



FEATURES OF *THE LOVE OF TREES AND LAND* PROGRAM OF CAN THO RADIO-TELEVISION STATION

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Abstract:

The Love of Trees and Land program (<https://canthotv.vn>) is a television program about the agriculture of Can Tho Radio-Television Station, Can Tho City, in the Mekong Delta region, South of Vietnam. Researching the characteristics or features of this program will contribute to clearly stating the content and messages through each program, adding specific information about city agriculture in which the program uses language, form of transmission, and content of messages to the people. At the same time, it would present the characteristics, content, and form of this journalism genre, taking advantage of the strengths of television journalism. Through the statistical classification method, it is necessary to collect and classify information, data, images, etc. in the program to serve the deployment and explanation of scientific arguments through each category with 39 episodes included in the program from content to form elements namely, information, data, images, language from the hosts and from comments. This television program has brought the audience knowledge, experience, and information about agricultural activities in the region such as *agricultural news, farmers needing to know, advanced farmers, behind the rice crop, information about climate change, science, and technology in production, farmers getting rich, new rural areas*, etc. From the findings of the research, it was seen that each part brings the audience attractive, useful and practical content, helping the audience better understand current agricultural issues, opportunities, and challenges, knowledge of the agricultural industry in the context of climate change and international integration, clean, efficient and sustainable agricultural models, stories of typical farmers with good production, quality agricultural products in the region and volunteer

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activities, building local infrastructure, cleaning up the environment, and policies to support farmers in production, which are just in *The Love of Trees and Land* program.

Keywords: agriculture, Can Tho Radio-Television Station, characteristics, features

1. Introduction

Television is one of the most important mass media of the twentieth and twenty-first centuries. Television plays a very important role in social and cultural life. Television conveys information through images and sounds about events, phenomena, social issues, economics, politics, culture, education, science, technology, entertainment, sports, and so on. Also, it is the ability to influence the public's consciousness, thinking, emotions, attitudes, and behaviour, contributing to shaping public opinion and creating and reflecting the views, values, beliefs, and attitudes of society. Television is also a tool for educating and disseminating knowledge, improving the cultural, professional, and foreign language skills of viewers. And, television is an advertising and marketing channel, promoting the development of the economy, trade, tourism, services, etc. Television is an art, a type of culture, that reflects and enriches life. Television is a weapon, a sharp tool on the cultural ideological front, protecting and building the country and people.

In addition, television is not only a means of communication, but also a place to express and protect the views, opinions, desires, and needs of the public, while also contributing to social supervision and regulation. society, preventing mistakes and injustices. And Can Tho Radio -Television Station (THTPCT) is one of the prestigious and quality media units in the Mekong Delta region, South of Vietnam, which has many diverse and attractive programs, serving the entertainment, current affairs, educational, and cultural needs of radio viewers. The station also has many social, charity, and environmental protection activities, contributing to raising community awareness and responsibility. It is both a democratic forum expressing the power of the people and a tool for the people to monitor all socio-economic processes, contributing to healthy relationships in society.

At the same time, updating information, knowledge, and experience on agricultural production, environmental protection, and rural economic development is very necessary for farmers. Then *The Love of Trees and Land* program is a television program about agriculture, broadcasting on THTPCT channel. The program provides information, knowledge, and experience on agricultural production, environmental protection, and rural economic development, and honors advanced farmers and typical cooperatives. The topic of THTPCT's television program *The Love of Trees and Land* program is urgent, because agriculture is the Can Tho City's key economic sector, making a major contribution to the socio-economic development of the locality and the whole country. Researching the characteristics of this television program will help evaluate the effectiveness, advantages and disadvantages, strengths and challenges of the program in conveying information, knowledge, and values about agriculture to viewers. especially

farmers and agricultural officials. The topic is a contribution because it will provide knowledge, data, and analysis about this television program, from which people can see the advantages and development directions for the program, in order to improve its quality and effectiveness. effectiveness and attractiveness of the program, while contributing to promoting the sustainable development of agriculture and rural areas in the city.

The research was chosen as the breaking topic because the authors are attached to farming and love journalism. From the love and passion for journalism, there is also the objective factor of wanting to complete this research –surveying this TV program, *The Love of Trees and Land Program*, broadcast in 2022 and 2023.

2. Literature review

2.1. The establishment and development of Can Tho Radio-Television Station

Can Tho Radio-Television Station (THTPCT) is a public service unit, directly under the Can Tho City People's Committee, formerly known as "Can Tho Liberation Radio Station," which was established during the heroic fight of the Vietnamese army and people against the French and American occupations through its history, especially in Vietnam's War to liberate the city to be independent on April, 1975.

Over 40 years of establishment, growth, and development, through six names changed and three separations, generations of audio, visual, and electronic journalism of Can Tho Radio -Television have persevered, continued, inherited, and developed more and more: From only having AM and then FM radio waves to broadcasting television (analog) waves, then cable TV and Asiasat5 satellite TV, especially opening new types Online Radio and Television images at <http://www.canthotv.vn>. From just there were a few dozen officials, reporters, editors, technicians, and a few specialized departments. There was only a Communist Party body, Youth Unions, Trade Unions, and Journalists Association. Up to now, the Can Tho Radio-Television Station has developed with more than 200 officers, reporters, editors, and technicians, including 11 professional departments, with Party Committees, Youth Unions, Trade Unions, and the Journalist Association, with nearly 100 Party members and Journalists regularly working, contributing to completing and successfully completing the city's political tasks.

With achievements in recent years, Can Tho Radio- Television Station has been awarded many medals, and emulation flags by leaders of the Central Party, State, ministries, branches, and localities and certificates of merit of all kinds, promptly encouraging the spirit of work, study and creative labor of officials and employees in the agency to successfully complete assigned tasks, worthy of being a mass information agency, which is an effective direction and management tool of the Party Committee and Government at the same level, making an important contribution to the successful implementation of Can Tho City's political responsibilities.

Since its foundation, Can Tho Radio-Television Station (THTPCT) has gone through many stages of development. In the first years, the station contributed a lot to propagating local policies and socio-economic development. With strong investment

from the government, it has upgraded the system of facilities, and techniques and developed program content to meet the increasingly diverse needs of the audience. Currently, THTPCT is one of the leading radio and television stations in Vietnam, providing diverse and quality programs to the community and offering audiences a diverse range of television and radio broadcast channels.

The news program is one of the most important programs on the station. With the desire to meet the information needs of local people, the news program updates the latest news on economics, politics, society, culture, education, health, and sports. Also, it provides audiences with a series of attractive entertainment programs including art shows, music, feature films, game shows, reality shows, and many other programs. There are also confident and sharing programs to create closeness and encourage viewers. Broadcast time is also a factor that the station focuses on to meet the needs of the audience. With a diverse broadcast schedule suitable to viewers' habits, it has attracted a large number of loyal audiences. At the same time, THTPCT also supplies consulting and guidance programs for the community in many different fields, helping the community gain the necessary knowledge and experience to improve their lives.

2.2. *The Love of Trees and Land* program on THTPCT

This program is a television program, broadcasting at 7:25 p.m. on Sunday, every two weeks on THTPCT channel. The program introduces models of farming, animal husbandry, aquaculture, environmental protection, and sustainable agricultural development in the Mekong Delta provinces, in South of Vietnam. The program also updates the latest news on agriculture, weather, market prices, and social activities of rural people. The program has the participation of experts, scientists, officials, farmers, and related units. The program hopes to contribute to raising awareness, skills, and income for farmers while preserving and promoting the cultural values and love for the homeland of Vietnamese people.

The program was launched in 2010, with the participation of officials, researchers, experts, farmers, and businesses in the agricultural sector. The program is oriented according to the motto "*Love of Trees and Land - Love and Faith*", to honor the contributions of farmers in the cause of building and developing agriculture, rural areas, and farmers of Can Tho City.

During the development process, the program has continuously updated and innovated its content, form, and implementation method to suit the reality and needs of the audience. The program has introduced many new, rich, and attractive topics and categories, such as *Love of Trees and Land*, *What Farmers Need to Know*, *Advanced Farmers*, *Behind the Rice Plant*, *Stories of Getting Rich*, *Clean Environment*, *Life Green Living*, *Stable Income from Intercropping Model*, etc. The program has also conducted many studies, surveys, assessments, and proposed solutions, orienting sustainable agricultural development, adapting to climate change, applying high technology, and digital transformation in agriculture, and industry, improving product quality, creating brands, expanding markets, and enhancing income and life for farmers.

The program is implemented by Can Tho City Department of Agriculture and Rural Development of THTPCT, with the cooperation of authorities such as the Department of Agriculture and Rural Development, Department of Crop Production and Plant Protection, and Department of Water Resources. Department of Animal Husbandry and Veterinary Medicine, Agricultural and Fishery Extension Centers, Agricultural Services, Farmers' Associations, Agricultural Cooperatives, Universities, Colleges, Agricultural Intermediaries, Research Institutes, Businesses, Scientists, Experts, Advanced Farmers and Agricultural Production Facilities in Can Tho City.

The program has created cohesion, cooperation, sharing, and mutual support among relevant parties, contributing to improving the effectiveness of propaganda, education, research, and application of science and technology in agriculture. The program has become one of the leading agricultural programs of Can Tho Radio - Television, with wide influence, prestige, and high quality.

3. Research methodology

3.1. Research objectives

The study aimed to analyze the content, form, effectiveness, advantages, and disadvantages of activities in the television program *The Love of Trees and Land* of Can Tho Radio-Television Station (THTPCT) while evaluating the effectiveness and impact its TV program on the public, especially farmers and agricultural consumers with a summary of 39 episodes of this program from 2022 (January 9, 2022) to 2023 (June 25, 2023) broadcast on Can Tho Radio -Television Station (THTPCT).

3.2. Research instruments

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

3.2.1. Statistics and classification

With this method, it is necessary to collect and classify information, data, and images in the program to serve the implementation and explanation of scientific arguments. Statistics and classification of details through each category with 39 episodes included in the program from content to form elements (information, data, images, language from the hosts (Masters of Ceremonies-MCs) and from audience's comments. These statistical and classification results are an important basis for obtaining convincing comments, arguments, and explanations when presenting arguments or demonstrating the level of success of the solutions proposed in the column of the experimental application program in practice.

3.2.2. Analyses-synthetics

It was to analyze the overall audience of the television program *The Love of Trees and Land*, the parts and requirements that make up a program, in more depth the characteristics of each part, and each element that constitutes the topic. Then, it would synthesize the

characteristics of each individual element that has been clearly analyzed, to generally evaluate the general characteristics, meaning, and value of the program that has been studied, aiming to fully understand the program and the elements making up the program on that basis, being able to make accurate and convincing comments and assessments about the program's characteristics or features.

3.2.3. Socio-historical analyses

It was to understand the relationships, influences, and impacts of society on the formation and development of television, specifically understanding the historical context and political characteristics, economics, education, etc., related to the formation of television journalism in historical periods from past to present to find their influence on the development of television journalism in the world and in Vietnam as well. From there, the audience would understand that in order to have a popular TV channel like today, people have to go through a long and difficult period, from when they had nothing, to be increasingly supported by people around the world and grow stronger.

4. Findings and discussions

4.1. Characteristics of the Content of *The Love of Trees and Land* program

4.1.1. Introducing effective production and business models - Good farmer production models

The program mentions effective business models created by farmers, including crop conversion, testing of new plant varieties, livestock raising, and combined gardening. This is the content with the most stable broadcast number in the program, with 27/39 episodes, equivalent to 69% of the broadcast period. The combined model of livestock farming and crop growing has been introduced in many broadcasts, not to mention other content such as rice farming, vegetable farming, and exemplary farmers. Most of these performances are in the *Advanced Farmers* section. Each episode introduces a model of advanced farmers with good production. These models are widely spread for everyone to learn, share experiences, and apply in practice. The specific characters in this model are also a source of motivation, transmitting positive energy to people, because they have overcome many difficulties and used everything they have to increase their family's income. From their success, people grow together, not letting all difficulties and hardships stop their love for their homeland, and determination to stick with this land and move forward day by day.

For example, the *Advanced Farmers* column on February 19, 2023: *Growing Abalone mushrooms with extra income*. Ms. Huynh Thi My Nhung in Trung Kien Ward, Thot Not District, Can Tho City, grew Abalone mushrooms after being a retired official to earn extra income. She learned about this mushroom online and received 50% of the cost from the farmers' association. She grew mushrooms according to VietGAP standards and harvested from 20 to 50 kg of mushrooms per day with a selling price of 50.000 VND/kg. She shared her model, "I chose this Abalone mushroom because I followed it online and saw that it was recognized by the world. Receiving clean mushrooms and having a support program for

farmers, I find that doing it is easy; that means, there is not too much labor involved." This model has helped Ms. Nhung and her family have a stable income, less care, and create jobs for farmers.

In the column *Behind the Rice Plant* on February 20, 2022, Model of crop conversion combined with livestock farming, by Mr. Nguyen Van Cuong, a farmer in Thoi Hung commune, Co Do District. Mr. Cuong has 15 square meters of land growing Hoa Loc mangoes and Thailand's jackfruit, but due to unstable prices, he has sought to raise free-range chickens for additional income. Mr. Cuong raises chickens and roosters to sell locally and abroad, earning a stable income and not having to go far for work. This is an example of the transformation, creativity, and self-reliance of Vietnamese farmers. Be diligent, work hard, find a way to survive, and save yourself in difficult times.

4.1.2. Applying science and technology in production

Applying science and technology to digital transformation in the production and consumption of agricultural products is a common trend to gradually improve the position and quality of agricultural products, while increasing income for farmers. Digital transformation is a process of comprehensive and sustainable change in society based on digital technologies, to create new values and improve quality of life. For the agricultural industry, synchronous digital transformation will bring many practical benefits to both farmers and managers, to improve productivity, quality, and added value of agricultural products. Recognizing this, the Department of Agriculture and Rural Development of Can Tho City has implemented many solutions to realize the goal of digital transformation in the agricultural industry. One of the typical solutions is to build and develop an agricultural information management system on a digital platform, including databases on land, crops, livestock, fisheries, safe food, certificates of origin, and traceability of agricultural products. This system helps improve management efficiency, supervision, and support for farmers in agricultural activities while enhancing the transparency and reliability of Can Tho City's agricultural products in domestic and foreign markets.

As the column, *Farmers need to know* on January 22, 2023: *Digital transformation for sustainable agricultural development*. The program introduces AgTECH (agriculture tech) software, and at the same time talks about training and practice sessions with IoT (Internet of Things), GIS (Geographic Information Systems), and remote sensing applications for technical staff, co-organized by Can Tho University (CTU), or the column *Farmers need to know* on December 11, 2022: Can Tho's agricultural sector promotes the implementation of digital transformation goals, introducing the watermark meteorological sensor, an automatic meteorological observation device, manufactured and assembled by CTU and donated to the agricultural sector. Hydrometeorological sensors help users collect and transmit hydrometeorological data, early warn of signs of erratic weather, determine harvest time, warn of pests and diseases, and warn of natural disasters and productivity growth forecasts. In 2020, Prof. Dr. Vo Quang Minh, College of Environment and Natural Resources, CTU, and staff of the Crop Department installed equipment in the sample field.

4.1.3. Guiding communities to adapt to climate change - Clean agricultural production

Clean agricultural production is one of the main contents of the program, accounting for 41% of the total broadcast, equivalent to 16/39 episodes. This shows the importance of clean agricultural production in a context where society is increasingly concerned about personal health and safe and healthy eating. Therefore, information about clean agriculture receives special attention and concern.

For example, in the column *Farmers need to know* on October 2, 2022: *Organic rice production model at My Hau clean rice growing cooperative*. It talks about the methods and goals of organic rice production of a cooperative in My Hau's clean rice growing cooperative in Vinh Thanh District, 40 km from Can Tho City center, is an organic rice production unit on an area of 10 hectares. The cooperative is supported by the Can Tho Department of Crop Production and Plant Protection in terms of rice varieties, management processes, and traceability. The rice variety used is OM 5451, the radiation density is 100 kg/ha, and the production area must be separate and comply with organic standards. The cooperative's goal is to build an organic rice brand, protect the health of producers and consumers, protect the environment and field ecosystem, and reach out to the international market.

For Appling mechanization, the agricultural sector, which is the main economic sector for more than 60% of Vietnam's population, is facing great difficulties caused by climate change. According to the Intergovernmental Panel on Climate Change (2022), climate change will affect more than 12% of Vietnam's arable land area and about 25% of its population, jeopardizing food security and development. agriculture. Factors causing climate change include floods, rising sea levels, saltwater intrusion, drought, rising temperatures, and extreme weather. These factors reduce the productivity and quality of crops, livestock, and aquatic products, increase production and risk management costs, cause damage to property and resources, and affect health and livelihoods.

For example, the column *Farmers need to know* on March 19, 2023: *Can Tho deploys a precision sowing model with APV sowing machines*. The precision sowing model using the Air Pressure Vessel (APV) sowing machine was deployed in Can Tho. This model was jointly organized by the Department of Crop Production and the International Rice Research Institute IRRI to demonstrate and practice at Mr. Nguyen Hoang Than's farmland in Dong Binh commune, Thoi Lai District. Many farmers, technical staff, industry leaders, and media agencies came to visit and learn from them. The precision sowing model has many advantages, such as reducing costs, reducing sowing seeds, reducing pests and diseases, increasing profits, reducing fertilizers, irrigation water, and materials, limiting falling, increasing rice grain quality, and reducing waste and greenhouse gas emissions. After the visit, the organizers shared experiences in practicing precision sowing and production experience to apply effective mechanization.

4.1.4. Strengths and weaknesses of *The Love of Trees and Land* program

4.1.4.1 Strengths

The program has rich, diverse, updated, and realistic content, fully reflecting issues related to agriculture, the environment, sustainable development, and people's love for

nature. The program also provides viewers with useful information, warnings, advice, praise, and motivation for people to work.

It has a reasonable broadcast time, suitable for people's living hours: 7:25 p.m. is the time to rest and watch the program and watch the news on TV. This is the right time for a broadcast that surely gets many viewers.

It has many attractive, interesting, and meaningful sections, such as *Behind the rice plant*, *Advanced farmers*. Each section has its own content, beautiful images, good songs, touching stories, effective models, and useful experiences. The program not only brings viewers knowledge and information, but also brings emotions, feelings, and life values.

The program is diverse in terms of characters, models, and stories in the program. The program not only introduces typical farmers, effective agricultural models, and touching stories, but also takes advantage of statements and interviews from leaders at all levels, experts, and experts, who help viewers understand and answer their own questions and add necessary information for themselves. The program also sometimes interviews or gives speeches from many people such as one or two farmers, and one or two leaders to have many different opinions about the effectiveness of the model or method of doing things, to diversify the information, and the information to be shared, clearer and more specific.

The information content program is divided into small parts to make it easier to access and classify information. The program also updates new agricultural development trends such as smart agriculture, linked agriculture, production and supply chains, updating planting area codes, export agriculture, and moving towards clean agriculture, and agriculture. Circular industry, soil protection, and high economic efficiency, safety, and efficiency.

4.1.4.2 Weaknesses

The program had a lot of repeated events, through each category, some information in the program was repeated 2 or 3 times, such as fertilizing with drones, images, comments, and information were still the same, just not much change, mistaking this news for large content, wrongly inserting and cutting this news shorter to insert it into related news, just talking briefly as if there were not enough information and not enough time so insert it. This makes viewers feel bored, lose interest, and not trust the quality of the program.

The program also has a number of other limitations, such as the quality of images, sound, filming, editing, not being up to standard, not synchronous, and not harmonious. The program also has no interaction, feedback, or comments from viewers, and no coordination, support, or promotion from other media channels, such as newspapers, the internet, social networks, etc.

The information program provided is not clear, such as mentioning the need to apply scientific and technical techniques but does not clearly explain what kind of scientific techniques people can apply. This makes it difficult for viewers to understand, absorb, and apply in practice. The program should have clear, specific explanations, illustrations, and examples of concepts, terms, technologies, methods, etc. related to agriculture, the environment, sustainable development, and love for nature. The program

should also have interaction, questions and answers, suggestions, and feedback from viewers to improve the effectiveness of information transmission.

4.2. Characteristics of the Form of *The Love of Trees and Land* program

4.2.1. Structure and broadcast time of the program

The program is broadcast on Can Tho Radio- Television (THTPCT) at 7:25 p.m. Sunday, the program broadcasts 1 new episode every two weeks. The program's duration ranges from 18 minutes to 20 minutes, minimum duration: of 18 minutes to 45 seconds, maximum duration 20 minutes 40 seconds depending on the length of the performances. The performances include: *News*, *Farmers need to know*, *Advanced farmers* and *Behind the rice plant*, the performances are allocated reasonable time, conveying the necessary information content in a lively and attractive way. The program provides multi-dimensional information about agriculture and farmers so that the public can understand, share, and solve difficulties they are facing and promptly resolve farmers' questions, which have been analyzed in the content characteristics section. program content. Therefore, this research focuses on analyzing animation and sound in terms of form in the program.

Through surveying 39 episodes of *The Love of Trees and Land* program (from January 9, 2022 to June 25, 2023), the structural characteristics of the program were drawn as follows:

Table 4.1: Structure of *The Love of Trees and Land* program - THTPCT

No	Structure	Time	Content
1	Program logo	35 seconds	<ul style="list-style-type: none"> - The opening scene is a scene of bright green fields and gardens accompanied by bright sunlight, sparkling sunlight on the rice fields, a scene in 5 seconds, moving through 5 rectangular frames, which are typical scenes of the agricultural industry, using techniques to connect scenes, moving each frame back and forth on a fixed background. - Next, it is the transition effect to switch to the logo and program name. The top frame is clouds, the bottom is germinating rice seeds, on the left is a green tree canopy, in the middle is a golden rice field in the distance are mountains. Along with that is the program name in the middle of the word "Love" in a blue font different from "Trees and Land". "Trees and Land" is in large, bold font with a striking orange-red colour, the program name is simple and easy to read, accompanied by soundtrack
2	Main content introduced	30 – 60 seconds	<ul style="list-style-type: none"> - Briefly introducing the main information of the program and the reported issues mentioned. The program's background has a blue border and a rice plant image, divided into two parts: MC (the host) standing on the left, projection screen on the right. - When the MC introduces the highlight title of the program including the content of each main topic, this content will be introduced in the section <i>Farmers need to know</i> or in <i>Advanced Farmers</i> and so on. Speaking of the main content of the program, the screen will play short scenes related to the content.
3	News section	5 – 6 minutes	<ul style="list-style-type: none"> - Introducing the News section is a background image similar to the background image introducing the name of the program <i>Love of Trees and Land</i>, accompanied by the soundtrack, the font is clear, easy to read, and the font colour blends into the background colour. Introduction with 5-second news. The news includes 6 fixed news, 4 domestic news and 2 foreign news ranked at the end of the news, all related to the agricultural industry.

			- The MC introduces the main content of the news story, usually (chapeau) –sapo- the content for 7 - 15 seconds. Depending on each news, two foreign news stories will often have or not an MC's introduction. Each program's news is about 25 - 50 seconds. To reflect the content of each news with many images (with sources from newspapers or general sources), footage, and comments.
4	<i>Farmers need to know</i>	7 - 8 minutes	- MC will not re-introduce the content of the column anymore. At the end of the News section, the screen transitions to Farmers need to know, the background image runs the same as the News section, runs for 5 seconds. - The reportage consists of 2 parts: Regarding part 1, there are scenes that reflect the content including comments, scene noises, and quick opinions of characters from 2 - 3 related characters from 2 - 4 minute. - Part 2 MC introduces the content of the interview in 5 - 10 seconds. Interview by reporter with expert for 2 - 5 minutes. The time parts 1 and 2 interact with each other, the short report will make the interview longer and vice versa.
5	<i>Advanced farmers</i>	3 minutes	- The section name introduction has changed. The theme music and the word Advanced Farmer are introduced for 8 seconds. - The background moves and uses transition effects of 6 Sunday frames, first 3 frames of footage, then 3 frames with the category name. These are typical images of agricultural products in this category.
6	<i>Behind the rice plant</i>	4 - 5 minutes	- The music and background images are back like the News and Farmers need to know section, just changing the section name for 4 seconds. - The Behind the Rice Plant column has 2 parts: Part 1 is a reportage with comments, statements, and scene noises. Part 2 of the column will not have comments, only musical accompaniment, captions, and filming scenes, but it also speaks to the issue that wants to be reflected through images.
7	Wrap-up	Remaining time	- After the section Behind the Rice Plant, the MC returns to say goodbye and how to contact the program. Then there is the ending music with information about who performed the program for 30 seconds.

4.2.2 Sound

Sounds are elements that exist objectively in social life. It plays an important role in the information process. Television inherits the experience of processing and displaying sound from radio. Three elements of sound (commentary, sound, music), are used in television to inform and reflect life. With the help of sound, television works become as vivid as existing life itself. Sound in television works must be sounds from life, not staged or artificial because of the purpose of television works, which are images and sounds that record the breath and movements of life. Authenticity in television audio is the genre's strength.

4.2.1.1 Commentary from the Master of Ceremonies

The *Master of Ceremonies* -MC (hosts) is the bridge between the audience and the program. The hosts of *The Love of Tree and Land* program are quite diverse, including both men and women, which is an interesting and new thing each host has a different voice, and the hosting style and tone will be different. The host keeps the greeting and introduction to the content, and briefly introduces the titles (newspaper headlines) for about 45 seconds for all categories, then when entering the category, the host will introduce the “chapeau” called “sapo” of each article, about 10 seconds, and the MC will end the program with a conclusion and contact information for the program. As introduced at the beginning of the program.

The MC's narration in the TV program *The Love of Tree and Land* is an important element to create cohesion and guide the audience in following the program's content. The MC's introduction usually has the same basic structure, including introducing the topic, stating the main issues, and inviting the audience to continue watching the next part. However, the MC's introduction also has differences in speed, voice, and rhythm, depending on each MC and each topic. Everything about the MC's part is carefully and professionally prepared, from appearance to voice, expression, to comments. Most of the hosts of this program are experienced and reputable in their professional fields. The MC's introduction is really attractive to listeners because it not only provides useful information, but also creates intimacy, friendliness, and fun.

4.2.1.2 Comments

Commentators in television programs about agriculture are people with expertise and experience in this field. Most of them have appeared as hosts, so they have clear, strong voices and reading voices that attract listeners. They also know how to use easy-to-understand language, and short and clear sentences to convey useful, consistent, and accurate information to the audience, mainly farmers. They also emphasized the advantages and effectiveness of agricultural models, to encourage and support farmers to apply them in practice.

Comments are also a way for the performer to express love, concern, and responsibility for agriculture, as well as the ability to use language, create content, and form comments fluently and vividly, which are attractive and interactive with viewers. Commentary is an art, a skill, and a passion of program makers.

4.2.1.3 Words of program interviewees

The interview is an important part of the program, when reporters have the opportunity to talk directly with experts, leaders, or people with experience in the agricultural field. The reporter asked profound questions and extracted useful information, helping viewers better understand issues related to agriculture. In the section *Farmers need to know*, reporters asked about ways to prevent and treat pests, applied scientific and technical models, export standards and processes, and growing area codes to ensure quality and origin, as well as the advantages, limitations, and prospects of the agricultural industry at present and in the future. The interview gave viewers useful knowledge, practical suggestions, and inspiration for agricultural development.

Through the words of reporters, editors, commentators, and hosts, all the details of a successful program are achieved, all spoken clearly and easily heard. The people interviewed in the program are people with knowledge, experience, and expertise in agriculture. They are also good conversationalists, confident, friendly, and clear. They expressed their opinions fluently, coherently, and concisely, so that the audience could clearly hear, understand, and trust their contributions.

The interviewees brought viewers valuable information, practical experiences, and new perspectives on agriculture. They also demonstrated enthusiasm, cooperation,

and respect for the reporter and the program. The people interviewed are important factors that contribute to the success and quality of the program.

The people's statements are truthful and honest, reflecting the reality of farmers' lives, production, and business, and are not staged, distorted or exaggerated, which are oriented and encouraging, contributing to creating motivation, spirit, and confidence for farmers in production, business, innovation, creativity, improving productivity, quality, efficiency, and safety of agricultural products, contributing to the sustainable development of agriculture, rural areas, and farmers. People's statements are meant to exchange, learn, share, exchange, cooperate, and connect farmers with each other, with agencies, organizations, businesses, scientists, and planners. policies... related to agriculture and rural areas, contributing to improving knowledge, skills, experience, opportunities, and rights of farmers.

4.2.1.4 Soundtrack, background music

Music is one of three important elements of television work. Music in television works has the effect of enhancing images and events, not only playing all the time but only being used when necessary. Each piece of music used must be consistent with the structure, intention, and ideological theme of the television work. Music often intersperses scene noises. Music must also have sensual drama, not just illustrate the film. Music cannot be used arbitrarily but must depend on the content and way of expressing images in the film.

One of the factors that make *The Love of Tree and Land* program unique and impressive is the soundtrack and background music. The program has chosen a single song to be the soundtrack and background music for all content, depending on how long the music plays. This is an advantage when the audience hears this sound played, they will not be confused, knowing the day the program is broadcasting is convenient for viewers to follow. At the same time, the song also creates a musical space that is in tune, harmonious, and inspiring with the show's theme.

The soundtrack, background music, and integrated music are an indispensable part of *The Love of Tree and Land* program, contributing to creating a professional, quality, and useful television program that demonstrates the spirit of the message and the goal of the program is to make viewers feel the closeness, friendliness, and love of the program for farmers, plants, and soil, bringing elements of relaxation and entertainment to TV viewers.

4.2.1.5 Scene noise

Scene or field noises are sounds recorded directly at the place where an event or activity occurs. Scene noises can include natural sounds, such as the sound of rain falling, wind blowing, water flowing, birds singing, etc. Scene noises can also include sounds created by human activities. Therefore, such as the sounds of labor tools, machinery, cheers, etc. In addition, scene noises can also include artificial sounds, which are sounds created by humans by simulating natural sounds. Scene noise is an indispensable element in a

television work, because, without sound, the television work will become quiet, boring, and lifeless.

One of the important factors in creating appeal and quality for television segments is sound. Through the survey, the researchers found that most of the scenes in the sections have on-site sound, but are adjusted so as not to lose the clarity of the commentary. For example, in the Southern Folk Cake Festival, the content of the story about an artisan who owns two unique folk cakes, including footage of the festival with singing and dancing, the sound of singing and dancing still remains, which is kept intact, but quieter than the commentary, so the viewer can hear both. This makes the scene more vivid, and intimate and shows the unique culture of South of Vietnam.

4.2.1.6. Animation

Images in television are both a means and the content expressing the ideological intention of the work. Images in television reflect three-dimensional space onto the two-dimensional plane of television. Different from the static images of visual arts such as painting and photography. Television images are real, technically processed moving images. In television works, images not only describe human activities but also help the audience "participate" in the event. Just sitting in place with a television camera, viewers can know events happening around them or thousands of kilometers or light years away. Television has inherited the experience of cinema in terms of image size, camera angles, and camera movements.

In the frame is an image of giving gifts to orphans and disabled children at the City's Social Work Center in the content "*Heart of farmers*". In one frame, meaningful information was conveyed, the act of giving and the joyful curiosity of disabled children. The frame also shows the care, love, and sharing of the farmers towards the unfortunate children, as well as the gratitude and appreciation of the children towards the farmers. It is a testament to the compassion and human ethics of farmers, as well as a message to society about humanity and responsibility towards those who are more difficult than themselves.

4.2.1.7. Image layout

Image composition in television is the way of arranging and arranging image elements, sound, dialogue, background music, and effects, in a frame (seen in the viewfinder) when filming according to a certain method, to create a work that is attractive, convincing and impresses the audience. The layout of television images affects the way the author's content, message, and emotions are conveyed to the audience. A good television image composition will help the image become harmonious, vivid, impressive, and easy to understand. On the contrary, a bad TV series composition will make the image messy, boring, vague, and difficult to follow.

A visual or image composition has three parts: beginning or opening, body, and conclusion. In each part, there are elements such as character introduction, problem setting, plot twist, development, climax, resolution, etc. For example, in the reports on May 5, 2022, the *Behind the Rice Plant*, the content *Borrowing capital to create jobs, a basic*

solution to help people leave the country and not leave the country, has a three-part structure, the opening is the introduction of the character's full name and place of residence, current business, and the body raised the problem that the character's family (she/her) in the countryside did not have land for production, so she chose a small business to make a living but lacked capital, and solved this problem thanks to a loan from the Bank for Social Policies, which provided loans to preferential interest rates and support from her family helped her cover the expenses and have more capital to expand.

To further developing of the issue, the Bank for Social Policies has continued to lend according to the government's decree on the recovery program. recovery and socio-economic development, seeing significant effectiveness from this program, has helped many families after the COVID-19 pandemic creates jobs for many farmers in the area, thanks to which people have more capital to create local jobs, leaving the country without leaving the homeland is a policy that needs to be promoted, but it has ended in ruin.

4.2.1.8. Camera angle

Camera angle is the position where the camera is placed to capture the image of a scene. Each scene usually only uses a single camera angle. However, the scenes are made by combining many different camera angles to create special effects. For example, medium camera angles, up from below, down from above, over a character's shoulder.

In the television program *The Love of Tree and Land*, the camera angle must be suitable for the conditions and information communication environment of the viewer. Viewers often watch television at home, at a close distance from the screen. Therefore, the image processing process in television productions must ensure that viewers can understand the content of the scenes. The display time of each shot must match its detail. A close-up, clearly showing the character's face, gestures, and expressions, takes about 2-5 seconds for the viewer to perceive. A medium shot, showing a group of characters, a part of space, takes about 5-8 seconds for the viewer to grasp. A panorama, showing the entire space and landscape, requires a larger amount of time for the viewer to explore.

4.2.1.9. Color and sharpness

The light source is an important factor in creating images of agriculture for the viewer. The light source can be natural light from the sun, artificial light from lamps, or mixed light from both sources. The light source affects the brightness, contrast, color, and shadow of an image. The light source needs to be adjusted to suit the weather conditions, time, location, and content of the program.

Take as an example, thanks to the light, it highlights and focuses on the fresh yellow flower color, to express the content "*The joy at the beginning of the year for flower growers*, "the value and efficiency of flower farmers with a year of growing real flowers, which are the benefits, flowers grow well. Light not only makes the image bright, sharp, and full of vitality, but also makes viewers feel the happiness, pride, and hope of the flower growers. Yellow flowers are a symbol of luck, wealth, and success, popular with many people during the Vietnamese Lunar New Year. Florists have tried their best to

care for, protect, and nurture golden flowers, to bring consumers quality, beautiful and meaningful products.

Next, color is a property of light, reflected or emitted by an object, material or area in an image. Color can create contrast by making objects of different colors stand out from the background. For example, a red object will stand out against a blue background, and vice versa. Color is one of the extremely important and indispensable tools because it makes everything more beautiful. On a deeper understanding, color is considered a communication tool for us. The influence of color on viewers is similar to the influence of music on us. It gives the viewers different levels of emotions.

Connection, harmony, balance of colors in agricultural television programs, especially in *The Love of Trees and Land*. Colors are properly coordinated to create contrast, similarity, reciprocity, and interaction between elements in the image. Creativity, innovation, and the development of colors in the program are used artistically, communicatively, and expressively to create beautiful, impressive, and unique images for the program.

Also, sharpness is one of the important factors in evaluating the quality of a television program, especially agricultural programs. Sharpness is not only reflected in images, sounds, colors, and lights, but also in content, presentation, and transmission methods. A high-definition agricultural program will bring viewers interesting and useful experiences, helping them understand and love agriculture more. The level of clarity, detail, accuracy, logic, and creativity of the program content makes the program more vivid. The sharpness of the content helps viewers understand the information, knowledge, experience, opinions, and perspectives on agriculture that the program wants to convey. The sharpness of the presented content also reflects the goals, orientation, vision, and values of the program, as well as the respect, interest, and response to the needs of viewers. Sharpness in content format is also an important factor in creating difference, uniqueness, and specialness in the program compared to other programs on the same topic.

4.2.1.10. Harmonious combination of image and sound

Harmonious coordination between image and sound is fit to the principles of synchronization, unity, and suitability. Synchronization means that the image and sound must match in time, without delay in sound, before the image, or vice versa. The consensus is that images and sounds must have a logical and meaningful relationship, without any contradictions, contradictions, or digressions. Appropriateness means images and sounds must match the type of audience, program style, program genre, and program goals. The harmonious combination of image and sound in agricultural television programs is an important factor in creating an attractive, useful, and close-to-target audience of farmers and people interested in the agricultural sector. Images and sounds in agricultural television programs must reflect the reality, diversity, and development of Vietnamese agriculture, as well as bring knowledge, skills, and experience to viewers.

Selecting and using sound are appropriate to the image and content of the program. Sound must be of good quality, clear, without noise, or loss of sound. Sound must include sounds such as the voice of the host, interviewer, interviewee, expert, or farmer; noises of agricultural activities, namely plowing, planting, reaping, harvesting, animal husbandry, and aquaculture; the music of background music, title music, transition music, and ending music. Sound must also support the image and content, create atmosphere, emotion, emphasis, explanation, or create surprise, humor, or drama for the program. Thus, *The Love of Trees and Land TV* program used images and sound in a reasonable and appropriate way to convey information, knowledge, and experience about agriculture to the audience, as well as respect the audience, honoring advanced farmers, and contributing to the development of Vietnamese agriculture.

Through surveys in 2022 and 2023, it is seen that the quality of images, light, and sound in the program has improved compared to previous years. The colors are more beautiful, and clearer, and the sound is smoother and easier to read and hear the character's words more clearly. This shows that the producer and filming team have put a lot of effort and careful preparation into improving the quality of the program, meeting the expectations and love of the audience, especially TV viewers in the Mekong Delta region, South of Vietnam.

5. Conclusions

The results of the survey, with 39 episodes in 2022-2023 of the television program *The Love of Trees and Land* on Can Tho Station- Television Station (THTPCT), have clarified the goal of researching the content and form of expression of a specialized television program on agriculture, finding identify strengths that need to be promoted and limitations that need to be adjusted to suit reality and the tastes of the television public.

In terms of roles and meanings, this program has many important effects on viewers, localities, and cultures. For viewers, the program provides them with information, knowledge, and experience about agriculture, helping them improve their awareness and skills in the production, business, and consumption of agricultural products. For localities, the program promotes and introduces clean, quality, and sustainable agricultural products of Can Tho City, contributing to the local economic, social, and environmental development. Regarding culture, the program is a channel to exchange, learn, and respect the culture of regions and localities in the region, as well as countries around the world, contributing to building a diverse, rich, and harmonious culture.

For the whole program, the researchers have posed its strengths. First, through research, the research has been systematized from a theoretical basis and introduced and analyzed basic concepts of television, television programs, television history in the world and in Vietnam, as well as the history and content of THTPCT and *The Love of Trees and Land Program*. The study also pointed out the purposes and roles of the program in providing information, knowledge, experience, and policies on agriculture to viewers, while promoting Can Tho City's clean agricultural products. Second, this television

program is a diverse and creative agricultural program, with three main content characteristics: introducing effective production and business models, guiding the community to respond to climate change, and introducing typical farmers in preserving and promoting local culture. The program not only brings viewers useful knowledge and practical experience about agriculture, but also revives the cultural, traditional, historical, and ethnic values of Vietnam, as well as the unique features of beautiful and unique to the region and locality.

The program is also a place to exchange, learn, and respect other cultures, contributing to building a diverse, plentiful, and harmonious culture. And finally, *The Love of Trees and Land* program on THTPCT combines harmoniously and creative between images and sounds, creating a vivid and realistic picture of rural Vietnam. Animations are selected and arranged scientifically and artistically, fully reflecting the activities, landscapes, creatures, natural phenomena, and emotions of farmers. The sound is recorded and edited professionally and thoroughly, complementing and enhancing the image, helping the audience clearly understand and deeply feel the content and message of the program. The quality of images, lighting, and sound in the show has improved compared to last year, meeting the expectations and love of the audience. Animation is not only a tool to convey information, but also a tool to create aesthetics and art for the program, increasing its appeal and attracting the audience.

In short, the television program *The Love of Trees and Land* program is a specialized television program about agriculture. The program is performed with high creativity and professionalism, harmoniously combining images and sounds, creating vivid and realistic pictures of rural Vietnam, and attracting and making a strong impression on the audience. The program also has advantages and limitations that need to be promoted and adjusted to suit reality and the tastes of the television public. This is a practical issue for the majority of farmers, so there should be further research in conveying information about climate change as well as effective agriculture for people to refer to and learn from.

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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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