



MEDIA STUDIES: CHARACTERISTICS OF THE TELEVISION PROGRAM MEMORIES OF THE MEKONG DELTA ON DONG THAP RADIO AND TELEVISION

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Abstract:

The study "Characteristics of the Television Program Memories of the Mekong Delta" (Gọi nhó miền Tây) on Dong Thap Radio and Television Station, Vietnam, in 2024 analyzes the program through two main dimensions: *content and form*. Grounded in media and cultural communication theories, the research examines how the program's *content* represents regional cuisine, community activities, traditional occupations, and local customs to convey the cultural values and everyday life of the Mekong Delta to audiences both within and beyond the region. At the same time, the study investigates the program's *form*, including narrative structure, visual style, camera techniques, sound design, and overall composition, to assess how these formal elements enhance storytelling and audience engagement. The findings show that the program not only preserves and promotes regional cultural identity but also evokes nostalgia among local viewers by celebrating the simplicity, kindness, and resilience of the Mekong Delta people. Through the effective combination of meaningful content and expressive audiovisual forms, *Memories of the Mekong Delta* communicates cultural messages persuasively, fostering awareness, appreciation, and a sense of responsibility for cultural heritage preservation, particularly among younger generations. The study highlights television's role as a powerful medium for education, cultural development, and social reflection, emphasizing its capacity to shape public understanding in a rapidly modernizing society. Overall, the research underscores the importance of cultural

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preservation and demonstrates the program's contribution to reinforcing regional identity and national pride.

Keywords: television program, cultural heritage, Mekong Delta, media analysis, program content and form, regional identity, Dong Thap Radio and Television

1. Introduction

Television was born and has developed alongside important milestones in the nation's history, becoming a powerful tool in the fields of cultural ideology and socio-economic life, accompanying people in all aspects of daily life. It is one of the most important forms of mass media today—television journalism. Currently, television is no longer limited to entertainment and information delivery; in the context of national renewal, it fulfills multiple important roles and responsibilities. Television participates directly in social management and oversight, public opinion shaping, education and knowledge dissemination, cultural development, advertising, and other services. Local television, in particular, serves as a reliable bridge between the government and the public, connecting local communities with the nation and the international audience. It contributes to spreading information, promoting regional images, and preserving and promoting the unique cultural values of each region nationwide. Moreover, local television not only reflects social realities accurately but also plays a key role in developing the national television network, enabling multi-dimensional, comprehensive information connectivity across the country.

Within the national television system, Dong Thap Radio and Television Station, South of Vietnam, in the Mekong Delta, has established itself as a prominent local media organization in the region. With dynamism, creativity, and diverse programming, the station actively contributes to the national network while promoting the image of Dong Thap and its people domestically and internationally. Among its programs, *Memories of the Mekong Delta* (in Vietnamese: *Gọi nhớ miền Tây*) is a distinctive cultural television program, reflecting the cultural identity and everyday life of people in the Mekong Delta. In the current landscape of diverse television genres, cultural programs are increasingly significant, preserving and disseminating traditional values, evoking a sense of roots, and educating audiences. Research on *Memories of the Mekong Delta* aims to analyze the program's content and form, identify its strengths and limitations, and provide scientific bases for recommendations to enhance its quality, appeal, and communication effectiveness. The program highlights the role of local television in cultural development and education, celebrating the simple, authentic life of the people of the Mekong Delta while promoting traditional values to audiences and fostering a sense of attachment to homeland and national identity.

The study *Memories of the Mekong Delta* examined the content, form, and cultural impact of the program produced by Dong Thap Radio and Television Station in 2024. Based on this research, the following research questions and objectives were formulated:

1.2 Research Questions

- 1) What are the content characteristics of *Memories of the Mekong Delta*, and what cultural and regional values are conveyed to the audience?
- 2) What are the formal and stylistic features of the program, and how do they contribute to the effective communication of its messages?
- 3) What are the strengths and limitations of the program regarding content and presentation, and how can its quality and audience impact be enhanced?

1.3 Research Objectives

- 1) To analyze the content of *Memories of the Mekong Delta* and identify the cultural, historical, and regional values presented.
- 2) To examine the formal and stylistic characteristics of the program and evaluate their role in conveying messages to viewers.
- 3) To assess the program's strengths and weaknesses in terms of content and presentation, and propose recommendations to improve its quality and effectiveness.

2. Literature Review

2.1 History of the Formation and Development of Television in Vietnam

Television in Vietnam was established through careful preparation and long-term strategic planning, reflecting the determination of national leaders and media professionals to apply this modern invention to the cause of national construction, protection, and development (Ta, 2001; Nguyen, V. D., 2018). As a mass communication medium with wide social influence, television quickly became an important tool for information dissemination, political communication, education, and entertainment (Cudonhexop *et al.*, 2004; Duong, X. S., 2009).

Vietnamese television emerged in the second half of the twentieth century under difficult wartime conditions. Experimental television activities began in the late 1960s, and the first official television broadcast took place in Hanoi on January 27, 1971, marking the formal birth of television in Vietnam (Tran, B. K., 2002; Duong, X. S., 2009). After 1975, following national reunification, television broadcasting was rapidly expanded and maintained on a regular, nationwide basis (Cudonhexop *et al.*, 2004).

From the 1980s onward, Vietnamese television experienced significant technological and organizational development. Major milestones included the transition from film to video production, the introduction of color television, and the rapid growth in television ownership among the public (Tran, B. K., 2002; Nguyen, V. D., 2018). In the early 1990s, satellite transmission enabled nationwide coverage, greatly expanding audience reach (Duong, X. S., 2014).

A major turning point occurred with the launch of Vietnam's national satellites, VINASAT-1 in 2008 and VINASAT-2 in 2012, which marked the beginning of a new era of space-based broadcasting and strengthened Vietnam's position in regional and

international media networks (Nguyen, V. D., 2018). Alongside the national television system, local television stations established after 1975 played an important role in reflecting regional socio-cultural life and preserving national cultural identity (Tran, B. K., 2011).

Today, Vietnam Television (VTV) operates an extensive system of domestic and international channels, including overseas-oriented services such as VTV4, contributing to the global dissemination of Vietnamese culture and information (Duong, X. S., 2014; Tran, B. K., 2011). With continuous advances in broadcasting technology, television in Vietnam continues to develop and affirm its important role in meeting the increasingly diverse needs of audiences (Cudonhexop *et al.*, 2004; Nguyen, V. D., 2018).

2.2 Dong Thap Radio and Television Station

2.2.1 Overview of Dong Thap Radio and Television Station

Dong Thap Radio and Television Station (commonly called THDT), headquartered in Cao Lanh City, Dong Thap Province, in the Mekong Delta, South of Vietnam, is the province's leading public media organization under the management of the Dong Thap Provincial People's Committee. As the official multimedia voice of the Party Committee, local government, and people, it plays an important role in disseminating state policies, providing information, education, and cultural-spiritual services to the local community and the Mekong Delta region.

Established in 1977, the station has undergone continuous development alongside national renewal and media modernization. From its early radio broadcasts, THDT gradually expanded into television and digital media, officially developing into a comprehensive radio-television broadcaster. Over time, the station has upgraded its broadcasting technologies, diversified its content, and strengthened its presence across television, radio, and online platforms.

Currently, THDT operates multiple television channels, radio services, and digital platforms, including its official website, social media channels, mobile application, and online streaming services. This multi-platform approach enables the station to reach diverse audiences and adapt to contemporary media consumption trends.

Dong Thap Radio and Television Station consistently reflect social issues and local life, promotes state policies, and contributes to community development. Through news, cultural, educational, and entertainment programs, THDT not only serves public interests but also preserves regional cultural identity and reinforces the role of local television in social cohesion and sustainable development.

2.2.2 Objectives, Target Audience, Structure, and Main Content of the Television Program *Memories of the Mekong Delta*

Memories of the Mekong Delta is a thematic television program produced and broadcast regularly by Dong Thap Radio and Television Station. The program first aired in January 2023 and has since been maintained and gradually developed. It is broadcast weekly at

4:40 p.m. on Mondays on THDT1 and at 6:45 p.m. on Fridays on the Mekong Delta Channel (THDT2).

The program aims to preserve and promote the distinctive traditional cultural values of the Mekong Delta region, helping audiences gain a deeper understanding of local land, people, and culture. Through carefully selected stories and visual narratives, the program also serves educational purposes and encourages positive social values.

Memories of the Mekong Delta targets a diverse audience, including viewers of different ages and social backgrounds. It is particularly appealing to middle-aged and elderly audiences who seek to reconnect with memories of their homeland, while also attracting younger generations through its educational and cultural content. With its wide broadcast reach, the program also engages domestic viewers and overseas Vietnamese, contributing to the wider dissemination of Southern Vietnamese cultural values.

Regarding *content*, the program focuses on peaceful rural landscapes, local lifestyles, traditional crafts, culinary culture, community activities, beliefs, and long-standing customs of the Mekong Delta. By highlighting these elements, the program conveys enduring cultural values, fosters appreciation of cultural heritage, and promotes awareness of the responsibility to preserve and develop traditional culture. Overall, *Memories of the Mekong Delta* plays an important role in promoting the cultural identity and image of the Mekong Delta region to national and international audiences.

In terms of *forms*, each episode consists of four main parts: an opening introduction, the program's visual and musical ident, the main content presented through footage and narration, and a closing segment. This clear structure ensures coherence and viewer engagement.

3. Research Methodology

3.1 Research Objectives

The study on *Characteristics of the Television Program "Memories of the Mekong Delta" of Dong Thap Radio and Television Station (2024 Survey)* aimed to achieve the proposed research objectives by clarifying the core issues and related aspects of the program.

First, the study examined and analyzed the content characteristics of *Memories of the Mekong Delta*, thereby identifying the distinctive values conveyed by the program. Through this analysis, the thesis provided a comprehensive view of the history, culture, people, lifestyles, and landscapes of the Mekong Delta region—key elements that shaped the region's identity and cultural distinctiveness. These values included regional cultural characteristics, the evocation of traditional heritage, and the preservation and promotion of cultural values in contemporary life.

Second, the research analyzed the formal characteristics of the program, emphasizing the specific strengths of television journalism in conveying messages and meanings to the public. The study highlighted the role of the program in preserving, promoting, and disseminating traditional cultural values.

Based on the analytical findings, the study evaluated the program's strengths and limitations in both *content* and *form* and proposed solutions to improve the overall quality of the program.

3.2 Research Object and Scope

The study investigated the content and formal characteristics of the television program *Memories of the Mekong Delta*. The research object consisted of the program's broadcast episodes aired on Dong Thap Television, with a focus on episodes broadcast in 2024.

The study examined both content and form based on individual episodes broadcast during the year. A total of 30 episodes aired in 2024 were analyzed. These episodes were accessed via the official website (<https://thdt.vn/>) and the THDT mobile application available on Google Play Store, which provided content equivalent to that on the station's website in a mobile-friendly format. The survey period covered 12 months. Although the study did not include all episodes broadcast to date, the sample of 30 episodes in 2024 was sufficient to identify content characteristics and analyze the program's formal features.

From 2025 onward, Dong Thap Radio and Television Station was merged with local press agencies into a unified media organization. However, during the 2024 survey period, *Memories of the Mekong Delta* was still produced and broadcast under Dong Thap Radio and Television Station. Therefore, this designation was used throughout the thesis to ensure accuracy and consistency of data.

3.3 Research Instruments

To conduct the thesis, the authors applied research methods specific to journalism and mass communication, selecting each method according to its characteristics to investigate different aspects of the study.

3.3.1 Documentary Research Method

This method was used to study books, newspapers, and legal documents related to television theory and the topic of the thesis. It provided a theoretical foundation for analyzing the characteristics of the television program *Memories of the Mekong Delta*.

3.3.2 Content Analysis Method

This method was applied throughout the study. The authors systematically examined each episode to record details and analyze both content and formal aspects of the program. The results of this analysis were then synthesized to formulate key arguments for evaluation and conclusion.

3.3.3 Statistical and Classification Method

This method was used to categorize the collected information based on predefined theoretical criteria. Data obtained from the content analysis were grouped to illustrate

specific points. Organizing and classifying these elements allowed the author to systematize the data, ensuring objective and structured conclusions.

4. Findings and Discussions

The study analyzed 30 episodes of *Memories of the Mekong Delta* broadcast in 2024, accessed via the official website and THDT mobile app. Covering a 12-month period, the sample was sufficient to examine both content and formal characteristics of the program.

4.1 Memories of the Mekong Delta in its Content

4.1.1 Message about Culinary and Agricultural Characteristics of the Mekong Delta

The program *Memories of the Mekong Delta* emphasizes the cultural heritage of the Mekong Delta, highlighting traditional values, local lifestyles, and the region's distinctive identity. In 2024, a significant focus was on culinary traditions and local agricultural products. Episodes explored both local dishes and the ingredients that define them, linking cuisine to the land and its produce.

Twelve episodes specifically highlighted regional food and agricultural products, including iconic items such as "bánh xèo" (pancakes), coconut, "cà na" fruit (natal plum or Vietnamese olives), and lotus-based dishes. The program not only showcased preparation methods and regional variations but also evoked nostalgia, family traditions, and the emotional bonds embedded in these foods. For example, "bánh xèo" illustrated the connection between simple ingredients and cultural memory, while episodes on local fruits and vegetables reflected the rich natural resources of the Mekong Delta and the community's sustainable relationship with the land.

Beyond individual dishes, the program highlighted the cultural significance of local agricultural products, such as coconuts and lotus plants, showing their role in daily life, traditional cuisine, and artisanal practices. By combining food and agriculture, the program conveyed the intertwined values of heritage, labor, and communal identity.

In general, the program effectively promoted the culinary and agricultural heritage of the Mekong Delta, preserving traditional practices while fostering pride and cultural awareness among viewers, connecting past and present through sensory and emotional storytelling.

4.1.2 Community Spaces of the Mekong Delta People

The people of the Mekong Delta are known for being gentle, sincere, and generous. These qualities appear not only in their speech and behavior but also in how they treat neighbors and visitors. Sharing and mutual support are central to their community culture, making social spaces deeply meaningful.

Village markets are more than places for trade—they are social hubs where people meet, exchange news, and strengthen community bonds. Markets preserve local traditions while supporting tourism, promoting regional cuisine, and contributing to the economy. Village roads, paths, and wooden bridges are simple yet vital spaces for

interaction. They connect homes, fields, and rivers, serving as places for conversation, children's play, and community gatherings. Even as roads and bridges are modernized, memories of these spaces remain central to cultural identity.

Traditional arts like "Đòn ca tài tử" (Amateur chamber music of Southern Vietnam) and folk songs are performed in open, participatory settings. These forms of music reflect the daily lives, emotions, and resilience of the people, fostering social cohesion and cultural continuity. Boats, ferries, and river transport are not only practical but also social spaces. People converse, meet friends, and share life experiences while traveling, reinforcing community ties in the riverine landscape.

Finally, agricultural activities and festivals, such as harvests and local performances, bring people together, linking them with nature and each other. These community spaces preserve cultural heritage, strengthen bonds, and maintain the identity of the Mekong Delta, remaining essential even in modern times.

4.1.3 Traditional Craft Villages of the Mekong Delta

The Mekong Delta has long been renowned for its traditional crafts, deeply reflecting local culture. The region's fertile land, abundant rivers, and rich aquatic resources have enabled communities to develop diverse livelihoods, from agriculture and handicrafts to food production and water-based trades. Each craft village produces unique products, preserving the history, skills, and labor spirit of generations.

The TV program *Memories of the Mekong Delta* showcases these villages and crafts, evoking memories of past lifestyles while highlighting the enduring value of traditional skills. Featured crafts include clam gathering, boat building, net weaving, rice paper making, and "pandan leaf roofing" (*Pandanus amaryllifolius*). These episodes reveal the hard work, skill, and resilience of local people, emphasizing their connection to nature and the community.

Clam gathering, for example, requires long hours in rivers under harsh conditions, reflecting perseverance and resourcefulness. Boat building and net weaving illustrate labor-intensive crafts crucial for river transport and fishing. Rice paper making demonstrates meticulous skill and cultural pride, while "pandan leaf roofing" shows adaptation to local resources and ingenuity.

Through these stories, the program emphasizes that traditional crafts are more than livelihoods—they are carriers of memory, cultural identity, and local pride. By preserving and promoting these crafts, the Mekong Delta keeps alive its unique cultural heritage, inspiring younger generations to value and sustain the traditions of their ancestors.

4.1.4 Cultural Traditions and Beliefs of the Mekong Delta

For generations, the lives of Mekong Delta residents have been closely tied to rivers, fields, and labor. From this connection, they developed unique customs and practices rich in human values, reflecting hopes for happiness, peace, and moral lessons for future

generations. In modern times, with urbanization and cultural exchange, many traditional customs face the risk of fading, making it essential to preserve and celebrate them.

The Mekong Delta is a region where people live harmoniously with nature and maintain close community bonds. Local customs are more than routines—they connect people to their heritage. The TV program *Memories of the Delta* vividly showcases these practices, helping viewers understand the spiritual and cultural life of the region.

Tet (Lunar New Year) is the most important festival, marked by family reunions, rituals, and traditional foods. Customs such as pruning apricot trees (*lặt lá mai*), offering prayers to the Kitchen Gods (*cúng ông Táo*), preparing ceremonial fruit trays, and making “*bánh tét*” (sticky rice cakes) are central to Tet in the Delta. These practices reflect respect for nature, ancestors, and community, while also symbolizing familial love and the hope for a prosperous year.

The program also highlights other cultural traditions, such as decorating homes with symbolic Tet flowers and recognizing the essential role of women in preserving family and cultural values. Through these broadcasts, viewers experience the rich spiritual and labor traditions of the Mekong Delta, gaining insight into the people's diligence, generosity, and enduring connection to their land and heritage.

Generally speaking, *Memories of the Delta* emphasizes how traditional customs continue to shape regional identity, nurture moral values, and inspire pride in the Delta's cultural heritage.

4.1.5 Strengths and Limitations of the Content of *Memories of the Mekong Delta*

The television program *Memories of the Mekong Delta* has several content-related strengths that have helped it attract a wide audience. First, its topics are closely tied to the daily lives of people in the Mekong Delta, making the content accessible and relatable. Local viewers feel a sense of familiarity and closeness, while audiences from other regions gain insight into the unique culture of Southwestern Vietnam. The program also benefits young viewers, helping them connect naturally with regional traditions and fostering love and pride for their homeland.

Second, the program evokes nostalgia by highlighting traditional aspects of the region, such as dirt roads, bamboo bridges, riverside thatched houses, or classrooms from past decades. These images not only reflect daily life but also remind viewers of cultural values that have been preserved across generations, encouraging respect for and preservation of the Mekong Delta's heritage.

Third, the program portrays the everyday life of local residents in an authentic and realistic way. The footage captures natural moments, allowing audiences to experience the rhythm and spirit of life along the rivers and fields of the region.

However, the program also has some limitations. Its content often lacks in-depth analysis of cultural and social contexts. Issues such as environmental change, climate challenges, and social developments in the Mekong Delta are rarely explored, which reduces the program's depth and limits its appeal to audiences interested in broader social issues.

To improve, the program could include real-life experiences through guest participation. Cultural figures, artists, or influencers could participate in traditional activities on screen, enhancing appeal to younger audiences and spreading cultural values more effectively. In addition, expert commentary from scholars or cultural researchers could provide analytical depth, increase credibility, and offer viewers a deeper understanding of local traditions and social life.

General speaking, while *Memories of the Mekong Delta* is strong in accessibility, nostalgia, and authenticity, integrating social analysis, expert insights, and interactive experiences would enrich the content and further preserve and promote the unique cultural heritage of the Mekong Delta.

In summary, in 2024, the episodes of *Memories of the Mekong Delta* explored various cultural aspects, including regional cuisine, cultural living spaces, traditional craft villages, and local customs. Analysis and evaluation of the content highlight the program's value and its role in preserving and promoting the nation's cultural traditions. *Memories of the Mekong Delta* demonstrates strong content strengths, effectively conveying cultural values to the audience in a relatable and diverse manner. Despite some limitations in production, the team has worked diligently to maintain the program's quality and consistency, providing viewers with useful and meaningful insights.

4.2 *Memories of the Mekong Delta* in its Forms

4.2.1 Audio

To effectively convey its content, *Memories of the Mekong Delta* focuses not only on content but also on presentation. The harmonious combination of content and form enhances the overall quality of the program.

4.2.1.1 Program Host's Tone and Language

The host plays a key role in engaging viewers, guiding the flow of each episode, and connecting different segments. Appearing at the beginning to introduce the topic and at the end to close the show, the host sets the emotional tone and creates a sense of continuity. Their voice, intonation, and language—often warm, expressive, and imbued with Southern Vietnamese dialect—help convey emotions and cultural nuances. Depending on the episode, the tone may be cheerful (e.g., celebrating Tet traditions) or reflective (e.g., discussing drought and hardships). This careful modulation helps viewers connect emotionally with the content.

4.2.1.2 Narration

The narrator provides continuous commentary throughout each episode, complementing visuals and enriching the program's meaning. Narration uses poetic language, Southern dialect, proverbs, and folk songs to evoke local culture and nostalgia. For example, when describing regional cuisine, the narration combines vivid sensory details with slow, rhythmic delivery, immersing viewers in the tastes and atmosphere of the Mekong Delta. Similarly, episodes about farmers or historical events use empathetic and reflective tones

to convey struggles or pride. Narration thus strengthens the emotional and cultural impact of the program.

4.2.1.3 Ambient Sound and Music

Field sounds and music are vital to the program's distinctive audio identity. Natural sounds—like cooking, rivers, wind, or local activities—add authenticity and immersion. Music, both instrumental and familiar songs, guides the emotional flow of each segment, from cheerful introductions to reflective narratives. Opening, background, and closing music are carefully selected to match the episode's mood, creating continuity and enhancing emotional resonance.

Together, the host's voice, narration, ambient sounds, and music form a cohesive audio design that brings the program to life, making *Memories of the Mekong Delta* emotionally engaging and culturally rich for viewers.

4.2.2 Visuals

4.2.2.1 Camera Angles and Composition

Like sound, visuals are essential in television for conveying messages. In *Gọi nhớ miền Tây*, camera angles and composition communicate emotions, celebrate cultural spaces, and depict daily life in the Mekong Delta. According to Duong Xuan Son, "the representation of images is itself content and action, reflecting choices in framing." Visuals are maximized to provide information, show life, people, and scenery that words cannot fully express.

The program uses a variety of camera angles: long shots capture entire scenes like fields, rivers, or coasts, and show human psychology in context. Medium shots capture half or full body in a moderate space, balancing action and context. Close-ups focus on details like faces, hands, food, or objects, highlighting essence, emotion, or cultural traits. Other angles include high-angle (from above) and low-angle (from below).

Historical footage, mostly black-and-white or colored archives, appears in nearly every episode. It evokes nostalgia for older viewers and introduces younger audiences to past Mekong Delta life. For example, in "*Bóng dừa quê hương*" (*Under the Shade of Hometown Coconut Trees*) (03:30–04:05), historical footage shows resilient coconut trees during the prolonged war, creating strong emotional impact.

Composition guides viewer attention: subjects are placed in the center, off-center, or at one-third of the frame. Depth and natural arrangement highlight the main subject. Colors are carefully adjusted, and natural scenes are captured authentically. Technical techniques include panning, time-lapse, zoom, and dolly/sliding shots, producing aesthetic, rhythmic, and immersive visuals.

Dynamic visuals communicate both information and emotion, working closely with sound to deeply engage the audience. The combination of lighting, color, camera angles, composition, and filming techniques recreates Mekong Delta cultural life realistically, forming a distinctive visual style for the program.

4.2.2.2 Transition Effects

Transitions connect segments and shape rhythm, emotion, and style. Modern effects exist, such as 3D rotation, page flip, light effects, and complex digital movements. However, in cultural or artistic programs, basic effects like cuts, fades, and overlays are preferred for natural flow and narrative clarity. Most episodes use *quick cuts* for continuity. While effective, overusing cuts can reduce aesthetic smoothness and emotional impact. Blending cuts with fades or overlays improves harmony between pace and viewer emotion.

4.2.2.3 Formal Elements Creating Unique Program Style

- **Program Structure:** Episodes last 9–14 minutes and air at 16:40 Mondays on THDT1 and 18:45 Fridays on Miền Tây (Mekong Delta)–THDT2. Each episode has five parts: opening graphics, greetings/introduction, main content, closing, and credits. The main content is the longest, combining visuals and narration. The closing features greetings and farewell without repeating the summary, letting narration and music convey deeper meaning. Credits list hosts, narration, editors, archives, screenwriters, and production team.
- **Regularity and Branding:** Regular airing establishes viewing habits, especially among middle-aged and older audiences. Distinct brand elements include the nostalgic title, warm and expressive narration, and folk or instrumental Mekong Delta music. Hosts in 2024 include Thanh Hao, Thu Thao, Thanh Long. Topics often align with seasonal or cultural events, like Tet or International Women's Day, enhancing relevance.

4.2.2.4 Strengths and Limitations of Visual Form

- **Strengths**
 - 1) English subtitles integrated at the bottom for international audiences, Vietnamese diaspora, and students/researchers.
 - 2) Literary, expressive narration combined with folk or instrumental music, creating a nostalgic, emotional atmosphere.
 - 3) Authentic, relatable local scenes showcasing daily life.
 - 4) Multi-platform accessibility via YouTube, website, and THDT app.
- **Limitations and Solutions**
 - 1) Few direct interviews; content relies on narration and visuals, limiting multi-perspective engagement. Adding short interviews with locals would increase authenticity.
 - 2) Limited appeal to younger viewers; social media presence could improve outreach. Suggest short-form content on Facebook, TikTok, YouTube Shorts, or Zalo Video.
 - 3) Some camera angles lack variety; composition can be improved for aesthetic impact. Standardizing 16:9 aspect ratio ensures consistency across platforms.

In summary, the program demonstrates television-specific forms: dynamic visuals, sound, structured format, regular scheduling, and strong branding. Visuals successfully convey information, emotion, and aesthetics. Strengths include cultural authenticity, expressive narration, and multi-platform accessibility. Limitations in interactivity, appeal to younger audiences, and occasional camera simplicity can be addressed to enhance quality and reach.

4.3 Discussion

This study analyzed *Memories of the Mekong Delta* produced by Dong Thap Radio and Television Station, 2024 in terms of *content, form, and cultural impact*. The discussion below synthesizes the findings from Section 4 and relates them to the research questions and objectives.

4.3.1 Content Characteristics and Cultural Values

The program effectively presents the cultural, historical, and regional values of the Mekong Delta. Through episodes focusing on local customs, daily life, traditional foods, and seasonal activities, the program vividly depicts regional culture. Historical footage, including black-and-white and archival clips, evokes nostalgia among older viewers while educating younger audiences about past lifestyles. This combination of tangible elements (landscapes, objects, daily practices) and intangible aspects (memories, emotions, community identity) demonstrates the program's success in achieving the first research question, as it conveys both cultural continuity and the unique identity of the Mekong Delta.

4.3.2 Formal and Stylistic Features

The program employs diverse camera techniques—long shots, medium shots, close-ups, high and low angles—paired with careful composition and color grading to emphasize key subjects and evoke emotions. Scene transitions, mainly quick cuts supported by fades and overlays, ensure smooth narrative flow. Its structure—opening graphics, introduction, main content, closing, and credits—enhances clarity and coherence. Narration and music, drawing on folk tunes and instrumental sounds, enrich the program's emotional resonance. These formal and stylistic choices demonstrate the program's ability to communicate messages effectively, satisfying the second research question by combining aesthetic appeal with cultural storytelling.

4.3.3 Strengths, Limitations, and Recommendations

Key strengths include authentic depictions of local life, high-quality visuals and sound, expressive narration, consistent broadcast schedule, and integrated English subtitles for international and non-Vietnamese-speaking audiences. Limitations involve limited direct interviews with local residents, occasional repetition in camera angles, and lower engagement with younger viewers accustomed to digital media platforms. To address these gaps, the program could incorporate short interviews to capture local perspectives,

diversify camera angles, standardize the 16:9 aspect ratio, and expand its presence on social media platforms such as TikTok, Facebook, YouTube Shorts, or Zalo Video. These strategies would enhance content depth, broaden audience reach, and maintain cultural authenticity, aligning with the final research question.

Overall, *Memories of the Mekong Delta* succeeds in conveying regional and cultural values through both content and form. Its strengths in authentic storytelling, visual and auditory aesthetics, and structured presentation establish a distinct identity and audience appeal. Addressing identified limitations can further enhance its cultural, educational, and emotional impact, ensuring the program continues to serve as an engaging and representative portrayal of Mekong Delta heritage.

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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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