

SUMMARY OF NEW CONTRIBUTIONS OF THE DOCTORAL DISSERTATION

1. Dissertation title: **News Media Coverage of Vietnam's Business Environment in International Digital Outlets**
2. Discipline/Specialization: Journalism Studies
3. Code: 9 32 01 01
4. Doctoral Candidate: **Pham Thi Hong Van**
5. Supervisors: 1. Assoc. Prof., Dr. Vu Thanh Van
2. Dr. Le Thu Ha
6. Training Institution: Academy of Journalism and Communication, Ho Chi Minh National Academy of Politics
7. New Contributions of the Dissertation:

Firstly, this dissertation constructs an original interdisciplinary analytical framework that integrates two bodies of communication theory, namely agenda-setting theory (McCombs & Shaw, 1972) and framing theory (Entman, 1993), with two business environment frameworks, namely the PESTEL model (Aguilar, 1967) and the OLI paradigm (Dunning, 1988, 2000), into a unified analytical system calibrated to the characteristics of emerging economies in the context of FDI attraction. The centerpiece of this framework is a system of 16 indicators organized across 5 thematic clusters. This integration has not been previously attempted in the scholarly literature, and it enables simultaneous analysis of media messages through the methodological lens of journalism studies and evaluation of message content against the criteria prioritized by international investors. The framework is designed for transferability and may be applied to comparable research in other developing country contexts.

Secondly, the dissertation contributes to the enrichment of the interdisciplinary field at the intersection of journalism studies, international economics, and international relations, with particular attention to clarifying the operationalization of both quantitative and qualitative news media content analysis of business environment coverage, a domain that has received limited systematic scholarly attention in Vietnam.

Last but not least, this dissertation constitutes the first systematic news media content analysis of coverage of Vietnam's business environment across three international digital outlets, specifically in the East Asian context: *South China Morning Post* (Hong Kong, China), *Nikkei Asia* (Japan), and *The Korea Times*

(South Korea), over the 2018,2023 period. The study identifies the substantive and formal characteristics of news media coverage, maps the similarities and differences in agenda structure and message framing across the three outlets, and systematically identifies the gap between Vietnam's intended external messaging and the actual state of coverage in the international media landscape. On this basis, the dissertation proposes a structured set of recommendations for five categories of relevant stakeholders, with the aim of enhancing the effectiveness of Vietnam's external communication strategy and strengthening its capacity to attract high-quality FDI.

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