness and the actual livelihoods of residents; and between international integration requirements and the endogenous capacity of grassroots staff. These issues show the pressure to shift development thinking from "exploiting the sea" to "governing and developing the sea sustainably" in the current context of integration and green transformation.

Therefore, correctly identifying the nature of the current situation and clearly dissecting the above bottlenecks is important both theoretically and practically, creating a firm scientific basis for proposing viewpoints, orientations and solutions to improve communication effectiveness in the next stage.

## **Chapter 4**

### **ORIENTATIONS AND SOLUTIONS TO STRENGTHEN COMMUNICATION ON SUSTAINABLE MARINE ECONOMIC DEVELOPMENT IN THE COASTAL PROVINCES AND CITIES OF THE RED RIVER DELTA REGION TO 2030, WITH A VISION TO 2045**

#### **4.1. International and Domestic Contexts Affecting Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta Region**

##### ***4.1.1. International context***

- Complex maritime security: Seas and oceans are strategic spaces where interests and sovereignty disputes are intertwined; the increasing trend of militarization requires communication to orient awareness, stabilize community psychology and ensure an environment for sustainable development.

- Shift toward a green economic model: International standards on conservation, resource use and social responsibility are increasingly high, creating new "technical barriers"; communication must shift its focus from pure growth to the harmonious relationship between the economy and environmental protection.

Extreme climate change: Natural disasters, sea-level rise and saltwater intrusion directly threaten livelihoods and coastal infrastructure, forcing communication activities to clarify the urgency of adaptation and the application of sustainable service and aquaculture models.

Competition among emerging economic sectors: Seaport logistics, renewable energy and high-quality tourism attract major investment; communication must promote advantages while conveying international cooperation standards and social responsibility.

Digital technology boom: The development of social networks and artificial intelligence (AI) accelerates information diffusion but also creates risks of distortion and manipulation of public opinion, requiring communication work to adapt in order to guide social public opinion.

##### ***4.1.2. Domestic context***

- Synchronization of development institutions and digital transformation: Resolution No. 57-NQ/TW on the development of science and technology and digital transformation requires the digitization and multi-channelization of communication methods to enhance the capacity for orienting public opinion in major marine economic centres such as Hai Phong and Quang Ninh.

- Deep international integration: Resolution No. 59-NQ/TW affirms integration as a driving force; communication expands from disseminating domestic policies to

promoting the region's investment environment, heritage tourism and logistics to international markets in order to mobilize resources.

- Building a law-governed socialist state: Resolution No. 66-NQ/TW emphasizes the principle of the supremacy of law, requiring communication contents to be closely associated with accurate, understandable legal dissemination concerning seas, islands and coastal resources, and suitable to residents' livelihoods.

- Pressure from coastal resource degradation: Challenges from pollution, natural disasters and saltwater intrusion threaten the RRD coastal zone, requiring communication to increase both intensity and depth, shifting from general awareness raising to orienting behaviour and voluntary community responsibility.

- Pressure from high economic growth targets: The requirement to reach double-digit GRDP growth creates pressure on communication work to perform the role of "regulating awareness", both encouraging the development of key sectors and warning about ecological limits, explaining long-term benefits with scientific evidence.

- Reform of the local government model: The policy of organizing government according to a two-level model (province and commune) makes target groups and residential scope more diverse, requiring communication to be flexible, strongly grassroots-oriented and to exploit digital means to ensure continuity.

- Promotion of the role of the private economic sector: Resolution No. 68-NQ/TW provides a basis for renewing thinking, encouraging entrepreneurship, circular technology innovation and the implementation of sustainable development standards by private enterprises; building development confidence and companionship among the State, enterprises and communities.

## **4.2. Orientations for Strengthening Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta Region to 2030, with a Vision to 2045**

### ***4.2.1. Firmly maintaining the principle of the Party's direct and comprehensive leadership over communication activities on sustainable marine economic development.***

Ensure the unified leadership of the Party in orienting awareness, creating social consensus and unifying action among levels, sectors, enterprises and people in coastal areas. Link ideological orientation with the practice of developing the blue marine economy and deep-sea economy; promptly orient public opinion in response to complex issues concerning the environment, marine spatial planning and coastal development. At the same time, strengthen the institutionalization of the Party's guidelines into programmes, projects and sustainable development models at the local level.

### ***4.2.2. Renewing communication contents and methods in a modern, diverse and digital-platform-based direction***

Promote the application of science and technology, digital transformation, big data and multimedia communication in communication activities. Communication contents must be associated with livelihood characteristics and the practical needs

of each target group, such as enterprises, fishermen, port workers and coastal residents. Strongly shift from one-way communication to multidimensional interaction, policy dialogue and digital communication in order to improve accessibility, persuasiveness and the effectiveness of social orientation.

***4.2.3. Linking communication on sustainable marine economic development with the protection of national sovereignty and national defence and security at sea.***

Raise awareness among cadres, Party members and people of the strategic position and role of the sea in national development and defence. Closely combine marine economic development with the construction of the all-people national defence posture and people's security posture at sea. Promote communication on maritime law, combat illegal, unreported and unregulated (IUU) fishing, enhance the responsibility of sea citizens and promote the role of fishermen in protecting sovereignty over the seas and islands.

***4.2.4. Strengthening Forecasting Capacity, Proactively Shaping Public Opinion in Response to Climate Change and Environmental Challenges, and Building a Sustainable Maritime Culture among Coastal Communities.***

Strengthening forecasting capacity, proactively shaping public opinion, and fostering a sustainable maritime culture constitute important requirements of social governance in the coastal provinces and cities of the Red River Delta. Communication efforts should shift from passive responses to the early identification of risks arising from climate change, sea-level rise, environmental pollution, and non-traditional security challenges. This requires the establishment of an interconnected data-sharing mechanism among state management agencies, marine research institutes, and Party advisory bodies responsible for communication, education, and mass mobilization. Scientific data on environmental carrying capacity, spatial planning, and ecological risks should be translated into messages that are accessible, comprehensible, and applicable to everyday life. At the same time, digital technologies should be employed to monitor public opinion, identify emerging information hotspots, and provide timely, transparent information concerning environmental incidents or sensitive development projects.

Public opinion orientation should aim to reinforce public confidence in green development policies, prevent the spread of misinformation, and transform environmental concerns into voluntary adaptive action. A sustainable maritime culture must be reflected in the conduct of different social groups: enterprises should conserve resources and properly manage waste; tourists should reduce single-use plastics; and fishers should engage in responsible harvesting and abandon destructive fishing practices. Ecological standards should also be incorporated into community conventions, local regulations, and cultural-family criteria. In this way, communication can strengthen community self-governance, transform awareness into civilized patterns of behaviour toward the sea, and establish a solid spiritual foundation for the development of a green and sustainable marine economy toward 2030, with a vision to 2045.

**4.2.5. *Linking Communication on Sustainable Marine Economic Development in Coastal Provinces and Cities with the Building of Public Trust, Awareness, and Responsibility.*** Linking communication on sustainable marine economic development with the cultivation of public trust, awareness, and responsibility is a fundamental orientation of ideological work in coastal localities. Communication can achieve substantive effectiveness only when Party guidelines and state policies are transformed into voluntary awareness and concrete community action.

The content should clarify the long-term benefits of a green marine economy for livelihoods, the environment, and community security, while helping people properly understand the requirements of combating illegal, unreported, and unregulated fishing, protecting aquatic resources, reducing marine plastic waste, and adapting to climate change. This process should gradually replace the perception of the sea as an unlimited source of exploitation with an awareness of rational use, ecosystem conservation, and responsible governance.

People should be regarded not merely as recipients of information, but as active participants in community supervision, reporting violations, and disseminating models of green livelihoods, responsible tourism, and sustainable aquaculture. Implementation methods should remain close to the people and practical conditions, strengthen dialogue, combine direct communication with digital platforms, and promote the roles of socio-political organizations, reputable community members, vessel owners, fishing teams, religious dignitaries, and enterprises.

### **4.3. Solutions to Strengthen Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta Region to 2030, with a Vision to 2045**

#### **4.3.1. *Raising the awareness and responsibility of Party committees at all levels, local governments and people regarding the role of communication on sustainable marine economic development***

Establish a directing mechanism and quantitative indicators (KPIs) linked to local realities (IUU, bay pollution, coastal zoning) to assign political responsibility and annually evaluate the leadership capacity of heads of Party committees. Local governments concretize guidelines by digitizing and publicizing marine spatial planning (Resolution No. 139/2024/QH15) and linking green policy communication with credit incentives and practical livelihood-transition support. Promote the role of people as subjects through direct two-way dialogue forums at ports and integrate ecological ethical standards into village conventions and regulations. Renew the inspection process of Propaganda Commissions and Mass Mobilization Commissions by using sociological surveys and Big Data tools to quantify effectiveness based on actual behavioural changes.

#### **4.3.2. *Renewing communication contents in a specialized, modern direction suitable to each target group (fishermen, enterprises and tourists)***

Localize legal language (Fisheries Law, IUU, Directive No. 32-CT/TW) into visual diagrams distributed to captains; integrate conservation knowledge into

seafaring handbooks so fishermen understand that law compliance protects long-term livelihood capital. For enterprises, structure contents to link economic value with ecological responsibility, disseminate knowledge on the circular economy and green seaports together with scientific reports on risks of coastal degradation in order to orient clean technology innovation. Create the message "Green Marine Culture and Responsible Experience" in the form of short videos and interactive quizzes at accommodation spaces to arouse pride in heritage (Hạ Long, Cát Bà, etc.), turning tourists into voluntary actors in environmental protection. Annually compiled contents must be reviewed by an interdisciplinary expert council and micro-tested at the grassroots before dissemination.

***4.3.3. Diversifying and modernizing communication methods, with emphasis on applying digital technology and multimedia communication to communicate sustainable marine economic development***

Apply data technology to digitize information systems and visually display marine space according to local strengths (Hai Phong: seaport logistics; Quang Ninh: heritage-bay conservation and marine aquaculture; Ninh Binh: Kim Sơn alluvial-flat ecology). Create digital dialogue spaces through online forums and integrate AI chatbots and virtual assistants on portals to answer policy questions and reduce communication latency. Communication products should be flexibly designed by target segment: infographics, short videos and podcasts for young people and enterprises; combined with grassroots radio, Zalo/Viber groups and port-based activities for fishermen. Establish a system for listening to social public opinion in cyberspace (Social Listening) to promptly grasp community psychology, orient public opinion and refute misinformation in real time.

***4.3.4. Building, training and retraining a contingent of reporters and communicators with professional knowledge of the marine economy and strong skills and professional competence***

Plan core forces according to regional livelihood characteristics (Hai Phong and Quang Ninh focusing on seaports, maritime activities, tourism and armed forces; Ninh Binh prioritizing people knowledgeable about the Kim Sơn alluvial flats and mangrove forests; Hung Yen focusing on inland logistics cadres and site clearance). Establish a strategic linkage network between major training institutions (equipping cadres with theory, public-opinion skills and maritime law) and specialized oceanographic research institutes (updating ocean science, the blue marine economy and climate change). Promote the role of local political schools (To Hieu, Nguyen Van Cu, Nguyen Van Linh and Ninh Binh political schools) in coordination with Propaganda Commissions and Mass Mobilization Commissions to personalize lectures close to reality. Training contents must be interdisciplinary, designed around practical problems in each province and create breakthroughs in action skills: producing digital content (infographics, videos, podcasts), community dialogue and handling communication crises through field surveys.

***4.3.5. Increasing investment in resources, material-economic facilities and appropriate financial mechanisms for communication activities on sustainable marine economic development***

Renew the budget structure by reducing rudimentary agitation and focusing on highly applicable digital products; study the allocation of a reasonable proportion of marine financial revenues (port fees, tourism) to reinvest in information infrastructure. Modernize digital infrastructure, build a shared data system for the entire RRD and upgrade IP-based smart radio networks in coastal communes and fishing ports. Promote socialization and encourage private corporations to invest in green communication programmes and virtual reality/augmented reality (VR/AR) experiential spaces to meet international ESG standards. Optimize investment schemes toward the grassroots, supporting long-range communication equipment for offshore fishing groups in key localities (Kim Son, island districts of Quang Ninh, and the Hải Phòng port cluster). Plan digital exhibition spaces and virtual reality models on the environment and sea-level rise in tourism cities; at the same time, develop KPI sets to monitor finance according to output effectiveness.

***4.3.6. Strengthening coordination among the armed forces of the provinces and cities (Navy, Coast Guard, Border Guard, Fisheries Surveillance, etc.)***

Establish an interconnected mechanism for information sharing and digitized shared data on social public opinion in coastal areas between operational forces (seaport Border Guard, Fisheries Surveillance, Coast Guard) and the Propaganda and Mass Mobilization Commissions of the four provinces in order to grasp fishermen's sentiments early and from afar. Standardize the process of ideological coordination according to coastal sub-zones: Border Guard and Fisheries Surveillance take charge of administrative inspection integrated with micro-dialogue, distributing visual digital handbooks on ship decks and at harbours before departure; the Border Guard coordinates with Hung Yên's mass mobilization system to communicate regional logistics. Integrate ideological tasks into patrol activities of the Coast Guard and Fisheries Surveillance through persuasion and exemplary role-modelling when handling violations. Naval and island Border Guard forces serve as pillars for creating the people's-heart-and-mind posture offshore through mass mobilization, fisheries logistics support, healthcare and rescue. Operate a rapid intersectoral response mechanism between armed forces and local press to handle ideological crises and protect cybersecurity. Maintain quarterly briefings between Regional Commands and local specialized agencies to organize interprovincial marine communication campaigns across administrative boundaries.

**Chapter 4 Summary**

The system of orientations and solutions in Chapter 4 is formed from the profound identification of the international context and the requirements of transforming the domestic development model; it creates pressure requiring the coastal localities of the Red River Delta region to renew their thinking and shift ideological activities from mere administrative transmission to the role of orienting awareness, creating consensus and guiding sustainable-development behaviour. The solutions are built synchronously, closely associated with the specific

characteristics of Hai Phong, Quang Ninh, Hung Yen and Ninh Binh, and operate as a unified whole among Party leadership, government administration, force coordination and people's proactiveness. The focus of the system is to overcome the structural limitations identified in Chapter 3, shifting from administrative management thinking to modern social governance, emphasizing dialogue and placing people and enterprises at the centre. The promotion of digital technology applications (Web-GIS, VR/AR, IP-based radio, Social Listening) helps expand methods of impact, enhance forecasting capacity and handle issues early and from afar. At the same time, the mechanism of resource socialization and strategic coordination with armed forces (Navy, Coast Guard, Border Guard, Fisheries Surveillance) helps firmly protect the ideological foundation. Overall, the system of solutions not only improves the effectiveness of ideological work but also completes theoretical and practical foundations for building the "people's-heart-and-mind posture", creating a sustainable political-social foundation to turn the Red River Delta into a modern marine economic centre and firmly protect the sovereignty over the Fatherland's seas and islands in the new era.

## CONCLUSION

Public communication on sustainable marine economic development plays an important role in the Party's leadership, the State's management, and the implementation of Viet Nam's Strategy for Sustainable Marine Economic Development. It is not merely an activity of disseminating the Party's guidelines and orientations and the State's policies and laws, but also a process of shaping public awareness, strengthening confidence, building social consensus, and encouraging relevant stakeholders to participate actively in marine economic development in association with resource and environmental protection, the safeguarding of national sovereignty and security, and the improvement of people's living standards.

Through the study entitled "Public Communication on Sustainable Marine Economic Development in the Coastal Provinces and Cities of the Red River Delta at Present," the dissertation has fulfilled its stated research objectives and tasks. It contributes to supplementing the theoretical foundations, assessing the current situation, and proposing orientations and solutions to strengthen public communication activities in the coming period.

The dissertation provides a relatively systematic review of domestic and international studies concerning sustainable marine economic development, the blue economy, policy communication, ideological work, and communication on seas and islands. The review indicates that, although numerous studies have addressed marine economic development, environmental protection, ocean resource governance, and the enhancement of public awareness, no previous study has systematically and comprehensively examined public communication on sustainable marine economic development from the perspective of Political

Science, particularly the discipline of Ideological Work, in the coastal provinces and cities of the Red River Delta. This constitutes the scientific gap that the dissertation seeks to address.

The dissertation has developed and clarified its key concepts and analysed the position, role, characteristics, and constituent elements of public communication on sustainable marine economic development. Based on the theoretical framework of such communication in the coastal provinces and cities of the Red River Delta, the dissertation assesses the achievements and limitations of communication activities concerning sustainable marine economic development. On the basis of forecasting influencing factors and identifying emerging requirements, the dissertation proposes orientations for strengthening public communication on sustainable marine economic development toward 2030, with a vision to 2045.

To implement these orientations, the dissertation proposes six principal solutions:

(1) Raising the awareness and responsibility of Party committees, local authorities, and the public regarding the role of communication in promoting sustainable marine economic development;

(2) Renewing communication content in a more specialised, modern, and targeted manner, appropriate to specific groups such as fishermen, businesses, and tourists;

(3) Diversifying and modernising communication methods, with particular emphasis on the application of digital technologies and multimedia communication in promoting sustainable marine economic development;

(4) Developing, training, and fostering a contingent of rapporteurs and communicators equipped with professional knowledge of the marine economy as well as strong communication skills and expertise;

(5) Increasing investment in financial resources, facilities, technical infrastructure, and appropriate financial mechanisms for communication activities on sustainable marine economic development;

(6) Strengthening coordination among the armed and maritime law-enforcement forces of the provinces and cities, including the Navy, Coast Guard, Border Guard, Fisheries Surveillance Force, and other relevant forces.

These orientations and solutions are closely interconnected and therefore need to be implemented comprehensively, with clear priorities and in accordance with the specific conditions of each locality. In this process, raising the awareness and responsibility of relevant stakeholders serves as a prerequisite; renewing communication content and methods constitutes a breakthrough; developing human resources and ensuring adequate resources are essential conditions; and strengthening coordination provides the foundation for improving the quality and effectiveness of communication activities.

It can be affirmed that strengthening public communication on sustainable marine economic development in the coastal provinces and cities of the Red River

Delta is an objective, urgent, and long-term requirement. Effective implementation of this activity will contribute to transforming the Party's guidelines and orientations and the State's policies and laws into awareness, confidence, and voluntary action among cadres, Party members, citizens, and businesses. It will also help build social consensus, inspire the aspiration to advance toward the sea, and promote the potential and advantages of the entire region. This provides an important foundation for developing a green, circular, and sustainable marine economy; protecting marine resources, the environment, and ecosystems; improving people's living standards; safeguarding national defence, security, and sovereignty over seas and islands; and contributing to the goal of making Viet Nam a strong, sustainably developed, and prosperous maritime nation.

## **LIST OF THE DOCTORAL CANDIDATE'S PUBLISHED WORKS RELATED TO THE DISSERTATION**

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