

SUMMARY OF NEW CONCLUSIONS OF PH.D. THESIS

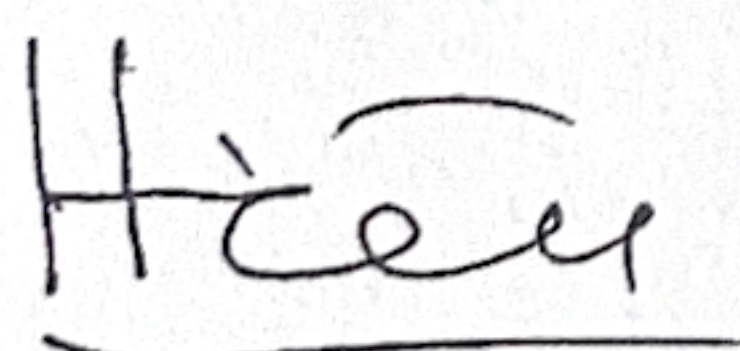
1. Thesis title: Reception effectiveness of televised climate change messages among farmers in the Mekong Delta
2. Major: Journalism Code: 932.01.01
3. Ph.D. Candidate : HO XUAN NGOC
4. Supervisors : Supervisor 1: Assoc. Prof. Dr. Luong Khac Hieu
Supervisor 2: Dr. Dinh Thi Xuan Hoa
5. Training Institution: Institute of Journalism and Communication, Academy of Journalism and Communication
6. New conclusions of the Ph.D. Thesis:

First, in terms of theoretical contributions: The thesis systematizes and clarifies the theoretical foundation of the reception effectiveness of televised climate change messages by integrating key communication theories, including Encoding/Decoding Theory, Uses and Gratifications Theory, and Framing Theory. This theoretical integration provides a deeper explanation for the gap between farmers' "awareness" (knowledge) and their actual "action" (behavior) in responding and adapting to climate change.

Second, in terms of practical contributions: The thesis identifies a communication paradox in the Mekong Delta, where farmers hold high expectations for adaptation models yet demonstrate low rates of practical application. Furthermore, it analyzes the core barriers to farmers' message reception, including semantic obstacles, technical and transmission infrastructure limitations, psychological factors, and the overall receiving environment. Based on these findings, the thesis proposes comprehensive solutions to transition from one-way dissemination to constructive, action-oriented communication for sustainable adaptation. These recommendations focus on establishing data and communication standards, building a dedicated team of specialized journalists, innovating content through solution journalism, enhancing farmers' active participation, and investing in digital infrastructure alongside funding diversification to maximize reception effectiveness.

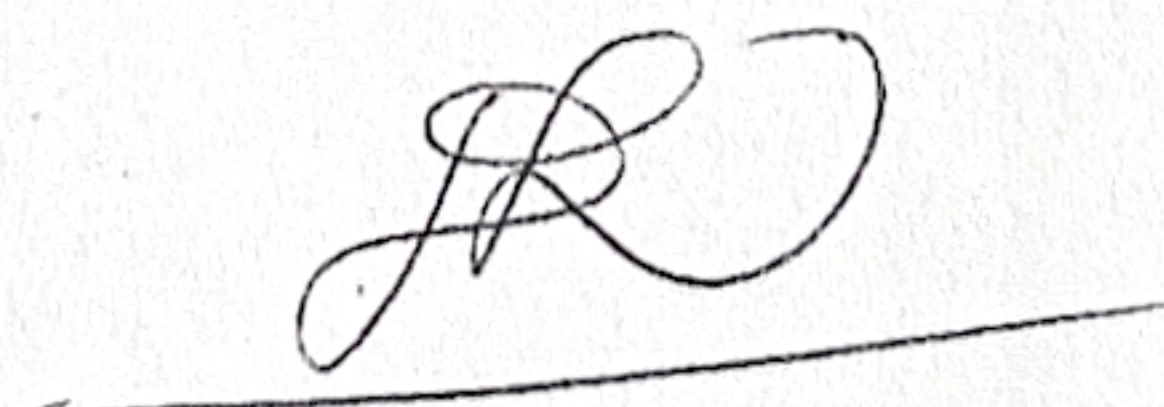
Hanoi,

Supervisor 1



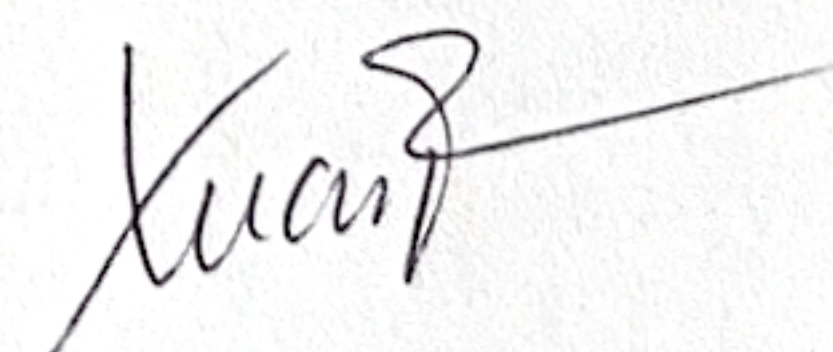
**Assoc. Prof.
Dr. Luong Khac Hieu**

Supervisor 2



Dr. Dinh Thi Xuan Hoa

PhD Candidate



Ho Xuan Ngoc