



STUDY ON CHARACTERISTICS OF HEALTH SECTION OF ONLINE THANH NIEN NEWSPAPER

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Abstract:

Through the results of the survey of formal characteristics of 330 journalistic works in the *Health section* of Vietnamese *Online Thanh Nien Newspaper* (surveyed in the fourth quarter of 2022), the study was surveyed with the formal characteristics of the column such as interface of Online Thanh Nien Newspaper, the number of still images, animations and videos used in articles published in the Health section and interactive forms during the period from October 1, 2022 to December 31, 2022. Then, the researchers realized that the articles in the column demonstrated the outstanding advantages of electronic newspapers in integrating multimedia when using many images and videos in the same work. The format in the column is reasonably presented. The pictures are sharp, have high resolution, are attractive, and are realistic, while the photo captions are clear, and the videos are of moderate length, ensuring the rules of electronic newspapers. The section expression clarifies the issue. Designing an easy-to-see interface helps the public quickly access and read the newspaper. The use of images and videos in the electronic newspaper, in addition to attracting readers, also serves to illustrate the content of the work and communicate download humane cultural values to the public, helping to spread good values to the entire society.

Keywords: characteristics, health section, online newspaper, Thanh Nien Newspaper

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1. Introduction

Health is an extremely important and urgent issue in society. As human life is increasingly improved and enhanced, people pay more attention to health, both physical health and mental health. In particular, after the outbreak of the COVID-19 epidemic, health issues became an even hot topic, attracting the interest and attention of the public. With that concern, communication about health issues is also given top priority with the aim of providing the public with useful information. It is also the duty of press agencies to meet the public's information needs. The Health section or column in Online Thanh Nien newspaper is a column that receives a lot of attention from readers because it not only provides a large amount of knowledge but is also a column in a large, reputable, familiar and popular newspaper which gains the trust of many readers when acting as a messenger. By clarifying the characteristics of the Health column of Online Thanh Nien Newspaper (surveyed in the fourth quarter of 2022), the researcher hopes that the paper will delve deeper into understanding the content and form characteristics of this column.

Realizing that the Health and related sections is not a new issue or a new factor, it is a necessary, sustainable issue and will always be of concern to society. Health communication through the press, especially electronic newspapers, will help people receive information about medical and health issues quickly to keep up with changes in society that affect society. Directly or indirectly impact health. In a society where health challenges always appear and threaten us, such as environmental pollution, HIV, and new epidemics.

These challenges require both political will and professional understanding, especially through communication on health issues, where press and state agencies have provided necessary and correct information so that everyone can work together to prevent disease. Therefore, the knowledge acquired needs to be provided from reputable sources. If people receive false information from unreliable official sites, it will cause unfortunate consequences for the recipient. It can be seen that the purpose of communication about health issues is to provide warnings and important messages about health education, thereby helping the receiving public gain awareness of how to take care of themselves, prevent diseases, and improve the health of people themselves, their community and the whole society. In addition, through the press always updating and posting advances in science and technology in the field of health in the country as well as the world, electronic newspapers have ensured the role of conveying useful information to the interested public.

In summary, communication about health issues in the press plays a very important role in the care and protection of people's health in general and medical work in particular. Realizing that the Health section of Online Thanh Nien newspaper is an outstanding column with the prestige of a major newspaper, the researchers chose the topic entitled "*Study on Characteristics of Health Section of Online Thanh Nien Newspaper*" (surveyed in the fourth quarter of the year 2022) in order to deeply understand the content and form of journalistic works published in this column, thereby drawing out the reality of journalism compared to the theoretical basis of journalism about electronic

online journalism. At the same time, the researchers also hope that the paper can become a reference source for future research projects.

2. Literature review

2.1. Development of electronic newspapers in Vietnam

Nguyen Thi Truong Giang (2014) gave out the trend of switching from reading print newspapers to reading online newspapers in Vietnam, although the situation is not as fierce as in some other countries. In 1993, the VARINET network was established as the only network in Vietnam connecting to the offline Internet. On November 19, 1997, Vietnam officially connected to the Internet. After Vietnam connected to the Internet for about a month, on December 31, 1997, Que Huong Magazine (Magazine of the State Committee for Overseas Vietnamese under the Vietnamese Ministry of Foreign Affairs of Vietnam) had the address <http://quehuongonline.vn> became the country's first online newspaper, with important meaning, marking the birth of electronic online newspapers in Vietnam. On June 21, 1998, Online Nhan Dan Newspaper (<http://nhandan.vn>) was officially released on the Internet.

On February 3, 1999, the Voice of Vietnam (VOV) joined the network with the domain name (<http://voovnews.vn>). On September 1, 2000, Vietnam Television released its electronic news website (<http://vtv.vn>). After that, most major press agencies such as Tien Phong, Lao Dong, Thanh Nien, Tuoai Tre, Vietnam News Agency, all had electronic online newspapers. Independent electronic newspapers also appeared one after another. On February 26, 2002, Vietnam Express News (<http://vnexpress.net>) was launched to readers. On November 25, 2002, this newspaper was officially licensed to operate as a journalist and became a newspaper. The first independent electronic newspaper in Vietnam. Next, VietNamNet newspaper (<http://vietnamnet.vn>) was also licensed on January 23, 2003, and VnMedia newspaper (<http://www.vnmedia.vn>) was licensed on August 6, 2003.

According to the Vietnamese Ministry of Information and Communications, the whole country currently has 46 electronic newspapers and electronic magazines, 287 news pages of press agencies and nearly 200 general electronic information pages. In addition, there are more than 120,000 electronic information pages registered with domain names ending in *.vn* and more than 80,000 electronic information pages with international domain names registered and operating in Vietnam. 63/63 provinces and cities, 20/22 ministries and branches have electronic information portals or websites. Faced with that strong development, print newspapers with a large circulation in the country, such as Thanh Nien, Ho Chi Minh Young, People's Police, Tien Phong and so on, not only quickly caught up but also invested in building online publications. In particular, Thanh Nien Newspaper (<http://www.thanhvien.com.vn>) invested from 5 to 6 billion VND each year in electronic newspapers. And to facilitate easy access for overseas Vietnamese, Thanh Nien Newspaper also invested in an English version server located in New York (USA).

2.2. Online Thanh Nien Newspaper and Health section

Thanh Nien Newspaper is the predecessor of Online Thanh Nien Newspaper, a mouthpiece under the Vietnam Youth Union, approved by the Vietnamese Central Training Committee and signed by the Vietnamese Ministry of Culture and Information as the official newspaper. Launched on January 3, 1986, this is one of the newspapers with the largest circulation in Vietnam, with 300,000 copies/day (at times, it issued more than 400,000 copies/day). The headquarters of Thanh Nien Newspaper is currently located at No 268 - 270 Nguyen Dinh Chieu Street, Vo Thi Sau Ward, District 3, Ho Chi Minh City and No 218 Tay Son, Quang Trung Ward, Dong Da District, Hanoi, Vietnam.

Online Thanh Nien Newspaper is a dynamic newspaper that serves many audiences, mainly young people. Understanding the information needs of readers, Online Thanh Nien Newspaper has built a series of categories to serve that need. When people access the website www.thanhvien.com.vn, they can see many general categories such as News, Culture, Entertainment, Education, Sports, etc., among them, but it is impossible not to mention the Health section - a section that is of interest to many readers.

The Health section of Online Thanh Nien Newspaper holds the fifth position among the major sections on the newspaper page interface. The Health section is divided into four small sections: Everyday Health and Beauty, Faith in Medical Ethics, Beauty, and Gender. The content of the Health section is related to health issues and fields such as health care, symptoms of health problems, health consultation discussions by topic, and information about health problems with great advice from talented doctors, successful surgeries, and some other content related to the health field.

Along with the development of modern life, people pay more attention to health issues, which is why a series of functional foods and machines to serve health needs are of special interest. According to Nguyen Thi Thu Hien (2019), who wrote in her study on journalism, health communication on radio, 'Health communication is the giving of information related to the provision of knowledge about the field. Health care, such as prevention and control of diseases, safe - effective - reasonable use of preventive and curative drugs, medical services, high technology in medicine, medical examination and treatment, addresses to the community through channels/forms of information such as directly (conferences, seminars, seminars, mobile information...), indirect channels (through press information channels, radio - television, leaflets).

Aware of readers' needs, electronic newspapers have promptly created a *Health Section* to serve, Online Thanh Nien Newspaper is no exception. Articles in the Health section are released almost every day, on average there are about 2 - 3 articles published in the section each day. At the same time, the articles are also arranged in chronological order so that readers can easily find and follow. The Health Section of Online Thanh Nien Newspaper is created to provide useful information about health issues, explain physiological phenomena, and help readers promptly absorb new medical developments, daily information readers need to know every day.

Not only is it a source of valuable information, but through the Health Section, readers can also see the journalist's enthusiasm in each article through the precision and appeal of each sentence. The articles are neatly presented by journalists with attractive,

general titles and rich, specific content. Through these, the Health Section of Online Thanh Nien Newspaper has created a certain sympathy with interested people, contributing to the overall development of the newspaper.

Through a long process of development, Online Thanh Nien Newspaper and its Health Section have possessed all the outstanding characteristics or features of the electronic newspaper. Not only does it meet readers' need for quick information, it also performs well the role of messenger by bringing a lot of stimulating, diverse, and attractive content to readers near and far. In general, Online Thanh Nien Newspaper and its Health Section have made specific contributions to information and propaganda work, gradually building and developing both the quality of content and form of journalistic products to maintain quality, which firmly holds a position in the hearts of readers.

3. Research methodology

3.1. Research objectives

First, the researchers would like to clarify the characteristics of the **content** and **form** of the Health section or column on Online Thanh Nien Newspaper to clearly see the characteristics of this column and clarify the theoretical basis, characteristics, strengths and limitations of electronic newspapers.

Second, based on a survey of articles in the Health column of Online Thanh Nien Newspaper in the fourth quarter (specifically in the three months of October, November, December of 2022), the study points out the advantages and limitations of content and form of articles in the category. From the above advantages and limitations, the researchers will evaluate the role and make a few suggestions to improve and enhance the quality of content and form of the articles in the column, thereby making contributions. practical in developing the Health section.

And finally, through the process of implementing the study topic, the researchers wish to expand their knowledge and gain more understanding of the theoretical basis of journalism, the practice of electronic online journalism and the Online Thanh Nien Newspaper, which can help the researchers gain more skills, expand their life experiences, and bring interesting experiences to serve as valuable luggage for the future.

3.2. Research instruments

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

3.2.1. Socio-historical approach: the researchers explored the socio-historical context, the formation and development process of electronic newspapers of Online Thanh Nien Newspaper, and the characteristics of the political situation, economics, ideology, education, and health of society in the current period to clearly see the impact of those characteristics on the medical and health situation in modern society.

3.2.2. Method of collecting documents approach: in order to more clearly illustrate the content and form characteristics of the Health column of Online Thanh Nien newspaper, the researchers collected and surveyed documents related to the content such as content, images, videos, etc.

3.2.3. Statistical - classification approach: in order to help the study become more plentiful, more vivid and more specific towards the content and form, the researchers classified the collected information based on a theoretical model.

3.2.4. Analysis - synthesis approach: the researchers were to analyze the results and arguments obtained during the survey and then synthesized them to give an overall view of the content and form of the column.

4. Findings and discussions

Through the survey results, the authors found that in the Health Section of Online Thanh Nien Newspaper in the fourth quarter of 2022, there were a total of 330 articles divided into sub-categories such as Everyday Health and Beauty, Faith in Medical Ethics, Beauty, Gender.

4.1. Health section and its contents

4.1.1. Communication about health and beauty

According to the survey results of the Health Section of Online Thanh Nien Newspaper in the fourth quarter of 2022, there were a total of 163 journalistic works classified into the Everyday Health and Beauty sub-category and 115 journalistic works classified into the Working sub-category, which are also the two sub-categories with the highest number of articles among the 4 sub-categories. Through classification based on the content of works and characteristics of subcategories, the writer has compiled 269 articles suitable for the content of Health and Beauty Communication. The journalistic works in this article often focus mainly on introducing health care and beauty products; warning of disease risks and offering solutions and technologies for treatment and beauty, and online health consultation seminars to serve people's health and beauty care needs.

4.1.2. Communication about beliefs in medical ethics

The development of medicine is always accompanied by the development of ethical medical talent. Any birth of a health care or beauty product or a new treatment technology requires a passion for research. The dedicated research and exploration of a team of doctors, nurses, etc. As pioneers and leaders, these people carry the pioneering flag, open the door of light, and bring hope to patients who are in despair due to illness. In this section Communication about beliefs in medical ethics, the researchers have listed 19 articles with the content of the works and the characteristics of appropriate sub-categories, which are divided into two main contents: *introduction to the medical documents. talents of domestic doctors and introduction of talents of foreign doctors.*

4.1.3. Communication about gender

Regarding gender communication, the researchers counted 42 articles with the content of works and characteristics of subcategories consistent with this topic. A list of links to 330 works Newspapers are published in the Health section of Online Thanh Nien Newspaper. In particular, the articles are classified into two subsections: *issues of gender imbalance and reproductive health and issues of physiological and sexual health*. The press works in these two sections mainly show issues of gender imbalance, causes and solutions for physiological problems, and sensitive issues about marital life.

Through the results of a survey of the content of the Health section of Online Thanh Nien Newspaper in the fourth quarter of 2022, the researchers have surveyed the content of issues of public concern in contents such as medical health, medical instructions on safe and reasonable use of drugs and cosmetics, information on medical achievements.

Overall, the Health section of Online Thanh Nien Newspaper has been successful in conveying educational knowledge about health issues, bringing hope and confidence in the country's healthcare system and international healthcare through medical talents and ethics imbued with humanistic values. At the same time, the researchers also realized the success of Online Thanh Nien Newspaper in attracting advertising and investment through cooperation with international hospitals, big brands, etc. Although health is not a hot issue like the news and culture sections, the articles reported in the section always have a stable number of posts that are appropriate and meet readers' daily information needs. In addition, the Health section of Online Thanh Nien Newspaper still has some limitations in its content, such as not fully reflecting all important content in the field of health, only focusing on a few typical issues in a short period of time, and there is no balance in the content reflected.

4.2. Health section and its forms

4.2.1. Interface

Online Thanh Nien Newspaper is a dynamic newspaper created to serve readers' needs for quick and immediate information updates. For that reason, Thanh Nien Online newspaper's website is dynamically designed and suitable for access on all electronic devices such as laptops, tablets, or smartphones. The primary color of the newspaper page is blue, which is also the blue color of Youth, just like the name of the newspaper. This is the color of youth, both gentle, confident, calm, and it helps the eyes feel relaxed and comfortable when looking at it, thereby increasing the sympathy of visitors. The Health section is one of seventeen sections of Online Thanh Nien Newspaper, serving as a section providing knowledge about medical issues and public health education. When users use a laptop to access the website of this newspaper, they can see the interface of the Health section ranked fifth after the four sections News, World, Economy, and Life. This is a quite prominent position on the main interface of this newspaper, and this position also helps readers easily access the section to get information quickly.

Besides, the website's information search tools are also arranged logically, making it easy for readers to operate. Specifically, in the upper left corner of the main interface is a search bar, so viewers can easily find the desired information. To the left of the search bar is an expanded category box (menu) with three avatars with horizontal lines, divided into many categories and subcategories to synthesise posted information. In the upper right corner of the interface is a toolbar introducing the newspaper's social networking applications. This not only makes it more convenient for readers to track information through the application but also helps this newspaper introduce its information pages to a wider audience.

4.2.2. Images in articles

Press photos are photos contained in press publications taken by journalists, photojournalists or photographers. This is a form of journalistic information, reflecting social life through single photos or groups of photos in a realistic, vivid way, with accompanying captions, in order to bring readers an amount of information and aesthetics. The content of journalistic photos often includes events and activities about issues taking place in life. Photos on electronic newspapers are divided into two types: *still photos and animated photos*. However, among the 330 articles surveyed from the Health section of Online Thanh Nien Newspaper, it was found that all the articles used still images and no articles used animated images. In terms of characteristics, journalistic photos are a type of photo that must ensure the connection between informational elements and argumentative elements expressed in the content of the photo. In particular, the information element is the content that needs to be shared with the public, as well as the amount of information that is conveyed through the content and form of the photo. The argumentative element is considered the second cognitive layer as it reflects the in-depth thinking of the authors and journalistic works, representing the awareness, views, and attitudes of the journalist.

It can be seen that health communication requires writers to provide accurate and quick information to serve the health information needs of readers. Normally, articles about health often provide information about healthcare products or warnings about signs of diseases, offering healthcare solutions, etc. Therefore, journalistic works about health rarely have actual photos to accompany them. If they do, they will be photos taken by reporters at the event.

4.2.3. Video clips in articles

The development of information technology has brought new advances in communication, especially through television. With this technology, integrating images, sounds, text, voices, etc., in a video has helped electronic networks achieve new achievements, surpassing previous types. Nguyen Thi Truong Giang (2014, p.135) expressed, "*the strength of videos on electronic newspapers is to bring vivid and realistic images because it is the best means to describe moving images.*"

According to the survey results of the Health section of Online Thanh Nien Newspaper, among 330 journalistic works, there are no works with audio files attached, a total of 47 videos were used in 47 articles. Out of a total of 330 journalistic works surveyed in the Health section (from October 1, 2022, to December 31, 2022), there were only 5 journalistic works without images and videos attached.

In general, the use of video in journalistic works in the Health section of this newspaper has helped viewers avoid boredom and eye strain. By receiving information through video, the public can follow each development of the event, giving viewers the feeling as if they are part of that story. The vividness of the images recorded with true colors and clear sound has caused a strong impact on viewers, contributing to increasing readers' interest in receiving information and helping the effectiveness of reading. Communication is easily enhanced and more persuasive. Besides, video viewers do not have to deal with words that follow each other from beginning to end, but instead are a series of vivid images and sounds coming directly from the scene.

4.2.4. Interactive form

Electronic newspapers have promoted a strong communication role in connecting internet users. In the current era, the need for interaction is extremely necessary to develop communication strengths. As mentioned in previous parts, one of the outstanding features of electronic newspapers is high interactivity, which allows readers to interact with the publisher and other readers easily and quickly. Interaction has become one of the important and decisive factors. It can be said that an article will significantly lose its communication if it is not equipped with interactive functions. As a friendly, dynamic newspaper that closely follows the pace of people's lives, this online newspaper with the Health section is gradually building and developing both content and interactive forms to serve the readers' needs, which highlights diverse forms of interaction to express their opinions, reviews, and suggestions as well.

All in all, from the above presentations towards the research objectives, the researchers realised that Online Thanh Nien Newspaper demonstrated the outstanding advantages of electronic newspapers in integrating multimedia when using many images and videos in the same work to convey its contents of health to readers. The format is reasonably presented. The images are sharp, high resolution, attractive, and realistic, and the photo captions are clear. The videos are of moderate length, ensuring the rules of electronic newspapers. The easy-to-read interface design helps the public easily access and read the newspaper. The use of images and videos in the electronic newspaper, in addition to attracting readers, also serves to illustrate the content of the work and convey humane cultural values to the public, helping to spread good values to the entire society.

5. Conclusion

In this study, the researchers have clarified the **content** and **form** characteristics of the Health Section of Online Thanh Nien Newspaper by classifying and analyzing each content characteristic, surveying the information about being creative in attracting

investment in advertising cooperation on the newspaper interface. In addition, the researchers also realized the limitations that have not been implemented, such as the number of journalistic works published from October 1, 2022, to December 31, 2022, in the Health Section of Online Thanh Nien Newspaper, which has up to 330 works. Plus, the researchers cannot specifically analyze all the works to demonstrate the role of the column as well as the advantages of electronic newspapers in conveying information to the public and spreading good values to society.

Through this research, the researchers found that this online newspaper has done a good job of conveying information to the public and providing scientific knowledge to meet the health information needs of readers. It can be seen that the Health section of Online Thanh Nien Newspaper has maximized the multimedia strengths of online newspapers by providing fast, large-capacity information and integrating the strengths of other types such as sound, image, voice, writing, etc. At the same time, its Health section (surveyed in the fourth quarter of 2022) has shown harmony in *content* and *form* when it not only brings attractive journalistic works with much useful knowledge in the field of Health but also gives warnings and sincere instructions on the process of health protection and beauty care, seeing the importance of health care as the superiority of a society that always puts human rights and health first.

Acknowledgements

For the success of this study, first of all, the researchers would like to express their great thanks to the teaching staff of the Department of Vietnamese Linguistics and Literature, School of Social Sciences and Humanities (SSSH), and School of Foreign Languages (SFL) Can Tho University (CTU), Vietnam for their teaching, research supervision and endless supports to their paper to be published in an international journal. Second, their respectful thanks would go to Miss Thai Phan Bao Han, an English teacher, for her useful assistance with the entire paper proofreading, English modification and format. And, last but not least, their respectful thanks would come to the *European Journal of Literary Studies Board* for this product to be published to the public worldwide, especially those interested in Vietnamese Literature and Journalism teaching and learning at higher education institutions on the way to the regional and global integration through literary and journalism messages.

Conflict of Interest Statement

Both authors strongly agreed on the publication of this paper, and there was no contention or rivalry during the work's finishing. 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 acknowledgements given by citing the source at appropriate places.

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