A design framework for Vietnamese modern propaganda

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Doctoral Thesis Summary

Tomas Bata University in Zlín

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Faculty of Multimedia Communications

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A design framework for Vietnamese modern propaganda

Understanding how belief could be shaped through audiences' information processing, and how the design could become a visual communication tool to raise awareness in young Vietnamese adolescents.

Designový rámec pro vietnamskou moderní propagandu.

Pochopení toho, jak důvěra může posílit prostřednictvím zpracování informací publikem, a jak by se design mohl stát nástrojem vizuální komunikace ke zvýšení povědomí u mladých vietnamských adolescentů

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ABSTRACT IN CZECH

Vietnamská vláda od Renovace využívá propagandistické plakáty a jejich postupy k informování a ovlivňování povědomí o vlastním zdraví komunit po mnoho let. Tyto plakáty však nepodporují chování komunit původně zamýšleným způsobem. Prostřednictvím zkoumání hypotetické nevýhody odmítnutí mít strach se toto zkoumání pokouší analyzovat, zda apely na napětí/strach v moderní grafické propagandě nemohou zvýšit a v konečném důsledku zdecimovat vietnamské emoce. Autoři naznačují, že vizuály konstruované jako často hrozivé mohou bez ohledu na svou děsivost vyvolávat negativní emoce.

Příspěvek hodnotí souvislost mezi uvědoměním si obav, nepříznivými emočními reakcemi a postoji občanů pomocí pozorování z navrhované mediální kampaně. Výsledky zjistily, že vnímání grafiky se méně spoléhá na to, jak vystrašený obraz vypadá a jak grafika aktivuje destruktivní negativní emoce. Tyto výsledky naznačují dostupný vietnamský systém podpory zdravotní péče pro fenomén digitální komunikace, který zůstal konzistentní od Doi Moi. Zjištění této studie naznačují, že vietnamská vláda by se mohla rychle přizpůsobit různým mediálním přístupům, aby dosáhla většiny efektivity očekávané zdravotnické kampaně. Tedy, zda digitální přístup zlepšuje nebo zraňuje vnímání lidí v závislosti na tom, zda vizuální prvky minimalizují nebo povyšují negativní emoce publika bez ohledu na obecné obavy.

Tento výzkum analyzoval řetězec aktivit, které jsou základem pro výměnu sdělení (konvenční vs. nové mediální platformy) s cílem posoudit efektivitu digitalizovaných propagandistických plakátů zaměřených na mladé vietnamské publikum. Znalosti, propaganda nebo přesvědčování mohou být přenášeny různými způsoby v závislosti na kontextu. Schopnost vyjádřit se a začít komunikovat prostřednictvím systému symbolů, znaků, zvuků a grafických prvků je charakteristická pro lidské bytosti, která jim umožňuje, aby jim porozuměli a poznali, že jsou členy specifické skupiny; lidé, kteří mluví stejným jazykem, dodržují stejný soubor gramatických pravidel. Zjištění ukazují, že technologický pokrok a globalizace pozitivně ovlivňují propagandu.

CONTENTS

I. INTRODUCTION SUMMARY

1.1 Background of the study

There are several specific and implied meanings of the words "propaganda." In several respects, the concept became debunked for specific theoretical reasons, but it remains part of the world wars' repertoire. The ancient Greeks saw persuasion as a type of propaganda and understood that justification and reasoning were required for effective interactions of ideas. Across history, those who dominate have often sought to control the way the ruled see the universe. Propaganda is not just what the other organization performs, while its group focuses on distributing or advertising knowledge.

Vietnamese propaganda posters are not only creative results of visual communication devices but also persuasive statements. By conceptualizing features such as storyline, expression, coloring, layout, and accompanying historical event slogans, Vietnamese propaganda illustrations propagated efficiently and successfully, trying to encourage citizens to follow direct actions and decisions. In such particular circumstances. They triggered determination to fight, willingness to sacrifice, the spirit of labor, and the Vietnamese army and people's production. According to Taylor & Jonsson (2002), it also played a significant role from the beginning of Vietnamese ads, performing socio-political functions effectively. Vietnamese propaganda has become a social and political controversy.

1.2 Problem statement

The globalization begins to influence the daily life of Vietnamese people. With the development time and the value has been achieved, Vietnamese propaganda supposed to have a secure platform at the moment and could assist straightaway its strength as well as its inherent values. Nevertheless, the young Vietnamese lack the knowledge to obtain consciousness about reproductive healthcare, infectious diseases, drug use, drug abuse. It shows somewhat the failure of propaganda in the educational role in heightening the growing awareness and change or guide the adolescents' behaviors. Instead of raising awareness in young Vietnamese adolescents, Vietnamese propaganda current issues are now set within itself. They have no effects on the young minds who present themselves as the Reform Era in Vietnam.

Consequently, the youngsters seem to be skeptical and have no particular interest or sympathy towards the actual Vietnamese propaganda. Meanwhile, the contents of propaganda are practically repeated, and that causes annoying for viewers. For

example, the artist draws the gun for warfare, production tools for the image of the prosperous country, and the prosperity of the Vietnamese Communist Party subject must represent factories, fields, books, and birds. On the other hand, propaganda's implications are frequently quizzical, and without illustrated inscriptions, they may perplex the audiences.

1.3 Research objectives

The purpose of this research paper is threefold. Firstly, to understand why the Vietnamese adolescents are currently not interested in propaganda, expose their skepticism about conveying messages in current propaganda and why the propaganda itself cannot convince these audiences. Secondly, to investigate the processing of persuaded information of the young audience, the research will provide a trial test for the new proposed propaganda framework to the audiences. This test intends to collect the data after the audiences watch several offered propaganda posters and examine the elements that can generate beliefs in them. Hence, this is to understand why the young Vietnamese adolescents are unwilling/unable to believe in modern propaganda. Lastly, to help the other artists or designer to create active propaganda poster in the future, this research also proposes an operational structure for the modern propaganda and determine the effectiveness of the developed strategy in a sample of five hundred Vietnamese adolescents to test their attitudes and receptions toward the proposed framework.

1.4 Research aims

The social-historical context supports a culture that gives the propagandist inspirations and a "style" of communication. To understand how the existing social-historical context allows propaganda to work is the approach to interpret propaganda itself. The propaganda is the authorities' constructed output long before the action emerges and is controlled by those authorities. Consequently, methods and usage contexts of propaganda are different from society to the others. By understanding how the current propaganda influences the young generation, the research could help to raise awareness among the young generation about educational cognition and might change or guide their behaviors. Additionally, the study may improve the created stage of modern Vietnamese propaganda, the other researchers or designers can consider the framework as a useful model for designing purposes to influence the specifically targeted groups. The author then launches a larger-scale, unmoderated study to understand better the magnitude of the problems in the broader population.

II. LITERATURE REVIEW SUMMARY

2.1 Propaganda, and the distinction between propaganda and persuasion

The Lasswell Communication model is primarily applied to analyze mass communication. It also extends to informal and group activities. Kelman and Hovland (1953) find that the legitimacy of the sources of propaganda is not as relevant because, over time, people continue to detach the origin of propaganda and also its substance. Propaganda expresses a worldview to the connected goal audiences, whether it's a state officer trying to instill a considerable surge of patriotism in the national audiences to promote the military, a terror organization enrolling had supporters, a military commander trying to scare the enemy by exaggerating the power of his troops. It could be a business continuing to pursue a credible image to preserve its credibility among its customers, or an organization wanting to defame a rival that purpose seeks to strengthen or alter a listener's attitudes, behaviors, or even both. Contemporary propaganda encourages persuasion using the persuasive techniques and is entitled to handle the benefit of the perceptual misery limited available storage capacity. Contemporary persuasion's features - the message-dense ecosystem, the thirty-second ad, the urgency of persuasive communication - make it more challenging to begin thinking about essential discussions and challenges. Since humans often function on the diffusion process, skilled propagandists have complete freedom using the kinds of strategies presented at the start of this section and during this book to accomplish, with ignorance, whatever objective they could have.

2.2 Propaganda through times in Vietnam

In the two revolutionary wars against French colonization and American imperialism, propaganda paintings became the art form composed by many Vietnamese artists. During the war against the French, propaganda artworks closely followed the military's campaigns, combat operations, civil and military affairs, especially in the Dien Bien Phu campaign. Throughout the battle against the US, the propaganda paintings concentrated on the themes such as the high rear of the North, the great frontline of the South, the struggle against the destructive invasion, the topics of transportation on Truong Son road and agricultural sectors... These subjects helped foster innovative arms to counter American invaders. The propaganda in Vietnam can diverge into three main periods as followed (Do, 2008):

   – 1945-1975: Anti-American War period

- 1975-1986: Before Doi Moi (Before Reform Era)
- 1986-present: After Doi Moi (Reform Era)

Positive thinking regarding the war and the struggle against capitalism became a big focus in art and literature propaganda project. Poems have been written in newspapers celebrating soldiers' valiant deeds and glamorizing enemy fighting. Paintings such a positive image of Vietnamese culture were to clarify, a method of winning the fight, a method of significant successes not to allow citizens to lose their hope. The movements drew extensively from communist realism's Soviet and Maoist background, which promoted progressive perceptions of labor and industrial development (See also Tranh cổ động tuyển chọn, 1996).

2.3 Current Vietnamese propaganda and persuasion examined

The entire country has been developing Socialism from 1975s to now and is promoting development, industrializing and modernizing the nation toward "wealthy people, strong economies, equal communities, democracy and humanity" activities (See also Tranh cổ động tuyển chọn, 1996). Today, Vietnamese propaganda posters seem to be evolved with many issues' structures in the modern concept across the socialization. The content of campaign artworks should theoretically be clarified and easy to understand. The structure of the graphic should be interpreted positively, supposed to show the impact to be conveyed. Vietnamese propaganda seems to struggle in representing the influence of actions because the audience does not entirely understand the core message. For example, the graphic design elements for supporting election voting posters can only illustrate a person's state, ballot paper, and community people's election system during the campaign. The language of art must be considered throughout the production, and how the graphic language itself exudes its meaning. The artists should not use the slogan as the only way to make the audience understand the whole message (Taylor & Corey, 2019).

Furthermore, many artists are over-reliance too on digital technologies. The images and illustrations are abused and misused, and some images intertwine too many individuals and objects that cannot be understood. Viewers could not realize the meaning of the illustration since there are so many items; even the figure of the behind person is more prominent than the one in front according to the perspective. It is both incorrect and inadequate.

2.4 Fail to deliver the messages: The challenge of propaganda to Vietnamese society

Many problems need to be addressed:

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- Firstly, persuasion methods and propaganda techniques must be renovated and improved to meet the new situation's requirements.
- Secondly, it is necessary to have a master plan in detail to build visual campaign clusters in local center places and areas.
- Thirdly, it is necessary to be flexible in how to propagate to the audiences.
- Fourth, the visual for each propaganda campaign needs to update regularly.
- Fifth, the quality of regional economic, cultural and social development must be preserved in each particular context.

2.5 Modern day and the psychology of everyday persuasion towards the young generations

Since the rise of the Digital Revolution, some discourses focused on mainstream media dominance and the control of influential personalities. They are such as populists, leaders, advertising managers, and cults. The point of view on mainstream media impact is split. Propagandists recognize that the formed interpretations are linked to the real experience and cultural understanding regarding language and visuals. Viewpoint relies on peoples' thoughts and actions towards problems (Jowett & O'Donnell, 2006). There seems to be a dialectical dynamic between the ancient-world cause of respiratory go long directions, and the ascension of modern western civilization's self-centered, self-serving person topic. People are gradually becoming liable for their existence (Beck, 1992). Young Vietnamese studying in other nations often brings back various educational and cultural experiences. The convergence influence of multinational media hysteria and ads had the most substantial effects on younger citizens, influencing both businessmen and customers' expectations and inclinations.

With the help of cinematic visuals and communication techniques, digital media items represent a new graphical stereotype perpetuated from the preceding era. Nevertheless, the monitor generates a new socio-cultural classification for the images (Manovich, 2001). While electronic clips adhere to mostly various communication justifications than cinema, they may attain a rather considerable standard of engagement even if they do not fulfill specified artistic demands. It is a structural component and ideology of digitized media on the Internet, allowing for interactions to be established or for viewers to remark and evaluate due to social media such as Facebook, Instagram, YouTube, and Tiktok. There are three distinct types of video sequences that may be shared on a digital channel: a simple video, a video that includes comments and hyperlinks, or a video that combines remarks and connections and is embedded in a website or an online application. Individuals who insist on making excellent instructional videos may follow the criteria provided

forward by these platforms in considerable detail. From such criteria, audiences have derived certain inferences, which they are expressing in this section.

III. METHODOLOGY SUMMARY

3.1 Research hypotheses and questions

Particularly, the research <u>questions</u> of the study are the following:

RQ1: How the young audiences process the hidden information in the Vietnamese propaganda by testing persuasion capability in the current launched posters?
➔ *H1: Used graphics in the current propaganda have a negative effect to the persuasion capability in Vietnamese younger audiences.*

RQ2: What are the challenges in developing a new positive design model to address the targeted audiences to enhance the changing in their attitudes approaching the positive progress?
➔ *H2: An impact of message framing when the foremost emotional attachment is gain rather than loss.*
➔ *H3: A graphical representation that is animated instead of a static graphic has a positive influence on valid emotional response.*
➔ *H4: An effective communication medium for propaganga to gather the sufficient emotional response is more favorable when a delivery channel is social media and digital platform rather than a traditional printed channel.*

RQ3: How the young audiences' emotional responses reflect to the persuasion capability of Vietnamese propaganda in the connection to the perceived effectiveness?
➔ *H5: Emotional responses with visual narrative comprehension have a positive effect to perceived effectiveness in order to construct the beliefs of the Vietnamese adolescents.*

RQ4: How does the young audiences' perceived effectiveness affect the propaganda persuasion via their altered attitude?
➔ *H6: The perceived effectiveness has a positive effect to the attitude of young audiences in Vietnam.*
➔ *H7: The attitude of young audiences has a positive effect to the intention and provoke their cognition to change their behaviors.*
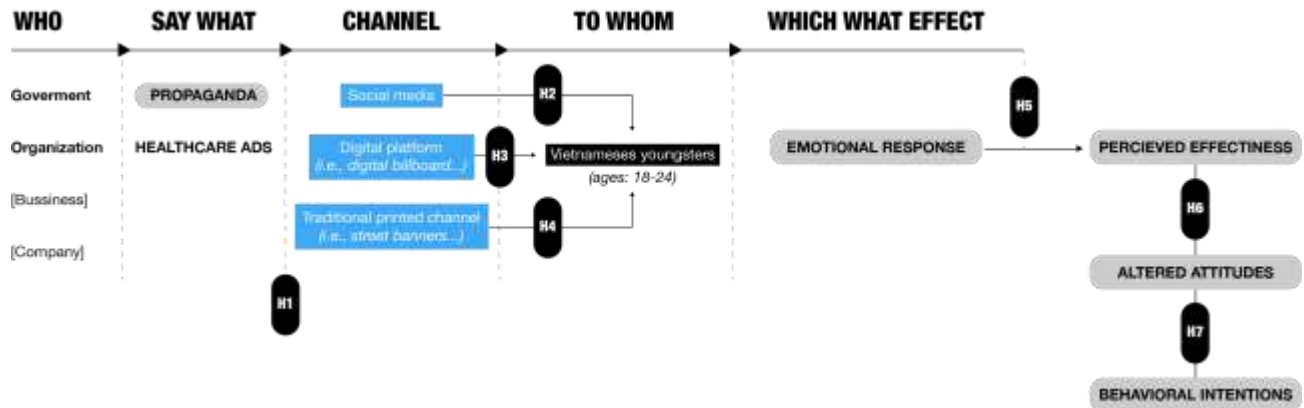
3.2 Methodology theoretical framework

Fig. 1 - The proposed research framework based on Theory of Planned Behavior, Laswell's Communication Theory and prospects theory.

Table 1 - Discussion based on research question and hypotheses

Research questions/Research hypotheses	Discussion
RQ1 – H1	Acknowledge the way graphic elements in current Vietnamses propaganda affect the young ages to predict the intended propaganda persuasion methods in Vietnam.
RQ2 – H2	The study illustrates the viewers' imagery processing and self-emotional responses affect the persuasiveness in propaganda.
RQ3 – H3	Pre-Persuasion: Setting the stage for effective influence
RQ4 – H4	The aspects of visual emotional appeals to touch the heart and persuade the mind. Theoretical and practical contribution.

Table 2 - Methodology: Data collection

Stage of research	Primary data collection technique	Primary data collection tool	Sample size	Sample object
Questionnaire and Testing H1	Survey	Offline	70	Age 18 - 24
Pilot study	Survey	Offline	70-100	Age 18 - 24
Full study	Survey	Offline	320	Age 18 - 24

3.3 Tools for this research

This study is based on three theories to create the model: Theory of Planned Behavior (Ajzen, 1991), Laswell's Communication Theory (Lasswell, 1948) and prospects theory (Daniel Kahneman & Tversky, 1979).

The anticipated advantage hypothesis has characterized the study of risk-averse decision-making for practitioners of the expectancy theory. As a prime example of reasonable decision, it has been frequently used as a phenomenological approach to economic behavior and attitude. Those sensible individuals are expected to abide by the concept's principles, yet most individuals do so in the vast majority of situations (Daniel Kahneman & Tversky, 1979). This theory serves as a foundation for discussing how people make decisions when faced with various variables. To take part in the project, researchers used the "Message Frame" construction, which includes the terms "Gain" and "Loss" as two of the variables.

Table 3 - Methodology: Data analysis

	Tool	Stage
Data Analysis	SPSS version 23	Sample characteristic
	Smart-PLS 3.3	Reliability: Conbach alpha, Composite Reliability, AVE
		Discriminant Validity
		Hypotheses testing

Table 4 - Measurement scales

Measures	Item description	Sources
Message Frame	Gain (MF1)	(Daniel Kahneman & Tversky, 1979)
	Loss (MF2)	
Visual Image	Animation (VIS1)	
	Static graphic (VIS2)	
Channel Distribution	Social Media (CD1)	
	Digital Platform (CD2)	
	Traditional Form (CD3)	
Perceived Effectiveness	Not at all persuasive–very persuasive (PE1)	(Dillard, Shen, & Vail, 2007) (Yzer, 2007)
	Not at all convincing–very Convincing (PE2)	
	Not at all effective–very effective (PE3)	
Attitude	I support what the message was trying to accomplish (ATT1)	(Ajzen, I. & Fishbein, 1980; Ajzen, 2002)
	I agree with the position advocated in the message (ATT2)	
	I am favorable toward the main point of the message (ATT3)	
Behavioral Intention	I intend to act in ways that are compatible with the position advocated by the message (BI1)	(Ajzen, I. & Fishbein, 1980; Ajzen, 2002)

	I plan to act in ways that are consistent with the position advocated by the message (BI2)	
	I am going to make an effort to do what the message asked me to do (BI3)	
Emotional Response (FEAR)	Fearful (ER1) Tense (ER2) Nervous (ER3) Scared (ER4)	(James Price, 2007)

IV. DATA PRESENTATION & ANALYSIS SUMMARY

It was explained to the participants who were requested to attend a meeting with the MS Team about reviewing particular health educational messages on a suitable subject for the current social situation (i.e., the Covid-19 pandemic). Subjects completed a consent document in Google doc form, separate from the surveys, and then handed it over to the researcher, who recorded it. Data was collected from the adolescent, 83 percentage are students studying at university in Ho Chi Minh City, Vietnam, as the research targets, and the convenience sampling method was used in this study. A total of 320 questionnaires are dispatched, 14 of which were incomplete or duplicate responses were eliminated. As a result, the number of valid questionnaire copies returned is 306, and the rate of reaction for this questionnaire is 95.6%. After questionnaire copies are returned, the statistical software SPSS 23 is used for carrying out data analysis. Statistic methods, including factor analysis and reliability analysis, regression analysis, and structural equation models, are used for examining each for the hypothesis. All the data came from primary sources.

Table 5 - Distribution of samples (n = 306).

Variable	Categories	Frequency	Percentage
Gender	Male	138	45.2
	Female	168	54.8
Age	Less than 18 years	42	13.8
	18–19 years	130	42.6
	20–21 years	98	31.9
	More than 22 years	36	11.7
Marital Status	Single	297	97.1
	Married	9	2.9
Family size	1 person	5	1.6
	2–3 people	111	36.3
	4–5 people	151	49.4
	More than 5 people	39	12.7
Employment status	Full-time job	9	2.9
	Part-time job	43	14.1

	Student	254	83
Education	College graduate	42	13.7
	High school	250	81.7
	Post-graduate	14	4.6
Personal income-monthly (VND)	Less than 5 million	255	83.4
	5–15 million	38	12.4
	15–25 million	8	2.6
	More than 25 million	5	1.6
Awareness of specific current launching Vietnamese propaganda	Have you ever seen of them on streets, newspapers, or somewhere?	306	100
	Vietnamese propaganda posters have a wide range categogy from social issues to healthcare matters. To what extent did you know about them before this survey?	300	98
	Have you ever noticed or understood those posters' meaning and suggest them to your relatives/friends for any purpose, such as study, work, or personal interest?	180	58.8
	Do you consider those propaganda posters are useful as visual communication method?	201	65.7

Table 6 - Reliability measurement

Variable	Measurement Item	Loading	Cronbach's alpha	Composite Reliability	Average Variance Extracted (AVE)
Perceived Effectiveness (PE)	PE1	0.754	0.793	0.879	0.710
	PE2	0.877			
	PE3	0.890			
Attitude (ATT)	ATT1	0.859	0.855	0.912	0.775
	ATT2	0.877			
	ATT3	0.904			
Behavioral Intention (BI)	BI1	0.879	0.830	0.898	0.745
	BI2	0.860			
	BI3	0.851			
Emotional Response (ER)	ER1	0.803	0.844	0.895	0.681
	ER2	0.831			
	ER3	0.855			

ER4	0.811			

N=306.

Table 7 - Measurement of discriminant validity

Variable	Attitude (ATT)	Behavioral Intention (BI)	Emotional Response (ER)	Perceived Effectiveness Choice (PE)
Attitude (ATT)	0.880			
Behavioral Intention (BI)	0.657	0.863		
Emotional Response (ER)	0.619	0.594	0.825	
Perceived Effectiveness Choice (PE)	0.527	0.577	0.500	0.842

Hypotheses Testing

H1: Used graphics in the current propaganda have a negative effect to the persuasion capability in Vietnamese younger audiences.

After observing the prepared propagandas, the audiences give the negative effect.

Table 8 - Propagandas observing

Number of audiences	Positive effect	Negative effect
70	20 (28.5%)	50 (71.5%)

H2: An impact of message framing when the foremost emotional attachment is gain rather than loss.

For the hypotheses testing, the research hypotheses from H2 was supported. Message frame positively influence audiences' emotional response towards Vietnamese healthcare propaganda. The finding reveals that when a communication is presented as gain rather than loss, the dominating emotional reaction is better. This result is supported the hypothesis H2.

Table 9 - Group Statistics Message Frame

	Message Frame (MF)	N	Mean	Std. Deviation	Std. Error Mean
Emotional Response	1	166	3.4714	.60891	.04726
	2	140	2.9036	.78118	.06602

Table 10 - Independent Samples Test Message Frame

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Differenc e	Std. Error Differenc e	Lower	Upper
Emoti onal Respo nse	Equal variances assumed	15.15 9	.000	7.14 0	304	.000	.56781	.07952	.41133	.72430
	Equal variances not assumed			6.99 3	260.358	.000	.56781	.08119	.40793	.72769

***H3**: A graphical representation that is animated instead of a static graphic has a positive influence on valid emotional response.*

For the hypotheses testing, the research hypotheses from H3 was supported. Visual positively influence audiences' emotional response towards Vietnamese healthcare propaganda. The findings demonstrate that a visual image's dominating emotional reaction is better when animated than static. This result is supported the hypothesis H3.

Table 11 - Group Statistics Visual Image

	Visual Image	N	Mean	Std. Deviation	Std. Error Mean
Emotional Response	Animation	168	3.4360	.66847	.05157
	Static graphic	138	2.9384	.75019	.06386

Table 12 - Independent Samples Test Visual Image

	Levene's Test for Equality of Variances		t-test for Equality of Means							95% Confidence Interval of the Difference	
Emotional Response	F	Sig.	t	df	Sig. (2-tailed)	Mean Differenc e	Std. Error Differenc e	F	Lower	Upper

Equal variances assumed	3.939	.048	6.131	304	.000	.49761	.08116	.33789	.65732
Equal variances not assumed			6.062	277.238	.000	.49761	.08209	.33602	.65920

H4*: An effective communication medium for propaganga to gather the sufficient emotional response is more favorable when a delivery channel is social media and digital platform rather than a traditional printed channel.*

The result for hypothesis H4 is that an effective communication medium for propaganda to gather the sufficient emotional response is more favorable when a delivery channel is social media and digital platform rather than a traditional printed channel.

Table 13 - Descriptive Channel Distribution

Emotional Response (ER)

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
Social Media	129	3.5717	.62437	.05497	3.4629	3.6805	1.50	4.75
Digital Platform	90	3.1694	.71287	.07514	3.0201	3.3188	1.25	4.50
Traditional Form	87	2.7213	.66081	.07085	2.5804	2.8621	1.00	4.75
Total	306	3.2116	.74764	.04274	3.1275	3.2957	1.00	4.75

Table 14 - ANOVA

Emotional Response (ER)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	37.805	2	18.903	43.168	.000
Within Groups	132.681	303	.438		
Total	170.486	305			

Table 15 - Multiple Comparisons

Dependent Variable: Emotional Response (ER)
LSD

(I) Channel Distribution	(J) Channel Distribution	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound

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Social Media	Digital Platform	.40226[*]	.09088	.000	.2234	.5811
	Traditional Form	.85044[*]	.09180	.000	.6698	1.0311
Digital Platform	Social Media	-.40226[*]	.09088	.000	-.5811	-.2234
	Traditional Form	.44818[*]	.09949	.000	.2524	.6440
Traditional Form	Social Media	-.85044[*]	.09180	.000	-1.0311	-.6698
	Digital Platform	-.44818[*]	.09949	.000	-.6440	-.2524

*. The mean difference is significant at the 0.05 level.
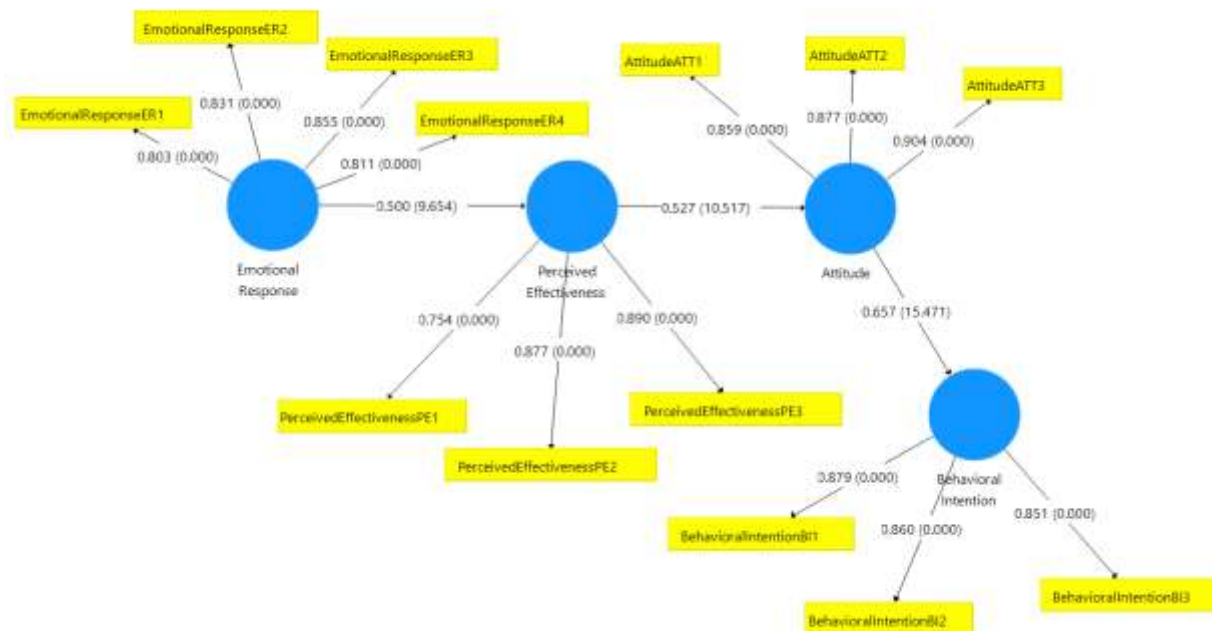
Fig. 2 - Path coefficient model

In terms of considering the measurement model assessment, it is necessary to evaluate the research framework. Joe F. Hair, Ringle, and Sarstedt (2011) discussed the structural equation model evaluation technique using partial least squares, which is a process that utilizes partial least squares. This approach is used to test the significance of path coefficients. Statistical testing is used to measure the direct effect and indirect effect.

H5: *Emotional responses with visual narrative comprehension have a positive effect to perceived effectiveness in order to construct the beliefs of the Vietnamese adolescents.*
H6: *The perceived effectiveness has a positive effect to the attitude of young audiences in Vietnam.*
H7: *The attitude of young audiences has a positive effect to the intention and provoke their cognition to change their behaviors.*

Table 16 - Hypotheses testing

Hypothesis	Relationship	Direct effect	Indirect effect	Total effect	t-value	P-value	Supported
H5	ER→ PE	0.500		0.500	9.654	0.000*	Yes
H6	PE→ ATT	0.527		0.527	10.517	0.000*	Yes
H7	ATT→ BI	0.657		0.657	15.471	0.000*	Yes
	ER→PE→ ATT→BI		0.173	0.173	4.621	0.000*	Yes

N=306; *p<0.05.

V. DISCUSSION, FINDING & RECOMMENDATION SUMMARY

5.1 Discussion of the results

That the current Vietnamese media campaign is having an adverse impact gives evidence that backs H1. The stimulus presented cannot induce positive emotional reactions, which indicates the stimulus cannot elicit future behavioral intentions.

Alternatively, the essential facets identified in questions 1-5 of Part 1 of the questionnaire concern the potentiality of distraction, the risk of misinterpretation of the message of the visuals, which are prone to numerous interpretations, and the dispersion among several cognitive signals, among other thoughts. The following are a few of the more noteworthy responses:

- Images can be confusing to the viewer.
- If graphics are not correctly described, they might be deceptive or lead to a misunderstanding.
- The visuals do not always succeed in conveying the thoughts of the viewer.

- Each person's interpretation of the visuals will be different.
- Images cannot convey reality's complexities.
- As different people would have different perceptions of the photographs, precise explanations are required to avoid misunderstandings.

- They must not have an excessive number of visual components; otherwise, they occur the potential of being clichéd or unpleasant.
- ➔ **Based on H1,** developed stimuli (static/moving images and short animation) were created and presented to all participants as the core element to **test H2 to H7**.

It is shown that H2 is valid, and the findings provided a strong foundation for the propaganda conceptual framework since the stimuli employed in this study induce audiences to become tense or fearful due to triggering goal-related mindsets.

Upon further delving into response no. 1 of the Part 2 questionnaire, it was discovered that visuals and videos have a significant impact on students' attention, which is critical for stimulating observational skills such as thinking about what they are seeing, reflecting on it, and analyzing it, as well as on their memorization. A selection of the most notable replies is shown here. The animated posters and video that were utilized as stimulation accomplished the following:

- Captivate one's concentration more effectively;
- Reduce the chance of being dull or distracted;
- Stimulate introspection and the urge for additional inquiry;
- Put in place the ability to analyze;
- Aiding in the acquisition of interpretation by direct personal experience;
- Finding a basis for introspection.

H3 is supported. The findings show that static images have a reduced additional load than moving images (animation); however, moving (complex) visuals may promote a deeper level of attention and comprehension than (simple) static ones, and research finding gives credence to this hypothesis.

Regarding question no.2 of the Part 2 questionnaire, the most often mentioned attributes were immediateness, interest, the potential to call on visual memories, the capability to provide triggers, and the willingness to formalize abstract concepts. The vast majority of responses to the image perception shown here have been positive:

- The ability to inspire interest;
- The ability to spark one's imagination;
- The ability to nurture greater participation;
- The ability to memorize abstract notions;
- The ability to utilize and strengthen one's pictorial or symbolic meanings recollection.

It is no doubt that the collected data support H4. It shows that the three channels work much equal with each other; however, the new media, such as digital platforms/social media, indicate more audiences engagements than the printed traditional ones.

In order to understand propaganda as persuading with intentions, organized communication of single-sided information via mass media must be used in combination with other factors. Propaganda and mass media are strongly intertwined. Propaganda may now reach its target audience via a variety of contemporary mediums. As the Internet has grown more available to everyone, it has become a potent instrument for indoctrination, and social networking sites like Facebook and Twitter give a powerful platform for discussing ideas. Even a single statement on a social media site like Facebook or Twitter may significantly impact how widely particular opinions and attitudes are shared.

Question No. 3 of the Part 2 questionnaire disclosed that audiences prefer the modern digitalized communication platforms rather than the old tradition ones as expected. It assisted participants in achieving the following objectives:

- The essential message can be carried out more immediately;
- The concepts and information can be presented more widely accessible.

H5 is supported. The visual image of the tense/fear-based animation is more favorable than static because an anxiety/fear-based campaign aims to support users to reduce a feared self, such as a life-threatening situation.

While the written message plays an essential role in arousing anxiety, the data revealed that visual imagery plays an equally vital role. Fear appeals have a higher impact if the visual engages; therefore, the marketing is more successful. These results led to using a graphic representing oversized modeling with the corresponding anticipated or kept hoping oneself in the type of a message, both as a catchphrase and particular goal-to-consequence correlation on the framework. As a result, Vietnamese youngsters are unaware of what they should do when they are unwell or at risk of dying because of the Covid-19 virus's propagation. Additionally,

they underestimate the severe symptoms of hazardous reappraisal promoted as healthier choices in healthcare information campaigns. As this "positive behavior" grants permission for misbehavior considering the preceding conscientious activities, selflessness healthy selections might lead to higher reckless behavioral intention.

Question No. 4 of the Part 2 questionnaire revealed that students see the ability to analyze and contextualize given reasoning or concept as one of the most critical factors. Most participants referred to the ability to make decisions or re-elaborate personal insights via media files while also revealing the capability to detect the principal (harmful consequences) aspects of the provided stimulation (including severe well-being). The observation of the images and the videos, in respect to the topics/themes analysed in this research, helped participants to:

- Be capable of recognizing the most important aspects;
- Examining the implications with linked emotions;
- Putting the stimulation into context by describing it in measures of tension and effort;
- They are making healthy choices on remedies and altering an individual's behavior.

Admitting that fear is an influential motivating factor is not a new approach, therefore, H6 is also recognized. Consequently, it is noticeable that the stimuli used to elicit emotional reactions (tension/fear) in respondents. They have made significant progress in their viewpoints. In order to safeguard their health, they are open to receiving signals and considering the proper conduct. More than fear, tension sensations demonstrate a considerable increase in performance.

These outcomes are partly attributable to the animations' emotional impact, which draws in viewers, encouraging them to pay attention and retain the information. Frightening images were employed to emphasize specific unfavorable effects on a young individual when presenting stimuli. Those visuals given by the author prompted individuals to become anxious and concentrate on themselves. Animated posters and motion graphics that imply that a particular behavior is harmful to oneself are more successful than those designed to suggest that a particular activity is beneficial. It is regarded as a viable strategy to raise public awareness of health consequences like the Covid-19 complications as implemented in stimulus, but there are a few limitations. Once, on the other hand, an appeal to fear is used as a motivation to persuade people to accept unneeded therapies for unproven conditions, an appeal to fear is considered unethical. In order to

accomplish the following objectives, it was beneficial to the respondents as following:

– Provoke self-debate and self-discussion that evolves to deeper cognition thinking to an issue;
– Foster more outstanding visualization communication;
– Make an appropriate scenario apparent and contextualization;
– Motivate self contribution and personal interpretation.

The results show how fully adaptable and personalized the messages are delivered using animated stimuli. It means that hypothesis H7 is appropriate. Adjusting the respondents' thoughts resulted in their alternating their behavioral intention and taking action for self-health care in response to the implication message in the animated graphics within a short period.

Individuals' attitudes and behaviors are influenced by their emotional state. As such, emotion is a crucial aspect of how others affect individuals and may be the deciding factor in efforts to convince others to alter their views and behaviors. The provided stimuli and the support reinforce the evidence of persuasive communication from H1 to H6, supporting the hypothesis of visual appeal to human emotions as stated in the evidence. According to the findings, these emotional appeals are most likely to be effective in this study, and a few particular tactics are utilized to attempt to modify people's opinions and behavioral intentions.

In particular, this research demonstrated that changing people's attitudes may be induced by tying the emotions of receivers to the emotional framing of communications. Research shows that when a person's present emotional state and the future emotional effects of a message are in sync, they are more likely to adopt positive views. In the appeal, the receiver invests some time in analyzing the arguments. Having a tense/anxious feeling increases one's expectations of the presence of or characteristics with corresponding emotional overtones. Because of this shift in expectations, the message becomes more effective in persuading people (Wyer & Srull, 2014).

5.2 Summary of main findings

This research analyzed the chain of activities that constitutes the exchange of messages (conventional vs. new media platforms) to assess the efficiency of digitalized propaganda posters aimed at young Vietnamese audiences. Knowledge, propaganda, or persuasion may be conveyed in various ways, depending on the context. The ability to express themselves and start communicating through a system of symbols, signs, sounds, and graphic elements is a characteristic of human beings

that allows them to be understood by their fellows and to recognize that they are members of a specific group; people who speak the same language follow the same set of grammatical and grammatical rules. The findings show that technological advancement and globalization positively affect propaganda.

This research aimed to explore whether the benefit of animated graphics came from their ability to elicit strong emotions in viewers. It is widely recognized that emotionally stimulating stimuli are prioritized and recalled more than static stimuli during cognitive processing. Because of the connections between the brain's emotion-processing centers and its memory centers, health-care-related stimuli like illnesses and complications are typically assumed to be highly remembered. It suggests that the animated graphics may be attributable to emotional arousal.

5.3 Framework design for Vietnameses digitalized propaganda communication

This study may have ramifications for both theory and practice. Understanding how consumers react to fear and self-concern messages in health promotions focus on this study's theorizing. This study also gives a framework for understanding consumer health trends via the effect of digital communication primes, which is an integral part of the whole picture. For practitioners, the findings indicate that if the Vietnamese government, welfare organizations, and persuasion professionals are interested in developing effective medical promotional campaigns targeting Vietnamese adolescents, properly execute fear-inducing promotional messages combined with the appropriate call-to-action offerings. Then, they will be capable of meeting the conception that one better healthcare decision can impact another in the long haul. The following three variables must be addressed by a designer/persuader when he or she strives to impact teenagers' views and behaviors:

Table 17 - The four independent variables need to be considered before generating manipulation visual impact

| 1. **Power of the statement**	The messaging comprised either powerful or ineffective reasoning, depending on the message intensity.
2. **Competence of the resource**	The statement was allegedly generated by either a professional or non-expert origin, depending on circumstances.
3. **Interpersonal relevance**	There must be observable evidence of lower or higher personal relevance; it will allow audiences to develop the psychological aspect of deciding by their choice.
4. **Effective widespread medium**	The message was sent through an easily accessible media with sharing capabilities, or via a specific political medium that was difficult to access and exchange.
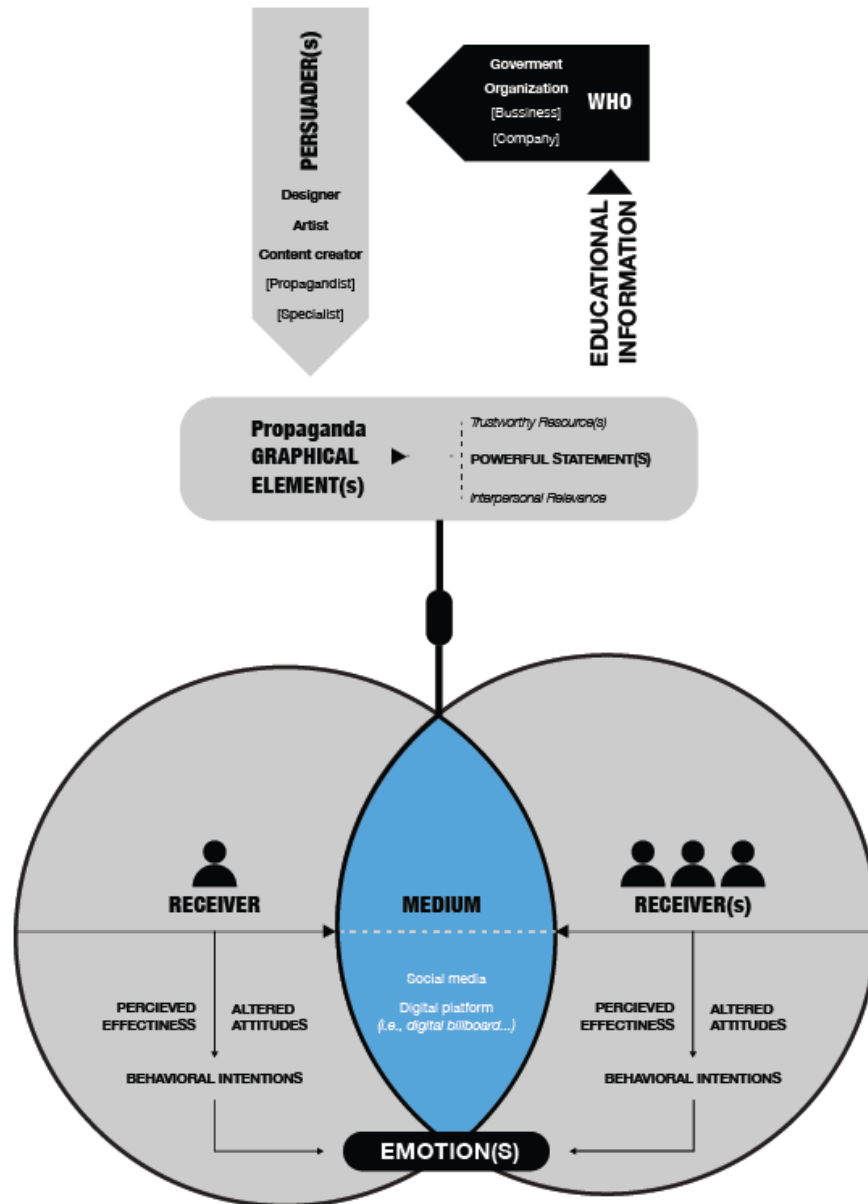
Fig. 3 - Proposed design framework for Vietnamese modern propaganda

5.4 Recommendations

There are many factors to consider when analyzing how propaganda is used in today's democratic society, such as the wide availability of internet and telecommunications approaches, as well as the ability of the persuaders to exploit their potential for persuasive communication, including their natural ability and goodwill. Consequently, people can get remarkable outcomes in positively influencing results that allow us to understand better the ideas, conception, and subject of the persuasive action regarding targeted messaging. These results are consistent with the hypothesis that when the matter was relevant, the adolescents

participated in careful processing of the message it featured explicitly. Even when the information was primarily short, people utilized source validity/expertise while reasoning about the consequence meanings directly to themselves.

Nevertheless, another factor that contributes to the effectiveness in which internet and digital platforms disseminate awareness is their attempt to target a wider audience with little effort, and viewers could indeed funnel the contents to reduce irrelevant data they do not want while keeping the relevant data they do want to perceive in the same place. Consequently, it is also realistically possible for regular citizens, government organizations, and authorities to reap the benefits of this accessibility to spread disinformation in pursuit of their agendas by using prominent social media platforms. Static posters, on the other hand, are something that people are pretty familiar with viewing. Static graphic images do not have the moving ability and may frequently blend into the background, remaining unnoticed by internet or mobile application users. They may be unable to gain audiences' attention because of their immovable nature. That does not mean static images cannot be intriguing or thought-provoking, but with the rising of animated and moving graphical content, video/animation content is becoming more popular. The world is witnessing the shift in behavior in the younger audiences as their attention spans toward informative messages are becoming shortened among digital channel platforms.

VI. CONCLUSION SUMMARY

6.1 Contribution of the research

Fake news has been shown to propagate false ideas like how sickness is transmitted in studies, in which social media interactions are like viruses that transmit from one person's awareness, attitudes, and behaviors to another. When people spread fake news, it implies that incorrect views are being "infected" into other people's minds and social groupings throughout the world. From the perspective of experts, false news travels swiftly, producing uncertainty in public opinion and hampering the work of epidemiologists in the field of epidemic prevention and control. It is a significant hazard to public health when misinformation is spread. It can create misunderstanding, foster trust, hurt people's health, and undermine public health initiatives.

Young people (particularly Vietnamese teenagers) are particularly susceptible to propaganda, disinformation, and false news since information and communication technology have become so fundamental to their lives in recent years. Young people spend a substantial amount of their time watching

television, playing online games, talking, blogging, listening to music, uploading images of themselves to social media sites, and seeking other people with whom to engage online, among other activities. They depend significantly on information distributed online to get knowledge of the world and to shape their perceptions of what is going on around them. Many parents and instructors lack the technological skills necessary to keep up with their children's internet activities while young educate them about the dangers they may be exposed to daily. As a vital component of social responsibility, **the government and organizations are responsible for giving young people the critical and information skills that they otherwise would not be able to acquire.**

The whole purpose of propaganda is to influence someone's thoughts about something; therefore, images of things that adversely depict environmental concerns have a specific objective in mind. The objective is to influence as many people as possible in the hopes that they will wish to contribute to making the world a better and healthier, and livable environment.

6.2 Research strengths and limitations

The findings of this research are confined in numerous additional aspects. The number of experimental stimuli was small. This inevitably limits our capacity to generalize to other subjects, other verbal formulations, or other visuals. Nonverbal and verbal information may have conflicted if a design with a language nonsupportive imagery condition had been used. Another possibility is that the within-subjects design generated a halo effect (Feeley, 2002; Hoyt, 2000).

Finally, as previously indicated, this study is based on a limited sample size in Ho Chi Minh City owing to the constraints of a Ph.D. research. The standard deviation of a population is used to assess its variability; the bigger the standard deviation, the less reliable the conclusions may be, since smaller sample sizes become less representative of the overall population. Nevertheless, this might serve as a starting point for additional investigation, given there is a paucity of study into propaganda and communication in Vietnam in general. This is the initial stage to enrich and nurture additional researchers in the Vietnamese propaganda communication studied area.

6.3 Potential future development

These discoveries provide a plethora of possibilities for future investigation. Specifically, unknown diseases/virus infections or even other healthcare issues (such as obesity or mental illness) are growing concerns; particularly among younger

generations; and they have a direct impact on body image dissatisfaction and self-esteem (Moffitt, 2018), tense/fear appeals may be an effective tool in the future if they do not raise ethical issues for younger generations. Effective measures may be included in a future study to establish their influence on subsequent intentions, especially for individuals at increased risk of acting recklessly due to a lack of helpful information. Also possible is the investigation of the influences of emotional behavior in the digitalized environment among high-risk Vietnamese adolescents as well as emotional responses resulting from digitalized culture and communication connection; however, only limited research has been conducted on the effects of tense/fear emotional appeals on health behaviors involving those subjects. As a societal problem that predominates in Vietnam's social and cultural features, it is necessary to investigate the influence of emotional communication appeals on this specific population.

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LIST OF FIGURES

LIST OF TABLES

LIST OF PUBLICATION, WORKSHOPS AND EXHIBITIONS

Workshop/conference

Paper title in the original language	**Application of Virtual Reality to enhance the interpretation of Museums in Ho Chi Minh City**
Event organizers - names	**Architecture, Engineering, and Technology (AET) – 4th** Editionhttp://www.press.ierek.com ISSN (Print: 2537-0154, online: 2537-0162)
Starting/Closinh date of the event	11-13, Jan 2021
Country	Egypt
Total number of participants	03
Authors'names	**Quynh Giao Pham[1]; Trieu Hoang Anh, Le[2]; Minh Hieu Nguyen[3]**
Keywords in the original language Keywords in English	Virtual Reality, Museum, Interpretation, Technology Innovation, User Behavior
Sources	https://www.ierek.com/events/aet-2021#conferenceprogram

Publication

Paper title in the original language	**The Influence of Tourists' Experience on Destination Loyalty: A Case Study of Hue City, Vietnam**
Journal name	**Sustainability** ISSN (electronic): 2071-1050
Date	Received: 9 April 2021 / Revised: 25 June 2021 / Accepted: 25 June 2021 / Published: 9 August 2021
Total number of participants	04
Authors'names	**Vo Viet Hung, Sandeep Kumar Dey, Zuzana Vaculcikova and Le Trieu Hoang Anh**
Keywords in the original language Keywords in English	Tourist satisfaction; tourist loyalty; tourist experience; destination image; tourist motivation; hue city
Sources	https://www.mdpi.com/2071-1050/13/16/8889 https://doi.org/10.3390/su13168889

Book chapter

Author	**Trieu Hoang Anh , Le** – 1 chapter
Book chapter title in the original language	**Propaganda of healthcare during the pandemic era in Vietnam – Young Vietnamese awareness perceptions towards the unfamiliar disease**
Keywords in the original language	Vietnamese propaganda, young generation, media platforms, construal level theory (CTL), COVID-19
Book author/editor	Maňasová Hradská, Miroslav Zelinský, Holt Meyer, **Le Trieu Hoang Anh**, Lukáš Gregor, Jana Horáková, Andreas Gajdošík
Book title	Gesta síly / Gestures of Power
Edition	01
Place of publication	Czech Republic
Year of publication	2021
ISBN of the book	978-80-7678-050-7

Artistic Activities: Exhibition/Competition

Project title in the original language	**The short animated film called "How to fight the Corona?"**
Event organizers - names	**Festival BAB (Biennial of Animation Bratislava) - International Festival of Animated Films for Children**
Starting date of the event	Now
Closing date of the event	January 31st, 2021
Location	Bratislava
Country	Slovakia
Type of submission	Animation
Number of international participants	Teamwork- 6 international participants
Sources	https://www.facebook.com/festivalBAB/posts/4039374996114031 https://www.behance.net/gallery/101168441/THE-INVISIBLE-ENEMY-K-THU-VO-HINH?fbclid=IwAR2x9Sv2m86YxQtLjyJXqZNK-owCQM3iBHSfbI9vtkwTlTHsPfIISrttXEc https://www.youtube.com/watch?v=io0itkiPDuo

CURRICULUM VITAE

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About me: Proactive, devotional, diligent, loyalty, professional, careful, hard-working, responsible, love to study, well management and able to work under pressure.

WORK EXPERIENCE

2018 – CURRENT – Ho Chi Minh, Vietnam
HEAD OF PRACTICAL DESIGN EXPERTISE DEPARTMENT –
FACULTY OF INDUSTRIAL FINE ARTS - TON DUC THANG
UNIVERSITY
Leadership and Management
Responsibility for Teaching and Students
Knowledge Transfer
Employee Management
Quality Assurance
Development of Academic/Research Standing

2018 – CURRENT – Ho Chi Minh, Vietnam
BRANDING CONSULTANT – DCI INTERIOR DESIGN & BUILD
Book, produce and submit advertising and editorial content for marketing projects.
Develop marketing and branding strategies to meet specific sales targets.
Liaise with sales, customer service and laboratory staff and management on specific projects.
Liaise with company partners, consultants and external sales people to develop marketing projects.
Edit and proofread copy supplied by staff and management.

2015 – 2018 – Ho Chi Minh, Vietnam
GRAPHIC DESIGN LECTURER –
FACULTY OF INDUSTRIAL FINE ARTS - TON DUC THANG
UNIVERSITY
Design Process
Illustration and Image making
Typography/information design
Branding and Identity (delivery across all platforms)
Packaging
Digital interdisciplinary creative practice
Knowledge and understanding of broad range of Graphic Design disciplines
Knowledge and understanding of theory and contextual studies

2012 – 2015 – Buon Ma Thuot, Vietnam
GRAPHIC DESIGN LECTURER – COLLEGE OF CULTURES AND ARTS
Teaching Adobe Photoshop, Illustrator techniques, graphic design courses (graphic design principals, layout, typography...)

2014 – 2015 – Buon Ma Thuot, Vietnam
ART DIRECTOR – DAI NHAT QUANG CO.
Book, produce and submit advertising and editorial content for marketing projects.
Develop marketing and branding strategies to meet specific sales targets.
Liaise with sales, customer service and laboratory staff and management on specific projects.
Liaise with company partners, consultants and external sales people to develop marketing projects.
Edit and proofread copy supplied by staff and management.

2012 – 2013 – Buon Ma Thuot, Vietnam
WEB/GRAPHIC DESIGNER – DAI NHAT QUANG CO.
Web layout design, packaging design, ad design, design business stationery, logos and promotional materials.

2010 – Ho Chi Minh, Vietnam
COMMERCIAL GRAPHIC DESIGNER – HAC VIET CO.
Design business stationery, logos and promotional materials.

EDUCATION AND TRAINING

2007 – 2011 – 19 Nguyen Huu Tho Street, Tan Phong Ward, District 7, Ho Chi
Minh, Vietnam
B.A - BACHELOR OF ARTS – Ton Duc Thang University - Faculty of
Industrial Fine Arts

2014 – 2015 – 51 Merchant Road, Singapore, Singapore

M.DES - MASTER OF DESIGN WITH MAJOR IN GRAPHIC DESIGN –
Raffles College of Design and Commerce

2019 – CURRENT – Univerzitní 2431 , Zlin, Czechia
PH.D. - VISUAL ARTS – Univerzita Tomáše Bati ve Zlíně

LANGUAGE SKILLS

Mother tongue(s): VIETNAMESE
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2:
Proficient user

DIGITAL SKILLS

Adobe (Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After
Effects, XD, Muse)
Microsoft Office.
SPSS Statistical Tool

HONOURS AND AWARDS

2015
Singapore Design Award – Design Business Chamber Singapore

Southeast Asia's leading design award – The Singapore Design Award (SDA)
2015 honours outstanding designers, design students and design practices from
across the world and aims to raise awareness for the region and the strategic role
of designers with Singapore at the heart of a dynamic Southeast Asia.
https://www.studyatraffles.com/rafflesnews/outstanding-work-by-aria/

Le Trieu Hoang Anh, MD

A design framework for Vietnamese modern propaganda

**Understanding how belief could be shaped through audiences'
information processing, and how the design could become a visual
communication tool to raise awareness in young Vietnamese
adolescents.**

Designový rámec pro vietnamskou moderní propagandu.

Pochopení toho, jak může být víra utvářena prostřednictvím zpracování informací
publikem, a jak by se design mohl stát nástrojem vizuální komunikace ke zvýšení
povědomí u mladých vietnamských adolescentů.

Doctoral Thesis Summary