


## Vietnam's Online Newspaper Development Trend in the Context of Social Media\*

Trend rozwoju gazet internetowych w Wietnamie w kontekście mediów  
społecznościowych

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**Abstract:** According to statistics from the Ministry of Information and Communications, as of December 2022, the whole country has 127 news agencies; 670 journal agencies (there are 327 journals of political theory and science, 72 journals of literature and art); 72 radio and television agencies. Personnel operating in the field of journalism are about 41,000 people, of which the radio and television sector is approximately 16,500 people. Compared with 2021, personnel is relatively stable and the number of personnel granted journalist cards increases significantly. There have been 19,356 cases of being granted journalist cards. It is easy for the public to check the names of long-term online newspapers and major readers such as "VnExpress," "Dan Tri," "Vietnamplus," "VietNamNet," etc. The emergence of multimedia journalism is an important step towards shaping the new type of digital storytelling and the future of journalism. In the process of renovation, the Vietnamese press is also gradually transforming and approaching new media products (Long-form/E-Magazine/

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\* This study was supported by a fellowship grant from the Thai Nguyen University of Science, Vietnam. We want to express sincere appreciation to the Faculty of Journalism Communication (FJC), TNU - University of Science, for their academic and financial. These acknowledgements are not complete without thanking online offices for their useful advice and moral support toward the success of this study.

Megastory) that show long, in-depth stories and multi-purpose writing, photos, audio, video, photographers, etc. According to "Vietnamplus" – a press agency leading this trend, when you first bring this type of work to the public, it is unexpected that these works are received more strongly than other types of media. We use questionnaires to build public perceptions and observations as journalists working for five major online newspapers in Vietnam. The data is taken from in-depth interviews with journalists, editors, editorial staff, and editors-in-chief of five major online newspapers in Vietnam. We choose the sample according to the sampling method of the case. In the context of social media, Vietnam's online newspapers have developed and changed significantly. These findings will enrich and have a typical impact by clarifying two main contradictions that exist in Vietnam's online newspapers. Those are conflicts between news products, regular articles and media products, e-magazines, megastory and conflicts in organizations producing online newspapers. From there, the article looks at how Vietnam's online newspaper is going to grow, how it uses visual reporting, and how excited journalists and press managers are about it.

**Keywords:** Multimedia, Digital-megastory, long-form, e-magazine, online newspaper, social media, Vietnam

**Streszczenie:** Według danych statystycznych Ministerstwa Informacji i Komunikacji w grudniu 2022 r. w całym Wietnamie działało 127 agencji informacyjnych, 670 agencji czasopism (327 czasopism z zakresu teorii i nauki politycznej, 72 czasopisma z zakresu literatury i sztuki) oraz 72 agencje radiowe i telewizyjne. Personel zatrudniony w tej branży stanowi ok. 41 000 osób, z czego sektor radiowy i telewizyjny to ok. 16 500 osób. W porównaniu z 2021 r. sytuacja kadrowa pozostaje stosunkowo stabilna, a liczba legitymacji dziennikarskich przyznawanych pracownikom tego sektora znacznie wzrosła – odnotowano 19 356 takich przypadków. Obywatele mogą łatwo sprawdzić tytuły wydawanych od dłuższego czasu poczytnych gazet internetowych, takich jak: "VnExpress," "Dan Tri," "Vietnamplus," "VietNamNet." Pojawienie się dziennikarstwa multimedialnego jest ważnym krokiem w kierunku kształtowania nowego rodzaju cyfrowego przedstawiania historii i przyszłości dziennikarstwa. Prasa wietnamska w procesie swojego rozwoju stopniowo przekształca się i przybliża do nowych technologii medialnych (Long-form/E-Magazine/Megastory), które prezentują odbiorcom długie i pogłębione historie, wieloaspektowe relacje, zdjęcia, audio-wideo itp. Jak informuje "Vietnamplus," agencja prasowa monitorująca ten trend, udostępnienie po raz pierwszy wietnamskiej opinii publicznej produktów dziennikarskich w formie online pokazało, że nieoczekiwanie obrazy te zostały silniej odebrane niż inne rodzaje mediów. Jako dziennikarze pracujący dla pięciu głównych gazet internetowych w Wietnamie przygotowaliśmy kwestionariusz służący do badania opinii publicznej. Dane empiryczne zostały uzyskane na podstawie pogłębionych wywiadów przeprowadzonych wśród dziennikarzy, redaktorów, redaktorów naczelnych i pracowników redakcji pięciu głównych gazet internetowych w Wietnamie. Metoda doboru próby została wybrana zgodnie z naukowymi procedurami badawczymi. W odniesieniu do mediów społecznościowych nastąpił znaczny progres w kontekście wietnamskich gazet internetowych. Dane uzyskane na podstawie zrealizowanych badań wzbogacą dotychczasową wiedzę w tym zakresie, ale pomogą także wyjaśnić przyczynę dwóch głównych sprzeczności, z którymi zmagają się współczesne wietnamskie gazety internetowe. Są to konflikty istniejące zarówno między produktami informacyjnymi, zwykłymi artykułami i produktami medialnymi, e-czasopismami, megastory, jak i konflikty w redakcjach wydających gazety internetowe. W tym kontekście celem artykułu jest zbadanie kierunku rozwoju gazet internetowych w Wietnamie, pokazanie, w jaki sposób wykorzystuje się

wizualne relacjonowanie zdarzeń. Istotne jest także naświetlenie atmosfery towarzyszącej dziennikarzom i kierownictwu agencji prasowych w związku z wydawaniem publikacji internetowych.

**Słowa kluczowe:** Multimedia, Digital-megastory, long-form, e-czasopismo, gazeta internetowa, media społecznościowe, Wietnam

In 2022, the media's information work shows more clearly the leading, proactive, timely and effective role of propagandizing important issues and events of the country, contributing to creating a social consensus festival. Immediately after the advent of the Internet, the world's first online newspaper, the "Chicago Tribune," was born in May 1992, and then in 1994, Hotwired's online version of the first banner ads set the stage for a number of famous US press agencies to publish online versions of newspapers such as the "Los Angeles Times," "USA Today." Online newspapers were born later than physical newspapers, radio and television. However, it has more advantages in terms of interoperability between the newspaper and the public and among the public, and the ability to quickly and easily store and retrieve information.

Author Duong Xuan Son said: "Online newspapers are a new form of journalism that combines the advantages of print, audio, and video newspapers, using high-tech elements as a decisive factor. The process of producing and transmitting information is based on the global internet platform" (Son 2007). In the book *Online Newspaper – Basic Issues*, the definition of "online newspaper" is given as "a type of journalism built in the form of a website, published on the Internet, which has the advantage of conveying information quickly, instantly, multimedia, and highly interactive" (Giang 2011: 53).

Information is easily available because there are no barriers in terms of space, time, or geographical distance as long as the device is linked to the network. As a result, online newspapers are becoming increasingly essential in social life. Online newspapers offer numerous benefits in terms of interactivity, interacting between newspapers and the public, facilitating the creation of press forums, multimedia capabilities, up-to-date news, and the ability to update information quickly, new, hot, and centrally.

In the burgeoning context of social media, studies have shown that when newspapers wanted to enter the online world for the first time, it was believed that the public prefers concise content. It has been this way as it was less time-consuming. But a few years ago, they realized long narrative writing

could be combined with multimedia elements: images, sound, graphics, and video clips. All that makes the articles more interesting for readers.

The online newspaper public is interested in the shortest and most eye-catching news which still maintains an element that is easy to comprehend for all audiences. This study's results are expected to show that Vietnam's online newspapers are developing rapidly, with a variety of multimedia products, maximizing the creativity of the public. Modern newspapers and technological applications are the major challenges for social networks.

## **1. Literature review - contribution**

In the US in the 1980s, "USA Today" started to implement a variety of charts, graphics, and large images presented in eye-catching colours to refresh the appeal of information compared to the black and white newspapers with walls of text from that era. Later on, the way in which information is transmitted through graphic distribution reached European countries such as England, Germany, France, and Spain (1986).

Mark Deuze - a scholar from the University of Amsterdam - is one of the few researchers who have been trying to identify multimedia journalism and the challenges it poses to the content of stories to be covered by journalism. In 2004, he argued in *What is Multimedia Journalism* that multimedia journalism constitutes a new professional identity for journalists, sometimes defining what the public sees or hears and reviewing the definition of multimedia journalism. In another article, he also analyzes news websites and defines the three main characteristics of online journalism: hypertext, interoperability, and multinationalism (Deuze 2004).

### **1.1. Literature review - contribution 1.0**

The first newspaper to start producing this content was the "New York Times" with John Branch's work - *Snowfall-Snowfall* in 2012. The work tells the story of a group of skiers lost in the snow slides. This work combines long text and some multimedia elements such as photos, videos, audio, infographics, etc. This super work attracts a large number of readers to follow and interact when it reaches 3.5 million followers and interactions in the first week of the online technology platform launch. It's one of the first major online stories

to be accepted by the public as a long and engaging piece of press work. The project became so popular that it provoked reactions in the United States, Russia, and a number of other countries. The work became an international hit in 2013 and received the Pulitzer Prize. A number of newspapers then applied this trend of multimedia journalism to their articles (Greenfield 2012).

In 2014, the article *Story First – Publishing Narrative Long-Form Journalism in Digital Environments* by Maria Lassila was analyzed by Atavist, a US publisher, in 2011, and by Long Play, an e-book publication. The debut of Finland in 2013 was marked by long non-fiction works and surveys of international publishers. The results show that the digital online environment offers the press new opportunities for narrative-style articles, such as multimedia elements and online presence, which increase the authenticity and accuracy of the story and undermine its role-playing effects due to too much sensory stimulation.

In June 2016, two researchers, Cornelia Wolf and Alexander Godulla's dissertation *Potentials of Digital Long-Form Journalism* showed readers the potential of long-form journalism today. They conducted a survey among mobile Internet users on the level of online devices. The article proposes integrating the concepts of internet-specific quality and user relevance with quality to focus on the potential for content innovation in media management research. They rely on the relevance of Internet devices in the recipient's communications directory for basic information and the use of digital long formats. Second, the author builds on user expectations about the specific qualities and attitudes of the Internet towards paid advertising and content. Filtering and intuitive usability, you do not want to be part of the story with interactive and engaging features. Another thing to note is that users are willing to pay for a long-term press that meets their needs, but media companies should give people the option to buy instead of paying for a subscription.

## 1.2. Literature review – contribution 2.0

In July 2018, Kate Kartveit conducted a survey on how audiences react to the structure, the design of visuals, and the narrative flow of a multimedia story entitled *They Never Made It to the End: Reader Uses a Multimedia Narrative*. Research news sites using eye-tracking experiments, the case in this study represents a new phenomenon for the investigation of long-term multimedia features. It is particularly interesting to explore how the reader interacts with this kind of storytelling because the story is constructed as a multimedia story

presented by the author. The findings of this study show that the reader follows along with the author's story flow in a given chapter.

Kobie Van Krieken's *Literary, Long-form, or Narrative Journalism* study from 2019 analyzed and clarified the structural and stylistic characteristics of press stories as well as their impact on current suggestions for future research with a focus on audience assessment of narrative journalism in terms of subjective perception and honesty.

Also in 2019, *Analysis Ketertarikan Generasi Millennial Pada Long-form Journalism Visual Interactive Kompas*, was published by Kompas. In 2016, Kompas launched a new journalism product, namely news writing, a long press type called the Virtual Interactive Compass (VIK). This platform is designed in such a way as to present in-depth news and enrich interactive elements from a multimedia perspective. The Millennials are one of the younger generations living in the digital and online era. The Indonesian Internet Service Providers Association (APJII) announced that the majority of Internet users are from this generation in October 2016. The purpose of this study is to determine which factors are becoming of annual interest to VIK through four aspects, namely: method, accessibility, interactivity, and navigation. This study is a descriptive qualitative study using the case study method. The data collection techniques used in this study were in-depth interviews, document studies, and online data searches. Among the results of this study are the changes in in-depth news writing in the millennial generation; the VIK long-format press presentation with multimedia elements is considered informative and interesting by millennials, and millennials are used to the everyday presence of gadgets, as well as to the search for information.

### 1.3. Literature review – contribution 3.0

Manuel Menke's *Multimedia Journalism* study of 2019 also analyzed and discussed the new type of journalism. Multimedia journalism is a term for many phenomena involving three aspects: production, presentation and news consumption. The long story covers a number of media platforms and media formats. This study provides a general overview of what multimedia journalism does, and provides a brief history of its appearance. According to those three aspects, both the development of multimedia journalism in practice and the research program on the type of multimedia have already been discussed. The reader will get an overview of how journalists and media companies integrate and create multimedia stories, and how they are reflected



in multimedia work across devices and platforms. The reader will also get background and insight into the use of effects related to the consumption of multimedia news and potential long stories for the public to experience.

Thus, it can be seen that the above studies have provided a great deal of experience and profound and practical solutions to the type of multimedia journalism, but some studies are not really comprehensive. There are certain limitations here. On the other hand, the themes referred to above are mainly surveys and analyses of information in the international press aimed to show the advantages and guidance for the future development of multimedia products.

The book *A Practical Guide to Graphics Reporting. Information Graphics for Print, Web and Broadcast* (2013) by Jennifer George-Palilonis systematically examines the issue of images in digital media. At the same time, the work also provides the most basic theoretical system and concept in this field.

There have also been a number of studies on the type of multimedia journalism in the world, studies selected to survey many newspapers, many stages, and many different focus issues to create a system of issues. This shows that multimedia products are interesting and there are high expectations for the future development of the global press.

#### **1.4. Literature review – contribution 4.0**

In Vietnam, information processed in charts and photos has been presented online by “Vietnamplus” since 2005, and “Vietnamplus,” “VnExpress,” “Tuoi Tre” and “Dan Tri” have joined the trend until now. The graphics have been exploited to convey information and attract a large number of readers to follow.

The book from 2010 *Design-Modeling & Layout* by author Roger C. Parkers provided an overview of the illustrations in the form of an online newspaper and suggested ways to best promote the advantages of this reporting format.

The report from 2001 on the results of graphic research in the newspaper *Reporting and Editing News Graphics* by Kelly Barry – Assistant Editor of the US Graphics Division – recently provided very specific statistics on the importance of visual elements in news design, where photographs and graphics are the most important. From there, the author gives the best overview of the methods used to represent diagram information through a number of vivid examples.

The book from 2001-re-published in 2012 *The Language of Journalism* by Vu Quang Hao carefully and systematically explores the language used in journalism (specifically, the book deals with theoretical issues and the language practices of print and broadcast newspapers) and the language of

advertising and advertising reporting. In journalism, the author quoted the language of non-textual information in the tenth part of the book as follows: "The life that exists around us sometimes has many miracles. It's strange. The bird on our roof sings every day, and we never pay attention to letting the day vibrate naturally with every holy voice. The wildflower that has been forgotten for many days without anyone looking at it suddenly blames you for being careless and not seeing that it's so beautiful. The same applies to non-textual information..." (Hao 2016). In terms of non-textual information, the author, Vu Quang Hao, also points out another way of calling it that time, the online newspaper; at the same time, the author has also succeeded in providing initial theoretical foundations for non-textual information (with many forms, such as charts, graphs, diagrams, maps, tables, etc.).

In the book *Content Organization and Print Presentation Design* (Phuong 2006), the author outlines principles and methods for organizing content and designing, and presenting them in newspapers and magazines; using IT software for newspaper design and magazine design such as Photoshop, QuarkXPress, and in addition to the substantive content mentioned above, the author also considered and studied information graphics as an important form and direction for the future development of journalism.

### 1.5. Literature review – contribution 5.0

*Online Newspaper – Basic Issues* (Giang 2011) clearly outlined the process of Internet formation and development; the story of the birth and development of the online newspaper. At the same time, the author also outlined the most basic features and characteristics of online newspapers, how to write and present information on online newspapers; the editorial model and the process of producing information for online newspapers, in particular some online newspapers in Vietnam.

The book *Journalism in the Modern Media Environment* (Loi 2014) referred to press issues in the media convergence environment, such as social media, internet communication, and media theories such as "gatekeeper," "silence spiral," "use and satisfaction," "planning;" converging communication, converging newsroom and multimedia writing skills. In particular, the author has systematically researched the term "infographic" or "visual graphic" in the section on multimedia writing skills. From a conceptual interpretation point of view, the author has introduced an infographic design process with three main steps: information interpretation-frame formation-concept design.



The article *Using Graphic Information on Vietnam's Online Newspaper* (Dao 2015), published in "The Journalist Magazine," clarified the concept of the category of infographic and graphic information. Since then the author has pointed out the current situation of using graphic news for "Vietnam-plus" – the first newspaper to use the category of graphic news. Finally, the author also proposed a number of recommendations to improve the quality and quantity of the graphic news genre in today's news speed update contest.

*Graphics in Journalism Works on Vietnamese Online Newspapers Today* of journalist's Dao Thu Trang, has a theoretical basis for general media graphics and online newspaper graphics. Since then the author has investigated, analysed and assessed the current situation of the use of graphics in the press work of the online newspapers "VnExpress," "Dan Tri," at the same time, he has proposed a number of solutions to improve the graphic quality of current Vietnamese online newspapers.

In 2010, Pham Thi Hong, Institute of Journalism and Propaganda, gave a dissertation on *The Way to Report Multimedia Today on Online Newspapers in Vietnam*. The topic was an online newspaper, and it provides facts and solutions to improve the efficiency of the long-form method.

In 2017, *Today's method of organizing and managing the production of multimedia products for online media in Vietnam*, by Nguyen Chi Thieng, Institute of Press and Propaganda, by means of theoretical research and practical surveys on the organization, management and production of multimedia products in a number of press agencies and online newspapers in Vietnam, the thesis contributes to the reinforcement of the theoretical framework of organizational modality, production management of multimedia products and experience, the organization and management of the production of multimedia products in Vietnam. Knowledge and capacity to organize and manage the production of multimedia products in our country's online newspaper publishers. In addition to the research work, there are also a few long-form works on how to view content, as well as on how to implement a multimedia product in online newspapers in Vietnam.

## 1.6. Literature review – contribution 6.0

Intensive, interesting, and comprehensive is a way to retain readers of Hang Nga, published in the newspaper "Cong Luan" on 9 2017, which quotes an interview with the editor-in-chief of "Vietnamplus," the journalist Le Quoc Minh. This work shows that Vietnam plus is a pioneering newspaper for multimedia

journalism and how to operate a product. It is also a way to retain readers, providing a lot of interesting and comprehensive information. “Vietnamplus” has many ways of doing this, and innovation over the long term is a highlight that we are focusing on developing. And the hard part is always the gray area and the dedication to use it. As far as human resources are concerned, we are still implementing the policy of doing so on our own, promoting the strengths of each pen, encouraging them to be more creative and passionate about creating their own as well as publishing many new stories. It’s unique indeed.

The article *Writing for Longform is Extremely Interesting* by author H. Nga was published in the “Cong Luan” newspaper on January 18, 2017. The article that records the interview with journalist Cam Tho is an emotional, energetic piece of journalism that is carefully prepared, deep and multidimensional. She said that a long-form article allows readers to measure the effects and interactions with readers. With the characteristics of both content and form, long-form articles provide readers with new experiences in reading online newspapers.

The work *The Press is Looking Back on Itself and a New Direction* by Khoa An, was published by Thanh Hoa Newspaper’s Person on January 18, 2017. The article summarizes the views of journalist Nguyen Ba, Deputy Editor-in-Chief of Infonet newspaper, on the tendency to make positive journalism and to explore social issues in a mature and kind manner. However, you need to know how to make the most of it and deepen it to attract readers.

Previous studies have focused on online newspaper research in Vietnam on many aspects such as online media and data journalism. As mentioned, there have been a few studies related to the work of multimedia journalism related to the work of multilateral journalism, referring to different aspects of media work in order to develop and guide the new direction of journalism. In fact, however, there is no complete document on how to apply the modern long-form form of online journalism to the production process of online journalism. Even the development of Vietnamese online newspapers in the context of social media has been mentioned by very few researches mentioned above. It can be seen that the use of long-form articles in online newspapers in Vietnam is becoming a new step for the press, especially online newspapers.

With the objectives set out above, this article is based on the theory of setting the agenda in such a way that on the basis of meeting the information and communication needs of the social public, the media displays the social link method, thereby creating the strength and the society to participate in addressing public needs. From the social intervention theory of the media, it is possible to understand the social interference of the media-the media is the

means of providing information and knowledge and creating a public-social forum for the sharing of knowledge, skills and experience on the basis of actual programs or needs for a specific purpose relating to current events and issues in question; on that basis, to help the public. In addition, this paper also applies the "information society" theory of Canadian media theorist Marshall McLuhan (1911–1980) to the analysis of the social impact of media technology. From a historical point of view, communication techniques (software, technology) have a more social impact than the content of the media itself (online newspaper articles). Communication technology and the influence of social networks play a very important role in influencing media content in online newspapers in Vietnam. The content of the media in the current online newspaper must be changed to suit the technology and to meet the information needs and the way in which it is received by the public.

This study has three contributions to press managers, press agency leaders, journalists and reporters. Firstly, this is one of the few examples of the development of Vietnamese online newspapers under the influence of social media. The findings of this study have significant implications in the context of the growing welcome of technology in modern newsrooms and journalism, as well as the efforts of journalists to maintain a balance between work and life. Secondly, this study identifies the main boundary of the relationship between technological stressors and work-life balance. Specifically, it shows that differences in certain personal resources (job performance in this case) could explain the difference in a journalist's work-life balance experience. Faced with technological stressors, in particular, this study does not only fill important gaps in the literature but also sheds light on how to pursue a work-life balance in the face of inevitable technological tensions in the field of modern press and newsrooms.

## **2. Data and methods**

To answer the research question, we use a variety of research methods to study long-form products that have been published in online newspapers: "ZingNews" "Vietnamplus," "Labour," and "ThanhNien" to see the application of technology to long-form production. The survey method is used to encircle long-form products in the three examined periodicals. From there, there are grounds for assessing the current situation, content and form of this product in the current online newspaper. At the same time, we

interviewed journalists' experts in the field of journalism, learned about the long-standing trend, or exploited a group of journalists who participated in the production of multimedia newspapers in each of their works.

The method of researching document content helps the authors of the theoretical system approach to long-form in online newspapers – the product is accepted by the public as a long and attractive journalistic work, serving the general public and the general public readers of scholarly research in the field of journalism. Through the method of research and statistical survey, the project conducts a survey of long-form products that have been published in the central online newspapers over a period of two years; specifying the actual status of the process, the steps of organizing the production of the content and the form of this product. The quantitative survey method is used to assess the responses of about 270 full-time journalists that are reporters and editors who directly produce multimedia products in Vietnamese online newspapers today. From the survey results of the questionnaire, the authors conducted an analysis-synthesis method to deeply analyze the characteristics, limitations and advantages of modern journalism products to see their role in the field of journalism with the press. From the results obtained through in-depth interview questionnaires with journalists, this study shows the initial parameters of long-form products in the current online newspapers, about the diversity in content when implementing this journalistic masterpiece.

Through the study, it is possible to evaluate the current situation of long-form production in all aspects, in order to improve the quality of information when it is delivered to the public; proposed a number of solutions mainly to create the basis to improve the conditions of production organization and quality of long-form products. From there, helping journalists change their minds, become passionate and excited about making online newspapers, and honour journalists with products with effective depth.

### **3. Results and discussion – show must go on – indefinitely**

Research by the authors has shown that one thing is the disadvantage of text in online newspapers in Vietnam, rather than the dominant graphic part, that even graphic information is 100%.

Some researchers from Western countries believe that graphics is a field of communication in which messages are perceived through the visual path.

Graphic design is the creation of visual solutions to the problems of communication. That's why there are two terms for information graphics (information graphics) and graphic news (new graphics). This is because the information includes information in general and information intended for the press in particular. "Graphic news is an information format that graphically describes events or problems. Pictures can be combined with text or photos for full details and events" (Phuong 2006). In the book *Language of Journalism*, the author Vu Quang Hao uses the term graphically to indicate this element in a group of non-textual languages. The author stated that "information in the press is not published in the form of text but in the form of graphics such as photographs, illustrations, tables, graphs, diagrams, maps..." (Hao 2016). Author "Graphic description is one of the best ways to help readers understand your message quickly is to replace long, cumbersome texts. With short easy-to-understand charts. You can choose from a variety of presentation styles, such as flowcharts, organizational charts and timelines" (Parkers 2010). According to author Nguyen Thanh Loi in the book *Journalism in the Modern Media Environment* "uses images to present information, data or knowledge to form data. Statistics are accurate, specific and clear, making it easy for readers to follow, read and understand" (Loi 2014: 202).

In the opinion of J. George-Palilonis in *A Practical Guide to Graphics Reporting. Information Graphics for Print, Web and Broadcast*, graphic information often promotes more brainstorming because it is attractive to both visual and awareness. Graphic information can tell stories at a level of detail that would not normally be possible. It provides the public with amazingly rich content.

Thus, Main Graph Information is one of the media reporting tools capable of turning large chunks of data into graphic images on any information subject of public interest. It not only acts as a supplement but can stand alone as a complete article. Infographic is an esthetic design activity of a media nature. In fact, graphics are a form of application rendering and an effective type of information art. Each design concept conveys a message, that is, information and beauty.

Vietnamese e-newspapers have all three forms of graphic information-traditional, interactive, and video. Due to the diversity and completeness of this graphic format, it is difficult for any mass media to compete with online newspapers for the attractiveness of images and graphics.

Graphic information on Vietnam's online newspaper is the ability to extend graphics because it is not limited in terms of paper size and capacity. This advantage helps online newspaper graphic designers to be more creative and comfortable in terms of information logic because they are not

limited to a certain framework. This is very appropriate for storytelling-how to report data in journalism when it comes to a specific framework.

In the Vietnamese online newspaper, graphics include interactive graphic information (this is a form of graphic information based on the interactive and multimedia content of online newspapers). With traditional infographics, the reader has a proactive ability to receive information. In order to produce this infographic, the design team needs programming skills to use the Flash or e-software tool.

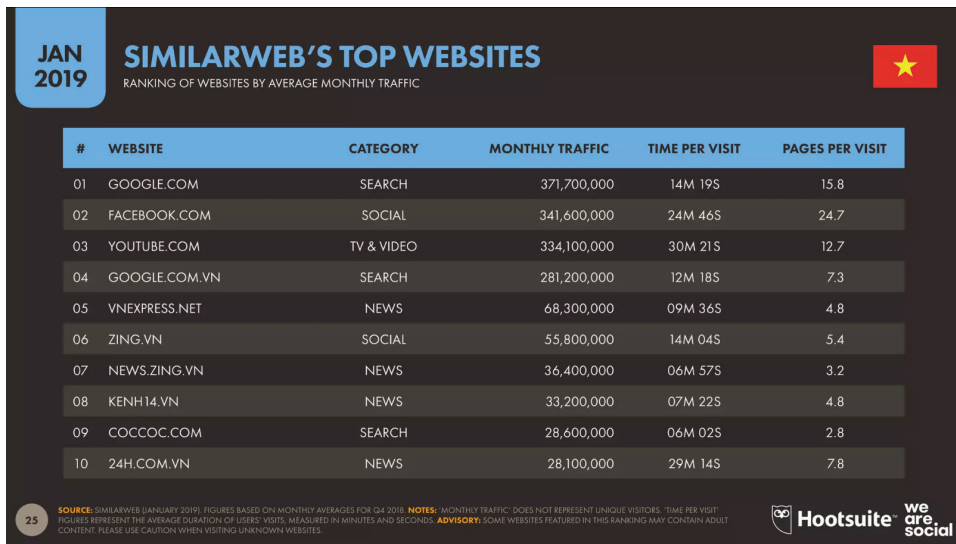


Figure 1. The most visited websites in Vietnam

Source: Digital Report 2019.

Financial content, security, and consumer prices are often accompanied by graphic images for statistical purposes and the comparison of figures. The frequency of bar graph information in this content is very high and continuous. In addition, forms such as graphs and tables appear in the economic contents.

In particular, interactive graphic information in the form of bar charts is used in almost all types of charts that appear not only in economic information but also in other contents that include statistics (based on "VnExpress" and "Vietnamplus" online newspapers). For example, data on graduation test scores for the 2018 National High School (High School) exam has been updated continuously by "VnExpress" in the form of charts and interactive graphs (numerical graph is used less frequently than chart).



The presentation of graphic details in Vietnam's online newspaper involves charts, maps, graphs, tables, and illustrations. Each representation, such as charts, maps, diagrams, graphs, illustrations and tables, provides distinct effective values for the information to be processed and transmitted to the graphics. Survey findings from online newspapers are diverse and inclined to take advantage of interactive graphic knowledge. This helps infographics to be easier, more portable and smarter (without interaction) than the previous conventional graphic design. In addition, interactivity also enables readers to actively organize layers of information on graphics by opening any interactive positions before or after that, from passive reading to active reading, selecting and manipulating the graphic image of the issue or case that readers are interested in.

Illustrative images also appear a lot in online newspapers, especially in the social and technological categories. It has an explanatory, descriptive, comparative or statistical function. "Vietnamplus" is a newspaper that frequently produces items in a modern direction, able to stand independently and closely observe current domestic and foreign issues that are of great concern to many people.

In the *Infographics* section of "Vietnamplus," on average, about four images and modern graphics such as independent long-form are created per day. This is a very high number in the application of graphic details to Vietnamese online newspapers today because it takes a lot of time for an independent reporter to create a super press work product. This pleasantly completes a daily press release.

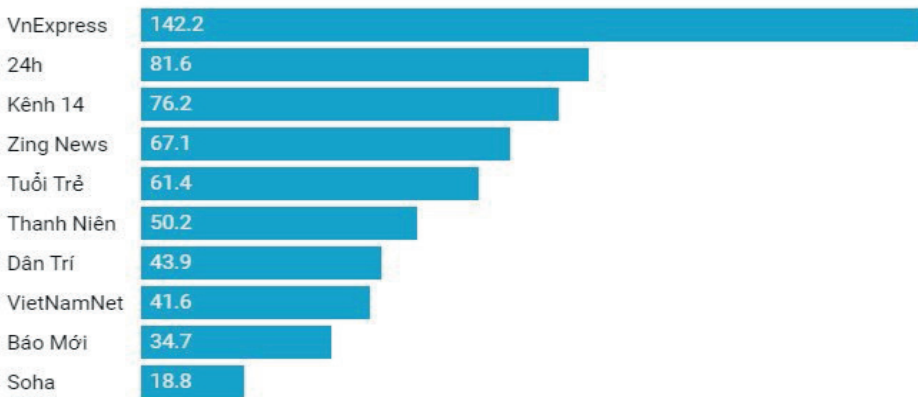


Figure 2. Traffic growth rate online newspapers in Vietnam

Source: According to public data on SimilarWeb.

Holding its position as the largest online newspaper in Vietnam, “VnExpress” had 142.2 million visits in December 2021, 9.2% more than the previous month. “VnExpress” is also the only online newspaper with more than 100 million visits per month for many consecutive periods. General website 24h.com.vn ranked second with 81.6 million visits, 5.3% more than the previous month. General information website Channel 14 ranked third with 76.2 million visits, 4.9% more than the previous month. Ranked fourth is the “Zing News” online knowledge magazine, with 67.1 million visits, 2.7% more than the previous month. “Tuoi Tre” online newspaper ranked fifth with 61.4 million visits, 3.5% more than the previous month. “Thanh Nien” online newspaper ranked sixth with 50.2 million visits, 3.2% more compared to the last month.

In the process of testing a new interface version, “Dan Tri” online newspaper ranked seventh with 43.9 million visits, 7.4% more than the previous month. “VietNamNet” online newspaper ranked eighth with 41.6 million visits, 2.6% more than the previous month. The general website Newspaper News is the only one in the TOP 10 that recorded a decrease in visits with 34.7 million visits, a decrease of 0.7% compared to the previous month. General website Soha returned to the TOP 10 with 18.8 million visits, 7.7% more than the previous month.

In addition to diversifying the way of reporting, online newspaper editors do need to ensure that information competition accelerates every hour, even every minute. In addition, these independent entities have brought the infinite area of the online newspaper interface into full operation. With “VnExpress,” the infographics segment is primarily educational material that provides the public with scientific awareness of many different aspects of life (Figure 3).

Most Vietnamese online newspapers are built in a conventional way. They are primarily described in the form of graphs, illustrations, tables and diagrams. These are fairly simple ways of presentation for each of the supplementary graphics for the post. In online newspapers in general and in “Vietnamplus” in particular, tables are the most commonly used type due to their easy and fast production and direct service of the posts. Charts are used frequently, most of which are vertical/horizontal bar charts. Bow-shaped or rectangular diagrams hardly appear in Vietnam’s online newspapers.

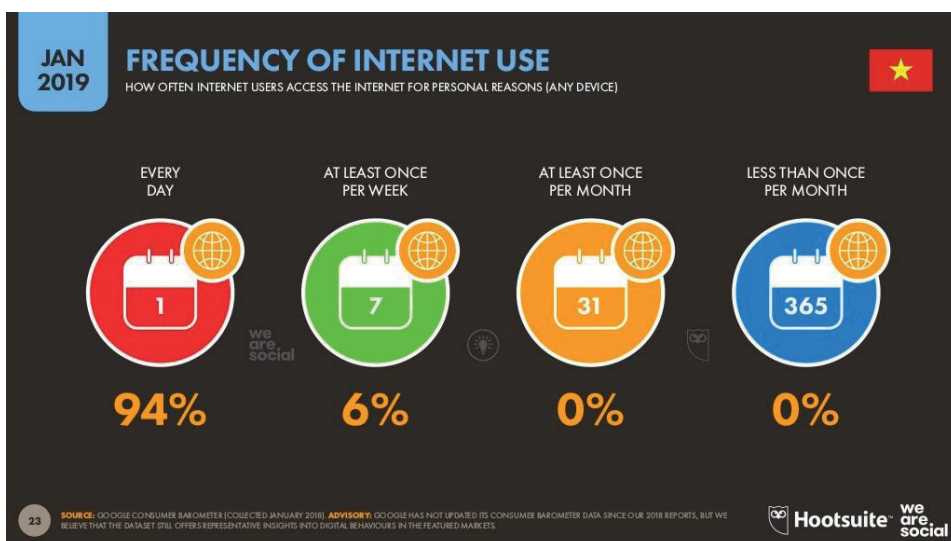


Figure 3. Frequency of Internet use by Vietnamese

Source: Digital Report 2019.

The majority of online newspapers in Vietnam have been used in posts. Then in some posts, charts are used when figures need to be listed, but the manner in which they are presented is very clear, they can be taken from the design staff or exported from the Excel file. In recent years, there have been a range of press agencies that are more interested in graphic information and follow the respective lines: 1) Independent graphic files (each graphic is an independent material, a title, a lead, complete content, up-to-date news, oriented towards graphic news); 2) Common type of information (infographics) on a specific subject; 3) A simple illustration.

As a result, Vietnam's online newspaper is evolving in a modern direction, mainly by transmitting message content or statistics, comparing data within and outside Vietnam it is very important in the online newspaper as it comes in a wide range of graphic formats, from traditional to interactive and video.

The second feature is the inconsistency between, on the one hand, the very compact product and, on the other hand, the big product (super product) of the online newspaper.

Quite compact items in the latest online newspaper are news and photo articles as usual. Along with that, there's a huge commodity that co-exists in the online newspaper-long-standing.

Nowadays the definition of long-form or e-magazine or megastory is identified as something similar to journalism. But, then again, there is a strong contribution to the current trending article style.

Multimedia journalism (long-form) is operated using two or more media formats over the Internet or is spread through various media outlets. It's a fusion of communication technologies. The term is used to characterize the rise of modern media. Researchers describe interactive journalism in two ways, both to illustrate the rapid advancement of technology.

In the first definition, scholars argue that the World Wide Web is considered to be the basic tool used by news media to transmit information to the public. According to M. Deuze digital journalism relating to news stories reported on news websites is enhanced by a range of media influences, including literature, versions, pictures, audio, video, and other formats. Long-form is a form of a press product with long articles and broad material. Generally, long-form papers have between 1,000 and 20,000 words. Ask two marketing content experts about the long-form, you'll hear two entirely different perspectives. The first person might argue that making long-form content is dangerous, where the reader's attention span is typically relatively low, whereas the other might argue that making long-form content is a perfect way forward. It's nice to connect with your readers and give them real value and experience. The articles were in-depth and a variety of newspapers were also available to reply.

Even in the technology age, readers not only read short news, but many people also prefer to turn to more in-depth articles that carry real information. Can long-form posts always be desirable in terms of length? If it's just writing, if the long form is just a "long post," the reader would definitely be bored. Some papers are of high quality, but the presentation is not novel and will not optimize the attention of the reader. That's why the latest trend is e-magazines with beautiful designs combined with long in-depth content.

Longform is a multimedia article that may include text, photographs, videos, animations, sound files, and graphic elements built in a completely different way. There, people use the impact title (typically placed in the opening image-called cover), the text becomes versatile with beautifully arranged quotes, and the image is usually rendered full-screen. Today, 86% of readers consider graphics to be the first aspect that attracts consumers to read the content. Items containing photos or videos will increase traffic by 32% on average. Now of course, the definition of long-form or e-magazine is used almost as one or the post format is often known by other names (such

as megastory, special), so long-form articles are certainly required. This is the lovely concept of the e-magazine.

Longform it's the name of the modern genre of multimedia journalism. It's a journalistic product style, with lengthy, in-depth posts, telling stories coupled with many media elements. Many newspapers in Vietnam have applied this pattern to their jobs, and they often call it a journalistic super job. The long-standing subjects discussed include the tireless imagination of the group of reporters. The multimedia aspect is perfectly integrated, and the public senses are thus enhanced. Long-form is a press work that is seen both in content and in presentation form (an integrated multimedia article: text, pictures, films, animations, interactive graphics) in a modern, vibrant design. Reading the Reader's View it is often reserved for papers with stories that are typically non-fiction, narrative or artistic journalism.

Long-form is a "mega journalism work" or a new journalism genre in the digital media age, offering the public a vibrant virtual reality environment to explore and engage with journalistic work. It can be said: long-form is a press work that is delivered in both material and presentation form in a modern format in order to draw attention on a wide scale and to have the potential to spread rapidly.

In the sense of the converging media climate, the need for readers to appreciate news often shifts to a new level, which is the element that attracts and retains "super press functions" (Mega Story). This long-form attracts a large number of followers and interactions with 3.5 million followers and interactions in the first week of its launch on the Internet network. This is one of the first big web articles to be embraced by the public as a lengthy and engaging piece of news-long-form, appealing both to the general public and to scholarly research readers in journalism.

In Vietnam, the production pattern of long-form works appeared not long ago, and it was only in 2016 that newsrooms introduced this new way of counting their fingers. But by 2017, many newsrooms were experimenting, and the practice became widespread. Of course, newsrooms take a different approach: there are agencies that own a team of professional designers, so they deliberately produce quite beautiful and appealing stories, with online newspapers making it very easy. And not really investing in technology as well as in art, there are really high-quality goods, but there are also articles that in the true sense, cannot be considered long-form.

As one of the few newsrooms in Vietnam to use this latest technology, "VietnamPlus" has initially achieved some success. Although several editors

are now introducing long-form articles, “VietnamPlus” must first be listed as a pioneer when it comes to this type of article. Knowing the identity of the reader, the name of the colleague, being rewarded with awards and most importantly, making a positive contribution to society is what journalists aspire to do. And the number of page views cannot be counted for that value.

Long-form is a form of online articles that incorporate multimedia, including text, images, videos, animations, and audio files. Graphic elements are built in a completely new way; versatile font with beautifully organized quotations and images are usually designed in full screen. E-magazine articles are interactive articles that can include text, images, videos, animations, sound files, and graphic elements built in a completely different way. There, people use the effect title (usually placed in the opening image called the cover), the text becomes versatile with beautifully arranged quotations, and the image is usually full-screen (horizontal). This is the type of article that has caught up with current journalism trends, particularly online newspapers: slow journalism. Through the verification process, the author found two major contradictions in the above-mentioned Vietnamese online newspaper (Graphics overwhelms the text-the pattern between compact and bulky products). This is an essential and pervasive contradiction for the creation of Vietnamese online newspapers.

#### **4. Meaningful focus**

In order to satisfy the need to rapidly and easily understand the information presented by the public, modern information-oriented articles are the means of distributing news (statistics, contrasts, explanations, storytelling, etc.) to add high productivity to the press.

Modern e-newspapers with the greatest potential for rapid human brain impact through visual illustrations can dominate the future coverage of both traditional and internet media. Online newspapers have created a turning point in the process of sending and receiving information by actively delivering information and personally engaging in input, supplying information, writing posts, etc., enhancing the relationship between journalists, the public and the media, and increasing the social efficiency of the press.

Newspapers will need to be unceasingly imaginative in terms of the type and quality of graphic information in order to establish their own



freedom and in part, to restrict the retrieval of sources from elsewhere. Creativity and autonomy in long-form development often help to establish a distinctive identity for every newspaper, not organized graphic “recipes” that have become stereotypical.

Even if a press agency has developed a standard procedure that simplifies the creation of graphic material, it is like the written press, a photograph or a video, a complete work and a good job. These are two distinct definitions. And while there are some modules, the graphic designer must always be imaginative and alter, or it would produce dull images because they are relatively identical.

The basic graphical information development process consists of the following 10 steps: 1) Selecting the Topic, 2) Research, 3) Collecting the Data, 4) Data Analysis, 5) Finding the Narrative, 6) Sketch the Ideas, 7) Editing, 8) Designing the Idea, 9) Testing, 10) Completing the Infographic.

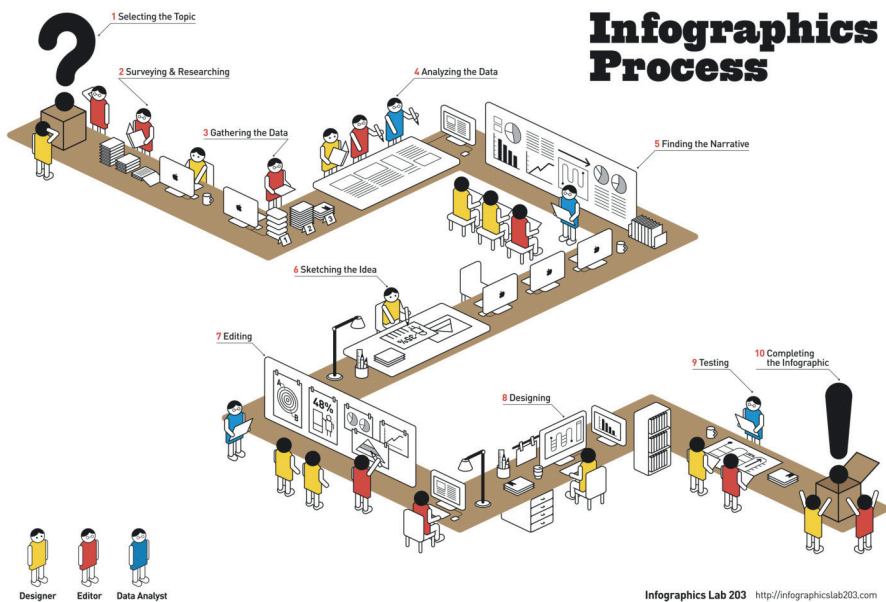


Figure 4. Infographic Design Process

Source: Akhmad, Sugandi, Nandi, Rahmawati 2018.

In the 10-step phase shown, the graphic designer is shown as the figure in the yellow shirt, the red shirt writer/editor, and the blue shirt data analyst. The functions of the graphic designer and editor appear in almost all of the 10 steps of the process and sometimes cooperate while the data analyst appears in only four steps, analyzing the data, seeking expression, editing, and testing. There are phases in the graphic design process that are just sketching designs and design ideas. This method describes each stage in-depth, but some of the steps are more centred in reality.

There are three key steps to creating an information map: 1) Information Interpretation, 2) Framework Formation, 3) Concept Design.

Information interpretation and structure formation: in fact the two phases of the interpretation of information and the formation of independent structures, after the information has been fully clarified, are generally clear to the reporter. Attention should be paid to the following issues in the process of explaining information and creating a framework.

Explain in depth the knowledge structure that the reporter needs to illustrate, that is, the aggregate relationship (the main concept separated into small ideas) or the comparison relationship. This should be as simple as when writing posts, knowing the material to be shown so that reporters can create a concise, detailed and coherent information system.

The internal logic of each piece of knowledge is very important, what is the relationship between the contents of each component, the logic of time or the logic of geographical place, the mathematical logic, etc.?

Clarifying the relationship between the contents allows the production team to find the most suitable type of knowledge. For example, if the majority of this is mathematical logic, then the expression form is a graph; if it is geographical logic, the map should be used more.

In a case where two or more logical relationships coexist, it is important to clearly identify what is the main logic or logical emphasis that the reporter would like to point out. For example, where there is both a logical relationship between geographical location and mathematical logic, in which the main logic or logic that the reporter would like to point out is the geographical position, the most suitable type is concept design: define the key colour spectrum for infographics, and the colour scheme for infographics, and then define the design style.

In order to be increasingly extensive in terms of content and the type of graphic information in online newspapers in the coming century, the key priority factor that publishers need to equip is human capital. Exports

a clear long-term plan for developing and continuously updating world trends. Building a special infographic development team to study, develop and design a range of modern and colourful graphic formats is the most basic prerequisite for enhancing the quality of online graphic knowledge for the home country newspaper. Infographic production machines must be increasingly skilled with the involvement of reporters, editors and data scientists, data processing experts, and graphic design experts. In the flow of information on the Internet from conventional media and social media, the public appears to be willing to have access to information that is the shortest and easiest to understand.

## **Conclusion**

Nowadays, online newspapers are evolving day by day, a modern media trend is seen as the departure of an online newspaper during the technology boom. It is not clear that this trend will continue for a long time, but for the time being, the advantage of this medium is the fact that it is positively received by the public and the time spent on each of these articles has increased.

This analysis is meaningful for individual journalists and news media managers. The findings of this study indicate that Vietnam's e-newspapers are expected to pursue the evolution of the use of infographics, images, and news content for a long time. When approaching articles in this format, the audience believes that they are reading the Mobile version on the computer or that they are enjoying the news content.

Long-form's arrival has opened a new door for Vietnamese journalism. If current formats of online newspapers are called daily articles, long-form is a high-quality journalism product. It's a new media format based on multimedia technology. Most media currently only use text and still images to transmit information to readers. It can be seen that long-form is the development of Vietnam's online newspaper, articles of this kind are also setting a trend in the Vietnamese newspaper industry, as a range of newsrooms deploys long-form articles with different names such as e-magazine or megastory. Social networks are increasingly evolving, forcing media to find their own way, preventing them from blurring in front of readers.

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