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LE VU XUAN UYEN

**INNOVATING THE MODES OF PROPAGANDA ON VIETNAM'S
SEA AND ISLAND SOVEREIGNTY FOR UNIVERSITY STUDENTS
IN HO CHI MINH CITY TODAY**

**SUMMARY OF THE DOCTORAL DISSERTATION
IN POLITICAL SCIENCE**

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***Academic supervisors:* Assoc. Prof. Dr. Pham Huy Ky**

Dr. Tran Huy Ngoc

Reviewer 1:

Reviewer 2:

Reviewer 3:

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INTRODUCTION

1. Rationale for choosing the research topic

The sea and islands are a sacred and inseparable part of the territory of the Vietnamese Fatherland and play an extremely important role in the stability and development of the country. For the nation's living space, maritime security is not only a solid defensive shield but also the core foundation that drives the sustainable development of the marine economy. In practice, however, stability across maritime zones is being seriously threatened by the pattern of territorial sovereignty disputes, by the claims advanced by regional and world States over the South China Sea, and by the increasingly diverse emergence of non-traditional security challenges at sea, typically illegal activities in fishing grounds, smuggling, piracy, unlawful oil and gas exploitation, as well as acts that devastate marine ecosystems. In the near future, the South China Sea is forecast to remain the focal point of the global strategic competition. The risk of unintended collisions and conflicts at sea is rising as the density of military vessels and law-enforcement forces of the parties grows ever heavier, not to mention that illegal construction and reclamation activities and the militarisation of geographical features in the Hoang Sa (Paracel) and Truong Sa (Spratly) archipelagos continue on an increasingly modern scale. In order to adapt to and proactively defuse these risks in a volatile world, strengthening the nation's internal capacity in close association with building and firmly consolidating the all-people national defence and people's security posture has become a more urgent requirement than ever.

Firmly safeguarding the integrity of territorial sovereignty requires the synchronous implementation of economic, cultural, political, military and foreign-affairs measures, among which propaganda work is a matter of prerequisite significance in unifying and raising awareness and in promoting the aggregate strength deployed in organising and conducting activities to defend the nation's sea and island sovereignty. Resolution No. 36-NQ/TW dated 22 October 2018 of the Eighth Plenum of the Party Central Committee, twelfth tenure, on the *"Strategy for the sustainable development of Vietnam's marine economy to 2030, with a vision to 2045"* (Resolution No. 36-NQ/TW) affirmed the results achieved in organising the implementation of the Resolution, together with its strategic orientations, tasks and measures. Nevertheless, the Resolution also frankly pointed out limitations in forecasting, planning and propaganda work, since "propaganda work remains strong on the mainland but weak at sea...". On that basis, the Resolution set out 05 major undertakings, 03 breakthroughs and 07 groups of measures aimed at making Vietnam a strong maritime nation; among these, the measure of "strengthening the leadership of the Party, intensifying propaganda work, raising awareness of the sustainable development of the sea and creating consensus throughout society" is regarded as the nuclear measure and the foremost priority.

Over the past years, although Vietnam's propaganda work on defending sea and island sovereignty has achieved many positive results, numerous inadequacies remain, such as: propaganda content has not promptly met the requirements of the situation and the needs of the propaganda audience and lacks appeal; the forms, methods and means of propaganda remain monotonous, insufficiently flexible and insufficiently widespread; the forces conducting propaganda remain thin and of limited quality, and so forth. All of this occurs in a context in which artificial intelligence, big data, social networks and digital platforms are profoundly transforming the global communication environment. Alongside this, the schemes and tactics of hostile forces infringing upon Vietnam's sea and island sovereignty are also increasing by the day, posing an urgent requirement to innovate the modes of propaganda in order to defend the nation's sea and island sovereignty. In the face of the current international and domestic context, after eight years of implementing Resolution No. 36-NQ/TW, the Third

Plenum of the Party Central Committee, fourteenth tenure, promulgated Resolution No. 20-NQ/TW dated 28 July 2026 on “*Building and developing Vietnam into a strong maritime nation*”, which continues to emphasise that the foremost task and measure is to “strengthen the leadership of the Party, vigorously innovate awareness, thinking and vision regarding the development of a strong maritime nation; raise the effectiveness of propaganda work and external information on the sea and islands; and further promote the role of media agencies and social networks”.

As a major economic, cultural, scientific-technological and educational-training centre of the whole country, Ho Chi Minh City (HCMC) currently has more than 60 universities and academies with hundreds of thousands of students. It is a place where students from all regions converge, diverse in culture, ethnicity and social background, creating a distinctive and vibrant academic space that is nonetheless uneven in the degree of access to, and awareness of, political and social issues. Living and studying in this special urban environment, university students in HCMC bear their own distinctive traits: quick adaptive thinking, a spirit of self-reliance and a strong entrepreneurial spirit in the face of competitive pressure and a high cost of living; an easy-going, open personality and outstanding capacity for international integration, inherited from the cultural depth of the Southern region long accustomed to the interweaving of many migratory and cultural currents; and, at the same time, sharp critical thinking, with a tendency to approach political and social issues through a practical, livelihood-oriented lens rather than accepting one-sided, imposed information. In particular, cyberspace has become the “second living environment” of the majority of university students, at once opening up a limitless store of knowledge and harbouring the risks of information overload, crowd psychology and, among a section of students, manifestations of indifference and apathy towards the country’s momentous issues. It is precisely this openness and acuity, combined with a still-incomplete political mettle and life experience, that has made university students a key target of hostile and reactionary forces seeking to carry out the “peaceful evolution” strategy, exploiting the issues of “freedom of speech” and “social criticism” in order to deploy pretexts that distort history, muddy official information, sow public confusion over the country’s current political affairs and even incite doubts about the leadership of the Party and the State on the question of sea and island sovereignty. Meanwhile, the modes of propaganda on sea and island sovereignty for students at many universities in HCMC today remain heavily traditional and one-directional, the forces engaged in propaganda work remain thin and inexperienced, and so on; they have not kept pace with the speed at which information spreads on digital platforms and are not truly suited to the distinctive receptive psychology of the students of this most dynamic city in the country. The urgent requirement now placed upon the political system, the local authorities and, specifically, upon HCMC, is precisely to innovate the methods, forms and means of propaganda so as to suit the characteristics, the situation and the information-reception needs of the city’s university students – moving from transmitting information to building trust in a profound, truthful, scientific and effective manner, thereby contributing to nurturing a young generation that is dynamic and creative, that loves its homeland and Fatherland, and that possesses the mettle and the sense of responsibility needed to defend national sovereignty.

The above state of affairs shows that researching the innovation of the modes of propaganda on sea and island sovereignty for university students in HCMC and proposing a number of measures is a highly necessary undertaking. The PhD Candidate has therefore chosen the research topic “**Innovating the modes of propaganda on Vietnam’s sea and island sovereignty for university students in Ho Chi Minh City today**” as the topic of the Doctoral Dissertation in Political Science, specialisation in Ideological Work.

2. Research purpose and tasks of the dissertation

2.1. Research purpose

On the basis of clarifying the theoretical and practical issues concerning the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC, the dissertation proposes orientations and measures for further innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC in the time to come.

2.2. Research tasks

Firstly, to review the scientific works related to the dissertation, thereby identifying the results already achieved and clarifying the issues that the dissertation needs to research further.

Secondly, to research and clarify the theoretical issues concerning the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students.

Thirdly, to survey and assess the current situation and to clarify the issues arising in the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC today.

Fourthly, to forecast the situation and propose a number of orientations and measures for further innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC in the time to come.

3. Research object and scope of the dissertation

3.1. Research object

The innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC.

3.2. Research scope

- In terms of content:

The dissertation concentrates on researching a number of theoretical and practical issues concerning the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC.

- In terms of space:

The dissertation researches the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for students representing the natural sciences and the social sciences and humanities at public and non-public universities in HCMC, namely: the University of Finance - Marketing, the Industrial University of Ho Chi Minh City, Saigon University, Ho Chi Minh City University of Education, Van Lang University and the Ho Chi Minh City Cadre Academy.

- In terms of time:

The research period runs from 2018 to the present, taking as its reference point the promulgation of Resolution No. 36-NQ/TW dated 22 October 2018 of the Eighth Plenum of the Party Central Committee, twelfth tenure, on the "Strategy for the sustainable development of Vietnam's marine economy to 2030, with a vision to 2045".

The survey of the current situation was conducted in the period 2023 - 2026, and the measures proposed in the dissertation remain valid to 2030.

4. Research questions and research hypotheses of the dissertation

4.1. Research questions

Question 1: How have domestic and foreign works addressed propaganda on Vietnam's sea and island sovereignty and the innovation of the modes of propaganda on sea and island sovereignty for students? Which theoretical and practical issues remain unclarified and need to be researched further by the dissertation?

Question 2: On which theoretical foundation – which theoretical framework – does the

innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC today rest? Which factors have an impact on the innovation of the modes of propaganda?

Question 3: How is the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC being carried out today, what results has it achieved, what limitations remain and what are the causes of those limitations? What are the issues arising at present?

Question 4: In the time to come, in the face of the impacts of the new context, which orientations should be followed and which measures should be implemented in order to further innovate the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC?

4.2. Research hypotheses

Hypothesis 1: Existing research has addressed sea and island sovereignty and propaganda on sea and island sovereignty in a relatively rich manner, yet systematic and in-depth research on the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC from the perspective of Ideological Work is still lacking.

Hypothesis 2: The modes of propaganda on sea and island sovereignty for students are simultaneously affected by many factors, among which the characteristics of students, the capacity of the propaganda subjects, the propaganda content, the development of digital communication and the guaranteeing conditions exert a considerable influence on propaganda effectiveness; the innovation of the modes must therefore be carried out synchronously in terms of the forms, methods and means of propaganda and the way propaganda is organised, in keeping with the characteristics of students.

Hypothesis 3: The innovation of the modes of propaganda on sea and island sovereignty for students at universities in HCMC has achieved certain results, yet it still reveals a number of limitations in diversity, appeal, interactivity, the capacity to apply digital technology and the degree of suitability to students' information-reception characteristics; these limitations stem from both subjective and objective causes.

Hypothesis 4: If the modes of propaganda continue to be innovated in a student-centred direction, flexibly combining traditional modes with modern ones, intensifying the application of digital technology, promoting the interactivity and initiative of students, and at the same time raising the capacity of the propaganda subjects and guaranteeing the necessary conditions, then the effectiveness of propaganda on Vietnam's sea and island sovereignty for students will be enhanced.

5. Theoretical foundation and research methods of the dissertation

5.1. Theoretical foundation

The dissertation is researched on the theoretical foundation of Marxism-Leninism, Ho Chi Minh Thought and the lines and viewpoints of the Communist Party of Vietnam on ideological work and propaganda work; it also inherits and develops the research results of a number of related scientific works.

5.2. Methodology and research methods

5.2.1. Methodology

The dissertation closely follows the methodological viewpoints and principles of dialectical materialism and historical materialism, such as the comprehensive viewpoint, the systemic-structural viewpoint, the historical-logical viewpoint and the principle of objectivity.

5.2.2. Theoretical research methods

The method of analysis and synthesis; the historical and logical method; the method of classification and systematisation; and the systemic-structural method.

5.2.3. *Practical research methods*

The questionnaire survey method; the in-depth interview method; the mathematical statistics method; and the observation method.

6. **New contributions of the dissertation**

First, the dissertation proposes two working concepts: “Propaganda on Vietnam’s sea and island sovereignty for university students” and “Innovating the modes of propaganda on Vietnam’s sea and island sovereignty for university students”; at the same time, it clarifies the content of innovating the modes of propaganda on Vietnam’s sea and island sovereignty for university students.

Second, the dissertation clarifies the overall picture of the current situation of innovating the modes of propaganda on Vietnam’s sea and island sovereignty for university students in HCMC over the past period, thereby pointing out the issues arising from that situation.

Third, the dissertation proposes a number of orientations and a system of scientific, synchronous and feasible measures for further innovating the modes of propaganda on Vietnam’s sea and island sovereignty for university students in HCMC in the time to come, which may be replicated for university students throughout the country; it thereby contributes a scientific basis for the direction and organisation of implementation by Party committees, Boards of Rectors, Ho Chi Minh Communist Youth Union organisations and Student Associations in universities today.

7. **Theoretical and practical significance of the dissertation**

In theoretical terms, the content and results of the dissertation contribute to perfecting the theoretical foundation of propaganda work and of innovating the modes of propaganda on Vietnam’s sea and island sovereignty for university students. The dissertation may therefore be used as a reference for research and teaching in Political Science, specialisation in Ideological Work; Party Building; National Defence and Security Education; and related social sciences and humanities subjects in universities in Vietnam and in HCMC.

In practical terms, the findings summarised in the dissertation are argued on the basis of a solid scientific theoretical system together with an explicit and objective approach. Competent agencies may therefore draw on and apply them in practical work in order to raise the effectiveness of propaganda work on sea and island sovereignty in the time to come.

8. **Structure of the research**

In addition to the Introduction, the Conclusion, the List of references and the Appendices, the content of the dissertation comprises 4 chapters and 11 sections.

Chapter 1

OVERVIEW OF THE RESEARCH SITUATION RELATED TO THE DISSERTATION TOPIC

1.1. Works researching propaganda and propaganda on Vietnam’s sea and island sovereignty

1.1.1. Works researching propaganda and propaganda work

M.M. Rakhomacunov (ed.) (1983), *Oral propaganda: Theory - Organisation - Method*, Marxist-Leninist Textbook Publishing House.

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Lic. Ramiro Faustino Remón-Lara (2020), “Propaganda política y comunicación visual” (Political propaganda and visual communication), *Santiago Journal*, Cuba, No. 153, September-December 2020, pp.20-29.

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Luong Ngoc Vinh (2012), *The effectiveness of political-ideological education work among trainees at military academies in our country today*, Doctoral Dissertation in Political Science, Academy of Journalism and Communication.

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1.1.2. Works researching propaganda on Vietnam's sea and island sovereignty

Jeong Gab Yong (2016), A Study on China's "Nine-Dash Line" and the Award of the PCA, *The International Workshop: Legal status of islands and rocks in international law and practice in the South China Sea* (August 16th-18th, 2016, Nha Trang City, Vietnam).

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Latif, D., Ramli, M., & Siregar, B. (2025), Framing Analysis of the South China Sea News Conflict in the Malay Media, *Journal of Communication, Indonesian Association of Communication Scholars*, No. 10 (2), 2025, pp.309-321.

Wei, Y. (2025), Analysis of reports from Russian media on political issues in the Asia-Pacific region - using the example of trade relations between China and the USA and disputes in the South China Sea, *Journal Litera*, No. 3/2025, pp.140-153.

Tran Cong Truc (ed.) (2016), *The Philippines' case against China on the South China Sea dispute: Events and legal analysis*, Information and Communications Publishing House, Hanoi.

Ho Anh (2016), "Struggling against and refuting China's distorted propaganda arguments concerning Vietnam's sea and island sovereignty", *Fatherland Front Review*, No. 150, April 2016, pp.52-56.

Nguyen Thi To Uyen (ed.) (2017), *Applying Ho Chi Minh Thought to defending Vietnam's sea and island sovereignty today*, Political Theory Publishing House, Hanoi.

Tran Quoc Duong (2019), *A number of issues concerning the sea and islands and the management and protection of Vietnam's sea and island sovereignty in the current period*, Hanoi Publishing House, Hanoi.

Le Nhi Hoa (2019), *Information and propaganda work on Vietnam's sovereignty over the two archipelagos of Hoang Sa and Truong Sa*, National Political Publishing House Truth, Hanoi.

Bui Duc An (2020), *The process of sovereignty disputes among the parties in the Truong Sa archipelago from 1988 to the present*, Doctoral Dissertation, specialisation in International Relations, Diplomatic Academy of Vietnam.

Doan Trieu Long, Nguyen Ngoc Hoa, Le Nhi Hoa (2021), *Vietnam's sovereignty over the two archipelagos of Hoang Sa and Truong Sa - From a historical and legal perspective*, Political Theory Publishing House, Hanoi.

Naval Service, Political Department (2022), *What should be known about the two archipelagos of Hoang Sa and Truong Sa and the southern continental shelf area (DK1)*, reprinted in 2022, for internal circulation, Hai Phong.

Nguyen Thi Hoa Phuong (ed.) (2023), *Propaganda work on the sea and islands in the coastal provinces of the South in the new situation*, Political Theory Publishing House, Hanoi.

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Vu Quy Son (ed.) (2023), *Protecting Vietnam's sovereign rights over the sea and islands in the new situation*, ministerial-level scientific research topic, Institute of Chinese Studies - Vietnam Academy of Social Sciences.

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Ly Nguyen Binh (2025), *Propaganda work on the sea and islands as a contribution to raising awareness of Vietnam's sovereignty and jurisdiction over the Truong Sa archipelago: Practice and issues arising in the current context*, Proceedings of the national scientific conference "Struggling for and defending Vietnam's sea and island sovereignty over 40 years of Renovation (1986 - 2026)", Ho Chi Minh National Academy of Politics, pp.827-842.

1.2. Works researching the innovation of the modes of propaganda and the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City

1.2.1. Works researching the innovation of the modes of propaganda

Duong Xuan Ngoc (2004), *Innovating the method of political theory education in the direction of promoting learners' activeness and creativity, combined with the use of modern technical means*, Proceedings of the scientific conference: Teaching-learning methods and assessment in the social sciences and humanities, Political Theory Publishing House, Hanoi, p.337.

Nguyen Viet Chien (principal investigator) (2005), *Innovating the modes of training and fostering the contingent of teachers and researchers of Marxism-Leninism and Ho Chi Minh Thought*, Research topic KX 10-09B.

Le Mai Trang (2016), *Innovating the Party's propaganda work to meet the requirements of Vietnam's international integration today*, Doctoral Dissertation in Political Science, Academy of Journalism and Communication.

Dinh Thi Mai, "Innovating the content and modes of propaganda to create unity within the Party and consensus in society", *Propaganda and Training Review*, December 2019 issue.

Nguyen Thi Thu Huyen, Nguyen Minh Hieu (2025), "Innovating the leadership modes of the Party Committee of the Ho Chi Minh National Academy of Politics with regard to youth work", *Journal of Political Science*, No. 9/2025, pp.82-88.

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1.2.2. Works researching the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City

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Victoria University Magazine, Canada (2013), *Marine Education and Public Awareness Program: Best Practices for Local Communities and Schools*.

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Ha Son Thai (2017), *National consciousness in defending Vietnam's sea and island sovereignty among military youth today*, Doctoral Dissertation in Philosophy, Political Academy, Ministry of National Defence.

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1.3. An overview of the results of the works reviewed and the issues the dissertation needs to research further

1.3.1. An overview of the results of the works reviewed

The research results may be generally assessed in terms of the following contents:

Theoretical results:

First, the works have basically discussed, to some extent, the concepts and have clarified the intension of a number of concepts related to propaganda, propaganda work on sea and island sovereignty, and the innovation of the modes of propaganda in general and of the modes of propaganda on sea and island sovereignty in particular. However, no work has yet researched and set out a definition of, or addressed the concept of, innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students.

Second, the works have basically outlined and clarified the constituent elements of propaganda activity: the subject, the audience, the purpose, the content, the methods and the forms of propaganda on sea and island sovereignty.

Third, a number of works have basically discussed innovation and the innovation of the modes of propaganda on sea and island sovereignty for Youth Union members, young people and students.

Fourth, a number of works have basically outlined and clarified certain issues concerning the impact of objective and subjective factors on propaganda activity on sea and island sovereignty for young people and students. However, these works have not directly discussed the impact of objective and subjective factors on propaganda activity on sea and island sovereignty for students in HCMC, nor on the innovation of the modes of propaganda on sea and island sovereignty for university students in HCMC.

Practical results:

First, a number of works have to some extent clarified the current situation of propaganda on Vietnam's sea and island sovereignty for university students, but they have not researched in depth or clarified the current situation of innovating the modes of propaganda on sea and island sovereignty for students, particularly university students in HCMC.

Second, a number of works have identified certain issues arising for propaganda activity on sea and island sovereignty today, yet no work has specifically discussed the issues arising in the innovation of the modes of propaganda on sea and island sovereignty for university students throughout the country in general, and for university students in HCMC in particular.

Third, a number of works have basically concentrated on discussing measures for raising the effectiveness of propaganda on Vietnam's sea and island sovereignty for university students, yet specific measures for innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC remain an issue in need of further research.

In sum, having systematised and analysed the scientific works related to the dissertation, the PhD Candidate finds that the themes of propaganda work and of Vietnam's sea and island sovereignty have attracted the deep interest of scholars. The above works have clarified a number of profound theoretical and practical issues of great reference value and constitute valuable material for the PhD Candidate to draw upon, summarise and use in supplementing theory and in making comparisons with the dissertation topic. These works deserve continued reference and study in propaganda work on defending Vietnam's sea and island sovereignty for the people of the whole country and for Vietnamese students today - a young generation of high intellectual standing and capacity - so that they may understand more clearly the nation's sovereignty at sea, and remember

and preserve the sacred and inseparable territory that the nation has managed and safeguarded over many centuries, thereby contributing to the struggle to defend the Fatherland's sovereignty and to refute distorted arguments concerning Vietnam's sea and island sovereignty.

HCMC is regarded as a dynamic megacity and a centre of integration and digital transformation. The students studying at universities in this locality therefore display very distinctive psychological and social characteristics and information-reception habits. To date, however, no research work or doctoral dissertation has discussed in depth or comprehensively surveyed the current situation and assessed the results of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC so as to propose a system of breakthrough innovation measures suited to the digital era. By comparing these findings with the specific objectives and research object of the dissertation, the PhD Candidate has also clearly identified the "scientific gaps" that require further in-depth research. These scientific gaps contribute to establishing the novelty on which the PhD Candidate bases the research and writing of the subsequent chapters.

1.3.2. Issues the dissertation needs to research further

Firstly, to research in a methodical and systematic manner the concepts related to propaganda activity, the modes of propaganda and the innovation of the modes of propaganda on sea and island sovereignty. On the basis of analysis and argumentation, to research and clarify the intension of the concept of *"innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students"*, thereby creating a solid and scientific theoretical premise for developing the subsequent contents.

Secondly, to systematise and analyse the constituent elements of propaganda activity on Vietnam's sea and island sovereignty for university students. Clarifying the dialectical interaction among such elements as the subject, the audience, the purpose, the content, the methods, the forms and the means of propaganda will provide an important scientific basis for designing models of innovating the modes of propaganda that are synchronous, flexible and optimally effective.

Thirdly, to clarify the content of innovating the modes of propaganda and to analyse and account for the factors affecting the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students. The dissertation identifies the contents that must be innovated in terms of the methods, forms and means of propaganda in order to meet the needs of information provision and reception in the digital context; at the same time, it examines in depth the objective and subjective factors currently governing the process of innovating the modes of propaganda on Vietnam's sea and island sovereignty. Specifically, the research assesses the movement of the geopolitical context, the development of science and technology, the professional capacity of the forces engaged in ideological work and the psychological and social characteristics of students, thereby clearly identifying the existing advantages and barriers.

Fourthly, to survey and assess the current situation and the issues arising in the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC over the past period, thereby making it possible to envisage the overall picture of this matter at universities throughout the country today.

Fifthly, to clarify forecasts of impacts and to propose orientations and a system of measures for further innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC in the time to come. The measures ensure comprehensiveness, synchrony and a clear focus, and are directed at resolving the issues posed by current practice.

Chapter 2

THEORETICAL ISSUES CONCERNING THE INNOVATION OF THE MODES OF PROPAGANDA ON VIETNAM'S SEA AND ISLAND SOVEREIGNTY FOR UNIVERSITY STUDENTS

2.1. Propaganda on Vietnam's sea and island sovereignty for university students

2.1.1. A number of related concepts

2.1.1.1. Propaganda

Propaganda is a purposive and organised activity of subjects aimed at disseminating the viewpoints, ideas, lines and policies of the Party and the State, together with certain bodies of knowledge, to many audiences in society in order to form correct awareness, consolidate belief, orient attitudes and promote behaviour consistent with the purpose or the wishes of the propaganda subject.

2.1.1.2. Vietnam's sea and island sovereignty

- *Vietnam's sea and islands*
- *Vietnam's sea and island sovereignty*

From the above generalisations, the following definition may be given:

Vietnam's sea and island sovereignty is the affirmation of the supreme, full and absolute political-legal authority of the State of the Socialist Republic of Vietnam over all maritime zones, islands and archipelagos falling under the nation's sovereignty, sovereign rights and jurisdiction, established, managed and defended independently and autonomously on the basis of the system of international law, in particular the 1982 United Nations Convention on the Law of the Sea (UNCLOS 1982), of Vietnamese law and of the continuous, peaceful and lawful exercise of sovereignty in history up to the present.

2.1.1.3. University students

Students are that section of young people studying and training at universities in order to cultivate knowledge and professional skills and to nurture the qualities needed to perfect their personality and to become a high-quality human resource for the country in the future.

2.1.1.4. Propaganda on Vietnam's sea and island sovereignty for university students

Propaganda on Vietnam's sea and island sovereignty for university students is a purposive and organised activity of the propaganda subjects within the university, conducted through appropriate forms, methods and means, aimed at disseminating the system of knowledge, viewpoints, lines, policies, laws and historical-cultural values concerning Vietnam's sea and island sovereignty to university students, thereby contributing to forming among students correct awareness, a firm political attitude and positive, responsible action in the cause of defending the Fatherland's sea and island sovereignty.

2.1.2. The constituent elements of propaganda activity on Vietnam's sea and island sovereignty for university students

2.1.2.1. The subjects and the audience of propaganda

- *The propaganda subjects*

First, the group of leading and managing subjects (the Party Committee, the Board of Rectors, the Training Department, the Department of Political Affairs, the Faculty Boards and academic advisers)

Second, the group of subjects transmitting political theory knowledge (the contingent of lecturers, rapporteurs, propagandists and so forth)

Third, the group of subjects coordinating and supporting propaganda (the university's Ho Chi Minh Communist Youth Union organisation and Student Association)

- *The propaganda audience*

Characteristics of Vietnamese students:

First, students are a young intellectual force, dynamic and quick to respond to information

Second, students possess extensive potential for social influence

Third, students are in the stage of forming and perfecting their personality and political mettle

2.1.2.2. The purpose and content of propaganda

Regarding the purpose of propaganda:

Propaganda on Vietnam's sea and island sovereignty for university students may be summarised in the following basic purposes:

(1) Equipping students with a political outlook and a legal foundation

(2) Nurturing national pride and building a firm "people's hearts posture"

(3) Promoting civic responsibility and training the capacity for critical argument and the mettle for revolutionary struggle

(4) Mobilising participation in social activities and orienting revolutionary action

Regarding the content of propaganda:

Propaganda on Vietnam's sea and island sovereignty for university students may be identified in terms of 06 main groups of content.

2.1.2.3. The modes of propaganda

- *The concept of mode: A mode is the system of forms, methods, tools and mechanisms used by a subject to influence and orient an audience in order to attain the purpose and aspirations set out.*

- *The concept of the modes of propaganda: The modes of propaganda are the combination of methods, forms and means used to organise and conduct something systematically and purposively in order to attain the purpose of the propaganda subject.*

Regarding the methods of propaganda

Regarding the forms of propaganda

Regarding the means of propaganda

2.1.2.4. The results of propaganda

First, in terms of awareness

Second, in terms of attitude

Third, in terms of behaviour

2.1.2.5. The environment and the conditions guaranteeing effective propaganda activity

Regarding the propaganda environment

Regarding the guaranteeing conditions

2.2. Innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students - Concept, role and content

2.2.1. The concept of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students

- *The concept of innovation*

Innovation is the process of changing and improving ways of thinking and doing that are backward, outdated or no longer suited to practical requirements, replacing them with different ways of thinking and doing that are more effective and more advanced, and applying them flexibly and appropriately so as to meet new practical requirements.

- *The concept of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students*

Innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students is the process whereby the propaganda subjects improve, supplement, develop and flexibly apply new methods, forms and means of propaganda, interweaving traditional and modern modes of propaganda and applying science, technology and digital communication in order to enhance the appeal, persuasiveness and effectiveness of

disseminating the system of knowledge, viewpoints, lines, policies, laws and historical-cultural values concerning Vietnam's sea and island sovereignty to university students, thereby contributing to raising students' awareness and to consolidating their belief, political attitude and correct action in the cause of defending the Fatherland's sea and island sovereignty.

2.2.2. The role of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students

Firstly, innovating the modes of propaganda on sea and island sovereignty contributes to shifting propaganda thinking from one-directional transmission to multi-directional interaction, enhancing the appeal of propaganda and the effectiveness with which students receive information

Secondly, innovating the modes of propaganda on sea and island sovereignty contributes to diversifying traditional and modern modes, creating an experiential environment and increasing students' "resistance" in the struggle to refute erroneous and hostile viewpoints

Thirdly, innovating the modes of propaganda on sea and island sovereignty serves as a dialectical bridge that fosters a pioneering spirit and transforms theoretical awareness into practical action associated with students' specialisms in the course of their research and study

2.2.3. The content of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students

2.2.3.1. Innovating the thinking and awareness of the propaganda subjects and audience regarding the importance of propaganda activity on Vietnam's sea and island sovereignty for university students

Firstly, innovating the thinking and awareness of the propaganda subjects

Secondly, innovating the thinking and awareness of the propaganda audience

2.2.3.2. Inheriting and developing the traditional methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students

Firstly, selectively inheriting the formal and methodical traditional methods and forms of propaganda and raising them to a level suited to practice

Secondly, modernising and upgrading traditional visual means of propaganda so as to meet the tastes and access trends of the young generation

Thirdly, inheriting and developing the method of setting examples and of education through historical witnesses and advanced role models in the all-people movement for defending the security of the Fatherland and defending sea and island sovereignty

Fourthly, developing and optimising the cultural and information institutions already available within the university into miniature sea and island documentation centres

2.2.3.3. Creating new methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students

Firstly, intensifying the use of active, audience-centred methods and expanding online forums for exchange

Secondly, creating forms of propaganda based on digital technology platforms and multimedia communication

Thirdly, developing a diverse range of digital means of propaganda

2.2.3.4. Integrating and effectively coordinating the methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students

Firstly, implementing an inter-sectoral, multi-force coordination mechanism between the university and specialised agencies and armed forces units at sea

Secondly, integrating propaganda content on sea and island sovereignty into the entire education and training programme and into extracurricular activities in a scientific manner

Thirdly, organising methods and forms and using means of propaganda that are experiential and academically creative, together with cultural and artistic activities and national defence sports festivals of high quality

Fourthly, closely coordinating political propaganda work within the university with the system of mass media and with national communication campaigns

2.2.3.5. Strengthening the guaranteeing conditions and creating a favourable environment for propaganda activity on Vietnam's sea and island sovereignty for university students

Firstly, investing resources in the innovation of the modes of propaganda

Secondly, building a positive and friendly environment for students in their study and training

Thirdly, improving the material and spiritual life of students

2.3. Factors affecting the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students today

2.3.1. Objective factors

2.3.1.1. The impact of globalisation and international integration

2.3.1.2. The impact of the Fourth Industrial Revolution

2.3.1.3. The impact of Vietnam's socio-economic development

2.3.1.4. The impact of the fundamental and comprehensive reform of education and training, including higher education

2.3.2. Subjective factors

2.3.2.1. The awareness and responsibility of the propaganda subjects

2.3.2.2. The consciousness and responsibility of students

2.3.2.3. The propaganda content

2.3.2.4. The resources guaranteeing propaganda activity

Summary of Chapter 2

Chapter 2 clarifies the concept of “*Propaganda on Vietnam's sea and island sovereignty for university students*” and the concept of “*Innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students*”; it analyses the constituent elements of propaganda activity on Vietnam's sea and island sovereignty for university students; and it clarifies the content of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students. In addition, Chapter 2 also identifies the factors affecting the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students today.

Chapter 3

INNOVATING THE MODES OF PROPAGANDA ON VIETNAM'S SEA AND ISLAND SOVEREIGNTY FOR UNIVERSITY STUDENTS IN HO CHI MINH CITY - THE CURRENT SITUATION AND THE ISSUES ARISING

3.1. An overview of the characteristics of the universities, the students and the survey respondents in Ho Chi Minh City

3.1.1. Characteristics of the universities in Ho Chi Minh City

On the basis of the research objectives and tasks of the dissertation, the survey was conducted at 06 universities in HCMC, namely: the University of Finance - Marketing, Saigon University, Ho Chi Minh City University of Education, the Industrial University of Ho Chi Minh City, Van Lang University and the Ho Chi Minh City Cadre Academy, with a view to collecting information from two main groups of respondents: students and university representatives (lecturers, Youth Union and Student Association officials, and managerial staff involved in propaganda work).

3.1.2. Characteristics of university students in Ho Chi Minh City

Students in HCMC share 05 common characteristics: *Firstly*, the majority of students possess sound political awareness together with self-conscious and positive political belief and behaviour; they are imbued with Marxism-Leninism, Ho Chi Minh Thought and the lines of the Party, and are rich in patriotism and national pride. *Secondly*, they are steadfast in the Party's objectives and confident in the Party's leadership and the State's policies in the cause of renovation. *Thirdly*, they clearly recognise their own role and responsibility towards their studies and towards the country. *Fourthly*, they take an interest in current affairs, maintain a healthy lifestyle and the will to rise and prosper legitimately, value traditional and national cultural values, and live and work in accordance with the law. *Fifthly*, they display a correct attitude and act as a vanguard in implementing undertakings and policies; they possess a high educational level, are quick to grasp science and technology, and are self-reliant and dynamic - an important resource for socio-economic development.

The survey of the characteristics of students at the 06 universities shows the following. Students at the Ho Chi Minh City Cadre Academy combine the dynamic identity of Generation Z with a distinctive political-administrative environment and high standards of political quality, ethics and discipline. Students at Ho Chi Minh City University of Education and Saigon University inherit a long-standing pedagogical tradition and observe standards of professional ethics, lifestyle, language and behavioural culture, including in cyberspace. Students at the University of Finance - Marketing are quick to grasp communication and the market, rapidly follow social network trends, and possess good soft skills and practical application. Students at the Industrial University of Ho Chi Minh City largely come from working-class and rural backgrounds and are therefore thrifty, resilient, self-reliant and active in research and start-ups, although there is differentiation among fields of study. Students at Van Lang University are typical of the young generation: dynamic, creative, resolute and practical, placing a high value on experience and integration.

The psychological and cognitive characteristics of students in HCMC are shaped by a special urban environment, the cultural space of the Southern region, a diverse higher education ecosystem, digital technology and globalisation. Students in HCMC stand out in the following respects: (1) quick adaptive thinking, a spirit of self-reliance, an aspiration to financial autonomy and entrepreneurial thinking - the pressure of living costs becoming a motive force; (2) an easy-going and open personality, respect for difference and an outstanding capacity for international integration; (3) acute social awareness associated with a practical, livelihood-oriented lens, rich in critical thinking and not readily accepting one-sided information.

In the context of integration, students in HCMC, with their open and acute psychological characteristics and their need to receive multi-dimensional information, are becoming a key target of hostile and reactionary forces seeking to carry out the "peaceful evolution" strategy. Cultivating firm political mettle and an acute outlook in order to "self-resist" harmful information is therefore a more urgent requirement than ever for university students in HCMC today.

3.1.3. An overview of the survey respondents in Ho Chi Minh City

3.1.3.1. Characteristics of the structure of the student survey sample

The PhD Candidate distributed questionnaires to university students in HCMC. The survey results show that the student research sample amounted to 1,283 persons, distributed across many higher education institutions in the locality. The dissertation identifies the distinctive characteristics of students in the two groups of public and non-public universities across many different fields of training in order to assess students' awareness, attitude and behaviour and the current situation of innovating the modes of propaganda on sea and island sovereignty for university students in HCMC.

3.1.3.2. *Characteristics of the structure of the university-representative survey sample*

The PhD Candidate surveyed 151 individuals representing the universities. Whereas the student data reflect the experience of reception, the data from university representatives make it possible to identify more clearly the organisational and managerial perspective, the conditions of implementation, the barriers and the innovation capacity of propaganda activity in practice.

Surveying the two groups of respondents at the same time - students in the role of receiving subjects and university representatives in the role of organising subjects - allows the research to approach the matter in a two-way manner, thereby clarifying the relationship between organisation and reception in propaganda activity.

3.2. **The current situation of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City**

3.2.1. **Strengths**

3.2.1.1. *Innovating the thinking and awareness of the propaganda subjects and audience regarding the importance of propaganda activity on Vietnam's sea and island sovereignty for university students*

- On the part of the propaganda subjects:

Firstly, the Party Committees, the Boards of Rectors, the lecturers, specialists and Youth Union and Student Association officials at most universities and academies have acquired a correct awareness of the role and importance of propaganda activity on Vietnam's sea and island sovereignty for students within the university

Secondly, most Party Committees and Boards of Rectors have effectively directed and organised propaganda activities on Vietnam's sea and island sovereignty for students

- On the part of the propaganda audience - the students:

Firstly, the majority of university students possess a relatively positive awareness of the importance of defending sea and island sovereignty

Secondly, there have been positive changes in students' attitude and behaviour in the direction of greater acuity, the nurturing of sentiment, belief and political ideals, and practical action

3.2.1.2. *Inheriting and developing the traditional methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students*

Firstly, the universities have intensified the use of active, audience-centred traditional methods

Secondly, the diversification and enlivening of traditional forms of propaganda have created a multi-dimensional educational ecosystem

Thirdly, the degree to which traditional forms of propaganda have been improved and developed has been substantive

Fourthly, the degree of diverse development of communication means and products

3.2.1.3. *Creating new methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students*

Firstly, the degree of creativity in new methods has changed positively

Secondly, the degree of creativity in new forms of propaganda has left a strong imprint

Thirdly, the degree to which science and technology are applied in innovating the forms of propaganda is becoming a competitive advantage of the university environment

3.2.1.4. *Integrating and effectively coordinating the methods, forms and means of propaganda on Vietnam's sea and island sovereignty for university students*

Firstly, the degree of combination and interweaving of traditional and modern methods and forms, and the flexible use of visual and practical methods and forms, is increasingly effective

Secondly, the degree of coordination between traditional and modern means of propaganda has likewise been steadily enhanced

Thirdly, the degree of effective use of modern means of propaganda (the Internet and social networks) has made breakthrough progress

3.2.1.5. Strengthening the guaranteeing conditions and creating a favourable environment for propaganda activity on Vietnam's sea and island sovereignty for university students

Firstly, with regard to building a positive and friendly environment for students in their study and training

Secondly, with regard to investing resources in the innovation of the modes of propaganda

Thirdly, with regard to improving the material and spiritual life of students through motivating mechanisms

3.2.2. Limitations

3.2.2.1. The innovation of the thinking and awareness of the propaganda subjects and audience regarding the importance of propaganda activity on Vietnam's sea and island sovereignty for university students still displays many limitations and inadequacies

- On the part of the propaganda subjects:

Firstly, the thinking and awareness of a section of Party committees, Boards of Rectors, lecturers and Youth Union and Student Association officials regarding the role and importance of propaganda activity on sea and island sovereignty for students are not yet truly adequate, remain passive and show signs of "formalising" the movement

Secondly, some Party committees, university Boards of Rectors and unit leaders have not been sufficiently attentive in leading, directing, issuing documents and organising propaganda activities on sea and island sovereignty for students

- On the part of the propaganda audience - the students:

Firstly, a section of students is not yet deeply aware of the importance of defending sea and island sovereignty or of the significance of propaganda activity within the university

Secondly, a section of students has not undergone positive changes in attitude and behaviour and remains indifferent to the university's political and social activities

3.2.2.2. The inheritance and development of traditional methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students has not met the requirements of innovation

Firstly, the degree of use of active, audience-centred traditional methods is not yet regular and still relies heavily on lecturing and one-directional transmission

Secondly, the degree of diversification and enlivening of audience-centred traditional forms of propaganda remains formalistic and has not been applied regularly or effectively

Thirdly, the degree of improvement and development of traditional forms of propaganda and of creativity in new forms of propaganda has not been highly effective

Fourthly, the degree of diverse development of traditional communication means and products remains monotonous and has not kept pace with students' information-reception needs

3.2.2.3. The creation of new methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students has not produced any breakthrough or innovation

Firstly, the degree of creativity in new methods of propaganda remains limited and small in scale and does not meet students' need to acquire knowledge

Secondly, the degree of creativity in new forms of propaganda has not left an imprint or spread widely among students

Thirdly, the degree to which science and technology are applied in innovating the forms and means of propaganda is uneven among universities

3.2.2.4. The integration and coordination of the methods, forms and means of propaganda on Vietnam's sea and island sovereignty for university students has not been highly effective

Firstly, the degree of combination and interweaving of traditional and modern methods and forms, and of visual and practical methods and forms, remains fragmented and insufficiently flexible at some universities

Secondly, the degree of coordination between traditional and modern means of propaganda is not yet synchronous or well integrated

Thirdly, the degree of exploitation and use of modern means of propaganda (the Internet and social networks) is not commensurate with their potential and advantages

3.2.2.5. The strengthening of the guaranteeing conditions and the creation of a favourable environment for propaganda activity on Vietnam's sea and island sovereignty for university students have not received due attention

Firstly, the building of a positive and friendly environment for students in studying, training and researching the theme of the sea and islands has not seen many positive changes

Secondly, the investment of resources in innovating the modes of propaganda remains insufficient, and there is no dedicated budget line

Thirdly, the improvement of the material and spiritual life of students through motivating mechanisms has not been markedly enhanced

3.3. The causes of the current situation and the issues arising in the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City today

3.3.1. The causes of the current situation

3.3.1.1. The causes of the strengths

- Objective causes:

Firstly, the consistent and continuous direction expressed in the undertakings and lines of the Party and the policies and laws of the State on the strategy for the sustainable development of the marine economy, in association with the strategy of comprehensive education.

Secondly, the explosion of the Fourth Industrial Revolution and the digital era has created a launching pad of modern technological infrastructure.

Thirdly, the academic cultural environment at universities today is increasingly being built in a democratic, open and friendly direction.

- Subjective causes:

Firstly, the profound awareness and the close attention, leadership and direction of the Party committees and Boards of Rectors of the universities.

Secondly, the core and pioneering role of the Ho Chi Minh Communist Youth Union organisations and Student Associations, together with the skilful and proactive integration of propaganda content into teaching by the contingent of lecturers.

Thirdly, the positive changes in the awareness, attitude and civic responsibility of the majority of students.

3.3.1.2. The causes of the limitations

- Objective causes:

Firstly, the negative impact of the downside of the market economy, of deep and wide international integration, and of the sophisticated sabotage carried out by hostile forces in cyberspace.

Secondly, the objective pressure arising from the specific features of credit-based training programmes.

Thirdly, the inadequacies in the planning and in the mechanism for mobilising socialised financial resources for higher education.

- *Subjective causes:*

Firstly, the limitations in the practical awareness of a section of managerial staff and the inertia of some lecturers.

Secondly, the limited advisory and organisational capacity of the contingent of Youth Union and Student Association officials, and the fact that the work of grasping students' ideological state has not kept pace with practice.

Thirdly, the politically indifferent attitude, the lack of ideals and the very low level of interest in social issues among a considerable section of students.

3.3.2. The issues arising

3.3.2.1. The awareness, responsibility and capacity of the subjects in innovating the modes of propaganda on sea and island sovereignty for university students in Ho Chi Minh City remain limited and are not commensurate with the increasingly high requirements of propaganda work on sea and island sovereignty in the new context

3.3.2.2. The process of implementing the contents of innovating the modes of propaganda on sea and island sovereignty for university students in Ho Chi Minh City still displays many inadequacies in relation to the requirements posed by the Fourth Industrial Revolution and the current digital transformation

3.3.2.3. The guaranteeing conditions (human resources, finance, material facilities and coordination mechanisms) for innovating the modes of propaganda on sea and island sovereignty for university students in Ho Chi Minh City today remain insufficiently synchronous and do not meet the requirements of modernising propaganda and raising its effectiveness

3.3.2.4. Students' active, self-conscious and creative attitude in research and study remains limited and is not commensurate with the requirements posed by the innovation of the modes of propaganda on Vietnam's sea and island sovereignty at universities in Ho Chi Minh City today

Summary of Chapter 3

The analysis and assessment of the current situation of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC show that the innovation has been carried out initially and has achieved certain noteworthy results. Nevertheless, the dissertation also identifies the limitations in the process of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in the city over the past period; it analyses the causes and, at the same time, outlines a number of issues arising in the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for students in the current context.

Chapter 4

FORECAST OF THE SITUATION, ORIENTATIONS AND MEASURES FOR FURTHER INNOVATING THE MODES OF PROPAGANDA ON VIETNAM'S SEA AND ISLAND SOVEREIGNTY FOR UNIVERSITY STUDENTS IN HO CHI MINH CITY IN THE TIME TO COME

4.1. Forecast of the situation and orientations for innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City

4.1.1. Forecast of the situation and of the factors influencing the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City

4.1.1.1. *The world, regional and domestic situation with regard to the South China Sea issue*

- *The world and regional situation*
- *The domestic situation*
- *A number of forecasts and their implications for Vietnam's strategy of defending sea and island sovereignty*

4.1.1.2. *Factors influencing propaganda activity on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City*

- *The sabotage and distortion carried out by hostile forces concerning Vietnam's sea and island sovereignty in cyberspace*
- *Signs of declining political consciousness among a section of students*
- *Advantages and difficulties in the process of innovating the modes of propaganda on sea and island sovereignty for students at universities*

4.1.2. Orientations for further innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City

4.1.2.1. *Innovating the modes of propaganda on sea and island sovereignty for students must ensure that the awareness and leadership thinking, as well as the quality of the officials and lecturers directly engaged in propaganda work, are raised*

4.1.2.2. *Innovating the modes of propaganda on sea and island sovereignty within universities must skilfully combine theory with practice, in keeping with the needs and characteristics of students*

4.1.2.3. *Ceaselessly innovating, diversifying and modernising the forms, methods and means of propaganda on Vietnam's sea and island sovereignty for students within the training programmes of universities*

4.1.2.4. *Innovating the modes of propaganda on sea and island sovereignty for students within universities must attach importance to the application of information technology and digital communication*

4.2. Measures for further innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in Ho Chi Minh City in the time to come

4.2.1. Raising the awareness of the propaganda subjects regarding the position, role and importance of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students

Firstly, raising the awareness of the Party committees and Boards of Rectors of the universities

Secondly, raising the awareness of the contingent of lecturers, especially lecturers in National Defence and Security Education

Thirdly, raising the awareness of the Ho Chi Minh Communist Youth Union organisations, the Student Associations and other educational subjects within the university

4.2.2. Intensifying the training and fostering of the knowledge and skills of propaganda on Vietnam's sea and island sovereignty for university students among the contingent of officials and lecturers engaged in propaganda activity

First, training and fostering in-depth knowledge of the history and legal basis of sovereignty

Firstly, organising periodic thematic training courses

Secondly, updating the practical situation and political issues and flashpoints

Thirdly, organising annual field research trips

Second, fostering and raising modern pedagogical skills

Firstly, training in the skills of organising experiential activities

Secondly, raising the skills of moderating group discussion and debate

Thirdly, strengthening the art of inspirational public speaking

4.2.3. *Fostering and raising the skills of using modern technology and applying information technology in innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students among the contingent of lecturers and Youth Union and Student Association officials within the university*

Firstly, organising short-term fostering programmes on the skills of designing digital learning materials and visual propaganda publications

Secondly, fostering the skills of producing and editing multimedia communication products on sea and island sovereignty

Thirdly, fostering the skills of using interactive platforms and tools for measuring propaganda effectiveness

Fourthly, fostering the capacity to exploit technology in order to digitalise the academic space and the system of documents on the sea and islands

Fifthly, fostering the skills of identifying and verifying information and of struggling against and refuting erroneous and hostile viewpoints on sea and island sovereignty in cyberspace

4.2.4. *Continuing to innovate comprehensively and effectively the content and the modes of propaganda on Vietnam's sea and island sovereignty for university students, in association with the struggle to refute false information on social networks*

- With regard to the propaganda content:

The content of propaganda on sea and island sovereignty needs to be integrated into the teaching content of other subjects within the university's training programme. For this integration to be substantive, the university needs to review the training programme in order to identify the list of modules and the degree of integration; to build a shared bank of learning materials and interdisciplinary case studies; and to provide training for specialist lecturers.

- With regard to the modes of propaganda:

(1) Regarding the methods of propaganda

Firstly, integrating and applying vivid technology in the teaching of theory

Secondly, applying problem-based teaching and debate methods

Thirdly, flexibly combining theoretical methods with practice by integrating field trips, "return to the source" journeys and visits to "red addresses" into the curriculum and extracurricular activities

(2) Regarding the forms and means of propaganda

Firstly, making the fullest use of social networks in the service of propaganda work

Secondly, digitalising the exhibition space for propaganda models on Vietnam's sea and islands

Thirdly, developing applications and gamification in propaganda activity

Fourthly, cooperating with Naval and Coast Guard units to organise exchange programmes with living witnesses, connecting the generations in propaganda activity

Fifthly, organising national defence sports festivals and contests for creating cultural and artistic publications in cyberspace in association with propaganda content on sea and island sovereignty

4.2.5. *Intensifying investment in the guaranteeing conditions and establishing a favourable environment for innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students*

Firstly, building a flexible mechanism and diversifying budget sources and the socialisation of education so as to guarantee propaganda work

Secondly, upgrading technological infrastructure and digitalising and modernising the tools and means of propaganda

Thirdly, building a sea and island cultural space within the university

Fourthly, perfecting the system of mechanisms for managing, inspecting, supervising and periodically assessing the effectiveness of propaganda activity on sea and island sovereignty within universities

4.2.6. Awakening students' consciousness of self-directed research, study and training in their capacity both as the audience and as subjects in innovating the modes of propaganda on Vietnam's sea and island sovereignty at universities

Firstly, paying attention to creating conditions for and encouraging the student scientific research movement within the university

Secondly, diversifying the activities of the network of clubs, teams and groups and building a safe and healthy digital cultural space

Thirdly, integrating propaganda activity on sea and island sovereignty with the "Five-Good Student" movement and with the criteria for assessing training within the university

Summary of Chapter 4

In Chapter 4, the dissertation sets out a number of forecasts concerning the world, regional and domestic situation with regard to the South China Sea issue, and analyses the factors influencing the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC. The dissertation proposes 04 orientations and 06 specific measures for further innovating the modes of propaganda on sea and island sovereignty for university students in HCMC today, which may also be replicated in propaganda on Vietnam's sea and island sovereignty for university students throughout the country.

CONCLUSION

On the basis of clarifying theoretical issues, surveying the current situation, making forecasts and proposing orientations and measures for innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC today, the PhD Candidate draws the following main conclusions:

Firstly, the dissertation has reviewed the works related to the research topic and has systematised, inherited and developed in a methodical manner the theoretical framework of propaganda work on sea and island sovereignty. The PhD Candidate has essentially filled the "scientific gap" requiring further research and has put forward two central concepts: "*Propaganda on Vietnam's sea and island sovereignty for university students*" and "*Innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students*".

Secondly, the dissertation has clarified the content of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students, comprising: (1) Innovating the thinking and awareness of the propaganda subjects and audience regarding the importance of propaganda activity on Vietnam's sea and island sovereignty for university students; (2) Inheriting and developing the traditional methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students; (3) Creating new methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students; (4) Integrating and effectively coordinating the methods, forms and means in propaganda on Vietnam's sea and island sovereignty for university students; (5) Strengthening the guaranteeing conditions and creating a favourable environment for propaganda activity on Vietnam's sea and island sovereignty for university students. In addition, the PhD Candidate has also identified the objective and subjective factors affecting the innovation of the modes of propaganda on Vietnam's sea and island sovereignty for university students today.

Thirdly, the dissertation has researched and assessed the overall picture of the current situation of innovating the modes of propaganda on Vietnam's sea and island sovereignty for

university students in HCMC over the past period and has drawn out certain strengths and limitations. *As regards the strengths*, the universities have initially achieved considerable results in innovating the modes of propaganda, such as: combining traditional methods with modern ones; creating a visual academic space; exploiting the strengths of digital communication; and establishing emulation and training mechanisms to motivate learners. However, the *limitations* indicate that the modes of propaganda on sea and island sovereignty at some universities remain “formalised”, movement-based and occasional, lacking persistence and system. Traditional methods still follow the beaten track of one-directional lecturing and lack multi-dimensional dialogue. The application of high technology remains fragmented and has not become a trend capable of competing with commercial entertainment content on social networks. There is differentiation and localism, with a section of students in the natural sciences, engineering, medicine and pharmacy and so forth, and a section of students with a pragmatic lifestyle, displaying an indifferent attitude and underestimating propaganda work on sea and island sovereignty within the university. *The core causes* lie in the pressure of professional duties; the reluctance of a section of lecturers to innovate their methods; the thin contingent of Youth Union and Student Association officials, who work concurrently in other posts and change frequently from tenure to tenure; and, at the same time, the lack of guaranteeing conditions and of a favourable environment for the propaganda subjects and audience within the university to innovate and create new modes of propaganda. In addition, the PhD Candidate has also clarified a number of issues arising in the innovation of the modes of propaganda on sea and island sovereignty for university students in HCMC today.

Fourthly, the dissertation has clarified the forecast of the world, regional and domestic situation with regard to the South China Sea issue and of the factors influencing the innovation of the modes of propaganda on Vietnam’s sea and island sovereignty for university students in Ho Chi Minh City. On that basis, the dissertation proposes 04 orientations: (1) *Innovating the modes of propaganda on sea and island sovereignty for students must ensure that the awareness and leadership thinking, as well as the quality of the officials and lecturers directly engaged in propaganda work, are raised*; (2) *Innovating the modes of propaganda on sea and island sovereignty within universities must skilfully combine theory with practice, in keeping with the needs and psychology of students*; (3) *Ceaselessly innovating, diversifying and modernising the forms, methods and means of propaganda on Vietnam’s sea and island sovereignty for students within the training programmes of universities*; (4) *Innovating the modes of propaganda on sea and island sovereignty for students within universities must attach importance to the regular application of information technology and digital communication*. The dissertation also proposes 06 specific measures that need to be implemented synchronously and effectively in order to overcome the current shortcomings and limitations and to further innovate the modes of propaganda on sea and island sovereignty for university students in HCMC in the time to come, namely: (1) *Raising the awareness of the propaganda subjects regarding the position, role and importance of innovating the modes of propaganda on Vietnam’s sea and island sovereignty for university students*; (2) *Intensifying the training and fostering of the knowledge and skills of propaganda on sea and island sovereignty for university students among the contingent of officials and lecturers engaged in propaganda activity*; (3) *Fostering and raising the skills of using modern technology and applying information technology in innovating the modes of propaganda on sea and island sovereignty for university students among the contingent of lecturers and Youth Union and Student Association officials within the university*; (4) *Continuing to innovate comprehensively and effectively the content and the modes of propaganda on sea and island sovereignty for university students, in association with the struggle to refute false information on social networks*; (5) *Intensifying investment in the guaranteeing conditions and establishing a favourable environment for innovating the modes of propaganda on sea and island*

sovereignty for university students; (6) *Awakening students' consciousness of self-directed research, study and training in their capacity both as the audience and as subjects in innovating the modes of propaganda on Vietnam's sea and island sovereignty at universities*. The measures proposed by the dissertation are all feasible and scientific, aiming to further innovate the modes of propaganda on sea and island sovereignty for university students in HCMC today and capable of being replicated in propaganda on Vietnam's sea and island sovereignty for university students throughout the country, thereby contributing to consolidating the "all-people national defence and people's security posture" on the ground and in cyberspace, and firmly safeguarding national independence, sovereignty and the strategic autonomy of defending the Fatherland in the maritime direction across all fields.

Fifthly, the dissertation is an elaborate and serious research work that makes certain theoretical and practical contributions. Alongside these contributions and encouraging results, however, the dissertation can hardly avoid leaving some contents unexplored in depth owing to certain limitations. The contents researched in the dissertation open up further research directions for scholars and call for continued investment, attention and more thorough research in the scientific journeys ahead. Specifically:

First, researching and analysing the differences in innovating the modes of propaganda on sea and island sovereignty for students at public and non-public universities in HCMC, with replication throughout the country.

Second, researching the effectiveness of innovating the modes of propaganda on sea and island sovereignty for university students in HCMC, with replication throughout the country.

Third, the groups of measures proposed are based on an assessment of the current situation and on the degree of opinion gathered from the research subjects; experimentation nonetheless still needs to be organised in order to measure the results before and after the measures are applied.

These are the further research directions that the PhD Candidate wishes to pursue in order to contribute to deepening the theoretical and practical foundation of innovating the modes of propaganda on Vietnam's sea and island sovereignty for university students in HCMC in particular and for students throughout the country in general in the new situation, so as to meet the requirements of protecting the Party's ideological foundation, defending the socialist regime and carrying out the fundamental and comprehensive reform of education and training in the era of the nation's rise.

**LIST OF PUBLISHED SCIENTIFIC WORKS
BY THE AUTHOR RELATED TO THE DISSERTATION**

1. Le Vu Xuan Uyen (2025), “Managing and protecting Vietnam’s sea and island sovereignty - a foundation for defending the Fatherland ‘early and from afar’”, *State Organisation and Labour*, No. 7/2025, pp.35-38, ISSN 3093-3129.
2. Le Vu Xuan Uyen (2025), “Defending the Fatherland’s sea and island sovereignty ‘early and from afar’ in the new period”, *Political Theory Journal*, special issue 2025, pp.77-82, ISSN 2525-2585.
3. Le Vu Xuan Uyen (2026), “Innovating the content and forms of propaganda on defending Vietnam’s sea and island sovereignty in the new situation”, *Youth Magazine*, No. 89, 16 January 2026, pp.113-115, ISSN 2734-9039.
4. Le Vu Xuan Uyen (2026), “Intensifying national defence and security education for Youth Union members and students on defending Vietnam’s sea and island sovereignty today”, *Youth Magazine*, No. 89, 16 January 2026, pp.125-127, ISSN 2734-9039.
5. Le Vu Xuan Uyen (2026), “A number of measures contributing to managing and protecting Vietnam’s sea and island sovereignty in cyberspace today”, *Theoretical Activities Review*, No. 02 (215)/2026, pp.60-64, ISSN 0868-3247.
6. Le Vu Xuan Uyen (2026), “Raising the sense of defending sea and island sovereignty through studying the subject of National Defence and Security Education at Regional Political Academy II”, Scientific Secretary, institutional-level scientific research topic 2026, accepted on 23 May 2026, rated Good.