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HO XUAN NGOC

**THE EFFECTIVENESS OF FARMERS' RECEPTION
OF CLIMATE CHANGE MESSAGES ON TELEVISION
IN THE MEKONG DELTA**

**SUMMARY OF THE DOCTORAL DISSERTATION IN
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Supervisors: **1. Assoc. Prof, Dr. Luong Khac Hieu**
 2. Dr. Dinh Thi Xuan Hoa

Chair of the Examination Committee:
 Assoc. Prof, Dr. Nguyen Thi Truong Giang

Opponent 1 : Assoc. Prof, Dr. Do Chi Nghia

Opponent 2 : Assoc. Prof, Dr. Bui Chi Trung

Opponent 3 : Assoc. Prof, Dr. Dinh Thi Thu Hang

The dissertation will be defended before the Academy-level Dissertation
Examination Committee at the Academy of Journalism and Communication
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INTRODUCTION

1. Rationale of the Study

Within the contemporary mass media ecosystem, television remains a paramount information channel, distinguished by its high credibility and profound capacity to shape public cognition, attitudes, and behaviors. For systemic global challenges such as climate change, television transcends mere information dissemination to function as a strategic instrument for orienting public opinion and catalyzing social adaptation.

The imperative for this research is further amplified by the strategic mandates of the 14th National Party Congress, which has positioned environmental protection and climate resilience at the core of the national development paradigm. This shift emphasizes Green Growth and the circular economy, aligning with national targets to reduce greenhouse gas emissions by 8–9% for the 2026–2030 period. In this context, the Mekong Delta serves as the “frontline” where these policies must be translated into grassroots action.

From a theoretical perspective, a critical “encoding/decoding” dissonance persists. While media institutions typically utilize technical-scientific or political discourse, farmers decode messages through the prism of indigenous knowledge and practical livelihood experiences. This discrepancy often leads to a “point of rupture” where an increasing volume of climate information fails to effectively translate into sustainable adaptive actions. Thus, there is an urgent need to clarify the mechanisms of reception and the mediating barriers within this specific demographic.

From a practical perspective, the Mekong Delta is one of the regions most severely impacted by climate change, directly jeopardizing the livelihoods of millions and threatening national food security. Although multi-platform media is expanding, television remains the most trusted and accessible channel for farmers here. However, current communication effectiveness is heavily constrained by socio-cultural characteristics and a “mismatch” between academic content and the pragmatic information needs of agricultural communities.

Consequently, the study entitled “*The Effectiveness of Farmers’ Reception of Climate Change Messages on Television in the Mekong Delta at Present*” is essential. It aims to provide a robust theoretical and empirical foundation to transform television from a one-way broadcasting tool into a constructive architect of climate resilience in the digital era.

2. Research Objectives and Tasks

2.1. Research Objective

Building upon the development of a theoretical framework for the effectiveness of

climate change message reception from the perspective of journalism studies and an empirical assessment of the current effectiveness of climate change message reception among farmers in the Mekong Delta, this dissertation proposes a set of scientifically grounded solutions to enhance the effectiveness of television-based climate change communication for farmers in the region in the years ahead.

2.2. Research Tasks

First, the dissertation provides a comprehensive review of domestic and international scholarship on journalistic climate change messages and the effectiveness of audience reception of television-based communication. Based on this review, it identifies key research gaps that serve as the foundation for establishing the research objectives of the dissertation.

Second, to establish the theoretical foundation of the study, including systematizing key concepts, applying and developing appropriate communication–reception theories, and proposing an analytical framework as well as criteria for evaluating the effectiveness of receiving climate change messages on television among farmers in the Mekong Delta.

Third, to conduct surveys, analyze, and assess the current state of the effectiveness of receiving climate change messages on television among farmers in the Mekong Delta, while identifying and analyzing the factors influencing this effectiveness.

Fourth, the dissertation summarizes the major issues identified through the research and proposes a scientifically grounded and integrated system of solutions to enhance the effectiveness of farmers' reception of climate change messages delivered through television in the Mekong Delta in the context of the contemporary media landscape.

3. Research Subject and Scope of the Dissertation

3.1. Research Subject

The research subject of the dissertation is the effectiveness of receiving climate change (CC) messages on television among farmers in the Mekong Delta at present.

3.2. Research Scope

3.2.1. Scope of Television Channels and Programs for Message Analysis

The dissertation selects representative television channels and programs based on the following criteria: (i) Their level of popularity and credibility among farmers in the Mekong Delta; (ii) Representation of television broadcasters from national to provincial levels in order to compare differences in the encoding of climate change messages on television; (iii) The specificity and depth of content, with a focus on channels/programs that prioritize airtime for agriculture, rural development, and meteorological and hydrological forecasting, and that are broadcast at time slots suitable to farmers' daily schedules. Specifically, the dissertation examines the following television programs:

+ *VTV Can Tho Channel*: Western Region Today News (6:00, 11:00, 18:00); Climate Change (12:00, 18:45); Agricultural News Bulletin (18:00); Scientific Talk Show (19:40, 20:00).

+ *THTPCT Channel (Can Tho Radio and Television Station)*: Tay Do Morning News (6:15); Local News (12:00, 18:30); and several thematic programs related to climate change.

+ *HGTV Channel (Hau Giang Radio and Television Station)*: Daily Life Rhythm (6:00); East–West Updates (11:50); Hau Giang News (12:00, 18:30); Disaster Prevention Bulletin (17:55 – weekly on Sundays).

+ *CTV Channel (Ca Mau Radio and Television Station)*: Daily Updates (6:00); Farmers' Companion (8:30); Ca Mau News (11:30, 18:30); Science and Technology Program (18:30).

3.2.2. *Scope of Message Recipients*

The audience of climate change messages on television in the Mekong Delta consists of individuals engaged in agricultural activities currently residing in this region. To ensure objectivity, representativeness, and comparability across ecological sub-regions, the study was conducted in three provinces/cities in the Mekong Delta, namely Can Tho, Hau Giang and Ca Mau. These three localities were selected to represent three typical ecological sub-regions of the Mekong Delta, thereby reflecting the diversity of natural conditions, livelihood models, and levels of climate change impacts across the region. Specifically:

1) *Nhon Ai Commune (Can Tho City)* – representing the freshwater inland ecological zone, where farmers intensively cultivate fruit trees and rice, but frequently face riverbank erosion and increasingly unpredictable weather conditions affecting specialized fruit-growing areas;

2) *Luong Tam Commune (Hau Giang Province)* – representing the brackish water ecological zone (the transitional area between saline and freshwater), which is significantly affected by saltwater intrusion and freshwater shortages during the dry season;

3) *Dat Mui Commune (Ca Mau Province)* – representing the coastal saline ecological zone, located at the southernmost point of the country, where livelihoods mainly depend on aquaculture and are directly and severely impacted by sea-level rise, saltwater intrusion, coastal erosion and mangrove forest degradation.

The study employs a convenience sampling method combined with stratified sampling based on place of residence, age, gender, educational level, marital status, ethnicity, religion and income.

3.2.3. *Time Scope of the Study*

- *First*, content analysis was conducted on 205 television programs broadcast from January 1, 2023 to December 31, 2024;

- *Second*, fieldwork was carried out in three provinces in the Mekong Delta from April 2024 to December 2024:

- + The research instruments were piloted and refined from October 14 to 16, 2023;
- + Five survey enumerators were trained in Hau Giang on December 8, 2023;
- + The main survey was conducted in Can Tho, Hau Giang, and Ca Mau from April 2024 to December 2024, involving 529 farmers;
- + Two focus group discussions were conducted from May 14 to 15, 2024;
- + Twenty-two in-depth interviews were conducted from October to December 2024.

4. Research Questions, Hypotheses and System of Variables

4.1. Research Questions

1. How is the effectiveness of receiving climate change messages on television among farmers conceptualized and measured?
2. What are the current characteristics of climate change messages on television in the Mekong Delta in terms of content and presentation?
3. What is the current effectiveness of receiving climate change messages on television among farmers in the Mekong Delta in terms of cognition, attitudes, and behavior?
4. What factors influence this effectiveness of message reception?
5. What solutions should be proposed to enhance the effectiveness of receiving climate change messages on television among farmers in the Mekong Delta in the coming period?

4.2. Research Hypotheses

1. Current climate change messages on television in the Mekong Delta are characterized by a production model that is heavily dependent on hydro-meteorological data and the topical urgency of natural disasters. While the systematicity and continuity of information flow are often constrained by limitations in broadcasting frequency and scheduling, the content demonstrates a significant shift towards the vernacularization (popularization) of language, data visualization, and a direct integration with local livelihood realities.
2. The effectiveness of receiving climate change messages on television among farmers is significantly influenced by agricultural routines and media usage habits; in particular, traditional television and fixed broadcast schedules continue to play a central role in message reception.
3. The process of receiving climate change messages on television contributes to shaping farmers' cognition, attitudes, and behavioral intentions; however, the

transformation from awareness to long-term adaptive behavior remains constrained by economic resources, technical capacity, and implementation costs.

4. Noise factors in the reception process (technical noise, semantic noise, psychological noise, and viewing environment) affect the effectiveness of receiving climate change messages on television among farmers in the Mekong Delta.

4.3. Analytical Framework and Variables

4.3.1. Analytical Framework

The analytical framework of the dissertation is developed based on Shannon's two-way communication model, in which the effectiveness of receiving climate change messages on television is conceptualized as the result of the interaction between message characteristics, the reception context of farmers, and noise factors, through the transformation chain of cognition – attitude – behavior.

4.3.2. System of Variables

- Independent variables: Characteristics of televised climate change messages; Socio-economic and reception contexts of the agricultural population; Interfering noise factors in the communication process.

- Mediating variable: Level of message accessibility; Farmers' post-reception cognition of climate change; Attitudes and perceptions toward climate change adaptation.

- Dependent variable: Effectiveness of short-term responsive behaviors (immediate and situational actions); Effectiveness of long-term adaptive behaviors (livelihood transformation and the restructuring of agricultural cultivation systems).

- Moderating variable: Farmers' reception capacity (encompassing economic resources, educational attainment, and technical proficiency); Associated costs of reception (financial resources, time, and infrastructure).

5. Theoretical Foundations and Applied Theories

5.1. Theoretical Foundations

This dissertation is grounded in the worldview and methodology of Marxism–Leninism and Ho Chi Minh Thought, while also adhering to the viewpoints and policies of the Party and the State regarding sustainable development, climate change response, and the role of communication in shaping public opinion. These serve as the overarching methodological foundation for the entire research process. The dissertation also draws on theories of mass communication, particularly theories of television as a form of journalism characterized by high visibility, wide dissemination, and strong influence on public cognition and behavior. The informational, educational, and orientational functions of television are employed to analyze its role in communicating climate change issues in rural areas.

In addition, the study adopts an approach that considers the audience as active agents in the process of decoding messages, as well as perspectives on communication for cognitive–attitudinal–behavioral change, and previous studies on climate change communication and farmers. On this basis, the author develops an analytical framework for the effectiveness of receiving climate change messages on television, viewing it as the result of the interaction between message characteristics, reception context, and farmers' capacities.

Furthermore, the dissertation refers to government resolutions, action programs, and international commitments on climate change in which Vietnam participates, in order to situate the study within a specific policy context and ensure the practical relevance of its proposed solutions.

5.2. Applied Theories

The dissertation employs three major communication theories: 1) Framing Theory (Erving Goffman), to clarify how television broadcasters select and emphasize different aspects of climate change; 2) Uses and Gratifications Theory (Denis McQuail et al.), to explain farmers' motivations and information reception behaviors, emphasizing their active role in selecting television content to meet livelihood needs, acquire production knowledge, and respond to climate-related risks; 3) Encoding/Decoding Theory (Stuart Hall), to analyze the differences between the encoding of messages by television institutions and the ways farmers decode them based on their farming experience and livelihood context.

6. Research Methods

6.1. Deductive and Inductive Methods

- The deductive method is applied in Chapter 1 (Literature Review) and Chapter 2 (Theoretical Framework) to systematize viewpoints, models, and theories related to communication effectiveness and message reception effectiveness. On this basis, the dissertation develops the analytical framework, research model, and criteria for evaluating the effectiveness of receiving climate change messages on television among farmers in the Mekong Delta, which also serves as the foundation for designing research instruments.

- The inductive method is employed in Chapters 3 and 4 to examine the current situation, assess emerging issues, and propose solutions. Based on data collected through surveys, in-depth interviews, and focus group discussions, the dissertation analyzes and synthesizes findings to draw generalized conclusions about the current state of message reception, identify limitations and their underlying causes. Accordingly, the proposed solutions are grounded in empirical evidence and aim to enhance the effectiveness of receiving climate change messages on television among farmers in the coming period.

6.2. Content Analysis Method

The dissertation employs a mixed-methods content analysis approach, combining both quantitative and qualitative techniques through a coding scheme (Appendix 1.1). A total of 205 television programs were selected using purposive sampling, including current affairs programs broadcast between January 1, 2023 and December 31, 2024 (24 months) on four television channels in the Mekong Delta region. Specifically: VTV Can Tho: programs *Western Region Today News*, *Climate Change*, *Agricultural News Bulletin*, and *Scientific Talk Show* (49 items, 24%); THPTCT (Can Tho Radio and Television Station): programs *Tay Do Morning News*, *Local News*, and thematic programs related to climate change (59 items, 29%); HGTV (Hau Giang Radio and Television Station): programs *Daily Life Rhythm*, *East–West Updates*, *Hau Giang News*, and *Disaster Prevention Bulletin* (48 items, 23%); and CTV (Ca Mau Radio and Television Station): programs *Daily Updates*, *Farmers’ Companion*, *Ca Mau News*, and *Science and Technology Program* (49 items, 24%). The sample distribution is relatively balanced between a centrally operated regional channel and local stations to ensure comparability. Data were collected by searching for keywords related to climate change and natural disasters (such as climate change, drought, saltwater intrusion, erosion, disaster prevention, climate adaptation, crop conversion, sustainable agriculture) on official websites of the stations and online platforms such as YouTube and Facebook. In addition, program categories and broadcast time slots (6:00–6:30, 11:30–12:00, and 17:55–18:30) were systematically reviewed to minimize missing data. Each program was archived with its original link, and key information (duration, genre, broadcast position, and main topic) was recorded. The content was then coded according to predefined variables. Subsequently, the data were aggregated and analyzed in terms of frequency, trends, and comparisons between central and local broadcasters to ensure consistency and reliability of the research findings.

6.3. Quantitative Survey Method Using Questionnaires

A quantitative survey method using structured questionnaires combined with in-depth interviews was employed to examine farmers’ demographic characteristics, their purposes and behaviors in receiving climate change (CC) messages on television, as well as their levels of cognition, attitudes, and adaptive behaviors after receiving such information. The study surveyed 529 farmers who are aware of the concept of climate change. A subsample of 286 farmers who have exposure to television was further analyzed in depth across three localities: Nhon Ai (Can Tho), Luong Tam (Hau Giang), and Dat Mui (Ca Mau). The sample was selected using a non-probability quota sampling method combined with convenience sampling to ensure diversity in gender, age, and types of agricultural production.

6.4. Focus Group Discussions

The study conducted two focus group discussions in May 2024 with the participation of representatives from media organizations, communication managers, local government officials, and television production teams. These discussions aimed to compare the communication objectives of content producers with the actual reception by audiences, as well as to clarify criteria for message construction, challenges in producing climate change-related television programs, and mechanisms for coordination among agencies in data provision and the implementation of climate change communication.

6.5. In-depth Interviews

The study conducted 22 in-depth interviews with participants selected through purposive sampling, including: Content producers (4 journalists, editors, and technicians) to explore production processes and challenges in delivering climate change messages; Intermediary actors and experts (2 agricultural extension officers and 1 climate scientist) to assess scientific accuracy and the role of information mediation at the local level; Farmer audiences (15 farmers from the surveyed areas) to gain deeper insights into reception experiences, satisfaction levels, and barriers to translating messages into adaptive behaviors. The interview findings provide additional depth and explanatory insights for the quantitative data of the study.

6.6. Data Processing Method

Data from farmers were collected using online questionnaires via the KoboToolBox platform. The exported datasets (in CSV and XLS formats) were cleaned and validated before analysis. Quantitative data processing and analysis were conducted using SPSS version 26. Based on the collected data, descriptive statistics (frequencies, percentages, and correlations) were used to generalize the research findings. Open-ended responses from the questionnaires, as well as data from focus group discussions and in-depth interviews, were recorded and thematically analyzed to identify key findings and provide illustrative evidence for specific analytical arguments.

7. Contributions of the Dissertation

- *Theoretical contributions:* The dissertation advances a multidimensional approach to evaluating communication effectiveness by integrating cognition, attitudes, and behavior with the criterion of reception cost. It also applies and synthesizes Framing Theory, Encoding/Decoding Theory, and Uses and Gratifications Theory to analyze the effectiveness of receiving climate change messages among farmers in the Mekong Delta.

- *Practical contributions:* The dissertation provides a dataset on television content and farmer audiences in the Mekong Delta, which can serve as a reference for research and teaching in journalism and climate change communication. It identifies key factors

influencing the effectiveness of message reception among farmers in the region and proposes a system of solutions related to content producers, communication channels, and audiences, thereby contributing to improving the effectiveness of climate change message reception on television in the coming period.

8. Theoretical and Practical Significance of the Dissertation

- *Theoretical significance:* The dissertation contributes to enriching the theoretical foundation of Journalism Studies, particularly in the fields of television and climate change communication. It systematizes and clarifies the concept of the effectiveness of receiving climate change messages on television in the Mekong Delta, while proposing a multidimensional analytical framework that integrates message content analysis with the evaluation of audience reception effectiveness.

- *Practical significance:* The dissertation provides an empirical dataset on farmers in the Mekong Delta, enabling the accurate identification of barriers and noise factors in the communication process. This serves as a scientific basis for proposing feasible solutions to transform televised information into sustainable adaptive actions.

9. Structure of the Dissertation

In addition to the Introduction, Conclusion, References, and Appendices, the dissertation consists of four chapters:

Chapter 1: Literature Review of Studies Related to the Dissertation;

Chapter 2: Theoretical Issues on the Effectiveness of Receiving Climate Change Messages on Television among Farmers;

Chapter 3: Assessment of the Effectiveness of Receiving Climate Change Messages on Television among Farmers in the Mekong Delta;

Chapter 4: Emerging Issues and Solutions to Enhance the Effectiveness of Climate Change Communication on Television for Farmers in the Mekong Delta in the Coming Period.

Chapter 1

LITERATURE REVIEW OF STUDIES RELATED TO THE DISSERTATION

1.1. Research Directions on Communication Effectiveness and Reception Effectiveness

1.1.1. International research

Studies both internationally and domestically show that communication effectiveness, particularly audience reception effectiveness, can be divided into three main stages of development: the period from 2000 to 2010 focused on measuring communication effectiveness in education and social communication (E.P. Prokhôróp, 2004; Elizabeth Johnson Avery, 2010); the period from 2010 to 2020 emphasized the standardization of measurement scales and the evaluation of effectiveness from the audience perspective (Macnamara, 2017); and since 2020, research has expanded toward interdisciplinary approaches, combining digital technologies, artificial intelligence, and neuromarketing in the study of communication effectiveness (Casado-Aranda et al., 2023).

From a theoretical perspective, E.P. Prokhôróp (2004) affirmed that media effectiveness must be placed within the social context and audience needs. Subsequent studies shifted strongly toward audience-centered approaches, emphasizing the role of context and audience perceptions of messages (Avery et al., 2010). Macnamara (2017) further developed the Integrated Evaluation Framework (IEF), proposing that communication effectiveness should be evaluated across levels including inputs, outputs, social outcomes, and long-term impacts. At the same time, models such as IDEA (Sellnow et al., 2014) and perceived message effectiveness scales (Muszynska, 2018; Baig et al., 2019; Zhao et al., 2022) affirm the role of the cognition–attitude–behavior sequence in the reception process. More recently, neurometric measurement methods and digital data analysis have continued to expand the ability to study audience responses to messages (Casado-Aranda et al., 2023; Bazhenov, 2024). Overall, these studies show a shift from measuring the scale of dissemination to analyzing the depth of audience reception.

1.1.2. Studies in Vietnam

In Vietnam, studies on communication effectiveness have relatively consistently inherited international theoretical foundations, while also expanding in terms of research subjects, communication types, and measurement methods. Ta Ngoc Tan (2001) identified three levels of communication effectiveness, including reception effectiveness, social effects, and practical effectiveness, in which reception effectiveness plays a foundational role. Subsequent studies by Duong Xuan Son, Dinh Van Huong, and Tran Quang (2007),

and Nguyen Van Dung (2011) emphasized the relationship between communication objectives and achieved outcomes, as well as the transformation process from cognition to attitude and behavior among audiences. Later studies continued to refine measurement criteria and pointed out the role of reception conditions, interaction, and audience cultural characteristics (Nguyen Dinh Hau, 2016; Luong Khac Hieu, 2017; Pham Huong Tra, 2012; Trieu Thanh Le, 2015). In the context of digital communication, many studies also emphasize the shift from passive to active audiences, requiring measurement approaches based on online interaction data (Nguyen Thanh Loi, 2016; Phan Hoang Long et al., 2022; Tran Ngoc Trang Ninh, 2022; Ton Duc Sau; Vo Thi Thu Dieu, 2025). Overall, studies in Vietnam increasingly consider reception effectiveness and the ability to change audience behavior as central to evaluating communication effectiveness.

1.2. Research Trends on Climate Change Communication and Climate Change Messages

1.2.1. International research

Climate change is defined by the IPCC as long-term changes in the climate system resulting from the combined impacts of natural processes and human activities. Climate change communication therefore plays an intermediary role between scientific knowledge and social action, shaping public cognition, attitudes, and behavior. International studies show a shift from information provision models to audience-centered approaches. Corner and Clarke (2017), Andrade (2018), and Egan and Mullin (2017) emphasize the role of social context, psychological distance, and the ways in which audiences decode climate messages. At the same time, Buonocore et al. (2023) argue that collaboration between scientists and communication experts helps transform climate data into more accessible content. Studies also highlight the importance of localizing messages and diversifying communication formats (Lekshmi, 2012; Ballantyne, 2018). In the context of digitalization, multi-platform communication and artificial intelligence both expand the capacity for message personalization and pose challenges related to misinformation (Storani et al., 2025; Tamang and Zheng, 2025).

Overall, the effectiveness of climate change communication depends on how messages are designed and received within specific social contexts.

1.2.2. Studies in Vietnam

In Vietnam, climate change communication is mainly associated with policy orientation and the leadership role of the Party and the State, reflecting a “top-down” communication model. Nguyen Van Dung and Ho Thi Thanh Bach (2021) argue that the press often emphasizes Vietnam’s international commitments on emission reduction, while Tran Thi Hoa Mai (2023) notes a focus on reporting directives from

local authorities. A study by Nguyen Duc Anh (2025) on 1,135 journalistic works shows that content mainly revolves around adaptation solutions, climate change impacts, and state policies. Some audience-focused studies (Nguyen Quynh Anh et al., 2019; Tran Phuong Uyen, 2021; Dinh Thi Xuan Hoa, 2024) indicate that climate messages tend to focus on reporting damages, with limited connection to community life. Therefore, many scholars propose innovations in communication toward multimedia, digitalization, and increased audience interaction (Nguyen Duc Kha, 2019; Phan Thuy Linh, Ta Van Viet, 2025; Ngo Thi Minh Hieu, Pham Thu Hang, 2025), thereby enhancing reception effectiveness and promoting social action.

1.3. Research Trends on Television and Television Reception Behavior

1.3.1. *Studies on Television*

Within the mass media system, television is considered a medium that combines moving images and sound, creating a multisensory reception mechanism and exerting strong influence on audiences. International studies distinguish television as a technical-cultural medium from television journalism as a specialized form of journalism. Alexander B. Magoun (2007), Jostein Gripsrud (2015), and Marc C-Scott (2019) argue that television is an important communication institution capable of shaping social perception, while G.V. Cudonhetxop et al. (2004) emphasize the advantages of television journalism in terms of visibility and immediacy of information. More recently, many studies have pointed out the shift toward multi-platform television models (Borges, 2024; Sen et al., 2024; Thoer et al., 2025). In Vietnam, studies also record trends of convergence and audience interaction, from the “second screen” phenomenon (Le Thu Ha, 2015) to hybrid digital television and content personalization (Nguyen The Lam, 2023; Nguyen Duong Chan, 2023, 2025; Luong Dong Son, 2024). Overall, television is shifting from a one-way broadcasting model to a multi-platform communication ecosystem with active audience participation.

1.3.2. *Studies on Audience Television Reception Behavior*

International and domestic studies show that television reception behavior is influenced by various social, demographic, and lifestyle factors. Francis L.F. Lee (2010) and Qianyin Xu, Ruoh-Nan Yan (2011) indicate that television still maintains its role in fostering family bonding and creating a sense of community connection among audiences. From a content management perspective, Fulian Yin et al. (2015) and Jontes (2012) emphasize the analysis of audience behavior data and social stratification in television preferences. More recent studies continue to confirm the influence of habits and technological environments on content selection (Chun Shao, 2023, 2024; Catherine Johnson et al., 2025; Prochniak Agnieszka, 2018). In Vietnam, television remains an

important source of information (Tran Bao Khanh, 2007; Tran Ba Dung, 2022), while audiences are increasingly active in interacting with and disseminating content in the digital environment (Bui Chi Trung, Nguyen Dinh Hau, 2024; Nguyen Thi Quynh Nga, 2025). Overall, contemporary television audiences are both receivers and active agents shaping the development of television.

1.4. Research Trends on Farmers in the Mekong Delta

1.4.1. Studies on Mekong Delta Farmers as Agricultural Producers in the Context of Climate Change

Studies on farmers in the Mekong Delta show a shift from intensive rice farming to sustainable farming systems under the impacts of climate change. David Dapice and Vo Tong Xuan (2012) point out that the long-term prioritization of rice output has led to ecosystem degradation and increased risks for farmers. Many studies emphasize that economic incentives are a key factor driving production transformation (Le Canh Bich Tho, 2018; Takeo Matsubara et al., 2020). At the same time, ecological studies indicate the increasingly evident impacts of saltwater intrusion, drought, and fluctuations in water resources, forcing farmers to adjust cropping seasons and farming models (Nguyen Van Lap et al., 2021; Keo Sa Rate Thach, 2023; Le Y.T et al., 2024). From a behavioral perspective, farmers' adaptation decisions are influenced by environmental risks, economic benefits, household resources, and policy support (Edmund Peeler et al., 2023; Le Thi Ha Lien et al., 2024), although limited access to credit remains a significant constraint (Le Khuong Ninh, 2024).

1.4.2. Studies on Mekong Delta Farmers as Recipients in Climate Change Communication

Studies on agricultural communication in the Mekong Delta show that television plays an important role in disseminating knowledge and promoting behavioral change among farmers. Nguyen Huu Huan et al. (2008) indicate that television, particularly through television drama formats, has a higher level of access to farmers compared to leaflets or radio broadcasting. In addition, studies emphasize the role of social networks and "lead farmers" as knowledge brokers, helping to translate technical information into local practices (Nguyen Quy Hanh and Hans Dieter Evers, 2011; Vo Ha Van et al., 2013). Entertainment–education approaches have also been shown to be effective in changing farmers' beliefs and attitudes (K.L. Heong et al., 2014). At the same time, awareness and adaptive behavior related to climate change are influenced by practical experience and social learning processes among farmers, scientists, and local authorities (Ho Thanh Tam and Fumikazu Ubukata, 2017; Thong Anh Tran and Romina Rodela, 2019). Overall, many studies confirm that access to information, particularly through television and community

networks, plays an important role in improving production effectiveness and adaptation among farmers (Truong Tuan Linh et al., 2023; Pham Cong Nghiep, 2018).

1.5. Assessment of Reviewed Studies and Future Research Directions

The review of both international and domestic studies shows that climate change communication has developed a relatively solid theoretical foundation, with a shift from one-way communication models to multidimensional approaches that emphasize the active role of audiences. Television is confirmed as an important channel in shaping public cognition; however, it still faces limitations in terms of interactivity and depth of content. In Vietnam and the Mekong Delta, existing studies have initially clarified the characteristics of messages and farmer audiences, but they still tend to follow a “top-down” approach and lack connection with practical needs. However, several significant gaps remain: the absence of empirically grounded criteria for evaluating reception effectiveness; the lack of in-depth studies on the specific role of television for farmers in the Mekong Delta; and limitations in adopting audience-centered approaches.

On this basis, the dissertation identifies four research directions: (1) developing the theoretical foundation and analytical framework; (2) analyzing the content and forms of television messages; (3) evaluating reception effectiveness based on the cognition–attitude–behavior sequence; and (4) proposing integrated solutions to enhance the effectiveness of climate change communication for farmers in the Mekong Delta.

Summary

Chapter 1 systematizes the theoretical foundation of climate change communication and the specific characteristics of farmers in the Mekong Delta, while identifying a key knowledge gap: the lack of in-depth studies on local contexts and the measurement of actual reception effectiveness. This serves as the scientific basis for establishing the theoretical framework and guiding the logical development of the subsequent chapters (Theoretical Framework, Current Situation, and Solutions) of the dissertation.

Chapter 2

THEORETICAL ISSUES ON THE EFFECTIVENESS OF RECEIVING CLIMATE CHANGE MESSAGES ON TELEVISION AMONG FARMERS

2.1. Messages and Climate Change Messages

2.1.1. Messages and Journalistic Messages

2.1.1.1. Message

A message is informational content encoded through systems of signs and transmitted via communication media in order to convey meaning, shape perception, and influence the attitudes and behavior of the receiving audience.

2.1.1.2. Journalistic Message

A journalistic message is the core informational content selected and encoded by communication actors through systems of signs, transmitted via journalistic media to shape the perceptions, attitudes, and behavior of the receiving audience.

2.1.2. Climate Change and Climate Change Message

2.1.2.1. Climate Change

Climate change refers to long-term changes (typically over a period of at least 30 years) in the average characteristics of the Earth's climate or specific regions, resulting from the combined effects of natural factors and human activities, manifested through global warming, sea-level rise, and the increasing frequency of extreme meteorological and hydrological events.

2.1.2.2. Climate Change Messages

Climate change messages are a system of informational contents related to climate change that are selected and communicated by communication actors to the public through media channels in order to raise awareness, shape positive attitudes, and promote actions to respond to climate change.

2.2. Television and Climate Change Messages on Television

2.2.1. Television

Television is a form of journalism that primarily uses images, combined with speech, sound, and written text, and is transmitted and broadcast through various technological infrastructures as well as on digital platforms.

Within the scope of this dissertation, the concept of “television” is mainly used in the sense of traditional broadcast television, characterized by content that is produced and distributed according to a linear broadcasting schedule and primarily received via television sets. This approach ensures methodological focus and reflects the actual

reception practices of audiences, while enabling the dissertation to concentrate on an in-depth analysis of the effectiveness of receiving climate change messages on television among farmers in the Mekong Delta at present.

2.2.2. Climate Change Messages on Television

2.2.2.1. Definition of Climate Change Messages on Television

Climate change messages on television are informational contents related to climate change that are selected and organized within television programs or productions, expressed through the combination of images, sound, and narration, in order to convey meaning, raise awareness, and guide public action in response to climate change.

2.2.2.2. Classification of Climate Change Messages on Television

Based on a synthesis of existing research, climate change messages on television can be categorized into four main groups: (1) Messages on the impacts of climate change, which help identify risks; (2) Messages on response and adaptation solutions, which guide action; (3) Messages on policies and strategies, which provide orientation and build trust; (4) Messages on social aspects, which emphasize impacts on vulnerable groups.

2.3. The Effectiveness of Receiving Climate Change Messages on Television among Farmers

2.3.1. Effectiveness and the Effectiveness of Receiving Journalistic Messages

2.3.1.1. Concept of Effectiveness

Effectiveness is the degree of correspondence between actual outcomes and intended objectives, measured in relation to the time, effort, and resources expended, and reflected in the ability to generate changes in cognition, beliefs, and actions of the target audience within specific social contexts.

2.3.1.2. Effectiveness of Receiving Journalistic Messages

The effectiveness of receiving journalistic messages is the extent to which journalistic messages reach the target audience, are received and correctly understood by them, and produce positive changes in cognition, attitudes, and behavior in accordance with the objectives set by communication actors.

2.3.2. Farmers and the Effectiveness of Receiving Climate Change Messages on Television among Farmers

2.3.2.1. Farmers as an Audience of Climate Change Communication

Farmer audiences of climate change television are individuals directly engaged in agricultural production, living within rural socio-economic contexts, who regularly or periodically access television programs related to climate change and receive

communication messages under the combined influence of production and livelihood experiences, local social networks, indigenous knowledge, and policy contexts.

2.3.2.2. The Effectiveness of Receiving Climate Change Messages on Television among Farmers

The effectiveness of receiving climate change messages on television among farmers is the extent to which climate change messages delivered through television reach farmers, attract their attention, are received, correctly understood, and trusted, thereby leading to positive changes in cognition, attitudes, and orientations toward adaptive behavior in agricultural production and livelihoods. This effectiveness is considered in alignment with communication objectives and the specific socio-economic context of the region, and is also assessed in relation to the resources expended.

The effectiveness of message reception is manifested across three closely interconnected dimensions: (1) Access and cognition, reflecting the level of exposure, attention, and understanding of the message; (2) Cognition and attitude, reflected in the formation of knowledge, beliefs, and agreement, influenced by local experience and social networks; (3) Behavior, reflecting the ability to translate messages into adaptive actions in production and daily life.

2.3.2.3. Factors Influencing the Effectiveness of Receiving Climate Change Messages on Television among Farmers in the Mekong Delta

The effectiveness of receiving climate change messages on television among farmers is influenced by a system of interrelated factors. Objective factors include natural conditions and the socio-economic and cultural context of the riverine region. Subjective factors play a decisive role and include five key elements: the capacity of communication actors, message quality, farmers' psychological and behavioral characteristics, the communication environment, technical and financial infrastructure. The dissertation focuses on optimizing these subjective factors in order to support farmers in transforming awareness into sustainable adaptive actions.

2.3.3. Criteria for Evaluating the Effectiveness of Receiving Climate Change Messages on Television among Farmers in the Mekong Delta

The system of criteria for evaluating reception effectiveness is developed based on a combination of communication theory, empirical data, and communication objectives following the Cognition – Attitude – Behavior sequence, with the addition of a reception cost component. The measurement employs a combination of the Likert scale (to assess levels of agreement) and Bloom's taxonomy (to assess the depth of cognition), ensuring

the reflection of both the breadth and depth of the reception process. Specifically: (1) Access effectiveness is measured by frequency, motivation, content relevance, and reception barriers; (2) Cognitive effectiveness reflects the ability to understand, identify risks, and grasp adaptive solutions; (3) Attitudinal effectiveness is expressed through levels of trust, willingness to receive, and willingness to disseminate messages; (4) Behavioral effectiveness is assessed through short-term response actions and long-term adaptive behaviors; (5) Cost effectiveness examines the relationship between reception costs (financial, infrastructural, and time-related) and cognitive and behavioral benefits.

Summary

Chapter 2 develops the theoretical framework and the system of criteria for evaluating reception effectiveness based on the Cognition – Attitude – Behavior model, while making a theoretical contribution by incorporating the criterion of reception cost effectiveness. This framework serves as the basis for data collection and empirical validation in Chapter 3.

Chapter 3

ASSESSMENT OF THE EFFECTIVENESS OF RECEIVING CLIMATE CHANGE MESSAGES ON TELEVISION AMONG FARMERS IN THE MEKONG DELTA

3.1. Characteristics of Reception Behavior Regarding Climate Change Messages on Television

3.1.1. Information Sources and the Position of Television

Reception behavior among Mekong Delta farmers is specialized, intertwining agricultural routines with a combination of mass media and interpersonal channels. Statistics indicate that the three primary information sources are: relatives and friends (55.77%), television (54.06%), and radio (49.15%). Television maintains its status as the predominant mass media channel, acting as the “backbone” for environmental orientation due to its high formal credibility and broad accessibility. While social media (37.81%) is ascending, television remains the core of the multi-platform ecosystem serving farmers' livelihoods.

3.1.2. Channel Preference and Viewing Devices

There is a distinct concentration on national broadcasting systems and traditional hardware. VTV Can Tho holds a dominant position with a 63.29% preference rate,

attributed to its stable infrastructure and the successful integration of national political discourse with Southern cultural identity. Regarding hardware, traditional television sets prevail (69.58%), followed by smart TVs (20.28%). Collectively, 89.86% of farmers utilize television screens, while mobile devices and computers account for less than 11%.

3.2. Current Effectiveness of Receiving Climate Change Messages on Television

3.2.1. Access Effectiveness

Access is characterized by high exposure, with 83.92% of farmers viewing frequently or occasionally. Reception predominantly occurs during the “golden hour”(18:00–21:00), aligning with post-labor rest cycles (76.92%). Motivations are utilitarian, with 65.39% viewing to protect production, particularly favoring agricultural features (52.45%). However, content quality is generally rated as “average”(77.27%), and significant barriers exist—most notably semantic noise (41.61% finding terminology difficult to comprehend).

3.2.2. Cognitive Effectiveness

Cognitive effectiveness is currently at a moderate level. While 54.63% possess basic cognitive awareness of climate change, this understanding is largely restricted to surface-level phenomena. Farmers possess a sharp understanding of visual, livelihood-linked impacts such as drought (67.49%), saltwater intrusion (62.57%), and thunderstorms (63.89%). Conversely, knowledge of scientific drivers remains profoundly weak, exemplified by the concept of greenhouse gas emissions (only 11.91% understanding). A critical “point of rupture”exists: while 65.7% believe in adaptation opportunities, only 1.3% have actually applied these models in practice.

3.2.3. Attitudinal Effectiveness

Attitudes are generally positive but cautious. Television enjoys immense prestige, with 97.2% of farmers expressing trust, although the majority (70.28%) only “partially trust”the information. Visual evidence—such as field footage, flycams, and on-site audio—serves as a “guarantor”of truth, softening academic data and fostering belief in adaptation solutions. Regarding dissemination, 43.36% are willing to share information, with the 18–24 age group being the most active (67.65%).

3.2.4. Behavioral Effectiveness

Behavioral results reveal a significant disparity between intention and implementation. Regarding short-term response (HV1), 52.45% recognize the “need for action”post-viewing, manifesting in seasonal adjustments or water storage. For long-term

adaptation (HV2), the most common actions include restructuring crop/livestock systems (49.65%) and resource conservation (35.31%). However, the 1.3% application rate of sustainable models underscores that television has succeeded in fostering concern but has yet to build actual adaptive capacity.

3.2.5. Cost Effectiveness

Reception is not resource-neutral but requires substantial investment. The total monthly reception cost (financial, infrastructure, and time) is estimated at VND 975,000, representing 7.8% of total household income. Time cost is the heaviest burden, accounting for over 60% of the total value (averaging 1.63 hours/day). The low return on knowledge for livelihood transformation (1.3% application) suggests that television must increase the pragmatic value of its messages to optimize farmers' "opportunity costs".

3.3. Impact of Noise Factors on Reception Effectiveness

Reception effectiveness is undermined by the resonance of four types of noise:

- Semantic Noise (41.61%): Difficulties in decoding academic and technical terminology.
- Technical Noise: Signal disruptions and power outages during extreme weather.
- Psychological Noise: Reliance on traditional experience and anxiety induced by disaster-centric reporting.
- Environmental Noise: Multitasking viewing habits and ambient noise (machinery, household activities).

Summary

Chapter 3 confirms a trend of "vernacularization" in regional television, which has successfully localized messages and utilized visual graphics. However, a "content rupture" persists: the narrative is imbalanced, with risk-oriented messages (47.1%) overshadowing solution-oriented ones (37.4%). Television remains the dominant mass media channel (54.06%), with its effectiveness inextricably linked to farmers' agricultural cycles and household economics. Ultimately, while television has succeeded in disseminating information and consolidating trust, it has not yet achieved effectiveness in catalyzing actual behavioral change, providing the empirical basis for the shift toward "solutions journalism" in Chapter 4.

Chapter 4

EMERGING ISSUES AND SOLUTIONS TO ENHANCE THE EFFECTIVENESS OF CLIMATE CHANGE COMMUNICATION ON TELEVISION FOR FARMERS IN THE MEKONG DELTA IN THE COMING PERIOD

4.1. Issues Arising from the Current Effectiveness of Receiving Climate Change Messages

4.1.1. *Issues for Leadership and Management Actors*

Research indicates a systemic lack of specialized, long-term climate change communication strategies tailored to specific ecological sub-regions (Section 4.1.1). Inter-agency coordination and climate data sharing remain fragmented, while evaluation criteria for reception effectiveness are largely absent (Section 4.1.1). At the institutional level, many television stations suffer from outdated infrastructure and one-way production processes that lack interactivity (Section 4.1.1). Furthermore, a significant “competency gap” exists among environmental journalists, with 41.61% of farmers finding messages overly academic and difficult to decode (Section 4.1.1).

4.1.2. *Issues Related to Climate Change Messages (Advantages and Limitations)*

Although television in the Mekong Delta has achieved certain progress in climate change communication, the research findings reveal four major issues that continue to undermine the effectiveness of farmers’ reception of climate change messages. First, climate change messages are frequently placed at the end of news bulletins on VTV Can Tho and CTV, reducing their prominence and limiting their agenda-setting effect. Second, the production of specialized climate change content lacks continuity, as many dedicated programs are no longer broadcast on a regular basis, resulting in fragmented information flows. Third, significant disparities remain in the application of digital technologies and artificial intelligence among local broadcasters. While Hau Giang Television (HGTV) has experimented with technology-driven content innovation, many stations still rely on conventional production methods, reducing the visual appeal and accessibility of climate change messages. Fourth, the regional digital media ecosystem remains fragmented, facing risks of data loss following institutional mergers and excessive dependence on international social media platforms. Notably, messages focusing on the impacts of natural disasters account for 47.1% of the analyzed content, whereas messages addressing social equity and adaptation support represent only 5.4%, indicating that regional television continues to emphasize disaster-oriented reporting rather than solution-oriented communication and the promotion of sustainable livelihoods.

4.1.3. *Challenges Within the Farming Demographic*

A profound “encoding/decoding dissonance” exists due to low educational levels, with 42.35% of farmers having only primary education or being illiterate (Section 4.1.3). While 65.39% of farmers watch television for utilitarian livelihood purposes, only 10.14% find the content highly relevant to their practical needs (Section 4.1.3). This leads to a stark knowledge–behavior gap: although over 50% recognize the need for action, only 1.3% have actually implemented sustainable models due to a lack of capital (83.57%) and technical expertise (67.48%) (Section 4.1.3).

4.1.4. Issues Related to Infrastructure and Finance

Transmission infrastructure remains vulnerable to extreme weather, frequently causing signal disruptions during critical early warning periods (Section 4.1.4). Financially, the tension between political mandates and the pressure for financial autonomy makes it difficult for local stations to sustain in-depth climate programming, which typically yields low advertising revenue (Section 4.1.4).

4.2. Solutions to Enhance Reception Effectiveness

4.2.1. Strategic Imperatives and New Requirements

The urgency of this study is further accentuated by the 14th National Party Congress, which has elevated climate resilience to the core of the national development model (Section 4.2.1). This shift prioritizes Green Growth and the circular economy, aligning with national targets to reduce greenhouse gas emissions by 8–9% (Section 4.2.1). Television must transition from a passive reporting tool into a constructive architect of ecological culture (Section 4.2.1).

4.2.2. Solutions for Leadership and Management (The VTV10 Framework)

Institutional Coordination: Establish a National Open Climate Data Portal and standardize climate communication protocols utilizing plain language and “action tags”(Section 4.2.2.1).

VTV10 as the Strategic Hub: The upgrading of VTV Can Tho into VTV10—the National Channel for Agriculture, Rural Areas, and Green Growth (established on March 30, 2026)—serves as the unifying content axis (Section 4.2.2.2). VTV10 spears the shift from traditional “disaster reporting” to proactive “solutions journalism”(Section 4.2.2.2).

Comprehensive Evaluation: Move beyond traditional ratings to measure effectiveness based on the Knowledge–Attitude–Practice (KAP) chain and the “Cost-Effectiveness” of reception for farmers (Section 4.2.2.3).

4.2.3. Enhancing Personnel and Journalist Capacity

Media organizations should adopt a “digital workforce–green knowledge” model (Section 4.2.3.2]. This includes training journalists in data analysis, AI-assisted verification to counter “greenwashing,” and interdisciplinary expertise combining environmental science with

indigenous Mekong Delta knowledge (Section 4.2.3.2, 4.2.3.3].

4.2.4. Improving Message Quality

National Television (VTV10): Strengthen the quality of climate change communication by developing solution-oriented and evidence-based content, organizing messages around agricultural value chains, policy implementation, and green development, expanding interregional knowledge sharing, and adopting a convergent multi-platform production model. Editorial quality should be reinforced through expert advisory mechanisms, standardized verification procedures, transparent partnerships, and data-driven evaluation to enhance the credibility, accessibility, and long-term effectiveness of climate change messages (Section 4.2.4.1).

Local Television Broadcasters: Localize national climate change messages by translating scientific concepts into locally meaningful livelihood language and tailoring content to local ecological, cultural, and production contexts. At the same time, broadcasters should adopt experience-based storytelling and Community Digital Storytelling (CDST), strengthen community participation, integrate regular advisory and early-warning services, and expand multi-platform distribution to improve audience engagement, trust, and the adoption of adaptive practices among farmers (Section 4.2.4.2).

4.2.5. Empowering the Farmer Audience

Capacity Building: Integrate digital skills (e.g., navigating weather applications, identifying climate-related misinformation) into local community networks (Section 4.2.5.1].

The “Farmer’s Perspective”: Empower farmers to become co-creators of content through mobile journalism (Mojo) and multi-channel feedback platforms (Hotline, Zalo OA) (Section 4.2.5.3].

4.2.6. Optimizing the Technological and Financial Environment

Backward Compatibility: Design visual graphics and audio systems optimized for older television sets to ensure information equity for low-income households (Section 4.2.5.4).

Socialized Finance: Shift from commercial advertising to a multi-source funding model involving government policy commissions, Public–Private Partnerships (PPP), and strategic international sponsorship (Section 4.2.6.2).

Summary

Chapter 4 identifies structural “ruptures” in current climate communication and proposes a comprehensive five-pillar solution framework. By establishing VTV10 as the strategic nucleus and pivoting toward solutions-oriented journalism, these solutions successfully bridge the gap between scientific policy and rural practice. This transition is essential to transforming television into a critical catalyst for nature-based adaptation and sustainable growth in the Mekong Delta.

CONCLUSION

The study shows that although television in the Mekong Delta has undergone significant innovation, the effectiveness of farmers' reception of climate change messages still falls short of practical needs. The dissertation has developed a theoretical framework for reception effectiveness based on the cognition–attitude–behavior sequence, while identifying influencing factors within the specific context of Mekong Delta farmers.

Content analysis results indicate that climate change messages still tend to focus on news reporting and risk warnings, lacking concrete solutions and showing inconsistency in forms of presentation, which makes it difficult to translate messages into action. Empirical findings also reveal that farmers demonstrate good awareness of observable phenomena but remain limited in understanding scientific content; they show a concerned attitude but sometimes experience a sense of helplessness; and notably, a clear gap exists between cognition and behavior due to livelihood constraints and practical conditions.

On this basis, the dissertation identifies core limitations, including the lack of a long-term strategy, one-way communication approaches, insufficient audience-centered design, and constraints in resources. Accordingly, it proposes five integrated groups of solutions aimed at shifting from propagandistic communication to constructive communication, thereby enhancing the transformation of awareness into adaptive behavior.

In addition to its contributions, the study also has limitations in terms of sample scope, content approach, and the level of impact quantification. Therefore, future research directions are suggested toward multi-platform, interdisciplinary, and longitudinal approaches. Overall, the dissertation affirms the role of television as an important tool in enhancing climate change adaptation capacity, provided that messages are appropriately designed and centered on farmers.

LIST OF AUTHOR'S PUBLICATIONS RELATED TO THE DISSERTATION

I. Articles Published in Academic Journals

1. Ho Xuan Ngoc. (2026). *Overview of Research Directions on Communication Effectiveness and Implications for Empirical Studies in the Context of Contemporary Media Convergence*. Journal of Political Theory and Communication, Special Issue No. 1, pp. 88–92
2. Ho Xuan Ngoc. (2025). *A Four-layer Model for Applying Artificial Intelligence in Personalized Television Content Production on Climate Change*. Journal of Political Theory and Communication, Special Issue No. 4, pp. 139–143
3. Ho Xuan Ngoc. (2025). *Analysis of content frameworks and forms of expression of climate change messages on television in the Mekong Delta region*. Journal of Political Theory and Communication, Special Issue No. 3, pp. 156–161.
4. Ho Xuan Ngoc. (2025). *Theoretical framework of communication models for enhancing awareness to adapt to climate change through the application of scientific and technological advances*. Journal of Political Theory and Communication, Special Issue No. 2, pp. 133–137.
5. Ho Xuan Ngoc. (2024). *John Dewey's experiential learning theory and its application in climate change communication on television for farmers in the Mekong Delta*. Journal of Political Theory and Communication, Special Issue No. 2, pp. 122–125.
6. Ho Xuan Ngoc. (2024). *Application of the information processing model in communication to enhance climate change awareness among farmers in the Mekong Delta*. Journal of Journalism, No. 486, pp. 58–61.

II. Conference Papers and Presentations

7. Ho Xuan Ngoc. (2025). *Theoretical foundations of television communication applying artificial intelligence in the context of climate change in the Mekong Delta*. In Proceedings of the National Scientific Conference: Communication in the Era of Artificial Intelligence (pp. 55–63). Thang Long University.
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11. Tran, X. Q., & Ho, X. N. (2026). Rural women and the communication of food security: A non-traditional security approach amid climate change in Vietnam. In International conference proceedings Herasia 2025: Gender equality and the role of women in sustainable development in Asia (Vol. 2, pp. 429–442). Social Sciences Publishing House. ISBN: 978-632-607-766-7.