



STUDY ON CHARACTERISTICS OF MEGASTORY CATEGORY ON NEWS OF VIETNAM NEWS AGENCYⁱ

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Abstract:

The *baotintuc.vn* website is a newspaper belonging to the Vietnam News Agency (VNA). Following the new trend of the press, this newspaper officially launched the website www.baotintuc.vn on December 17, 2010 to support information for newspapers and expand the audience. When researching this topic, the researchers selected Megastory articles on the *baotintuc.vn* online newspaper for the survey. The study would examine 74 articles in the Megastory category in a 12-month period in 2020. From this respect, it aims to generalize the characteristics of *content* and *form* of this genre with various fields. The findings revealed that the content and form characteristics in Megastory articles have been asserting themselves in the world's multimedia journalism trends, meeting public tastes nationwide and worldwide as well.

Keywords: characteristics, Megastory, online journalism, Vietnam News Agency

1. Introduction

In his work "The Third Wave", American futurist Alvin Toffler (1980, p.45) predicted that: "*the age we live in today is the information age*". Indeed, in the process of society's development, the mass media have been showing their special position and importance to the public. Among those means of communication, it is impossible not to mention the press - a sharp weapon on the cultural-ideological front, a kind of "fourth power" in modern society.

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The "third wave" has created an explosion of information, along with many opportunities and challenges for the press. The development of the Internet and social networks has been one step ahead of the press in the "information race". The ideals that the traditional press pursues such as speed, the level of keeping up with the news, etc. have become obsolete in the period of the explosion of science and technology and the "throne" of social networks. Thus, the problem for the press in this period was how to maintain the public's trust and attract the public back to their newspaper. But to do so, the press must really care about the needs, psychology, and preferences of the public. Online journalism was born to meet that need. It promotes outstanding advantages in terms of speed, information volume, topicality, and interoperability compared to other types of journalism. On the other hand, in the context of information competition, with many superficial, superficial, and unverified information flows, the public wants to find information with sufficient prestige and depth. And Megastory is the kind of journalism that meets those requirements.

Megastory first appeared online in The New York Times with a journalistic piece titled "Snow Fall". Since its birth, this super product has resonated in the world community, attracting a large number of readers to follow and interact. From here, Megastory not only develops as a modern journalistic product line but also is considered as a trend to implement digital masterpieces in mass communication activities, with well-invested content. multimedia or multi-interface versions.

In Vietnam, there are many newspapers done with the Megastory online and created with certain effects in terms of communication such as VietnamPlus (vietnamplus.vn), Entrepreneur Online (doanhnhanonline.com.vn), VnExpress (vnexpress.net), Channel 14 (kenh14.vn), Zing News (new.zing.vn), Tuoi Tre Online (tuoitre.vn) to name a few. The birth and development of this genre have met the competitive demand through information in the e-brochure, helping to satisfy the public's demand for detailed and in-depth reading. Indeed, in the midst of millions and billions of "mixed true and false" information on social networks, readers need the presence of Megastory - a genre of articles that are sharpened, elaborated, profound, integrate multimedia elements and are carefully invested in both content and form.

Although Megastory has appeared and popularized in Vietnamese newspapers over the past time, through the survey process, the researchers found that the theoretical framework for this genre is still incomplete. This category is mentioned by many research works but only stops at a few factors such as concepts or some specific characteristics. Therefore, building a theoretical framework for this genre is very necessary and meaningful not only for those who study journalism but also for those who do journalism.

On the other hand, the press is also struggling to define concepts: digital Megastory, e-magazine, long-form, data journalism, and so on. Some newspapers use the term Megastory, newspapers use the term e-magazine. Foreign newspapers use the term Digital Megastory. The domestic research works are also unclear when using different terms: long-form, data journalism, and Megastory. This study will contribute to defining a clear precept about this term.

When researching this topic, the authors selected Megastory articles from the online newspaper *baotintuc.vn* for survey. First of all, this page belongs to Vietnam News Agency (VNA), which is one of the important organizations in the press agency system in Vietnam today. Besides, for the Vietnamese press market, *baotintuc.vn* is considered to be one of the exciting news sites in the innovation of electronic journalism, especially in the Megastory genre. To produce an article in the Megastory genre, the team of newspaper writers is ready to equip themselves with new technologies, modern software, and even a separate technical department to create works. Megastory in newspapers is put into a separate category. Therefore, the quality of Megastory articles on newspaper pages is of good quality, stable, and complete in terms of both form and content. Megastory on *baotintuc.vn* fully satisfies the survey conditions to help the researchers build a theoretical framework for this genre feature on Vietnam online newspapers as thoroughly as possible.

Within the scope of the study, the authors have researched and surveyed research works, books, and articles related to this topic. Due to the limitation of time and journalism language, we found and surveyed very few research articles on Megastory genre on *baotintuc.vn*. In addition, these articles only introduced the Megastory genre as a new journalistic phenomenon but did not indicate the characteristics of this genre solely.

2. Literature review

2.1. The history of the Megastory genre

When learning about the Megastory genre, the article "Why the Mega stories matter" on Wemedia has highlighted the strengths and limitations of this type of journalism. Accordingly, Megastory's strength is its wide text, without ads or any of the usual distractions found on "regular" online news sites. Its downside is that the site is often limited and sometimes crippled by chaotic templates. Some other issues such as cost management, payments, building a beautiful interface for the newspaper page, or attracting audiences on social networks, etc. are also mentioned and addressed by the article.

The article "The impact of digital mega-stories" by author Kirten Dawes published on August 14, 2014, on the Wanifra page of the World Association of Newspapers and News Publishers (World Association of Newspapers and Publishers) also outlines the advantages of the Megastory genre is that it allows simple user interaction and that easily appeals to the public. The author also believes that the Megastory genre, although not perfect in terms of content and form, can be the beginning of the far-reaching of this genre.

The article "Developing a mega-story online, an opening for Vietnamese electronic newspapers" was published on May 18, 2021 by Nguyen Xuan Thong on the website of Business and Market Magazine (the mouthpiece of The Vietnam E-commerce Association) has mentioned the experiences and trends in developing this product line on a number of e-commerce websites in the world such as The New York Times, National

Geographic (USA), The Guardian (UK), The Guardian Straits Times (Singapore) and so on. Besides, the article also raises suggestions for Vietnam's e-marketing such as enhancing the prominence of Megastory works, promoting the advantages of multimedia, especially the effectiveness of images, paying attention to economic efficiency by the trend of fee-based journalism and advertising, etc. The writer of the article believes that pointing out the above contents "*can suggest many research directions on multimedia journalism, trends in multimedia journalism, etc. opportunities to develop new journalistic product lines in the converging digital media and newsroom organization in Vietnam*".

Referring to the development trend of modern journalism, VietnamPlus website (administrative agency: VNA) has an article "Development trends of modern journalism in the new era" published on June 20, 2015, by Bao Quyen. The article has listed a series of trends in modern media journalism, including data journalism. The writer said that "*the world enters the era of "Big Data", data journalism becomes even more important*". Besides, the author also mentioned the importance of constantly creating for modern journalism that besides advanced technologies and equipment, non-stop creative thinking is an important point. An innovative journalistic product can create many times more attraction than a conventional journalistic product.

The book "Some new trends of modern journalism and media" by Phan Van Kien, Phan Quoc Hai, Pham Chien Thang, Nguyen Dinh Hau (Information and Communication Publishing House published in 2016, p.53) refers to the terms "Mega journalism", "Data journalism" and "Mobile journalism". These are three new trends in modern media journalism. Accordingly, the author of the article, Phan Van Kien, gave the content and form characteristics of the "journalism super work" and emphasized that the most prominent and distinctive feature of this genre is the non-linearity. Besides, the author has introduced the concept of long-form to introduce the characteristics of journalism and introduced the term infographics to the concept of data journalism. According to the author, the common point of these two communication trends is to allow the public not to be led by the journalist's narrative logic but "*allow more subjective views of the receiver*." In addition, the writer also points out the advantages and limitations of these journalistic trends and asks the question of why data journalism has become a new trend of modern journalism, then the reasons put forward by Simon Roger - editor of The Guardian to answer that question.

2.2. The legacy Vietnam News Agency (VNA) and the website www.baotintuc.vn

"News Agency", according to the classical definition, is an organization specialized in collecting information to sell to other mass media agencies (print newspapers, electronic newspapers, magazines, radio, television, etc.). According to "Vietnamese Dictionary" of Da Nang Publishing House in 2006 edited by Hoang Phe, "News" is to collect and edit news to provide to other places, and "News Agency" is an agency specializing in news reporting.

Before the August Revolution in 1945, Vietnam had no news agency. News is mainly broadcast by French and Western news agencies, through the French Department of Propaganda and Press. The predecessor of the VNA was the Vietnam Information Office under the Ministry of Propaganda in the Provisional Government, which was established right after the successful August Revolution. August 23, 1945, was the first working day of the VNA by collecting and exploiting AFP news in Saigon and Paris (France), receiving the same coverage from French stations as returning to France. Afternoon with Paris, etc. From then on, the station received 25,000 messages every day to serve the Central Committee, Uncle Ho (Ho Chi Minh, Vietnamese leader), and propaganda work.

During the 75-year journey of establishment and development, the VNA's staff and employees over the years have overcome all difficulties and hardships, constantly strived for the continuous flow of information of the VNA, always effectively serving the cause of resistance war, national construction, renovation, and international integration of the country. The VNA's information is a very important source of information to help the Central Committee of Vietnamese Party analyze and assess the situation in order to make strategic decisions and timely direct operations on the battlefield. To get that hot and accurate information, more than 260 journalists, technicians, and VNA staff have sacrificed heroically like gun-wielding soldiers on the battlefield in the two wars of resistance against the French and the American involvements.

After the unification of the country, the News Agency of Liberation merged with Vietnam's News Agency. On May 12, 1977, Vietnam's News Agency was renamed Vietnam News Agency (VAN) according to Resolution No. 84/UBTVQH of the National Assembly Standing Committee of the Socialist Republic of Vietnam. When the country was completely liberated and entered a period of peace and socialism, the VNA quickly renewed its information thinking to be able to meet the requirements of the task of information and propaganda in the current situation. new, but first of all propaganda for the cause of innovation under the leadership of the Vietnamese Party.

As the only news agency in the country, after 70 years of establishment, growth, and development, today VNA has become a powerful, modern, and prestigious media complex in the country, the region, and the world. VNA currently has 32 focal units, including 7 source information units (including 5 editorial boards and 2 information centers) providing information for domestic and foreign media systems; press and publishing agencies serving the Vietnamese and foreign publics (including 10 print and electronic newspapers, 1 television channel, 1 publishing house) and 5 information service centers. There is also a block of functional units and 2 printing businesses.

With a system of 63 resident agencies in all provinces and cities across the country and 30 resident agencies abroad located in all 5 continents, the VNA has a force of reporters operating across the country and in most key regions of the world. This is an advantage that no other press agency in our country has.

The VNA is also currently the agency operating the press with the most languages. In addition to Vietnamese, the VNA's source news for domestic and foreign media is also broadcast in four languages: English, Chinese, French, and Spanish. In addition, the VNA

has print and electronic newspapers published in 9 foreign languages (in addition to the languages mentioned above, there are Lao, Khmer, Korean, Japanese, and Russian). The VNA is currently the main national center for foreign affairs. Moreover, the VNA is also tasked with publishing press publications in the languages of all written ethnic minorities in Vietnam (currently published in 11 ethnic languages).

Striving to perform well the function of a national news agency, the VNA always provides timely news on all aspects of domestic and international social life to domestic and foreign media systems with one source, constantly updated; at the same time, directly responds to the information needs of the public with a series of printed newspapers, e-mails, magazines, television channels, etc.

The website www.baotintuc.vn is an online newspaper belonging to the VNA. Following the new trend of the press, this online newspaper officially launched the website www.baotintuc.vn on December 17, 2010 to support information for newspapers and expand the audience. Initially, when it was established, the newspaper team consisted of only 6 reporters. Newspaper's website at that time was mainly devoted to bringing information content from the paper version, with multimedia items such as photos and videos, but hardly exploited much; simple interface, not eye-catching.

Up to now, after 11 years of establishment and development, this website has become a second information channel effectively supporting the newspaper publications, as well as the VNA's information work. According to the direction of the newspaper's leaders, in the coming time, the number of printed newspapers will decrease, the number of readers will be narrowed, *baotintuc.vn* will become the main means of information for the newspaper.

The website of the newspaper in particular and the e-mails of the VNA, in general, are currently very effective information channels, playing an important role in quick, timely, and accurate information on current economic events, politics, society, culture, foreign affairs, security and national defense in the country and the world; propagating and disseminating information on undertakings, guidelines and policies of the Vietnamese Party and State; reflecting the people's opinions and contributions to the Party and State, praising new examples and factors; criticizing the negative phenomena in the economic and social life of the country in order to fulfill the task of two-way communication between the Party, the State and the people.

3. Research methodology

3.1. Research objectives

The study would examine 74 articles in the Megastory category on the Vietnam News Agency website (*baotintuc.vn*) in a 12-month period in 2020. From there, it is to generalize into the characteristics of **content** and **form** of this genre on e-mail in Vietnam today.

3.2. Research instruments

When researching this topic, the researchers used a combination of the following research tools

3.2.1. Statistics - classification

The study conducted statistics on the number of Megastory articles (74) on the website *baotintuc.vn* to serve as a source of data to analyze and evaluate the characteristics of the Megastory genre on online websites in Vietnam today.

3.2.2. Analyses-synthetics

It would be to analyze the typical manifestations of the content and form of Megastory articles according to a clear system of concepts, and arguments, and to generalize into typical features in each aspect of the article.

4. Findings and discussions

The following were characteristics of the *baotintuc.vn* website

4.1. Survey on the Content in Megastory Category Articles (baotintuc.vn)

Through the process of surveying articles of the Megastory category on *baotintuc.vn* over a 12-month period of 2020, the researchers found a total of 74 Megastory articles in various fields, in which articles in the fields of health, politics, culture, etc. accounting for a large number. It can be said that, with the principle of producing newspapers that reflect current news around politics and society, Megastory on *baotintuc.vn* has promoted its role when conveying information to readers.

There are more than 8 reflections recorded on the Megastory category over a 12-month period of the year 2020 on the *baotintuc.vn* website. The researchers decided to present 8 outstanding contents in this research work in order to generalize the content characteristics of the Megastory genre. It can be said that these 8 contents have partly reflected the characteristics of Megastory genre in a period of 12 months on *baotintuc.vn*. At the same time, it also shows the structure of selected topics and topics to reflect on the Megastory genre.

4.2. Information on the development process of the Communist Party and State of Vietnam

The Megastory category formed on the *baotintuc.vn* website has performed in accordance with the functions of the VNA governing body when promoting the role of propaganda and promotion of the Vietnamese Party's policies and the State's laws. The number of articles on political topics accounts for a relatively large number. Through the survey process, the researchers discovered a total of 12 articles out of 74 Megastory articles, accounting for 16%. The numbers showed that articles geared towards this topic are outnumbered. Thus, the newspaper site has followed its principle when investing in the number of Megastory articles in the political category. Although articles on this topic are often considered "very informative", but with the presentation and expression of reporters and the editorial team of the newspapers, these articles have been exploited with interesting content. always associated with real life, writing about values that are always cared about, preserved, and expressed in eye-catching forms.

Therefore, those articles are not "very informative" as readers think. Also through the process of surveying 12 articles in the political category, it was posed that the information on Megastory articles focused on the process of building the Communist Party of Vietnam. This topic was developed by journalists into two main points: the first is to preserve the memories of President Ho Chi Minh, and the second is to uphold the Party's leadership role and the results achieved.

4.1.1. Preserving memories of President Ho Chi Minh

The first content of information about the construction and struggle of the Communist Party of Vietnam is to preserve the memory of President Ho Chi Minh. This content is shown in the articles: "Private library owner about Uncle Ho", "Ho Chi Minh's lessons that year", "The artist owns 500 photos of Uncle Ho from stamps", "'Uncle Ho's fish pond' - forever green from the source of Uncle Ho's love."

4.1.2. The Party's leadership role and achievements

Megastory also has articles documenting the leadership process of Vietnamese Party and State, recording what Party has done and failed to do. Over the past 90 years, with the people's trust, support, and dedication, the Vietnamese Party has constantly strived to fulfill the responsibility entrusted by the people, step by step successfully carrying out the historical mission of the country.

On November 12, 2020, Ha Phuong and the VNA reporter group continued to publish the article "Signs of strong innovation in parliamentary activities". This Megastory product continues to promote its topicality when accurately and timely reporting on important activities in the 10th session of the XIV National Assembly of Vietnam. Especially, monitoring to the end the content that is of interest to voters and people. This is reflected in the democratic, straightforward, and responsible answers to questions of the National Assembly deputies mentioned in the article. In addition, the National Assembly deputies also considered and approved 7 bills and 13 resolutions. In addition, the role of these activities is also mentioned by the article to demonstrate the leadership role of the Party, the sense of responsibility of the National Assembly deputies in deciding other important issues and forecasting, challenges, and difficulties that the country must continue to face in the coming time.

4.1.3. Contents about building a just, democratic and civilized society

Besides the field of politics - military, society is also one of the important areas that *baotintuc.vn* gives priority to reflect. Megastory journalism is one of the perfect means to help newspaper reporters communicate with the public in society. When writing about this topic, the content is reflected mainly towards building a just, democratic, and civilized society. There are a total of 6 articles out of 74 Megastory articles on *baotintuc.vn*, accounting for 8%. Towards the "Building a democratic, fair, civilized, orderly, disciplined, safe and secure society", the articles in this topic have reflected two internal areas with the main content: reflecting the development of urbanization and taking care of people's lives.

4.1.4. Reflecting the development of urbanization

Urban development is an inevitable trend in all countries in the world in the era of modernization, advanced science, and technology. Currently, Vietnamese cities play an important role in the management and development of the country, especially when the country is striving to become a modern industrialized country. Reflecting the urbanization development in Vietnam is one of the content characteristics that the Megastory genre of the newspaper wants to convey.

4.1.5. Taking care of people's lives

During his lifetime, President Ho Chi Minh once said: *"In life and as a human being, you must love the country, love the people, and suffer oppression and suffering."* His statement is still valid until now and continues to be of interest to the Party and State, helping Vietnam firmly step on the path of renewal for the sake of a rich people, a strong country, democracy, justice, and culture. bright. His thoughts, concern, and care for the ethnic minorities in Vietnam have become the guideline in the work and ethnic policy of the Vietnamese Party and State.

4.1.6. The fight against the COVID-19

The next content feature that the Megastory genre on the newspaper page conveys is the fight against the COVID-19 epidemic. It can be said that people have been experiencing the outbreak of the COVID-19 pandemic, so this is considered one of the key issues that Megastory focuses on exploiting during the 12-month period of 2020. There is a total plus 14 articles of this content out of a total of 74 Megastory articles on *baotintuc.vn*, accounting for 19%. Through the survey, this is the highest rate compared to the rate of other reflected content. Writing about this content, the newspaper reporters mainly presented issues related to the current situation and solutions to the COVID-19 epidemic, the doctor's story, and the sharing heart during the pandemic.

4.1.7. Medical doctor's story

Each person's life always has to go through the bitter, sweet, and difficult. But it is those hardships and hardships that will be a stepping stone to guide us to good things. The lyrics of the song "One life, one forest" by the Vietnamese musician, Tran Long An serve as a reminder to stand up and accept challenges to become useful people for society and the country. For that reason, the image of medical doctors and nurses drenched in sweat during the current complicated situation of the COVID-19 epidemic makes people more appreciative and grateful for their hard sacrifices. Writing on this topic, newspaper writers have published articles that tell their stories - the frontline people who work hard but are still "radiant like the apricot forest blooming in the spring afternoon".

4.1.8. Protecting the living environment and responding to natural disasters

In the context that people's living environment is being seriously polluted today, when building the Megastory genre, the reporters and editors of the newspaper also focus on exploiting articles with topics on conservation. environmental protection and disaster

response. According to our survey during the 12 months of 2020, there are a total of 10 articles on this topic, accounting for 14%. These articles mainly reflect three main areas of content: protection of the living environment, response to natural disasters, and the spirit of solidarity and sharing of the people in the rainy and stormy season.

4.1.9. Information about business operations and effective solutions

Business is the premise and driving force for the development of the country's economy. Writing about business activities, Megastory article writers especially focus on effective business solutions, models, and strategies. This information will help the public in general and business people, in particular, have more useful knowledge. There are a total of 4 Megastory articles on the above topic, accounting for 5%. Although they account for a small number, these articles provide a lot of useful information about business activities, models, and strategies that have been applied and implemented in Vietnam and the world. Through the survey, the researchers discovered that this topic is reflected in two main contents: information and events about commercial activities and new solutions, models, and strategies in business activities in Vietnam.

4.1.10. Preserving and promoting national historical and cultural traditions

The preservation and promotion of historical and cultural traditions have always been focused on by the Vietnamese Party, Government, and State. As the mouthpiece of the Government of our country, the VNA has become a "fertile ground" to state the positions and views of journalists on the field of culture. There are a total of 6 articles on the topic of preserving and promoting national historical and cultural traditions.

4.1.11. Series of articles to celebrate the 60th anniversary of the founding of the Liberation News Agency

The 75th anniversary of the traditional day (September 15, 1945 - September 15, 2020) is an opportunity for generations of VNA journalists to look back on the development of this sector and be proud of the continuous growth of the VNA. National News Agency - a press agency honored to be named by President Ho Chi Minh. Writing on this topic, the newspaper writers have released a series of Megastory articles. During the survey, the researchers counted a total of 9 articles, accounting for 12.2%.

4.1.12. Life and career of outstanding leaders

The achievements that a country can achieve cannot be without the merits of its leaders. It is they who have been and are having a strategic vision to set out the right orientations to help the country develop and improve people's living standards. Great leaders – they were born just like everyone else. However, through the process of working, studying, and training, they have built for themselves solid luggage to reap results not only for themselves but also to bring great value to the community, the people, and the country. Writing on this topic, newspaper reporters and editors have released Megastory articles about the lives and careers of these leaders – people whose names are not only known

domestically but also praised and appreciated by the international press. There are a total of 5 articles on this topic out of 74 articles surveyed, accounting for 7%.

4.2. Survey on the *Form* in Megastory categories in *baotintuc.vn*

Currently, in order to attract more readers to e-commerce websites, in addition to giving them time to form a habit of viewing on computers, or to invest carefully in terms of content, the design of e-commerce brochures lively and convenient is always a top requirement. Because the majority of the e-marketing public spends more time viewing than “reading”, the formal elements on the page have become essential to them. Therefore, along with the content, the form is also an extremely important feature of the article of the Megastory genre. Through a survey of 74 articles of the Megastory genre published in the 12 months of 2020 on *baotintuc.vn*, the researchers found out that the Megastory journalistic form has inherited and created the characteristics of an online article such as article layouts, text forms or multimedia forms. Besides, the creative feature of the Megastory genre is the novel designs. That is also the new factor that creates the formal characteristics of the Megastory genre.

4.2.1. Text form

In the book "Journalism of Journalism and Communication" by Pham Thanh Hung, there is a definition: "*Text is a linguistic phenomenon represented by handwriting, print or electronic documents in a computer data drive. Text is the result of an active and creative language activity. The text is complete, calculated from one sentence to tightly organized paragraphs, forming systematic information content.*" Through a survey of 74 Megastory articles on the *baotintuc.vn*, it was found that these articles have the full textual form of a normal online article. Therefore, in this section, the researchers could examine the general form of newspaper *headlines, chapeau, interstitial headlines, data boxes, and main text* by stating the role and expression through capacity and design.

4.2.1.1. Title

Title (which is borrowed from French ‘Titre’ and English ‘Title’) is also known as title. Titles often have two functions: to grab the reader's attention and to help distinguish “which article is more important than the other”, distinguishing one article from another. To perform the above functions, the title must satisfy two requirements: it must be presented attractively and must be able to generalize the content of the whole article with standard, concise, and expressive language. In terms of placement, the title on the Megastory category also adheres to the traditional theory when placed right at the top of the article, with large and bold font size to help readers easily see. In terms of form, the main title in the Megastory genre is not much different from the usual online article. The writers of Megastory still ensure the way to make sentences and use words, punctuation marks, and numbers like other types of journalism. As for the design of newspaper headlines, the Megastory genre is much more creative than conventional online newspapers. Newspaper headlines are always placed on a background image of the article, also known as the background of the article. The Megastory category on

baotintuc.vn mainly uses newspaper headlines that contrast with the color of the background image. If some newspaper headlines are bold, the background image will be light, and vice versa, if the headlines are light, the background image will be dark. This contrast will help the article to be more harmonious and aesthetically pleasing. In addition, the font of the newspaper headline in the Megastory genre is also used in a variety and rich manner.

4.2.1.2. Chapeau

Preface (Vietnamese newspapers are used to calling *sa-po*, transliterated from “chapeau” in French). This is a mandatory part of the online work and has the task of summarizing or giving important and necessary information about the event, and the issue that is about to be mentioned. Chapeau does not need to announce the outcome of the event but only needs to lead and draw readers to the whole event.

4.2.1.3. Text box

A data box (text box) is a small frame placed in an article to record information related to the content of the article. In terms of function, the box helps to add information to the article and helps to emphasize the main content of the article. This is also the part that does not necessarily appear in the article. Through surveying the form of 74 Megastory articles in the 12 months of 2020 on *baotintuc.vn*, it was discovered that the newspaper page paid special attention to the use of boxes for articles. There are a total of 65 articles that use boxes for presentation. Where the average number of boxes used is two to three boxes. The number shows that the Megastory genre is very invested in the presentation of boxes in its articles.

4.2.1.4. Literature

The main text is the written text presented in the article and is an integral part of an article. Through the survey, the researchers realized that the main text on the Megastory genre is often large in size. Surveying the capacity of 74 Megastory articles on *baotintuc.vn*, and the average size of the main text is about 2,950 words, of which the largest article is the article “Spreading the movement of country-loving ideas” up to 7,030 words. Thus, the main body of the Megastory genre has a large volume, which has created the characteristics of this genre and helps distinguish this type of journalism from other types of online articles.

4.2.2. Image form

Nguyen Tien Mao – the author of “Theory of press photo” said that “*press photo is one of the forms of press information, through reflecting practical activities of social life, with specific, realistic and vivid images, in order to give viewers a certain amount of information, ideological and aesthetic value*”. Therefore, the concept of press images for urban advertising is not outside the concept of press images in general. Through a survey of 74 Megastory articles on the e-commerce website, the images in the Megastory category are divided into two groups: the cover photo group, the background image, and the content illustration group.

Usually, each type of image has a different function, a different number, and a different presentation in the article.

4.2.3. Videos

In the book "Electronic Newspaper - Features and Creative Methods", two authors Nguyen Tri Nhiem and Nguyen Thi Truong Giang introduced the concept of video on e-commerce websites: "*Video on e-commerce websites is the part of images accompanied by sound expressed in language through narration, commentary, or writing, complete in content, complete in form, used to convey information in the work.*" The authors also said that "*Video on e-commerce websites is often understood as a product form of online television.*" In other words, it is a video with vivid images and sound that is transmitted directly over the internet.

In addition, in the article "The role of video in multimedia journalism" published on the Making Newspaper Online page, the author of the article has pointed out the practical roles of video such as making information come to life, dynamic, attractive, increasing the objectivity and truthfulness of information, making the information easier to understand, condensed, concise and accessible. In addition, it also contributes to increasing views and increasing revenue for the agency. Capturing those roles, the Megastory genre always emphasizes the use of video in articles. Through a survey of 74 Megastory articles on *baotintuc.vn*, a total of 61 articles used videos (accounting for 87%), in which the article using the most videos is "Renovation - Changing lives thanks to the Vietnamese Party's guidance" with 7 videos. The data also show that the team of reporters and editors of the newspaper have always invested in presenting videos for their journalistic works.

Also, through the survey, it was found that the average video length of a Megastory article is usually 2 to 3 minutes. For long videos with deep conveying content or character interview videos, the length can be up to 4 to 5 minutes. It can be seen that, with a moderate size, the video of the Megastory genre has provided the necessary information. Through surveying the form of Megastory genre on *baotintuc.vn*, a total of 32 articles used graphic information out of a total of 74 articles, accounting for 43%. The data show that the amount of graphic information used in the Megastory category is relatively large, accounting for nearly half of the articles surveyed. Indeed, infographics are no longer an adjunct to the article, but an essential multimedia form of the Megastory genre.

4.2.4. Interactive form

Each Megastory article interface on *baotintuc.vn* has a system of interactive buttons, interactive buttons are located in the left, right, and top corners of the article and are placed outside the article background image. The newspaper logo icon and the button to go to the category bar appear in the Megastory article interface. An icon placed in the upper left corner allows readers to link to the current homepage or other categories of the *baotintuc.vn* website. Just by clicking on this icon, readers can immediately return to the homepage of *baotintuc.vn*, and find the latest published articles without having to perform many steps back.

The *Like* icon (consisting of a white hand and Like icon on a blue background) is also one of the interactive buttons of the Facebook social network. When reading a good and meaningful article, readers can click on this icon to increase the amount of interaction and this is seen as a way to support the newsroom, helping the newsroom to continue to publish more good articles and attract more readers.

5. Conclusion

Megastory genre since its formation and development has affirmed its position and importance in the domestic press market. This is a genre that is updated and interacted with by the public a lot when viewing on *baotintuc.vn*. The *baotintuc.vn* website in particular and VNA in general have been increasingly investing in modern equipment and human resources who can creatively apply scientific and technological achievements to create new and innovative Megastory products, creating and helping information reach the public quickly, accurately, and easily. It can be seen that this is a type of journalism with many prospects for future development. Compared to the development practice, on the contrary, the research practice on the Megastory genre is quite rare. That's why the researchers actively selected this subject for their research. The analysis of the content and form characteristics of this genre will be a solid premise for us to point out the characteristics of the Megastory genre.

In terms of **content** characteristics, it is found, *firstly*, the Megastory genre is suitable to reflect many fields and this is also the most noticeable feature of this genre. Through the survey of Megastory articles during the 12 months of 2020 by *baotintuc.vn*, the authors found that there are 8 main topics that have been focused on by the Newspaper. These topics span almost all fields, from economics, politics, and society to health, culture, and more. Therefore, Megastory is suitable to reflect a wide range of topics, large or small, global or personal. In particular, through surveying the number of articles according to the content reflected, it was seen that *baotintuc.vn* often focuses on reflecting political and social issues, especially recent issues. related to the COVID-19 pandemic.

Secondly, the Megastory genre has in-depth analyzed content. Although it is a genre that reflects many aspects and fields of society, it does not mean that the posted content is spread out, lacks information depth, and is of poor quality. Besides, Megastory is a genre that requires the authors to understand and exploit many aspects and hidden corners of the reflected problem. If so, the new information content will be effective and help the public have an objective and accurate view of the information. In addition, on *baotintuc.vn*, the information presented by the writers and the editorial board in a large volume, is arranged with a complete, clear, and coherent structure to help readers understand. catch the whole problem without having to spend time learning, looking up more.

Thirdly, Megastory articles can convey valuable ideological lessons, thereby orienting readers' thinking. The carefully analyzed and in-depth content of this journalistic genre will help readers to access more useful knowledge or valuable lessons.

In a flexible voice, on the concept of "brainchild", Megastory writers will mention and present many aspects and related information of an issue, from which each lesson delivered by the author will directly affect public perception and thinking. That is also the reason when referring to Megastory, some works identify this genre as having "non-linear" characteristics.

And *finally*, the Megastory genre often carries the author's subjective state. This is considered a big difference from the objective characteristics of traditional journalism. In Megastory articles, journalists will give many of their subjective opinions in commenting and evaluating the issue in question. These can be seen through articles in the Megastory genre with a tone of praise, gratitude or criticism. The author's voice will contribute to forming the voice and thoughts of the public, thereby creating a chain of interaction between the author and the readers in the modern journalistic environment.

Besides, compared to other genres on normal e-newspaper websites, Megastory is not only invested intensively in terms of content but also carefully invested in terms of presentation. And *form* is one of the most recognizable features of the Megastory genre. The researchers can generalize its characteristics as follows:

First and foremost, the forms of written expression such as headlines, interstitial headlines, data boxes, preambles, and main texts all have the same function as the theory of traditional journalism. However, these designs in the Megastory genre are focused on presenting a novel, creative design in terms of fonts, colors, and layouts by the editorial team. These changes have contributed a great deal to helping the overall Megastory article become eye-catching, fresh, and attractive to many readers.

Second, Megastory articles are massive. The articles the researchers surveyed have an average text size of more than 3,000 words (the longest article is up to 7,030 words). That shows that the capacity of a Megastory article is many times that of a regular article. That's why many media agencies and journalists call Megastory a "*super journalistic work*". In other words, a Megastory article can be seen as a huge social essay.

Third, the images in the Megastory category are presented in a very diverse and rich manner with good quality, colors, and resolutions. There are two main groups of images appearing in the Megastory category on *baotintuc.vn*, namely cover photos, background images, and content illustrations. Large background image size, presented in full screen is one of the characteristics that can help distinguish the Megastory genre from other types of journalism.

Fourth, video is one of the information products that Megastory writers focus on investing in. Videos on *baotintuc.vn* have a long duration, good image quality, and are equipped with useful tool buttons. This is what readers can see and feel when approaching videos of the Megastory genre.

Fifth, graphics and information graphics are created and developed very strongly in the Megastory genre. The focus is on design, beautiful presentation, balanced layout, harmonious colors, fully and accurately updated data, and conveyed in the form of charts, maps, graphs, and images have helped this information product gain many domestic and foreign visitors, bringing a perfect appearance to the Megastory genre.

And *last but not least*, the Megastory genre can interact with social networks. It can be said that Vietnamese newspaper websites in general and Megastory on *baotintuc.vn* in particular have been choosing to "live together" with social networks to carry out communication work, making articles easily accessible to the public. On Megastory stories, the social network chosen to link and share directly is Facebook - the social network that is known as the largest on the planet and has the number of users reaching the top one in the world.

In conclusion, through the **content** and **form** characteristics just presented, it can be seen that the Megastory genre has been asserting itself in the world's multimedia journalism trend, meeting public tastes. The content and form of this genre have been inherited and created based on the theory of traditional journalism. Megastory's breakthroughs have given this type of journalism a completely new look, attracting and meeting the needs of readers' "deep reading" in the era of information technology boom, "diluted" news nowadays. Hopefully, the content and form features that the researchers exploited and presented in the study will contribute to making the theoretical framework of the Megastory genre more complete.

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Conflict of Interest Statement

Both authors strongly agreed on the publication of this paper and there was no contention or rivalry during finishing the work. In other words, the authors declare no conflicts of interest in this article. Both authors are fully and equally responsible for the benefits and harms after this article is published. The authors, moreover, declare that the material presented by us in this paper is our original work, and does not contain any materials taken from other copyrighted sources. Wherever such materials have been included, they have been clearly indented or/and identified by quotation marks and due and proper acknowledgments given by citing the source at appropriate places.

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