

# Multimedia Communication Students' Concepts of Sustainability and the role of Media students in sustainable development in the digital age

Duyen Nguyen Thi My<sup>1\*</sup>, Luan Nguyen Trong<sup>2</sup>

<sup>1</sup>Multimedia Communications, Department of Business Administration, FPT University, Can Tho City, Viet Nam

<sup>2</sup>Head of Experimental Entrepreneurship Department, FPT University, Can. Tho City, Vietnam

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## ABSTRACT

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One of several higher-level dispositions that are crucial for students' future professional responsibilities is sustainability, which is increasingly recognized in the sphere of higher education as a crucial capability of successful graduates. Discussions about sustainability frequently presuppose that everyone has the same understanding of the concept and varying perspectives can make effective conversation challenging. In the specific setting of their tertiary education, this paper presents an empirical assessment of the perspectives on sustainability held by communication students from a business faculty at a large metropolitan university. Besides, the research also explores the conception of communication students about the role of social networks in sustainable development and the role of communication students in sustainable development. This study contributes to providing more material on the concept of sustainable education and raising students' awareness of sustainable development, highlighting the issue of strengthening, spreading, and upgrading the awareness of young people, especially students. Research also promotes and encourages educational methods that use a combination of practical examples that are close to reality and highly applicable.

**Keywords:** higher education; professional preparation; students' conceptions; graduate dispositions; social media; Sustainability; Sustainable Development.