

Opponent's Report on Doctoral Thesis

Doctoral student's name(s) and surname	Le Trieu Hoang Anh, MD		
Degree programme	P 8206 Visual Arts		
Degree course	8206V102 Multimedia and Design		
Mode of study	Full-time	Acad. Year	2021/2022
Thesis Title	A design framework for Vietnamese modern propaganda		
Supervisor	prof. akad. mal. Ondrej Šlivka, ArtD.		
Opponent report written by	prof. Mgr. Peter Štarchoň, Ph.D.		

The topic of the doctoral thesis can be considered as innovative, reflecting current state of knowledge and important for enriching current mass-media theory with some practical consequences. It is focusing on a specific (and quite sensitive) area of propaganda as one of the effective communication methods with direct liaison to visual communication oriented on its influence on the daily life of Vietnamese people, primarily concentrating on young Vietnamese adolescents with some practical applications within the frame of informing and influencing communities' self-health awareness and increasing health-care campaign's efficiency. The purpose of the doctoral thesis is clear and justified, the topic itself has been successfully specified and fully understood by Le Trieu Hoang Anh.

As far as formal requirements and are concerned, the work fulfils demanded requirements, the doctoral thesis is written with an appropriate academic style. The doctoral thesis is consistently divided into six main chapters: I. Introduction, II. Literature Reviews, III. Methodology and Discovery Tool, IV. Data Presentation & Analysis, V. Discussions, Findings & Recommendations and VI. Conclusions. The structure of the thesis was well presented, Figure 1 was more than helpful in this regard (p. 17). Logical structure is visible, but small changes concerning the structure would be welcome as the research objectives, aims and some particular research information were presented in the first chapters before the literature reviews, resp. current state of knowledge. The content of the subchapter 1.5 Definition of terms could be placed into enclosures.

Concerning theoretical background several specific and implied meanings of the word "propaganda" were explained, selected categories, techniques, and applications were presented, the communication model based on theory of communication and persuasion was updated. Propaganda through time in Vietnam, graphic language in Vietnamese propaganda and current Vietnamese propaganda and persuasion were examined, the results are much more than interesting within the scope of solved topic. But unfortunately, the relationships between propaganda, fake news and/or social marketing communication are missing.

Theoretical parts of doctoral thesis are based on literature review and secondary research with respecting the topic's attractiveness. The huge number of relevant sources (see References) was selected consistently, but more up-to-date sources would be welcomed.

The objectives of the doctoral thesis were explicitly presented not only in the introduction of the work, but also in the part oriented on methodology and discovery tool. The definition of the primary and secondary objectives of the doctoral thesis could be stated. I appreciate the scientific methods and tools selection and interdisciplinary approach used. The combination of qualitative and quantitative researches was appropriated, the potential of observation and self-reflection were accounted too (additionally, see Figure 22: The model of deductive approach for this research formulation, p. 101). The limitations of sample size were reflected, but the used terminology (target audience) should be more relevant in this way.

The methodology applied by the author seems to be relevant to the aim of the research as it implements secondary as well as primary researches. The consistency of the used methodology is obvious as the four research questions and seven particular hypotheses were answered and verified. Thus, a discussion was generated based on the research question and hypotheses, resp. research outcomes.

Scientific contribution and practical applications of the doctoral thesis are obvious. The results cannot be considered only as a stimulus for future research and discussion, but the outcomes – as the doctoral student clearly stated – “may improve the created stage of modern Vietnamese propaganda; the other researchers or designers can consider the framework as a useful model for future designs”. Additionally, the research results could help to raise awareness among the young generation about educational cognition and might change or guide their behaviors. And finally, public authorities should “pay more attention to the development of propaganda design structure as a useful model for designing purposes to influence the specifically targeted groups”. The proposed design framework for Vietnamese modern propaganda (see Figure 23, p. 116) has some practical implications too.

In addition, I appreciate Le Trieu Hoang Anh's approach to the topic, the Ph.D. student has tried to cover all areas of her scientific research and I have to conclude that the content and selected results of the thesis fulfill the author's ambitions stated in the introduction of the thesis.

Questions for Discussion

I would like Le Trieu Hoang Anh to answer the following questions as a starting point for the discussion:

1. What is the main objective of the doctoral thesis?
2. Could you, please, give some examples of best practices within the frame of solved topic?
3. Briefly describe selected effective communication campaigns on coronavirus prevention practices. Were the fear appeals used in the communication strategy to motivate people to take certain action?
4. What are the practical implications and consequences of your research findings?

Conclusion

The work, in general, fulfils demanded standards, it can be considered as a starting point for future research and the practice as well. Le Trieu Hoang Anh proved a wide range of theoretical knowledge and practical skills and presented her competence and ability of scientific work. I recommend Le Trieu Hoang Anh to defend the doctoral thesis and – in the case of successful defence – to be awarded the academic degree “Philosophiae doctor” – PhD. in the degree programme Visual Arts, degree course Multimedia and Design.

In Zlín, June 1, 2022

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