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**THE EFFICIENCY OF PROPAGANDA ON CORRUPTION AND
NEGATIVITY PREVENTATION AMONG KEY COMMUNE-LEVEL
CADRES IN THE NORTHERN COASTAL PROVINCES AND CITIES
OF VIETNAM TODAY**

Specialization: Ideological work

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INTRODUCTION

1. Rationale for Choosing the Research Topic

In the current revolutionary period, the work of preventing and controlling corruption and negativity (PCCN) has become one of the central tasks, possessing vital significance for the survival of the regime and the prestige of the Party before the people. However, to thoroughly eradicate this vice, it requires not only strict legal sanctions but also a solid system of ideological values. Propaganda work plays the role of a sharp "weapon" on the ideological front, helping to orient awareness and shape a culture of integrity among every cadre, Party member, and citizen.

The commune level is the foundation of the political system, the place that directly brings the Party's guidelines and the State's policies into life. Commune-level cadres are the most direct and closest "bridge" to the people ; therefore, improving the efficiency of propaganda on PCCN for the contingent of key commune-level cadres is not only a management requirement but also an urgent political demand to protect the strength of the political system right from the grassroots level.

In the provinces and cities of the Northern Coastal Region - an area holding a special geopolitical and geo-economic position - within the context of implementing a two-tier local government system, the role of the contingent of key communal cadres has become increasingly important. The Northern Coastal Region, with its specific characteristic as a driver of economic development, is also a fertile ground easily giving rise to risks of corruption and negativity. Therefore, propaganda on the prevention and combat of corruption and negativity for the contingent of key cadres in particular plays a very important role in raising the awareness, attitudes, beliefs, and socio-political activeness of this contingent in the local prevention and combat of corruption and negativity.

In recent years, propaganda activities on the prevention and combat of corruption and negativity in the provinces and cities of the Northern Coastal Region have achieved important results. The awareness of the contingent of key communal cadres in the territory of the Northern Coastal Region has been progressively raised; directly contributing to consolidating confidence in the political determination of the Party and State in the prevention and combat of corruption and negativity; while simultaneously encouraging the activeness, proactiveness, and creativity of this contingent in the local prevention and combat of corruption and negativity, contributing to the overall achievements of anti-corruption and anti-negativity work nationwide. However, propaganda activities on the prevention and combat of corruption and negativity for the contingent of key communal cadres over the past period still exhibit many limitations and shortcomings, such as stereotyped and scattered propaganda content; un-diversified and unattractive forms of propaganda; and propaganda methods that remain predominantly one-way, failing to leverage the power of technological platforms and multimedia communications in propagating anti-corruption and anti-negativity. The aforementioned weaknesses reduce the effectiveness of propaganda on the prevention and combat of corruption and negativity, fail to create a powerful transformation in the awareness, attitudes, beliefs, and actions of the contingent of key communal cadres in the prevention and combat of corruption and negativity, and limit the efficacy of anti-corruption and anti-negativity work.

For the aforementioned reasons, anti-corruption and anti-negativity propaganda constitutes a key component of ideological work, contributing to raising awareness, strengthening conviction, and unifying the will and action in implementing the Party's guidelines on anti-corruption and anti-negativity. Therefore, conducting research to help systemize, supplement, develop, and deepen the theoretical foundations regarding propaganda effectiveness, while clarifying the specific characteristics of commune-level officials and the context of the Red River Delta - a region holding a pivotal socio-economic position - is profoundly essential.

Thus, from the perspective of political science and ideological work, the selection of the research topic "The efficiency of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region of Vietnam today" possesses both scientific significance and profound topicality.

2. Research Objectives and Tasks

2.1. Research Objectives

The dissertation clarifies several theoretical issues regarding the effectiveness of anti-corruption and anti-negativity propaganda targeted at commune-level cadres and civil servants. On this basis, it conducts an empirical survey of the current situation and proposes perspectives and solutions to enhance the effectiveness of anti-corruption and anti-negativity propaganda for commune-level cadres and civil servants across provinces and municipalities in the Red River Delta of Vietnam in the coming period.

2.2. Research Tasks

To achieve the above objectives, the thesis performs the following specific research tasks: First, to review research works related to the thesis topic, systematize, analyze, and explain a number of basic theoretical issues regarding the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres, thereby inheriting and selecting theoretical achievements and approaches suitable for the thesis. Second, to comprehensively survey, analyze, and assess the current state of propaganda effectiveness on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region from 2019 to the present, and to identify the issues raised regarding the effectiveness of propaganda on the prevention and combat of corruption and negativity. Third, to propose viewpoints and solutions to enhance the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region of Vietnam in the coming time.

3. Research Objects and Scope

3.1. Research Objects The effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region of Vietnam.

3.2. Research Scope

Regarding Content: The thesis focusing solely on researching the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region at present.

Regarding Space: After the merger on July 1, 2025, the Northern Coastal Region includes four provinces and cities: Hai Phong, Quang Ninh, Hung Yen, and Ninh Binh. However, with the newly merged provinces having large areas, while the time to conduct the research is limited, the author of the thesis limits the research to three provinces and cities: Quang Ninh, Hai Phong, and Ninh Binh. These are localities sharing the common characteristics of dynamically developing economies, rapid urbanization, and fast international integration; possessing a diverse culture that interfaces village culture, maritime culture, and mining workers' culture.

Regarding Time: Survey data, documents, and assessments of the current state are mainly focused from 2019 to the present (associated with the Law on Anti-Corruption 2018). The theoretical analysis and proposal of solutions are placed in the current context, valid until 2030, with a vision to 2035.

4. Theoretical Foundations and Research Methods

4.1. Theoretical Foundations The thesis is researched based on the theoretical principles of Marxism-Leninism, Ho Chi Minh Thought, and the lines and viewpoints of the Party on the prevention and combat of corruption and negativity, as well as propaganda on the prevention and

combat of corruption and negativity; inheriting theories on propaganda, while simultaneously applying theories of ideological work science to analyze the effectiveness of propaganda on the prevention and combat of corruption and negativity.

4.2. Methodology and Research Methods

Methodology: The thesis is researched based on the methodological viewpoints of dialectical materialism and historical materialism.

Research Methods: The thesis utilizes the following specific research methods: The systemic-structural method; the combined analysis-synthesis method; the logical-historical method; the document research method; the sociological survey method.

5. Research Questions and Hypotheses

5.1. Research Questions The thesis focuses on clarifying research questions regarding the theory of propaganda effectiveness on the prevention and combat of corruption and negativity; the current state of propaganda effectiveness on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region; viewpoints and breakthrough solutions to enhance the propaganda effectiveness on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region.

5.2. Research Hypotheses *On the basis of the Research Questions, the thesis builds research hypotheses suggesting that:* The theory regarding propaganda effectiveness still requires supplementation and further improvement; The effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region still exhibits shortcomings; Enhancing the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres requires a synchronous and breakthrough system of solutions.

6. Theoretical and Practical Significance of the Topic

6.1. Theoretical Significance The thesis contributes to supplementing the theory on the effectiveness of ideological work in general and the effectiveness of propaganda on the prevention and combat of corruption and negativity in particular.

6.2. Practical Significance The thesis provides scientific arguments for leaders and managers of the provinces and cities of the Northern Coastal Region to formulate guidelines and solutions to enhance the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres. The research results can serve as reference materials in research and teaching for the major of Ideological Work and related fields such as Socio-Cultural Management, Party Building... within the system of academies, universities, and colleges of Vietnam.

7. New Contributions of the Thesis

The dissertation has supplemented and clarified several theoretical issues regarding propaganda effectiveness and the effectiveness of anti-corruption and anti-negativity propaganda. It has surveyed the current status of the effectiveness of anti-corruption and anti-negativity propaganda targeted at commune-level cadres and civil servants in provinces and municipalities of the Northern Delta region, associated with the implementation of the two-tier local governance model. Furthermore, it has proposed practical, target-specific perspectives and solutions from the standpoint of ideological work—most notably the formulation of criteria for evaluating the effectiveness of anti-corruption and anti-negativity propaganda for cadres and civil servants in provinces and municipalities of the Northern Coastal region under the conditions of operating a two-tier local governance model and accelerating digital transformation in Party building and the political system.

8. Structure of the Thesis

In addition to the introduction, conclusion, list of references, list of the author's published research works related to the thesis topic, and appendices, the content of the thesis is structured into 4 chapters and 11 sections.

CHAPTER 1

LITERATURE REVIEW OF RESEARCH RELATED TO THE THESIS TOPIC

1.1. Research works related to the prevention and combat of corruption and negativity

1.1.1. Foreign research works

The book *“Corruption, Anti-corruption and Governance”* (2015) by Dan Hough; *“Government Anti-Corruption Strategies: A Cross-Cultural Perspective”* (2015) by Yahong Zhang and Cecilia Lavena; *“Anti-corruption in History: From Antiquity to the Modern Era”* (2018) by Ronald Kroeze et al.; the book *“Regaining U.S. Global Leadership on Anticorruption”* (2020) by Abigail Bellows; the book *“Corruption and Anti-Corruption Upside Down: New Perspectives from the Global South”* (2024) by Fernanda Odilla and Konstantinos Tsimonis; the book *“The Digitalisation of Anti-Corruption in Brazil: Scandals, Reforms, and Innovation”* (2025) by Fernanda Odilla.

1.1.2. Domestic research works

The book *“Promoting the role of society in the prevention and combat of corruption”* (2017) by authors Nguyen Quoc Van and Vu Cong Giao; the book *“Corruption and the activities of the People's Public Security in the struggle for the prevention and combat of corruption”* (2019) by author To Lam; the Political Science doctoral thesis *“The press participating in the prevention and combat of corruption in Vietnam today”* (2019) by Cao Thi Dung; the book *“Resolutely and persistently struggling for the prevention and combat of corruption and negativity, contributing to building our Party and State to be increasingly pure and strong”* (2023) by author Nguyen Phu Trong; *“Practicing a Culture of Integrity to Repel Corruption and Negative Phenomena”* (2023), by Nguyen Quang Binh the article *“Perfecting the prevention mechanism to render corruption and negativity impossible”* (2023) by author Truong Ho Hai; the article *“Continuing to promote and enhance the effectiveness of the struggle for the prevention and combat of corruption and negativity”* (2024) by authors Le Van Cuong and Mai Viet Bach; the National-level scientific project *“Power control aimed at the prevention and combat of corruption in Vietnam”* (2024) with Nguyen Quoc Van as the principal investigator the article *“Continuing the struggle for the prevention and combat of corruption, wastefulness, and negativity”* (2025) by author Dang Van Dung; *“Prevention and Control of Corruption and Negative Phenomena in accordance with Ho Chi Minh Thought: An Essential Foundation for Building an Elite Corps of Upright Cadres in the Spirit of the 14th National Party Congress”* (2026), by Hoang Thi Huyen.

1.2. Research works related to propaganda and anti-corruption, anti-negativity propaganda

1.2.1. Foreign research works

The article *“Social-Communicative Innovations in Anti-Corruption Activities (Regional Aspect)”* (2015) by L. S. Leontieva, T. V. Khalilova, and L. F. Gaynullina; The article *“Role of Media in Preventing and Combating Corruption”* (2016) by Charu Srivastava; The book *“Media Corruption in the Age of Information”* (2021) by Edward H. Spence; The book *“Corruption and Media: Scandals, Actors, Trends and Analysis”* (2024) by Tilak Pathak and Bhuwan KC; The research report *“Using Anti-corruption Communication to Tackle Corruption in Moldova”* (2024) by N. Cheeseman and C.

Peiffer; The article “Designing Algorithms Against Corruption: A Conjoint Study on Communicative Features to Encourage Intentions for Collective Action” (2025) by C. Starke et al.; The article “The Influence of Social Media Content on Political Identity with Corruption Perception as a Moderator” (2025) by L. Jia and X. Fee.

1.2.2. Domestic research works

The doctoral dissertation “Innovating the Party’s Propaganda Work to Meet the Requirements of International Integration in Vietnam Today” (2016) by Le Mai; The monograph “Propaganda Work of the Communist Party of Vietnam in the New Era” (2021), chief-edited by Luong Ngoc Vinh; The book “Innovating Political Propaganda on Social Networks in Vietnam Today” (2024), chief-edited by Nguyen Thi Truong Giang; The article “Strengthening Propaganda on the Prevention and Control of Corruption and Negative Phenomena” (2024) by Le Mau Lam; The article “Propaganda on the Prevention and Control of Corruption and Negative Phenomena: ‘Bottlenecks’ and Solutions for Overcoming Them” (2025) by Duong Anh Minh.

1.3. Research works related to the effectiveness and the effectiveness of anti-corruption and anti-negativity propaganda

1.3.1. Foreign research works

The monograph “Ideological Activities of the Communist Party of the Soviet Union” (1982) by Soviet scientists; The article “Examining the Prerequisites for Evaluating the Effectiveness of Political-Ideological Education” (2009) by Tao Zuming and Dao Ting (*Original title: 思想政治教育有效性评价的前提审视*).

1.3.2. Domestic research works

The book “Key Issues in Ideological Work” (1999) by Dao Duy Tung; The book “Innovating Political-Ideological Education for Grassroots Cadres and Party Members” (2003) by Vu Ngoc Am; The book “Principles of Ideological Work” (2008), Volume 2, chief-edited by Luong Khac Hieu; The doctoral dissertation in Political Science “Effectiveness of Political-Ideological Education for Cadets in Military Academies in Our Country Today” (2012) by Luong Ngoc Vinh; The doctoral dissertation in Political Science “Effectiveness of Political-Ideological Education for Industrial Zone Workers in the Southeast Region Today” (2019) by Vu Trung Kien; The article “Solutions to Enhance the Quality and Effectiveness of Promoting Vietnam's Image to the World via External Press” (2019) by Luu Tran Toan; The article “Effectiveness of Information, Communication, and Education on Anti-Corruption” (2021) by Ha Dung Hai; The book “Ideological Work and Issues Arising for Ideological Work in the Country's New Era of Development” (2024) by Dao Duy Quat; The article “Criteria and Methods for Evaluating the Effectiveness of Countering and Refuting Wrongful and Hostile Viewpoints” (2024) by Luong Ngoc Vinh.

1.4. Summary of results achieved by the reviewed works and issues for further research in the thesis

1.4.1. Summary of results achieved by the reviewed works Domestic and foreign research works on corruption and negativity, as well as the effectiveness of propaganda on the prevention and combat of corruption and negativity, have achieved the following important results

Regarding the theory and practice of the prevention and combat of corruption and negativity: Clarifying the nature, characteristics, and complex properties of corruption and negativity within the new context. Systematizing the guidelines of the Party, the laws of the State, and international experiences, thereby proposing groups of solutions regarding institutions, power control, and building a culture of integrity as strategic orientations.

Regarding propaganda and the effectiveness of propaganda on the prevention and combat of corruption and negativity: Affirming the pivotal role of propaganda activities on the prevention and combat of corruption and negativity in raising awareness, consolidating confidence, and encouraging the socio-political activeness of the contingent of key communal cadres in anti-corruption and anti-negativity work. Emphasizing the requirement to innovate propaganda content and methods toward modernization, multimedia utilization, and personalization for each target audience to enhance pervasive impact. Establishing the concept of effectiveness as the correlation between objectives and actual results. Initially building a system of evaluation criteria through transformations in the awareness, attitudes, and behaviors of the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region regarding the prevention and combat of corruption and negativity.

These works serve as an important theoretical and practical foundation, helping the author inherit knowledge and identify scientific gaps to focus on deep research regarding the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region.

1.4.2. Issues for further research in the thesis

First, to study, inherit, supplement, and refine the theoretical foundations regarding propaganda effectiveness and the effectiveness of anti-corruption and anti-negativity propaganda targeted at commune-level cadres and civil servants from the perspective of ideological work science.

Second, to conduct a systematic, in-depth empirical study on the current status of the effectiveness of anti-corruption and anti-negativity propaganda for commune-level cadres and civil servants, associated with the specific context of the Northern Delta region.

Third, to propose a comprehensive, synchronized, highly feasible, and region-specific system of solutions to enhance the effectiveness of anti-corruption and anti-negativity propaganda for commune-level cadres and civil servants.

Identifying the issues that require further study serves as the basis to affirm that the dissertation topic has established its own distinct research orientation, with no overlap with any previously published research works.

Brief Summary of Chapter 1

The thesis has systemized, rationalized, and examined the conceptions of domestic and foreign scientists regarding CN, PCCN, propaganda, and propaganda efficiency. On that basis, the author pointed out the gaps and issues that the thesis needs to continue researching.

CHAPTER 2

THE EFFICIENCY OF PROPAGANDA ON THE PREVENTION AND CONTROL OF CORRUPTION AND NEGATIVITY FOR THE CONTINGENT OF KEY COMMUNE-LEVEL CADRES - A NUMBER OF THEORETICAL ISSUES

2.1. Propaganda on the Prevention and Control of Corruption and Negativity for the Contingent of Key Commune-Level Cadres

2.1.1. Corruption and Negativity

2.1.1.1. Corruption

Corruption is the act of abusing assigned positions and power for personal gain or group interests, distorting the objective of serving the people and eroding the efficacy of the political system.

2.1.1.2. Negativity

Negative phenomena refer to behaviors that deviate from social norms, as well as the degradation of political ideology, morality, and lifestyle among social actors; these are

particularly manifest in the degeneration of power, bureaucracy, harassment, and violations of public service standards by cadres and civil officers within the political system.

2.1.2. Prevention and combat of corruption and negativity

The prevention and combat of corruption and negativity is the aggregate of activities of the system of organs of the Party, the State, the Vietnam Fatherland Front, socio-political organizations, social organizations, and the People, relying on the guidelines and lines of the Party and based on the laws of the State to prevent, detect, and handle acts of corruption and negativity, aiming to protect the legitimate rights and interests of the State, organizations, and citizens, protect revolutionary achievements, and contribute to maintaining the stability and development of the whole society.

2.1.3. Cadres and key communal cadres

2.1.3.1. Cadres and communal cadres

Cadres are Vietnamese citizens who are elected, ratified, appointed, or designated to hold positions and titles for a specific term within the organs of the Communist Party of Vietnam, the State, the Vietnam Fatherland Front, and socio-political organizations at the central, provincial, and communal levels, within the official payroll and receiving salaries from the state budget.

Communal cadres are Vietnamese citizens who are elected, ratified, appointed, or designated to hold positions and titles for a specific term within the organs of the Communist Party of Vietnam, the State, the Vietnam Fatherland Front, and socio-political organizations at the communal level; belonging to the official payroll and receiving salaries from the state budget.

2.1.3.2. Key communal cadres

Key communal cadres are Vietnamese citizens who are elected, ratified, appointed, or designated to hold key leadership positions for a specific term within the communal political system, including the Secretary and Deputy Secretary of the Party Committee; the Chairperson and Vice Chairperson of the People's Council and the People's Committee; the Chairperson of the Vietnam Fatherland Front Committee; holding a core role in organizing, deploying, and implementing the guidelines and lines of the Party, as well as the policies and laws of the State within their designated localities.

2.1.4. The contingent of key communal cadres

The contingent of key communal cadres is a gathering of cadres who are elected, ratified, appointed, or designated to hold key leadership positions for a specific term within the communal political system, including the Secretary and Deputy Secretary of the Party Committee; the Chairperson and Vice Chairperson of the People's Council and the People's Committee; the Chairperson of the Vietnam Fatherland Front Committee; holding a core role in organizing, deploying, and implementing the guidelines and lines of the Party, as well as the policies and laws of the State within their designated localities.

2.1.5. Propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres

2.1.5.1. Propaganda on the prevention and combat of corruption and negativity

Propaganda is an orienting and persuasive communication activity in which the propaganda subject utilizes appropriate contents and methods to impact the awareness, attitudes, and behaviors of the target audience according to the purposes determined by the subject.

Propaganda on the prevention and combat of corruption and negativity is an orienting and persuasive communication activity of subjects within the political system, through the use of appropriate contents and methods to disseminate, explain, and orient the awareness, attitudes, and behaviors of organizations and individuals toward the guidelines, policies, and laws on the prevention and combat of corruption and negativity; thereby contributing to raising the sense of responsibility, capacity, and exemplary character of the propaganda targets in preventing, detecting, and struggling against acts of corruption and negativity.

2.1.5.2. Propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres

Propaganda on the prevention and combat of corruption and negativity for the contingent of key cadres is an orienting and persuasive communication activity of subjects within the political system, through the use of appropriate contents and methods to disseminate, explain, and orient the awareness, attitudes, and behaviors of key cadres toward the guidelines and lines of the Party, as well as the policies and laws of the State on the prevention and combat of corruption and negativity; thereby contributing to raising the sense of responsibility, capacity, and exemplary character of this contingent in preventing, detecting, and struggling against acts of corruption and negativity at the grassroots level. The operational structure of anti-corruption and anti-negativity propaganda targeted at commune-level cadres and civil servants comprises the following components: Propaganda subjects; Propaganda objectives; Propaganda content; and Propaganda methods.

2.2. Concepts, Classification, and Criteria for Evaluating Propaganda Efficiency on PCCN for the Contingent of Key Commune-Level Cadres

2.2.1. The effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres

The effectiveness of anti-corruption and anti-negativity propaganda refers to the outcomes achieved by propaganda activities in raising awareness, strengthening conviction, and fostering the socio-political activism of the target audiences in anti-corruption and anti-negativity, while ensuring the rational utilization of resources to attain those results under specific social conditions.

The effectiveness of anti-corruption and anti-negativity propaganda targeted at commune-level cadres and civil servants refers to the outcomes achieved by propaganda activities in raising awareness, strengthening conviction, and fostering the socio-political activism of commune-level cadres and civil servants in anti-corruption and anti-negativity, while ensuring the rational utilization of resources to attain those results under specific social conditions.

2.2.2. Classifying the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres

First, in terms of scale, propaganda effectiveness includes personal effectiveness and collective effectiveness; Second, in terms of time, propaganda effectiveness includes immediate effectiveness and long-term effectiveness; Third, in terms of purpose, propaganda effectiveness includes spiritual effectiveness and practical effectiveness; Fourth, in terms of expression method, propaganda effectiveness includes direct effectiveness and indirect effectiveness

2.2.3. Criteria for Evaluating Propaganda Efficiency

2.2.3.1. The group of criteria for evaluating the results of propaganda on the prevention and combat of corruption and negativity

a) Criteria regarding the awareness of key commune-level cadres toward anti-corruption and anti-negativity through propaganda activities

First, the level of understanding and mastering the guidelines of the Party and the laws of the State on the prevention and combat of corruption and negativity; Second, the level of identifying the manifestations and causes of corruption and negativity; Third, the level of awareness regarding the consequences of corruption and negativity; Fourth, the level of updating information and accurately perceiving the situation of the prevention and combat of corruption and negativity; Fifth, the level of identifying and struggling against wrong viewpoints on the prevention and combat of corruption and negativity.

b) Criteria regarding the attitude and conviction of key commune-level cadres in the guidelines, policies, and laws of the Party and the State on anti-corruption and anti-negativity through propaganda activities

Party and State in the prevention and combat of corruption and negativity The criteria regarding the attitudes and beliefs of the contingent of key communal cadres toward anti-

corruption and anti-negativity work can be specified through the following concrete criteria: First, the level of confidence of the contingent of key communal cadres in the correctness of the guidelines and lines of the Party and the policies and laws of the State in the prevention and combat of corruption and negativity; Second, the level of support and consensus of the contingent of key communal cadres toward anti-corruption and anti-negativity measures; Third, the level of steadfastness in stance and fighting attitude against wrong viewpoints regarding anti-corruption and anti-negativity work.

c) Criteria regarding the socio-political activism of key commune-level cadres in anti-corruption and anti-negativity through propaganda activities

First, the level of personal self-cultivation and training in integrity among the contingent of key communal cadres; Second, the level of proactiveness and responsibility of the contingent of key communal cadres in performing anti-corruption and anti-negativity tasks; Third, the level of active participation in propagating, disseminating, and deploying guidelines and policies on the prevention and combat of corruption and negativity; Fourth, the level of participation in building and perfecting regulations and mechanisms for preventing corruption and negativity locally; Fifth, the level of proactive participation in struggling against, detecting, and handling manifestations of corruption and negativity within the scope of management.

2.2.3.2. The group of criteria for utilizing resources serving propaganda activities on the prevention and combat of corruption and negativity for the contingent of key communal cadres

First, the utilization of human resources for propaganda activities on the prevention and combat of corruption and negativity; Second, the utilization of time, funding, means, and material facilities in propaganda on the prevention and combat of corruption and negativity; Third, building and promoting the effects of the objective social environment.

2.3. Factors influencing the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the Northern Coastal Region

2.3.1. Objective Social Environment

Propaganda effectiveness depends not only on the content, forms, and methods of propaganda but is also subject to the impact of the objective social environment (including local, regional, national, and international economic, political, cultural, and social conditions). The impact of the objective social environment on the effectiveness of propaganda on the prevention and control of corruption and negative phenomena (PCCNP) for commune-level cadres and civil officers can be examined at two levels. The Northern Coastal region is a dynamically developing area in the process of industrialization, modernization, and maritime economic development. The socio-economic environment of this region exerts a direct influence on the awareness and behaviors of commune-level cadres and civil officers.

In the current context, the complexity of cyberspace constitutes a negative impacting factor that directly hinders the effectiveness of propaganda on PCCNP in general, and for commune-level cadres and civil officers in particular.

Therefore, when evaluating the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the Northern Coastal Region and proposing solutions to enhance propaganda effectiveness, it is necessary to thoroughly grasp objective, comprehensive, and historical-concrete viewpoints; linking propaganda activities with socio-economic conditions, the educational level of the population, and the psychological characteristics of the local cadre contingent.

2.3.2. The system of regulatory documents of the Party and the State on anti-corruption and anti-negativity

Among the factors governing propaganda effectiveness on the prevention and combat of corruption and negativity, the political determination of the Party and the State holds an

exceptionally important role, serving as both an orienting factor and creating momentum as well as the safeguarding foundation for propaganda activities.

Important documents such as the Resolutions of the 4th Central Committee Plenum of the 11th, 12th, and 13th tenures on Party building and rectification; Regulation No. 37-QD/TW on what party members must not do; Regulation No. 114-QD/TW on power control in cadre work; Regulation No. 144-QD/TW on revolutionary ethical standards of cadres and party members... along with the conclusions and directions of the Central Steering Committee on the Prevention and Combat of Corruption and Negativity have clearly demonstrated the political determination of the Party in the struggle for the prevention and combat of corruption and negativity with the spirit of "no forbidden zones, no exceptions."

The legal system of the State is the tool to institutionalize and realize the guidelines of the Party in anti-corruption and anti-negativity work. The alignment between the Party's political resolve and the State's legal framework forms a crucial foundation for enhancing the practicality and persuasiveness of anti-corruption and anti-negativity propaganda activities.

2.3.3. Subjects and multi-dimensional interactive relationships among subjects participating in propaganda on the prevention and combat of corruption and negativity

The effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres is the aggregate result of many factors, in which the system of propaganda subjects holds an exceptionally important role. Each individual subject is the key factor ensuring the effectiveness of propaganda on the prevention and combat of corruption and negativity.

As a purposeful and planned activity, the subject holds a central role in organizing and deploying propaganda activities. From the perspective of leadership and management, the subject is tasked with formulating guidelines, defining objectives, contents, and requirements, and allocating resources for propaganda activities; simultaneously inspecting and evaluating implementation results. From the perspective of organization and execution, the subject is the force directly selecting appropriate contents, forms, methods, means, and timing to conduct propaganda for the contingent of key communal cadres. The role of the subjects is further demonstrated by the fact that they themselves are the ones who "breathe soul" into the propaganda contents and methods.

2.3.4. The appropriateness of purpose and the scientific, rich nature of the contents, forms, and methods of propaganda on the prevention and combat of corruption and negativity

The purpose is the basis for determining the results of propaganda activities and exerts a direct influence on the nature, scale, as well as effectiveness of these activities.

Through appropriate forms, methods, and means, the propaganda content will be transformed into the awareness, beliefs, and socio-political attitudes of the target audience. Forms and methods of propaganda are the direct tools to convey content to the targets. The diversity and flexibility of propaganda forms and methods not only help enhance the capacity to absorb information but also create a simultaneous impact on both the reason and emotions of the contingent of key communal cadres.

2.3.5. The synchronous, modern nature of means, material-technical facilities, and the utilization of resources in propaganda activities

Means and material-technical facilities are the material conditions ensuring that propaganda activities on the prevention and combat of corruption and negativity are deployed effectively. The synchronous and modern nature of these means contributes to supporting the application of propaganda forms and methods, enhancing the attractiveness of the content, while reducing the labor intensity of both subjects and targets during the process of transmitting and receiving information.

However, the effectiveness of utilizing means and material facilities depends heavily on the operational capacity of the propaganda subjects. Therefore, investment in material facilities and technical means must go hand in hand with enhancing the capacity to utilize and maximize the effects of resources in propaganda activities.

2.3.6. Socio-psychological characteristics of the contingent of key communal cadres

Propaganda activities on the prevention and combat of corruption and negativity are, in essence, activities that impact human awareness, emotions, and will. The process of absorbing propaganda information by the contingent of key communal cadres is influenced by many socio-demographic factors such as educational level, age, seniority of service, socio-economic conditions, customs and habits, as well as individual psychological factors such as value systems, political attitudes, work motivations, and the level of social activeness. Among those factors, the socio-political needs and interests of key communal cadres exert an exceptionally important influence on propaganda effectiveness.

Brief Conclusion of Chapter 2

In this chapter, the thesis has focused on clarifying the basic theoretical issues regarding propaganda and the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres; analyzing the primary factors influencing propaganda effectiveness on the prevention and combat of corruption and negativity. The results of the theoretical research in this chapter create an important scientific and methodological foundation for surveying and analyzing the current state, and proposing solutions to enhance the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the provinces and cities of the Northern Coastal Region in the subsequent chapters of the thesis.

CHAPTER 3

THE EFFICIENCY OF PROPAGANDA ON THE PREVENTION AND CONTROL OF CORRUPTION AND NEGATIVITY FOR THE CONTINGENT OF KEY COMMUNE-LEVEL CADRES IN THE PROVINCES AND CITIES OF THE NORTHERN COASTAL REGION OF VIETNAM - CURRENT STATUS AND EMERGING ISSUES

3.1. Natural and Social Characteristics and the Contingent of Key Communal Cadres in the Provinces and Cities of the Northern Coastal Region

3.1.1. Natural Geographical, Economic, and Political

Characteristics The Northern Coastal Region holds an exceptionally important geopolitical, economic, and national defense position, serving as the strategic gateway to the sea for the entire northern region of Vietnam. From July 1, 2025, after the rearrangement of province-level administrative units, the dynamic structure of the region has seen a powerful convergence into three core growth poles: Quang Ninh, Hai Phong, and Ninh Binh. The total area of the three researched and surveyed localities is 13,345.21 km², with a population of 10,573,835 people, accounting for 39.8% of the Red River Delta's population.

Regarding the economy, in 2025, the Northern Coastal Region confirmed its position as the most dynamic comprehensive economic region in the country with the outstanding contributions of the three key localities. With impressive GRDP growth rates (Quang Ninh 11.89%, Hai Phong 11.81%, Ninh Binh 10.65%) along with a record increase in budget revenues, the Northern Coastal Region is currently the focal point for attracting FDI and private investment flows.

In summary, economic development, digital transformation, and high public intellect in the coastal Northern Delta serve as an optimal foundation assisting the contingent of key commune-level officials in absorbing the law, self-cultivating public service ethics, and building a culture of integrity. However, pressures from the market economy, urbanization, and disruptions caused by

administrative boundary consolidation are escalating the risk of violations while diminishing the continuity of ideological education. This reality demands that anti-corruption and anti-negativity propaganda in the coming time depart from generic theories, innovate its modalities, and closely align with management 'hotspots' at the grassroots level

3.1.2. Social Characteristics

The cultural space of the Northern Coastal Region represents a diverse human ecosystem, where the wet-rice civilization of the Red River Delta and the dynamic maritime culture interface. The prominent characteristics are the long-standing wet-rice civilization, a rich system of beliefs worshipping water gods/village guardian deities, and the tight community cohesion of coastal residents.

In particular, the following socio-psychological characteristics exert a significant influence on the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the Northern Coastal Region: First, the mentality of deference and respect due to overly tight community and kinship ties; Second, the distortion of the custom of "gift-giving" during festivals, funerals, and weddings; Third, the mentality of local parochialism, reflected in the saying "the king's law yields to village customs.

3.1.3. Characteristics of the Contingent of Key Communal cadres in the Provinces and Cities of the Northern Coastal Region

3.1.3.1. Communal-level Organization in the Researched

Localities According to Resolution No. 202/2025/QH15 of the National Assembly on the rearrangement of province-level administrative units and separate resolutions for each specific locality, the three provinces and cities of the Northern Coastal Region currently have a total of 297 communes, wards, and special zones (hereinafter collectively referred to as the communal level).

3.1.3.2. Quantity and Quality of the Contingent of Key Communal Cadres

Statistical data up to September 30, 2025, shows that the total number of key communal cadres (according to the classification criteria in Chapter 2 of the thesis) in the three surveyed localities is 2,079 people, allocated correspondingly to the scale of communal-level units in each province and city. Among them, Ninh Binh province has the largest number of key communal cadres (903), followed by Hai Phong (798) and Quang Ninh (378).

First, regarding qualifications: Professional qualifications: Up to 72.8% of cadres have achieved postgraduate degrees, while Bachelor's degrees account for 27.2%; (81.2%) hold a Bachelor's degree or advanced degree in political theory, and 18.8% possess an intermediate level. Second, length of service within the political system: 70% of cadres have a length of service within the political system of 20 years or more.

3.2. Current State of the Effectiveness of Propaganda on the Prevention and Combat of Corruption and Negativity for the Contingent of Key Communal Cadres in the Provinces and Cities of the Northern Coastal Region from 2019 to the Present

3.2.1. Results of anti-corruption and anti-negativity propaganda for key commune-level cadres achieved through propaganda activities

3.2.1.1. Positive Shifts in Awareness, Attitude, Faith, and Socio-Political Engagement of Key Commune-Level Cadres Relative to the Objectives of Propaganda on the Prevention and Control of Corruption and Negative Phenomena

a) Awareness of the Contingent of Key Communal Cadres toward the Prevention and Combat of Corruption and Negativity

- The level of understanding and mastering the guidelines of the Party and the laws of the State on the prevention and combat of corruption and negativity among the contingent of key communal cadres From practical reports and survey results, it is affirmed that the political and legal awareness of the prevention and combat of corruption and negativity among the contingent of key communal cadres is highly steadfast. This is the core foundation to ensure that the

execution of public duties aligns with the correct orientation, while simultaneously consolidating confidence and unity of will toward the political determination of the Party and State in the struggle for the prevention and combat of corruption and negativity.

- The level of accurately identifying specific manifestations of corruption and negativity and clearly understanding the primary causes leading to corruption and negativity among the contingent of key communal cadres Through research, it is observed that the majority of key communal cadres in the provinces and cities of the Northern Coastal Region at present have developed a clearer and more substantive formulation regarding the nature of corruption and negativity.

Regarding the identification of acts of corruption and negativity, the rates of correct responses all reached 80% or higher, with the highest being 99.0% of key cadres answering that "property embezzlement and bribery acceptance" are acts of corruption. The above result partly reflects the success of propaganda activities in shaping the mindset and legal knowledge regarding the prevention and combat of corruption and negativity among the contingent of key communal cadres.

Regarding the identification of the causes of corruption and negativity, there is a high level of unity in the awareness of the contingent of key communal cadres. Most notably, up to 99.0% of opinions affirmed that the core cause stems from the lack of self-cultivation and training among leadership and management cadres, leading to a degeneracy in political ideology, ethics, and lifestyle. Factors belonging to the political responsibility of heads were also clearly identified, with 98.5% of opinions stating that the lack of exemplary character, where "words do not match deeds," and 96.5% assessing that "a number of party committees, party organizations, and heads have not fully perceived the serious nature of corruption and negativity" are direct causes leading to corruption and negativity.

- The level of clearly perceiving the consequences of corruption and negativity among the contingent of key communal cadres The majority of key communal cadres possess a deep and comprehensive awareness regarding the dangerous nature of corruption and negativity. The most notable highlight is that 100% of opinions unanimously affirmed that corruption and negativity are factors that "directly threaten the survival of the regime." This absolute consensus demonstrates that the provinces and cities of the Northern Coastal Region have seriously grasped the guiding viewpoints of the Party on the prevention and combat of corruption and negativity. In addition, the contingent of key communal cadres also clearly identifies the systemic consequences of corruption and negativity.

- The level of capability among the contingent of key communal cadres to identify misleading and distorted information about anti-corruption and anti-negativity work and to struggle against wrong viewpoints on the prevention and combat of corruption and negativity The self-assessment results of the contingent of key communal cadres show that 90.5% of opinions rated their capability at a "good" level and 22.75% rated it at a "very good" level in identifying misleading and distorted information about anti-corruption and anti-negativity work and struggling against wrong viewpoints on the prevention and combat of corruption and negativity. A good capability of identification helps the contingent of key communal cadres become effective core elements of propaganda, timely orienting public opinion and smashing distorted allegations about the struggle against the "internal invaders," directly contributing to maintaining local political stability and creating a favorable environment for socio-economic development.

- The level of timely grasping new information on the prevention and combat of corruption and negativity and accurately perceiving the nature of detected and handled corruption and negativity cases among the contingent of key communal cadres Findings from the research indicate that 89.75% of key communal cadres self-assessed their capability to update information and accurately perceive the situation of the prevention and combat of corruption and negativity at

"good" and "very good" levels respectively. Accurately identifying the nature of corruption and negativity cases serves as a shield helping the contingent of key communal cadres remain steadfast against temptations, contributing to realizing the political determination of the Party and State regarding anti-corruption and anti-negativity work.

b) Regarding the attitudes and beliefs of the contingent of key communal cadres toward the anti-corruption and anti-negativity work of the Party and State

- *The level of interest among the contingent of key communal cadres in learning about propaganda contents on the prevention and combat of corruption and negativity.* The vast majority of key communal cadres (more than 90% of surveyed cadres) express interest in learning about propaganda contents on the prevention and combat of corruption and negativity; this not only demonstrates a sense of personal responsibility but also serves as clear evidence of the profound and widespread impact of anti-corruption and anti-negativity propaganda activities that have been and are being deployed in the provinces and cities of the Northern Coastal Region.

- *The level of confidence among the contingent of key communal cadres in the guidelines and lines of the Party and the policies and laws of the State on the prevention and combat of corruption and negativity.* The majority of key communal cadres deeply trust the guidelines and lines of the Party and the policies and laws of the State on the prevention and combat of corruption and negativity. This confidence has become a solid foothold for political ideology, clearly demonstrated through a rate where up to 95.3% of key communal cadres affirm their confidence at the levels of "confident" and "absolutely confident." Practical data has confirmed the effectiveness of propaganda in shaping accurate awareness for the contingent of key communal cadres regarding anti-corruption and anti-negativity work.

- *The level of support and consensus among the contingent of key communal cadres toward the anti-corruption and anti-negativity solutions of the Party and State; readiness to participate in deploying combat measures against corruption and negativity within the scope of their assigned duties and tasks.* Collected data indicates a highly positive transformation in the awareness and actions of the contingent of key communal cadres. Specifically, when evaluating the level of "support and consensus toward the anti-corruption and anti-negativity measures of the Party and State," up to 61.25% of opinions self-assessed at a "good" level and 30.0% assessed at a "very good" level. The effectiveness of propaganda at the grassroots level has created an important shift from political awareness into practical action.

- *The level of having a steadfast political mettle among the contingent of key communal cadres, remaining resolute against attacks by hostile forces on the ideological front; resolutely struggling against distorted and erroneous viewpoints regarding anti-corruption and anti-negativity work.* The effectiveness of propaganda activities on the prevention and combat of corruption and negativity in the provinces and cities of the Northern Coastal Region is clearly demonstrated through actual survey results, where up to 54.75% of cadres self-assessed at a "good" level in maintaining a steadfast stance and struggling against wrong viewpoints on the prevention and combat of corruption and negativity; and 29.5% at a "very good" level. Thus, the contingent of key communal cadres is no longer passive in receiving distorted and fabricated information about anti-corruption and anti-negativity work, but is always ready to break down toxic and negative allegations right from their inception. This is the decisive factor to orient public opinion and firmly protect the achievements of anti-corruption and anti-negativity work in the current period.

c) Socio-political activeness of the contingent of key communal cadres in the prevention and combat of corruption and negativity

- *The level of personal self-cultivation and training in integrity among the contingent of key communal cadres.* The collected database reflects that the majority of key communal cadres in the provinces and cities of the Northern Coastal Region possess a pioneering and exemplary

character in their lifestyle; well-performing the work of openness and transparency in activities and demonstrating honesty in declaring personal assets and income in strict accordance with legal regulations.

- *The level of proactiveness and responsibility of the contingent of key communal cadres in performing anti-corruption and anti-negativity tasks.* Analysis of the survey data shows that 92% of key communal cadres self-assessed at "good" and "very good" levels regarding their proactiveness and responsibility in performing anti-corruption and anti-negativity tasks; 82.5% "proactively research and share the guidelines and laws of the Party and State on the prevention and combat of corruption and negativity," and 66.0% demonstrate political mettle through struggling against and refuting distorted information about this work [Appendix 4, Table 1.6]. With a rate of over 90% of key cadres self-assessing their proactiveness and responsibility in performing anti-corruption and anti-negativity tasks from the good level upward, this is not only the result of effective propaganda and ideological education but also creates the foundation for building a pure and strong grassroots political system.

- *The level of active participation in propagating, disseminating, and deploying guidelines and policies on the prevention and combat of corruption and negativity.* The contingent of key communal cadres exhibits a high sense of responsibility, with 89.75% self-assessing at "good" and "very good" levels. This activeness is specified through practical behaviors, with 72.75% of key cadres proactively "spreading positive information, creating public opinion that supports the anti-corruption work of the Party and State" after receiving propaganda on anti-corruption and anti-negativity contents. Statistical indicators reflect that propaganda activities on the prevention and combat of corruption and negativity have gone into depth, closely associated with the leadership and direction activities of the contingent of key communal cadres during the execution of public duties locally.

- *The level of participation in building and perfecting regulations and mechanisms for preventing corruption and negativity locally.* The majority of key communal cadres actively participate in building and perfecting regulations and mechanisms for preventing corruption and negativity locally, making an important contribution to effectively implementing power control right at the grassroots level. Empirical data from the self-assessment results of the contingent of key communal cadres shows a positive transformation in practical action, with 87.25% at "good" and "very good" levels in the content of "Actively participating in building and perfecting regulations and mechanisms for preventing corruption and negativity locally."

- *The level of proactiveness in struggling against, detecting, and handling acts of corruption and negativity within the scope of management.* The self-assessment results of the contingent of key communal cadres regarding the content of "Proactively struggling against manifestations of corruption and negativity, preventing and handling acts of corruption and negativity within the scope of management" show that the spirit of anti-corruption and anti-negativity determination of this contingent is fairly high, with 72.25% at "good" and "very good" levels; 66.0% of key communal cadres "proactively struggle against and refute distorted information about anti-corruption and anti-negativity work," and 77.0% "proactively detect and report acts of corruption and negativity within the scope of management." The above results reflect the sense of responsibility and the courage to face confrontations for the common interest among the contingent of key communal cadres

3.2.1.2. Limitations in Awareness, Attitude, Faith, and Socio-Political Engagement of Commune-Level Cadres and Civil Officers

The awareness of a section of commune-level cadres and civil officers regarding the prevention and control of corruption and negative phenomena (PCCNP) remains incomplete and lacks depth.

Faith of a section of commune-level cadres and civil officers in the correctness of the Party and State's guidelines, policies, and political resolve in the struggle against PCCNP is not yet firm, with manifestations of skepticism and wavering.

The political fortitude of a section of commune-level cadres and civil officers lacks firmness; they remain susceptible to material temptations, leading to the degradation of political ideology, morality, and lifestyle, as well as "self-evolution" and "self-transformation."

The socio-political engagement of a section of commune-level cadres and civil officers in the struggle against PCCNP remains low.

3.2.2. Current Status of Resource Allocation and Utilization for Propaganda Activities on the Prevention and Control of Corruption and Negative Phenomena Targeting Key Commune-Level Cadres

3.2.2.1. Outcomes of Human Resource Utilization

a) Regarding the leadership and management of anti-corruption and anti-negativity propaganda activities

- *Party committees and authorities of the provinces and cities of the Northern Coastal Region have paid attention to leading and directing the serious implementation of the guidelines and lines of the Party, as well as the policies and laws of the State on the prevention and combat of corruption and negativity*

From 2019 to the present, the Provincial Party Committees, Municipal Party Committees, and People's Committees of the provinces and cities of the Northern Coastal Region have strengthened urging and directing the thorough grasping and full, timely deployment of directions from the Central level and the Provincial level regarding anti-corruption and anti-negativity work, and the practice of thrift and combat of wastefulness. Among these, the focuses are the Law on Anti-Corruption 2018; the book "Resolutely and persistently struggling for the prevention and combat of corruption and negativity, contributing to building our Party and State to be increasingly pure and strong" by the late General Secretary Nguyen Phu Trong; Guidance No. 25-HD/BCDTW dated August 1, 2022, of the Central Steering Committee on the Prevention and Combat of Corruption and Negativity "on a number of contents regarding anti-negativity work"; Regulation No. 231-QD/TW dated January 17, 2025, of the Politburo on protecting persons who struggle against corruption, wastefulness, and negativity; regulations on revolutionary ethical standards of cadres and party members in the new period; regulations on the authority of heads in cadre work; and the Concluding Announcements of the Central Steering Committee on the Prevention and Combat of Corruption, Wastefulness, and Negativity...

- Organizations and forces participating in propaganda on the prevention and combat of corruption and negativity have engaged in synchronous coordination, progressively enhancing the effectiveness of propaganda on the prevention and combat of corruption and negativity

On the basis of the close leadership and direction of the Provincial Party Committees and People's Committees of the provinces and cities, organs, organizations, and units have based on their tasks to formulate propaganda plans; the propaganda content focuses on the guidelines of the Party and the policies and laws of the State on the prevention and combat of corruption and negativity.

b) *Regarding the capacity building and development of forces directly engaged in anti-corruption and anti-negativity propaganda*

In general, the contingent of reporters and propagandists from the provincial to the grassroots levels selected by party committees has become increasingly stringent, closely adhering to prescribed standards, consisting of comrades with steadfast political mettle and pure, healthy ethics and lifestyles; who master the basic knowledge of Marxism-Leninism, Ho Chi Minh Thought, the lines and viewpoints of the Party, and the policies and laws of the State; possess general understanding across political, economic, cultural, social, national defense, and

security fields; ... act exemplarily in ethics and lifestyle, maintain close relationships with the People, and the operational quality of the reporter contingent has been progressively upgraded.

The contingent of reporters and propagandists always proactively provides timely information to cadres, party members, and all strata of the People regarding world, regional, domestic, and local situations; new guidelines and policies of the Party, the State, and party committees and authorities at all levels in general, as well as the guidelines, lines, and laws of the Party and State on the prevention and combat of corruption and negativity.

c) Propaganda subjects have actively innovated the contents, methods, and forms of propaganda on the prevention and combat of corruption and negativity

The propaganda content has focused on clarifying the guidelines of the Party and the policies and laws of the State on the prevention and combat of corruption and negativity; timely propagating the results of inspections and examinations, as well as the overall achievements of anti-corruption and anti-negativity work.

Propaganda methods have been used diversely, suitable for the propaganda targets.

Propaganda forms are rich and diverse, creating attractiveness for the propaganda targets.

3.2.2.2. Regarding the utilization of time, funding, facilities, and physical infrastructure for anti-corruption and anti-negativity propaganda activities

a) Provinces and municipalities in the Northern Delta region have allocated time relatively appropriately for anti-corruption and anti-negativity propaganda activities; b) Due investment, alongside the rational management and utilization of facilities, physical infrastructure, and funding, has contributed to enhancing propaganda effectiveness; c) Proactively applying information technology and digital transformation in anti-corruption and anti-negativity propaganda.

3.2.2.3. Building and effectively leveraging a favorable objective social environment to create enabling conditions for anti-corruption and anti-negativity propaganda activities targeted at key commune-level cadres

The harmonious resonance of objective socio-economic, socio-political, and socio-cultural conditions in the provinces and cities of the coastal Northern Delta has engineered a favorable empirical environment for enhancing the effectiveness of anti-corruption and anti-negativity propaganda.

3.2.2. Limitations and Shortcomings

3.2.2.1. Regarding the results of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres

The awareness of a segment of key communal cadres regarding anti-corruption and anti-negativity work is not truly full and deep.

The confidence in the correctness of the guidelines, lines, and political determination in the struggle for the prevention and combat of corruption and negativity of the Party and State among a segment of key communal cadres is not truly firm, with lingering signs of skepticism and vacillation.

The political mettle of a segment of key communal cadres is not steadfast, remaining susceptible to material temptations, degeneracy in political ideology, ethics, and lifestyle, as well as "self-evolution" and "self-transformation".

The socio-political activeness in anti-corruption and anti-negativity struggle among a segment of key communal cadres is not high.

3.2.2.4. Limitations and Inadequacies in Resource Utilization for Propaganda Activities on the Prevention and Control of Corruption and Negative Phenomena

a) Regarding the utilization of human resources for propaganda activities on the prevention and combat of corruption and negativity

The sense of responsibility of subjects, along with the coordination and promotion of the roles of organizations and forces, remains limited.

The human resources directly participating in propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres still exhibit many inadequacies.

The results of innovating the forms and methods of propaganda on the prevention and combat of corruption and negativity have not met requirements.

b) The utilization of time, funding, and material facilities is not truly effective

(1) Inadequacies in the allocation and utilization of financial resources are creating an imbalance between political objectives and enforcement capabilities; (2) The backwardness of material facilities creates a significant gap before the booming trend of information technology; (3) The waste of time and human resources due to the lack of specific mechanisms and policies.

c) The application of information technology and digital transformation in propaganda on the prevention and combat of corruption and negativity only stops at the "surface level", failing to exploit the advantages of technology and multimedia communications

Empirical data indicates that party committees at all levels in the Northern Coastal Region have not truly paid attention to modern interactive governance tools such as online surveys or big data, failing to regard them as an important tool to grasp public opinion in the digital era, thereby leaving the output of propaganda activities unmanaged and unable to quantify behavioral transformations regarding the prevention and combat of corruption and negativity among key communal cadres. The application of information technology in the Northern Coastal Region only stops at the "surface level", meaning it merely utilizes available tools rather than transforming at the "root level", which involves building systemic thinking, establishing official data infrastructure, and applying technology to inspect and supervise ideology.

3.2.2.5. Promoting the activeness of the objective social environment in propaganda remains limited

(1) The lack of institutional synchronicity is creating objective obstacles for propaganda activities; (2) The role of leadership subjects at the grassroots level has not been adequately promoted; (3) The state of moral degeneracy and sophisticated coping maneuvers of a segment of cadres are distorting the culture of integrity from within.

3.2.3. Evaluating the degree of achievement of propaganda objectives regarding anti-corruption and anti-negativity for key commune-level cadres across provinces and municipalities in the Northern Coastal region

In recent years, the transformations in awareness, attitude, faith, and socio-political engagement of commune-level cadres and civil officers in the Northern Coastal provinces and cities regarding the prevention and control of corruption and negative phenomena (PCCNP) have basically fulfilled the propaganda objectives on PCCNP. However, alongside these achievements, the outcomes of propaganda on PCCNP targeting commune-level cadres and civil officers still suffer from certain limitations.

3.2.4. Causes of the Results and limitations

3.2.4.1. Causes of the Results

a) Objective Causes

(1) The strategic political determination of the Central level, with breakthrough results and the spirit of the rule of law of "no forbidden zones, no exceptions" in anti-corruption and anti-negativity work, has created a powerful, deep, and wide pervasive effect throughout the entire political system and social life; (2) Dynamic and developing socio-economic conditions serve as a solid foundation, promoting methodical investment in resources and material facilities serving propaganda activities on the prevention and combat of corruption and negativity; (3) The boom of the Fourth Industrial Revolution and the powerful digital transformation trend, with the deep and wide popularization of information infrastructure, broadband internet, and social media platforms, have created a modern system of technical tools, serving as an exceptionally favorable objective

premise for propaganda activities in general and propaganda on the prevention and combat of corruption and negativity in particular; (4) The initial, pervasive formation of a culture of integrity and a healthy social environment locally is an objective factor, creating a sustainable nurturing space for the effectiveness of propaganda on the prevention and combat of corruption and negativity; (5) The increasing completion and transparency of the legal framework and the system of regulations on the prevention and combat of corruption and negativity of the Party and State, with the focus on mechanisms regarding power control, asset declaration, and accountability, have constructed a scientific theoretical corridor and a standardized reference base for propaganda activities.

b) Subjective Causes

(1) The decisiveness and synchronicity in the leadership and direction work of party committees, along with the close coordination of the entire local political system, are the prerequisite causes, holding the orienting role and creating momentum for propaganda activities; (2) The breakthrough in innovating theoretical thinking and approaches to ideological work is the decisive factor for the attractiveness and depth of propaganda activities; (3) The outstanding quality regarding the theoretical level, political mettle, and sense of responsibility of the contingent of key communal cadres is the factor determining propaganda effectiveness on the prevention and combat of corruption and negativity; (4) The root factor constituting sustainable propaganda effectiveness is precisely the steadfast political mettle and the conscious sense of personal self-cultivation and training in integrity of the key communal cadres themselves.

3.2.4.2. Causes of Limitations

a) Objective Causes

(1) The downside of the market economy and the socio-economic characteristics of the Northern Coastal Region; (2) the inadequacy, lack of synchronicity, and slow innovation of the institutional system and specific mechanisms and policies for the contingent of key communal cadres; (3) the boom of cyberspace, digital technology, and sophisticated sabotage maneuvers from hostile forces and political opportunists; (4) the impact of regional cultural characteristics and the "the king's law yields to village customs" mentality in rural Vietnam.

b) Subjective Causes

(1) The role and responsibility of party committees, authorities, and heads at all levels, especially at the communal level, in leading and directing propaganda activities on the prevention and combat of corruption and negativity have not been adequately promoted; (2) A segment of subjects leading and managing propaganda activities, as well as subjects directly conducting propaganda from the provincial to the grassroots levels, suffer from degeneracy in ideology, politics, ethics, and lifestyle, along with many inadequacies in capacity and slow innovation in propaganda methods; (3) The political mettle and the sense of self-cultivation and training in integrity-based ethics of a segment of key communal cadres are not high; (4) The investment of time and funding, as well as the exploitation and utilization of technological platforms serving propaganda activities on the prevention and combat of corruption and negativity for the contingent of key communal cadres, remain inadequate.

3.3. Issues Raised Regarding the Effectiveness of Propaganda on the Prevention and Combat of Corruption and Negativity for the Contingent of Key Communal Cadres at Present

3.3.1. Contradiction Between the Limited Actual Capacity, Proactiveness, and Initiative of Propaganda Entities and the Increasingly High, Complex Requirements of Propaganda Tasks on the Prevention and Control of Corruption and Negative Phenomena Targeting Key Commune-Level Cadres in the New Situation

The inevitable consequence of this contradiction is the situation of "abundant propaganda but low practical effectiveness," whereby the contingent of key communal cadres has not truly achieved a powerful transformation in awareness and action within anti-corruption and anti-negativity struggle work.

3.3.2. The inadequacy between the objective requirement to strengthen integrity education and official ethics, and the tendency toward prioritizing personal interests among key commune-level cadres under the negative impacts of the market economy in anti-corruption and anti-negativity propaganda activities

The inadequacy between the requirement to educate a culture of integrity and the trend of emphasizing personal interests is an objectively existing contradiction. Resolving this contradiction requires a persistent process of struggle between progressiveness and backwardness, between "construction" and "combat," aiming at the objective of building a contingent of key communal cadres who are truly the "public servants" of the people, worthy of the stature and requirements of the new era of development.

3.3.3. The gap between innovation requirements in contents and methods of propaganda on the prevention and combat of corruption and negativity and the pressure from the development of the digital media ecosystem along with the increasingly high information-absorption capacity of key communal cadres

In essence, this contradiction arises from two opposing sides: on one hand, the requirement that propaganda on the prevention and combat of corruption and negativity must ensure the accuracy, cautiousness, and standardization of official organs; on the other hand, the rapid development of social media such as TikTok, Facebook, YouTube, or the support of AI, where information is disseminated through a real-time, multi-dimensional, and easily distorted interactive mechanism. Only when contents regarding the prevention and combat of corruption and negativity are transformed into modern messages with natural pervasive power across new types of media can we thoroughly resolve the contradiction between the old and the new, contributing to enhancing the effectiveness of propaganda on the prevention and combat of corruption and negativity.

3.3.4. Barriers between the inevitable requirement to enhance the effectiveness of propaganda on the prevention and combat of corruption and negativity before challenges from the social environment and the limitation of safeguarding conditions

First, the contradiction between the anti-corruption and anti-negativity determination of "no forbidden zones, no exceptions" and the resistance from a multi-dimensional social environment; Second, the contradiction between the "timely and public" nature of propaganda information regarding corruption and negativity and the shortage of safeguarding conditions. The aforementioned contradictions serve precisely as the momentum to innovate propaganda thinking on the prevention and combat of corruption and negativity.

Brief Conclusion of Chapter 3

On the basis of analyzing the causes, the thesis has summarized the fundamental contradictions being raised that need focused resolution: The contradiction between the increasingly high requirements of anti-corruption and anti-negativity tasks and the limitations in the capacity and proactiveness of propaganda subjects; The contradiction between the requirements of integrity education and public service ethics and the trend of emphasizing personal interests within the market mechanism; The contradiction between the demands for innovating propaganda contents and methods and the rapid development of the population's educational level and modern media; The contradiction between the objective of promoting propaganda and barriers from a complex social environment along with the shortage of safeguarding conditions.

Accurately identifying the current state and deeply analyzing these contradictions is an objective requirement, creating an important theoretical and practical premise for the author to propose feasible solutions in Chapter 4 aimed at enhancing the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the Northern Coastal Region in the coming time.

CHAPTER 4

VIEWPOINTS AND SOLUTIONS TO IMPROVE THE EFFICIENCY OF PROPAGANDA ON THE PREVENTION AND CONTROL OF CORRUPTION AND NEGATIVITY FOR THE CONTINGENT OF KEY COMMUNE-LEVEL CADRES IN THE PROVINCES AND CITIES OF THE NORTHERN COASTAL REGION IN THE COMING TIME

4.1. Perspectives on enhancing the effectiveness of anti-corruption and anti-negativity propaganda for key commune-level cadres in the Northern Coastal region

4.1.1. Thoroughly grasping that enhancing the effectiveness of propaganda on the prevention and combat of corruption and negativity is a pivotal and regular task in ideological and propaganda-education work, holding exceptionally important significance for the quality of the contingent of key communal cadres in the Northern Coastal Region within the new context

4.1.2. Determining that propaganda on the prevention and combat of corruption and negativity is a fundamental solution aimed at shaping the awareness and revolutionary ethical standards for the contingent of key communal cadres; thereby creating a comprehensive transformation from political awareness into conscious action, establishing a sustainable mechanism for ideological self-control so that cadres "do not want" and "do not need" to engage in corruption and negativity

4.1.3. Enhancing propaganda effectiveness toward a comprehensive, practical, combative, and predictable nature, with early prevention; focusing on equipping the contingent of key communal cadres with legal knowledge and situation-handling skills, and training them to have a steadfast political mettle

4.1.4. Closely linking the effectiveness of propaganda on the prevention and combat of corruption and negativity with digital transformation; regarding the application of achievements from the Fourth Industrial Revolution as a breakthrough solution to innovate propaganda methods, strengthening openness, transparency, and pervasive power in cyberspace

4.2. Solutions to enhance the effectiveness of anti-corruption and anti-negativity propaganda for key commune-level cadres in the Northern Coastal region

4.2.1. Promoting the responsibility and the pioneering, exemplary character of subjects conducting propaganda activities on the prevention and combat of corruption and negativity for the contingent of key communal cadres

4.2.1.1. Raising the awareness of subjects regarding the effectiveness of propaganda on the prevention and combat of corruption and negativity

It is necessary to persistently grasp the guiding viewpoints and objectives of the Party on the prevention and combat of corruption and negativity; practicing the philosophy of setting examples by high-ranking leaders, establishing criteria for evaluating governance capacity through the effectiveness of propaganda on the prevention and combat of corruption and negativity at units and localities; practicing the philosophy of setting examples by high-ranking leaders, establishing criteria for evaluating governance capacity through the effectiveness of propaganda on the prevention and combat of corruption and negativity at units and localities.

4.2.1.2. Clearly defining the responsibilities of subjects in conducting propaganda activities on the prevention and combat of corruption and negativity for the contingent of key communal cadres

Institutionalizing and specifying the functions and tasks of each subject within the propaganda process; establishing an inter-branch coordination mechanism; applying regulations on setting examples and establishing the personal accountability of heads; decentralizing management associated with promoting digital transformation in propaganda activities on the

prevention and combat of corruption and negativity; perfecting the set of criteria for evaluating propaganda effectiveness on the prevention and combat of corruption and negativity along with accountability sanctions for subjects.

4.2.1.3. Promoting the pioneering and exemplary character of subjects leading and managing propaganda activities on the prevention and combat of corruption and negativity to serve as examples for the contingent of key communal cadres to trust, study, and follow

Establishing an "Exemplariness Identification Index" for propaganda subjects, transforming qualitative ethical standards into quantitative criteria in the execution of public duties; implementing a periodic dialogue mechanism; applying technology in digital propaganda, building social media pages of propaganda subjects into "green zones" of public service ethics; innovating the evaluation mechanism for propaganda cadres.

4.2.2. Improving mechanisms, policies, and laws to create conditions for key commune-level cadres to 'maintain integrity' in order to prevent corruption and negativity early and from afar

4.2.2.1. Perfecting mechanisms, policies, and laws to prevent corruption and negativity early and from afar.

This solution focuses on creating a closed legal corridor and a multi-tiered power control system, shifting the focus from post-inspection and handling violations to pre-inspection, prognosis, and eliminating conflicts of interest right from their inception.

4.2.2.2. Improving salary policies, creating favorable conditions for the contingent of key communal cadres to "nurture integrity".

Accelerating the process of salary reform based on job positions for key communal cadres; building preferential regimes such as incentives regarding housing, training, and specific healthcare for key communal cadres with outstanding achievements; improving working mechanisms toward administrative modernization and the powerful application of digital transformation; establishing a "professional risk allowance" system for key positions regularly facing sensitive decisions on land and investment; improving conditions to "nurture integrity" must go hand in hand with iron discipline.

4.2.2.3. Awakening the consciousness of self-training and self-cultivation among the contingent of key communal cadres.

Innovating political education work; it is necessary to specify Regulation No. 144-QD/TW of the Politburo on revolutionary ethical standards of cadres and party members in the new period into evaluation criteria closely matching the specific characteristics of the communal level; timely commending and rewarding individuals who courageously struggle against corruption, wastefulness, and negativity; strengthening the oversight and social criticism roles of the Fatherland Front, socio-political organizations, and the People; linking the self-training results of key communal cadres with cadre planning and appointment work.

4.2.3. Defining reasonable objectives; strongly innovating propaganda content and methods; and rationally utilizing resources for anti-corruption and anti-negativity propaganda activities targeted at key commune-level cadres

4.2.3.1. Clearly determining the purposes and requirements of propaganda activities.

Stratifying propaganda objectives according to cognitive scales; building a set of criteria and requirements tailored to local characteristics; propaganda activities on the prevention and combat of corruption and negativity must be closely linked with inspection and supervision mechanisms.

4.2.3.2. Powerfully innovating propaganda content toward practical, updated, and targeted directions.

Building a multi-tiered propaganda content bank on the prevention and combat of corruption and negativity; implementing the digitalization and visualization of propaganda information through infographics, short videos, and social media platforms; applying the technique of "evidence-based propaganda"; transforming the propaganda model from one-way to dialogue.

4.2.3.3. Efficiently utilizing resources for anti-corruption and anti-negativity propaganda activities

Strengthening digital transformation in propaganda; standardizing the reporter contingent through specialized training; perfecting preferential policies and a healthy working environment, creating favorable conditions for the contingent of key communal cadres to practice integrity.

4.2.4. Strengthening the application of technology and powerful digital transformation in propaganda activities on the prevention and combat of corruption and negativity for the contingent of key communal cadres

4.2.4.1. Modernizing propaganda methods through multimedia digital platforms

Producing multimedia contents to spread political messages to each party cell and key communal cadre; focusing on training digital professional skills for propaganda and judicial cadres regarding content production and fighting skills in cyberspace; ensuring close linkage with cyber security, data confidentiality, and internal political protection.

4.2.4.2. Building a centralized digital data system and applying Big Data technology to monitor the effectiveness of propaganda on the prevention and combat of corruption and negativity

Building a shared integration axis for anti-corruption and anti-negativity propaganda data, ensuring interconnected connectivity from the provincial level to the communal level; applying semantic analysis algorithms to evaluate the attitudes and psychology of the contingent of key communal cadres toward propaganda contents on the prevention and combat of corruption and negativity; training a team of data analysis experts within propaganda-education, mass mobilization, and media organs.

4.2.5. Creating a healthy social environment contributing to enhancing the effectiveness of propaganda on the prevention and combat of corruption and negativity for the contingent of key communal cadres

4.2.5.1. Building a stable socio-political environment, transparent information, and positive information orientation in cyberspace

Specifying the default-open mechanism in cyberspace; building a local mainstream media network strong in both content and technology; strengthening state management over cyber security hand in hand with raising digital capacity and digital culture for key communal cadres; promoting the roles of the Fatherland Front and socio-political organizations in community oversight within the cyber environment; creating a solid posture of the people's hearts in cyberspace.

4.2.5.2. Building a culture of integrity and the rule of law so that cadres "cannot, do not want, do not dare, and do not need" to engage in corruption and negativity

Promoting integrity education, bringing the contents of Regulation No. 144-QD/TW into party cell meetings; perfecting institutions must be implemented toward a "development-enabling" direction, which is both strict yet also possesses mechanisms to protect those who innovate, dare to think, and dare to do for the common interest; prioritizing the removal of inadequacies in local management of land and public assets and implementing the salary reform roadmap to ensure legitimate income for cadres.

4.2.5.3. Strengthening propaganda to struggle against and refute wrong and distorted viewpoints that aim to divide internals regarding anti-corruption and anti-negativity work

Enhancing the capacity to identify and refute wrong and hostile viewpoints regarding anti-corruption and anti-negativity work for the contingent of key communal cadres; promoting the role of Steering Committees 35 at all levels; promoting the power of the great national unity bloc.

Brief Conclusion of Chapter 4

Chapter 4 of the thesis has identified the system of guiding viewpoints and proposed groups of feasible solutions aimed at enhancing the effectiveness of propaganda activities on the prevention and combat of corruption and negativity for the contingent of key communal cadres in the coming time. Enhancing propaganda effectiveness not only contributes to the successful implementation of the strategic objectives of the Party on the prevention and combat of corruption and negativity but also serves as the essential foundation to foster political qualities, train revolutionary ethics, and raise the sense of responsibility and pioneering character for the contingent of key communal cadres. Thereby, it drives a powerful transformation from awareness into conscious action, toward the objective of building a culture of integrity so that cadres "do not want, cannot, do not dare, and do not need" corruption and negativity.

CONCLUSION

Propaganda on the prevention and control of corruption and negativity for the contingent of key commune-level cadres constitutes a vital component within the ideological work of the Party, aimed at building a "people's heart posture" and consolidating integrity right from the foundation of the political system. Improving the efficiency of propaganda on PCCN for this force in the Northern Coastal Region is a complex process subject to the interaction of multiple factors. However, with a unified awareness, high political determination from local party committees, and the application of scientific, modern, and digital solutions, we can completely create a fundamental transformation in the public ethics of grassroots cadres. This not only protects the prestige of the Party but also generates a powerful engine for the sustainable development of the Northern Coastal Region and the country as a whole.

LIST OF THE AUTHOR'S PUBLISHED SCIENTIFIC WORKS RELATED TO THE THESIS TOPIC

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