

NEW CONTRIBUTIONS OF THE DISSERTATION

Dissertation Title: "The Effectiveness of Propaganda on Anti-Corruption and Anti-Negativity for Key Commune-Level Officials in the Coastal Northern Delta Provinces and Cities of Vietnam Today"

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Through the process of surveying, analyzing, and systematizing research literature, it is evident that the issues of anti-corruption and anti-negativity, propaganda, and the effectiveness of propaganda on anti-corruption and anti-negativity have attracted the attention of numerous domestic and international scholars and scientists from diverse analytical perspectives. Out of a total of 163 research works accessed and studied by the PhD candidate, the author has selected 39 typical domestic and international publications directly relevant to the research topic, with a specific focus on the 2018 - 2025 period.

The aforementioned studies have formed a rather rich, multi-dimensional, and vigorously developing academic current in terms of content, methodological approaches, and research scope. These works do not exist in isolation but exhibit inheritance, mutual supplementation, and interconnectedness, thereby creating an important system of theoretical and practical arguments for this dissertation to inherit, develop, and apply to researching the effectiveness of propaganda on anti-corruption and anti-negativity for the contingent of key commune-level officials in the coastal Northern Delta provinces and cities of Vietnam at present.

In general, these research works have provided a relatively rich system of theoretical and practical arguments regarding anti-corruption and anti-negativity, as well as propaganda and its effectiveness in this domain. However, to date, there has been no study that systematically, comprehensively, and intensively examines the effectiveness of propaganda on anti-corruption and anti-negativity for key commune-level officials in the coastal Northern Delta provinces and cities of Vietnam from the perspective of Political Science, specializing in Ideological Work, particularly within the context where our Party is intensifying the fight against corruption and negativity among key commune-level officials with a very high political determination to build

a clean and strong Party and political system. This is precisely the scientific gap that this dissertation continues to focus on researching and elucidating.

The dissertation makes the following primary new contributions:

Firstly, building upon existing research results, the dissertation contributes to supplementing and clarifying the theory on the effectiveness of propaganda in general, and the effectiveness of propaganda on anti-corruption and anti-negativity as an integral content of the Party's ideological work for a specific target group—the contingent of key commune-level officials. Notably, it refines the conceptual system and evaluation criteria for assessing the effectiveness of anti-corruption and anti-negativity propaganda tailored to these key commune-level officials.

Secondly, through empirical surveys and situational analysis in the provinces and cities of the Northern Coastal Region, the dissertation contributes to clarifying the current state of effectiveness in propaganda on preventing and combating corruption and negativity for key commune-level cadres; it also identifies the limitations, shortcomings, underlying causes, and emerging issues regarding the effectiveness of this propaganda for key commune-level cadres in the Northern Coastal Region in the coming period.

Thirdly, building upon theoretical research and empirical findings, the dissertation proposes viewpoints and solutions from the perspective of ideological work that are practical and tailored to the specific characteristics of key commune-level cadres in the provinces and cities of the Northern Coastal Region. This is framed within the context of our Party's continued intensification of the fight against corruption and negativity under new conditions, aiming to build a pure and strong Party and political system.

As such, finalizing the aforementioned contents not only enables the dissertation to address the identified scientific gap but also carries profound theoretical and practical significance for enhancing anti-corruption and anti-negativity efforts among key commune-level officials in the coastal Northern Delta provinces and cities in particular, and coastal localities of Vietnam in general. The research findings serve as an important foundation contributing to supplementing and perfecting the theory on the effectiveness of anti-corruption and anti-negativity propaganda. Simultaneously, they provide valuable scientific and practical arguments, thereby contributing to advising and supplying scientific rationales for

leaders and managers of coastal Northern Delta provinces and cities to propose guidelines and policies to enhance the effectiveness of propaganda on anti-corruption and anti-negativity for the contingent of key commune-level officials.

**CONFIRMATION BY THE DISSERTATION SUPERVISOR
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