

SUMMARY INFORMATION
REGARDING THE NEW CONCLUSIONS OF THE DOCTORAL DISSERTATION

1. Title of the dissertation: Foreign affairs messages on English online newspaper in Vietnam today
2. Major: Journalism
3. Code: 9 32 01 01
4. Doctoral candidate: Vu Thi Minh Tam
5. Scientific supervisors: Assoc. Prof., Dr. Vu Van Ha
Assoc. Prof., Dr. Vu Thanh Van
6. Institution: Academy of Journalism and Communication
7. New conclusions of the dissertation:

The dissertation has produced significant research results, contributing to the clarification of theoretical and practical dimensions of foreign communication activities in digital journalism. The specifics are as follows:

First, on the theoretical plane, the dissertation establishes a specialized theoretical framework and a set of evaluative criteria for foreign affairs messages on online newspapers. It systematizes and clarifies the conceptual content of foreign affairs messages in the digital media environment and delineates the essential differences between ordinary journalistic messages and messages of national strategic significance. The principal theoretical contribution is the successful construction of a set of criteria for assessing the content and form of foreign affairs messages, including political orientation, multicultural character, interactivity, and capacity for multimedia optimization. This constitutes a systematic and in-depth theoretical framework that helps to fill a gap in theoretical research on external journalism in Vietnam and provides a scientific basis for quantifying the effectiveness of foreign communication in cyberspace.

Second, on the practical plane, the dissertation identifies the profile and the distinctive strengths of foreign affairs messages on English online newspapers in Vietnam today. Through empirical surveys, the study objectively analyzes and evaluates Vietnam's foreign affairs messaging in the digital environment. The findings confirm a marked shift from unidirectional information provision to a dialogic approach, with an emphasis on asserting national values and achievements. The dissertation indicates that these messages have begun to forge a distinct identity by adeptly integrating modern journalistic practices with the preservation of national cultural values. This development enables Vietnam's image to be perceived not only as a peaceful and stable country but also as a dynamic, responsible partner

and an indispensable link within the architecture of global governance.

Third, the dissertation identifies limitations in the transmission of foreign affairs messages on English online newspapers in Vietnam today. Based on comparative analysis, the study points to inherent structural deficiencies in the messages. Specifically, there is a paucity of critical and analytically deep messaging; content is at times overly administrative and lacks the subtlety and personalization necessary to engage the emotions of international audiences. Notably, the dissertation reveals an imbalance between language use (English) and an understanding of the cultural mindset of recipients, resulting in messages that, while factually correct, are not fully appropriate for different target audience segments. This finding provides an important basis for press agencies to adjust their strategies, thereby avoiding situations in which messages are correct in content but do not align with the reception disposition of international publics.

Fourth, with respect to practical application, the dissertation proposes a system of models to optimize foreign affairs messages on online newspapers within the context of digital transformation. The study advances a set of strategic and feasible solutions for real-world implementation. The originality lies in the development of a process model for producing multimedia external communication messages, emphasizing the application of artificial intelligence (AI) and big data for message personalization. Recommendations concerning the training of a multi-competent workforce and the reform of management mechanisms toward greater flexibility represent valuable practical contributions that support external press agencies in enhancing their competitiveness in the international online space.

Hanoi, 12 February 2026

Scientific Supervisors

Doctoral Candidate

Assoc. Prof., Dr Vu Van Ha Assoc. Prof., Dr. Vu Thanh Van Vu Thi Minh Tam