

# UNiversitas: Journal of Research, Scholarship, and Creative Activity

---

Volume 5  
Number 2 *Forum Theme 1: Provost Colloquium  
on Interdisciplinarity & Forum Theme 2:  
Selections from the 3rd Annual College of  
Humanities and Fine Arts Graduate Research  
Symposium*

---

Article 6

9-2009

## Mentor's Introduction [to Diong Trong Hue's Paper]

Victoria De Francisco  
*University of Northern Iowa*

Follow this and additional works at: <https://scholarworks.uni.edu/universitas>

*Let us know how access to this document benefits you*

Copyright ©2009 Victoria De Francisco

---

### Recommended Citation

De Francisco, Victoria (2009) "Mentor's Introduction [to Diong Trong Hue's Paper]," *UNiversitas: Journal of Research, Scholarship, and Creative Activity*. Vol. 5 : No. 2 , Article 6.  
Available at: <https://scholarworks.uni.edu/universitas/vol5/iss2/6>

This Forum Theme 2 is brought to you for free and open access by UNI ScholarWorks. It has been accepted for inclusion in UNiversitas: Journal of Research, Scholarship, and Creative Activity by an authorized editor of UNI ScholarWorks. For more information, please contact [scholarworks@uni.edu](mailto:scholarworks@uni.edu).



**Introduction by Victoria De Francisco,**  
Professor of Communication Studies

Duong Trong Hue from Dong Ha city, Vietnam, was selected as a Fulbright Scholar to complete an MA degree in Communication Studies at UNI. His research focus was the study of communication in organizations, and he specialized in the communication effectiveness of health-related Non-Governmental Organizations. “Using Communication Theories in Mine-Risk Education Campaigns: The Case of Vietnam” was written for a class during his first year of a two-year academic program. His final research paper required for the graduate degree includes a case study of the advocacy strategies used by an NGO based in Washington, D.C. Duong has had a long-time commitment to work for NGOs, most recently for one that specializes in mine-risk education in Vietnam.

In this research study, Hue applies the knowledge gained from his degree in organizational communication theory and health communication to assess the effectiveness of three United Nations Children’s Fund (UNICEF) partner organizations’ mine-risk education programs in Vietnam. In doing so, he reveals important links between theory and practice. He examines a variety of communication artifacts from the NGOs used in both mass media and face-to-face training. The combination of data sources and layered levels of textual theme analysis provide a more complete picture of the programs’ effectiveness and make the communication strategies used more transparent. Using health communication theory as a frame of reference, Hue concludes the study with specific practical implications and directions for further research. In



doing so, he contributes to both pragmatic life-saving efforts and the extension of communication theories to NGOs.

Shortly after graduation from UNI in May, 2009, Duong Trong Hue was offered a lecturer teaching position at the Professional Communication Program at RMIT University in Ho Chi Minh City. RMIT is a leading private university in Australia and South East Asia and the first university in Vietnam to have a professional communication program. Duong will also consult for an NGO that focuses on traffic safety, particularly on public awareness and advocacy for policy changes at the governmental levels.