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PHAM QUYNH TRANG

**PRIVACY ISSUES IN PRODUCTS
TELEVISION NEWSPAPERS IN VIETNAM TODAY**

SUMMARY OF DOCTORAL THESIS IN JOURNALISM

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INTRODUCTION

1. Reasons for choosing a topic

In a human rights system that is recognized and guaranteed at both the international and national levels, the right to privacy is an essential right, associated with human dignity and personal autonomy. This right has a particularly important position not only in international legal documents such as the Universal Declaration of Human Rights (1948) and the International Covenant on Civil and Political Rights (1966) but also in the Vietnamese legal system itself. Along with the process of deep international integration and the requirement of building a socialist state ruled by the people, by the people, for the people, respect for and protection of human rights, including the right to privacy, has become a constitutional principle and a guiding principle throughout policy making. law, especially in the field of press and communication.

The 2013 Constitution, the document with the highest legal value in Vietnam's legal system, fully stipulates the right to privacy in Article 21 for the first time, affirming the inviolability of private life, personal secrets and family secrets. This is a meaningful step not only in terms of law but also in the development of awareness of human rights in Vietnam's specific socio-political conditions. The 2016 Press Law, following the spirit of the Constitution, clearly stipulates that the press is not allowed to publish or broadcast information that infringes on personal privacy without consent, except in the public interest. However, the current regulations only stop at the principle level, there is a lack of specific guidelines to apply in the practice of press production, especially television journalism, fields with separate content characteristics, forms of expression and production processes, etc more complicated than other types of journalism.

Television is a type of journalism with great spread, having a strong impact on the public through visual and audio language. It is that vivid visual feature that is both an advantage and a challenge in ensuring respect for privacy. An image detail or a detail recorded in a TV show can have a far-reaching social impact, especially when widely broadcast on multiple platforms. This contagion makes the consequences of privacy infringement if it occurs not only limited to the traditional television space, but also extends to the entire digital media space. In the context of the development of digital communication technology, television content is no longer controlled within the framework of traditional broadcasting, but products after broadcasting are often put on digital platforms, which can be extracted, edited, and spread for purposes other than the original intention. In many cases, personal images, private statements, or even accidental footage can become a topic of discussion, criticism, or hurt without an effective legal mechanism to request remedies. In the practice of television journalism in Vietnam, there are currently many products with signs of infringing on the privacy of the reflected characters. In particular, reality TV programs, current affairs, and talk shows that exploit a lot about personal life, family circumstances, and

emotional stories of people have inadvertently (or sometimes intentionally) violated the principle of respecting privacy.

From a socio-cultural perspective, Vietnam is an Asian country with a tradition of valuing the community, valuing the collective, and high social cohesion, often not clearly distinguishing between individual life and social life. In many social and press-media relationships, the disclosure of personal information is considered normal, less considered infringement. This not only affects public perception, but also directly affects the behavior of journalists and TV program producers. Many privacy violations have not been taken seriously, or have not been dealt with commensurate with the harm they cause. The lack of identification and self-protection skills of Vietnamese people also contributes to the increase in the level of infringement of this right.

From that practice, it can be affirmed that the issue of privacy protection in television press products in Vietnam today is a complex and multi-dimensional issue, closely related to social awareness, legal system, professional ethics, journalistic skills and unique characteristics of the type of television journalism. Although legal regulations have made significant progress, the organization of implementation and application in the production of television press products and the improvement of ethics in press operations are still limited. Meanwhile, there are still few in-depth studies on privacy in the television environment in Vietnam, especially those associated with the production organization process and the specific socio-cultural context.

Stemming from these reasons, I chose the topic "*The issue of privacy protection in television press products in Vietnam today*" to conduct research on my doctoral thesis. This is an issue of urgent theoretical and practical significance. Theoretically, the study contributes to clarifying the concept, scope, ethical and legal standards of privacy protection in television press products. In practical terms, the study provides a scientific basis to propose solutions to improve policies, operational processes and monitoring mechanisms, towards the goal of improving the quality of television press products, ensuring a balance between the right to information and the right to privacy protection in the context of modern media.

2. Research objectives and tasks

2.1. Research objectives

The objective of the thesis is to analyze, evaluate and clarify theoretical and practical issues related to the protection of privacy in television press products in Vietnam today. On that basis, feasible solutions are proposed to improve policies, production organization processes, professional ethics and supervision mechanisms in television press products in the direction of ensuring the privacy of individuals, in line with the requirements of modern press development and the process of building a socialist state under the rule of law

2.2. Research tasks

In order to achieve the above research objectives, the thesis focuses on performing the following tasks:

Firstly, to systematize and analyze the theoretical bases of privacy and the protection of privacy in journalistic activities, especially in the field of television journalism;

Secondly, to survey and evaluate the current status of privacy protection in television press products in Vietnam today;

Thirdly, pointing out the issues affecting the protection of privacy in television press products and proposing solutions to improve the effectiveness of privacy protection in television journalism in Vietnam in the coming time.

3. Subjects and scope of research

3.1. Subjects of study

The thesis focuses on theoretical and practical issues related to the protection of privacy in television press products, specifically news programs. The object of direct research is the content, form of expression and production process of television products that are likely to affect the privacy of characters appearing on television.

3.2. Scope of study

The thesis focuses on systematically researching theoretical and practical issues related to the protection of privacy in television journalism products, focusing on current affairs programs – a genre that frequently reflects social issues, frequently exploiting images and personal information in many situations. The direct survey subjects are the content, form of expression and production process of television products that are likely to affect privacy, focusing on two main genres: news and reportage – genres that are often under time pressure, fast production, etc. it is easy to arise situations of violation of professional ethics if there is a lack of control.

The three programs selected for the survey include: 24-hour Movement (VTV), 24-hour Security (ANTV) and 18:30 News (HanoiTV), representing three groups of journalists: central, sectoral and local. Each program has a different approach to organizing the production and processing of personal information, reflecting a variety of practices in protecting privacy on television.

The survey was conducted continuously from January 1, 2023 to December 31, 2023, deliberately selecting news broadcasts every Monday – an important time in public opinion orientation. A total of 1,286 works were analyzed, with sample selection criteria focusing on situations at risk of identity or personal information infringement. The research design ensures representativeness and objectivity, contributing to providing a scientific basis for evaluating and proposing solutions to protect privacy in modern television journalism.

4. Research Questions and Research Hypotheses

From the results of the overview of the system of domestic and foreign research works, it can be seen that the issue of privacy protection in television press products is a complex topic, influenced by many factors: from the legal framework, journalistic ethical standards, etc. to cultural and political factors, professional skills and characteristics of the type of journalism. While many

studies have shed light on the concept, content and scope of privacy, the specific application of those standards in the context of television journalism in Vietnam has not been fully analyzed. The research gaps have been clearly identified in the literature review chapter, thereby laying the foundation for the establishment of the question system and research hypothesis of the thesis.

4.1. Research Questions

In order to orient the process of surveying, analyzing and building a theoretical and practical basis for the topic, the thesis focuses on answering the following main research questions:

Question 1: How is privacy in television press products understood and regulated in international and Vietnamese theoretical and legal systems?

Question 2: What are the specific factors of the type of television journalism that affect the risk of infringement of personal privacy during the production and broadcasting of programs?

Question 3: What is the current status of privacy protection in newspaper and television products in Vietnam?

Question 4: Do the current legal regulations, ethical standards and procedures on the organization of television production ensure the respect and protection of the privacy of characters in television?

Question 5: What solutions are needed to enhance the effectiveness of privacy protection in the production and broadcasting of press and television programs in Vietnam today?

4.2. Research hypothesis

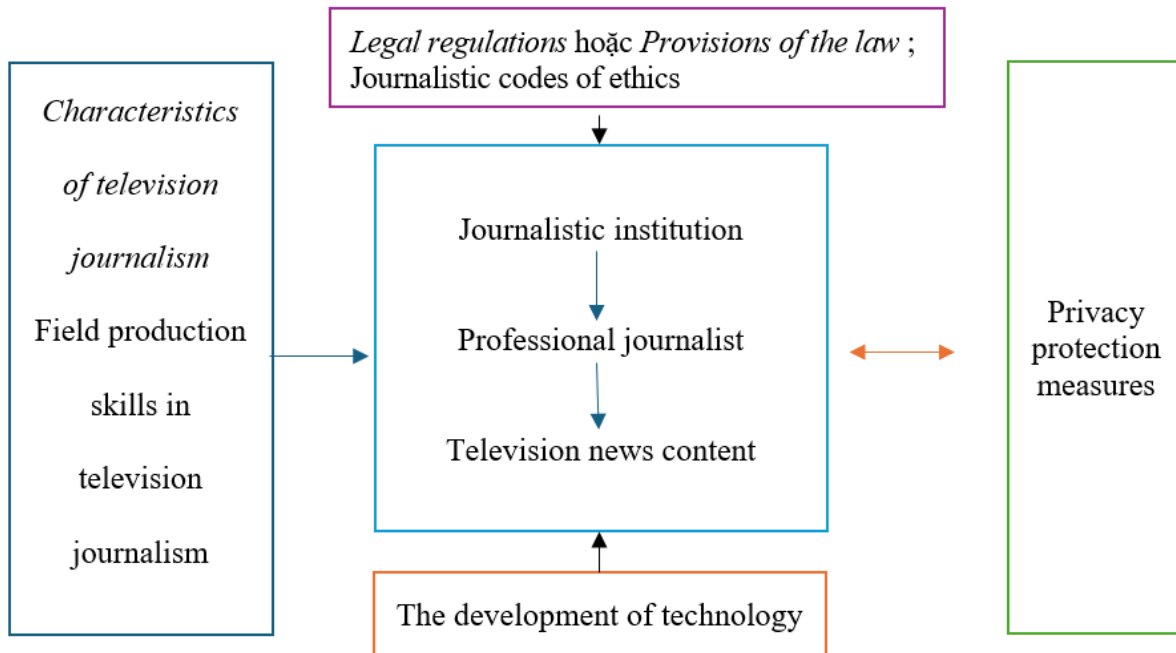
On the basis of theory, practice and overview of research documents, the thesis identifies a number of scientific hypotheses that are oriented as follows:

Hypothesis 1: The right to privacy in television newspaper products is stipulated in theory and law but has not been clearly and uniformly concretized in Vietnamese practice.

Hypothesis 2: The type of television journalism, due to the characteristics of the audio-visual language and the collective production process, has a higher risk of privacy infringement than other types of journalism.

Hypothesis 3: The protection of privacy in television newspaper products in Vietnam is currently limited due to inadequate awareness, unstandardized operational skills and lack of effective enforcement mechanisms.

5.5. Analytical Framework



6. Theoretical basis and research method

6.1. Rationale

The thesis is built on the theoretical views of Marxism-Leninism and Ho Chi Minh Thought on human rights, the press and the role of the press in society. These views, combined with the Party's guidelines and the State's policies and laws on privacy and press activities, are the basis for determining the orientation of approach and assessing the current state of privacy protection in television press products in Vietnam today.

In addition, the thesis selects and applies modern communication, ethics and privacy theories to build a scientific and interdisciplinary theoretical framework. These theories provide a useful tool for analyzing the relationship between journalists - personalities - the public - press agencies in the production and broadcast of television products that are likely to affect the private life of individuals. Concrete:

First, the Privacy Control Theory (Limited Access and Control – RALC) developed by Moor and James H. This theory holds that privacy is not the right to absolute control of information but the right to choose the level of access to personal information. The RALC provides a three-tiered theoretical framework: (1) describing the concept of privacy, (2) justifying this right from an ethical perspective, and (3) designing reasonable control mechanisms in practice. This theory helps the thesis clarify the boundary between publicity and privacy in television products, especially news programs that often use images and information of characters. This theory is the foundational tool for assessing whether the journalist's behavior respects the level of information control that the character desires.

Second, the Communication Privacy Management theory explains how people manage the disclosure of private information in their relationship with the media. This theory focuses on the decision-making process involving the disclosure or secrecy of information, through a system of rules based on culture, gender, motivation, context, and risk-benefit ratio. Communication privacy management helps explain how journalists and personalities agree to provide private information in interview and reporting situations. Thereby, the thesis can assess the level of respect or infringement of privacy in each step of the production process, from pre-production to post-production and the role of the character's permission and consent.

Third, Erving Goffman's Framing Theory focuses on how people organize and understand society through frames. In television journalism, this theory helps the thesis analyze image editing techniques, commentary, information processing editing, etc. can affect the audience's perception of the character, especially in situations related to personal life or law. False "framing" can indirectly lead to damage to honor or distort private truth.

Fourth, the Social Responsibility Theory of the Press. Born in the 1950s, this theory was developed by a group of authors Siebert, Peterson and Schramm, inheriting ideas from the Hutchins Report (1947). The theory is that the press not only has the right to report freely but also must fulfill social responsibilities, including the obligation to provide honest and objective information, respect human dignity and protect the public interest. The theory helps the thesis evaluate the relationship between freedom of the press and the obligation to respect privacy. This theory is the foundation for building ethical standards in handling sensitive information.

Fifth, the Theory of Duty Ethics. This theory was initiated by the philosopher Immanuel Kant, who argued that morality is not based on results but lies in obligations and moral principles. Accordingly, each human being has unique values and must be respected as they are, not just seen as a tool to serve the goals of others. This is the basis for the thesis to affirm that journalists are obliged to protect the privacy of all individuals. even if it conflicts with the public's need for information. This theory is particularly relevant when studying situations involving vulnerable people in television.

Sixth, the theory of ethics and virtue. Originating from Aristotle's philosophy, this theory emphasizes the formation of moral qualities such as prudence, fairness, honesty, and compassion. A moral person is a person who is able to consider and act correctly in each specific situation. This theory helps the thesis consider the personal qualities and moral capacity of journalists - very important factors in the television environment. Thereby, emphasizing the role of moral skills training and building professional standards.

6.2. Research methods

*** Quantitative methods**

one. Survey design and sample selection

The thesis uses an online survey questionnaire (Google Forms) to collect quantitative data on the current state of perception, behavior and views of TV journalists towards the issue of privacy protection in journalistic products. The goal is to analyze the relationship between demographic factors, qualifications, and experiences with the level of awareness and occupational behavior.

The survey sample includes 112 subjects, who are journalists, reporters, and editors working at central, branch and local television press agencies such as Vietnam Television (VTV), National Defense Television Channel, People's Public Security Television Channel (ANTV), Hanoi Radio and Television and other local stations.

Sample selection methods include:

- Select purposive sampling to ensure that the research subjects are suitable for their expertise and field of work.
- Snowball sampling, in which subjects are further introduced by colleagues to expand the reach.

Selection criteria include:

- Experience working in television, both young journalists (less than 5 years) and journalists with seniority (over 10 years);
- Working directly in the field of producing news programs
- + Data collection and processing

The questionnaire is sent via email and directly to each object. All participants are informed in advance of the purpose of the research and are committed to information confidentiality.

The collected data is cleaned, encrypted and processed using SPSS 26 software, using analysis techniques such as:

- Descriptive statistics: Mean, standard deviation, and percentage to reflect sample characteristics and general cognitive trends.
- Pearson correlation test: Evaluate the relationship between independent variables (age, work, experience, etc.) and dependent variables (privacy awareness).
- Chi-Square Assessment: Compare differences in awareness levels between groups of journalists by training criteria or job positions.

b. Analyze TV show content

The thesis analyzes the quantitative content of 1,286 news and articles broadcast in 2023 from three typical news programs:

- *24h Motion* - Vietnam Television (VTV)
- *24-hour security* - ANTV Channel
- *News 18h30* - Hanoi Radio and Television

The study applies a deliberate sample selection method that focuses on news and articles that are likely to clearly demonstrate a level of respect or violation of privacy. Sample selection criteria include: content related to special groups of

subjects, events with sensitive elements, and cases at risk of infringement of identity or personal information on television. In total, there were 1,286 news and articles that were encrypted and analyzed. The survey process applies a quantitative content analysis method with a codeframe built around three main criteria related to privacy protection: (1) the degree of blurring of the character's image, (2) the degree of identity concealment, (3) the use of distortion techniques, etc. cover the name, cut out sensitive details.

The data were statistically compared, compared between the three programs, and tested using the Chi-Square method to determine statistically significant differences.

The survey is based on official broadcast sources, including TV channels and the official websites of the units.

*** *Qualitative method***

one. Document Analysis

- Document analysis: Collecting, synthesizing and systematizing documents and theories published and published in the mass media related to the research issue. The available documents will serve as a basis for supplementing and comparing with the research results of the thesis, thereby helping the author have an overview, identify the contents that have been studied previously as well as the gaps of previous studies to improve his research.

b. In-depth interviews and sample selection

The thesis conducted 8 interviews, divided into three groups of subjects:

- Group 1 (3 people): Leaders, managers in charge of program production and leaders of press agencies.

- Group 2 (4 people): Reporters and editors who are directly involved in the production of TV programs.

- Group 3 (1 person): Experts in the field of law.

Each interview lasts from 45-90 minutes, and is recorded, recorded, and encoded according to thematic groups: (1) privacy awareness; (2) the process of protecting privacy rights in television operations; (3) the contradiction between public information and the character's private life; (4) propose solutions to improve the effectiveness of privacy protection in television. Through the in-depth interview method, the thesis obtains authentic perspectives from insiders who are journalists and leaders of press agencies, contributing to adding depth of analysis and verification to research hypotheses. At the same time, the collected opinions also play an important role in proposing practical and feasible solutions to improve the effectiveness of privacy protection in television press products in Vietnam today.

c. Case study

In addition to the quantitative content analysis method, the thesis also applies the case study method to conduct an in-depth survey of a number of specific situations with typical value. These are the cases that are simultaneously reflected in all three TV programs selected for research: 24-hour Movement, 24-hour

Security and 18:30 News. These cases are often of a special nature, attracting attention from the public and posing contradictions in professional ethics, legality, as well as techniques for processing information and images related to characters in television products.

Each case is conducted according to three specific groups of criteria:

First, assess the level of protection of personal information, including masking your name, hiding your identity, obscuring your image, distorting your voice, and avoiding revealing easily identifiable details.

Second, the technical survey of image and sound processing, including the use of post-production effects to blur faces, change voices, as well as rendering measures to avoid exposing identity or sensitive details.

Third, analyze the content and presentation of the newsletter, from the perspective of professional ethics: the choice of title, introduction, descriptive language, the degree of emphasis on personal factors, and the emotional orientation of the audience towards the characters.

After analyzing each individual case, the author conducted a cross-comparison between the three programs to identify differences or similarities in the way they were handled. This is not intended to make a comment to point out the different approaches of each press agency in the practice of protecting privacy. The results from the case study method play a complementary and comparative role with the findings obtained from quantitative analysis.

d. Group discussion

In order to deeply explore practical perspectives, professional experience and multi-dimensional debates on the issue of privacy protection in television journalism, the thesis organized a group discussion with the participation of veteran journalists and legal experts. This is an effective method of determining effectiveness, suitable for controversial topics, requiring dialogue, criticism and interpretation from many approaches. The discussion was held on November 18, 2024 at the Academy of Journalism and Propaganda with the participation of three guests representing two professional perspectives: 01 VTV24 reporter specializing in producing reportage works reflecting social issues; 01 experienced reporter of Dan Viet newspaper, who has many famous investigative reports; 01 guest is a former Judge of the People's Court of Hanoi, a legal consultant on moral rights and the press.

The discussion lasted 90 minutes, divided into four key themes: (1) Perceptions and perspectives on privacy; (2) Principles and experience in protecting privacy in journalistic operations; (3) Contradiction between law, ethics and television practice; (4) How journalists balance the quality of their work and the obligation to protect their characters. The discussion information was recorded, written and analyzed according to the SWOT matrix method. The results of the group discussion not only clarify the complexity of privacy in the television press environment, but also show that the boundary between right and wrong lies not only in the law but also in the professional sensitivity, moral bravery and social sense of journalists. These

arguments help the thesis to complete the analysis and provide a practical basis for the development of solutions in Chapter 4.

7. Contributions of the thesis

First, the thesis is the first scientific work to comprehensively study theoretical and practical issues related to the implementation and protection of privacy in television newspaper products. On that basis, the thesis has developed the concept of privacy in television newspaper products and clearly analyzed the connotation of this concept.

Secondly, the thesis has proposed and analyzed the aspects and ways of implementing privacy in television newspaper products, and at the same time generalized the content, determined the limits of privacy and systematized the requirements for privacy protection in the production process of television works.

Thirdly, the thesis conducts a field survey of three typical TV programs (24-hour Motion, 24-hour Security, 18 :30 News), thereby objectively and comprehensively assessing the current situation of privacy protection in television newspaper products in Vietnam today.

Fourthly, the thesis has pointed out the problems that are being posed and directly affect the protection of privacy in television products, and at the same time proposes a system of feasible, scientifically based and novel solutions to improve the effectiveness of privacy protection in Vietnamese television products in the coming time. In addition, the thesis also develops a set of rules that specifically guide the protection of privacy in the practice of television press activities, contributing to the completion of the code in the practice of press activities.

8. Theoretical and practical significance of the thesis

- Theoretical: The thesis contributes to enriching theoretical issues on privacy protection in general, privacy protection in the production of television works in particular.

- Practical: The thesis provides scientific and practical information to help journalists, reporters, television program producers, managers, researchers as well as related individuals have insight, more comprehensive on privacy and requirements for the production of television press products to protect the privacy of individuals. On that basis, the thesis actively contributes to raising the awareness of the community and the public about privacy protection on television in Vietnam today.

The thesis is also a practical reference for managers, reporters, and editors at television programs, channels and television stations; provide an initial theoretical and practical basis for press agencies to develop professional standards and complete requirements for press products in protecting privacy. The research results of the thesis also enrich the system of reference materials for the training and fostering of journalists; at the same time, it has applied value in teaching, learning and research at the Academy of Journalism and Propaganda as well as other specialized training institutions in television, journalism and communication.

9. Structure of the thesis

In addition to the introduction, conclusion, appendix, references, the thesis has a structure of 04 chapters:

Overview of the research situation

Chapter 1: Theoretical basis for privacy protection in television newspaper products in Vietnam

Chapter 2: The current state of privacy protection in television newspaper products in Vietnam

Chapter 3: Issues and proposed solutions to protect privacy in television newspaper products.

OVERVIEW OF THE RESEARCH SITUATION

1. Privacy Studies

Research on privacy has covered many important topics, which can be divided into three main groups of issues:

First, some scholars study the origins of the concept of privacy from ancient civilizations. The documents cite evidence from the Bible, Greek philosophy, and Confucian thought to clarify the socio-cultural basis of the distinction between the individual and the community.

Second, classics from the nineteenth century have established modern theories of privacy. Samuel D. Warren and Louis D. Brandeis in their article *The Right to Privacy* (1890) first introduced the concept of "the right to be left alone." Hyman Gross in *The Concept of Privacy* (1971) sees privacy as an essential condition of social life. Charles Fried in his article *Privacy* (Yale Law Journal, 1968) asserts that privacy is the foundation of love, trust, and respect. Alan F. Westin in *Privacy and Freedom* (1967) defines the right to control personal information and classifies privacy into four levels. Judith Jarvis Thomson in his article *The Right to Privacy* (1975) criticized the concept of "being left alone" and expanded privacy associated with ownership and autonomy. Ruth Gavison in *Privacy and the Limits of Law* (1980) systematizes privacy into three elements: confidentiality, anonymity, and isolation, and points out the limits of the law's protections. Raymond Wacks in *Personal Information: Privacy and the Law* (1989) and *Privacy: A Very Short Introduction* (2010) asserts that privacy is associated with the control of personal information and points out the challenges posed by modern technology and communication. He also analyzed the protection mechanisms in various legal systems such as the United States, Germany, France, and international conventions such as the UDHR, ICCPR, ECHR.

Third, the works focus on analyzing the content, scope and mechanism of privacy protection in international and national law. Diggelmann & Cleis, with their article *How the Right to Privacy Became a Human Right* (2014), points out that privacy was internationalized before it was nationalized, which is a rare phenomenon. Hans-Joachim Cremer in *Human Rights and the Protection of Privacy in Tort Law* (2010) compares English and German law, emphasizing the

principle of indirect impact between private actors and the role of *Campbell v. MGN (UK)*. Stig Strömholm in *Privacy and the Rights of Personality* (1984) analyzes private spaces, infringements, and remedies. David Banisar and Simon Davies in *Privacy and Human Rights: An International Survey of Privacy Laws and Developments* (2006) surveyed more than 50 countries, identifying risks such as globalization and electronic surveillance. Eliza Watt in *State Sponsored Cyber Surveillance: The Right to Privacy of Communications and International Law* (2020) analyzes privacy breaches by the state's digital surveillance program. Khurram Mohsin & Zafarullah Khan in their article *Privacy in the Digital Age* (2019) categorizes privacy into four aspects and warns of the dangers of digital inscription on the Internet. Girish Agarwal in *Civilian Drones, Visual Privacy and EU Human Rights Law* (2021) studies image privacy before the development of civilian drones. Maria Grazia Porcedda in *Cybersecurity, Privacy and Data Protection in EU Law* (2018) builds a theoretical framework on the relationship between three elements in EU law: cybersecurity, privacy, and personal data protection.

Studies also pay special attention to the privacy of vulnerable groups. UNICEF in its *State of the World's Children* reports (2017, 2020) calls for the protection of children's data with the principles of transparency and limitation of purpose. Julie Doughty, Lucy Reed & Paul Magrath in *Transparency in the Family Courts: Publicity and Privacy in Practice* (2018) propose closed and anonymous trials to balance public and individual rights in cases involving children.

In China, Cao Jingchun in *Protecting Privacy in China* (2005), Tong Rou (2004), and Wang Hao in *Protecting Privacy in China* (2020) all argue that it is necessary to build a modern legal framework that is compatible with international standards, but still in line with China's own political and cultural characteristics.

In Vietnam, scholars approach privacy from many angles. Regarding philosophy and politics, Tuong Duy Kien and Nguyen Thanh Tuan (2016) analyze the theory of Karl Marx; Lai Thi Thanh Binh (2015) and Dong Ngoc Dam (2017) emphasized Ho Chi Minh's thought on human rights. Cao Thi Quyen (2018) and Pham Huy Ky (2010) continue to clarify the relationship between the individual and society in revolutionary ethics. Tran Ngoc More in *Vietnamese Cultural Foundations* (2001) analyzes community culture and explains the perception of privacy in Vietnamese culture.

In terms of law, Le Dinh Nghi in his doctoral thesis *The right to privacy under Vietnamese law* (2015) proposes to separate privacy as an independent moral right. Phung Trung Xi in his articles (2014, 2016) pointed out that the law only protects individual factors. Nguyen Thi Que Anh and colleagues in the monograph *The Right to Privacy* (2021) propose to develop a separate law on privacy. Nguyen Dang Dung & Nguyen Dang Duy (2021) emphasized the need to establish an independent legal status for privacy. Zhou Hongqing (2019) analyzes four groups of content that constitute privacy. Tran Thi Dieu Ha in the article *Discussing the*

concept of privacy in Vietnamese law (2022) summarizes the current regulatory system and recommends a uniform definition.

The above research system has provided a rich theoretical and legal foundation on privacy from many perspectives. However, the documents also point to gaps in uniform definitions, effective protection mechanisms, as well as the adaptation of the law to new risks from digital technology.

2. Studies on television and television press products

Research works in the field of journalism and communication have formed a theoretical and methodological foundation for access to television journalism products, especially in the context of modern media. Author Ta Ngoc Tan in two works, *Mass Communication* and *Theoretical Basis of Press*, researches the basic issues of village traditions, the relationship between mass media and society, and clarifies the characteristics of types and specific information operation mechanisms of television. He also emphasized the role of ethics and law in the process of operating and producing journalistic messages.

Author Nguyen Van Dung in the works *Communication – Theory and Basic Skills* and *Theoretical Basis of Journalism*, approaching journalism as a system of movement in the social and political environment, shows the transformation of the function and genre of journalism in the context of digital media. Author Duong Xuan Son with the work *Theory of Journalism and Communication* provides an overview from theory to practice of journalistic activities, emphasizing the ethical role and professional skills of journalists in information and communication activities.

In the research group on genres, authors Nguyen Thanh Loi and Pham Minh Son in *Press News – Theory and Skills* have focused on clarifying the structure, methods of expression and value of news, an important theoretical foundation for the genre of news and television reporting. Author Nguyen Quang Hoa in *Journalism Reporting – Theory, Skills, Experience*, giving a comprehensive view of reporting, from the history of formation to modern perspectives. In addition, the document also points to the risk of privacy infringement due to the lack of awareness and experience of journalists.

In the group of specialized works on television, the series of works *on television journalism* by the authors Xvich, Cudonhetsop and Vlurovski has systematized the position, function, genre and moral norms of television in modern society. Author Tran Bao Khanh, in *TV Program Production*, has scientifically presented the TV production process, from genre characteristics to creative skills and program production organization. Author Nguyen Ngoc Oanh, through the works *Television Politics – Theory and Creative Skills* and *Television Reportage*, deeply analyzes the characteristics, structures, skills and moral risks of sensitive genres such as politics and reportage.

In the group of works on approaching television in the digital media environment, authors Bui Chi Trung and Dinh Thi Xuan Hoa, in their book *Modern Television – Slices 2015–2016*, have shown the process of transforming the linear

television model to an online and foundational platform. Author Le Vu Diep, in *Television Ecosystem*, presents a systematic approach to television as an ecosystem, where all elements from source to reception interact and impact each other, in which privacy is no longer a single concept but the result of the entire television production process.

The research works have provided an in-depth theoretical and practical framework for determining the characteristics of the type, production organization process, and ethical and legal standards of television. At the same time, they contribute to clarifying emerging issues in the digital environment, especially the requirement to protect the privacy of characters in today's television press products.

3. Research on privacy protection in the media, press and television press

First, the research group on journalism and media ethics: Image Ethics by authors Larry Gross, John Stuart Katz and Jay Ruby analyzes image ethics in television, focusing on the right to consent and privacy of characters. Author Sandra L. Borden in her book *Journalism as Practice* argues that journalism needs to have a strong work ethic to resist the effects of commercialization. The book *Global Media Ethics and the Digital Revolution* edited by Nouredine Miladi addresses universal values such as truth and dignity in digital media. Authors María Luengo and Susana Herrera-Damas in their book *News Media Innovation Reconsidered* emphasize that journalistic innovation needs to preserve ethical values. Author Nguyen Thi Truong Giang in two books *100 codes of journalistic ethics in the world* and *Professional ethics of journalists* systematizes ethical principles, especially respecting privacy and protecting vulnerable groups. Author Do Dinh Tan in the book *Conscience Journalism* warns about the fragile line between the right to information and the right to privacy. Author Tran Ba Dung in the book *Media Journalism: Perspectives* gives specific examples of ethical violations when handling personal information.

Second, Research on Privacy in Journalism and Media: Authors Caroline Kennedy and Ellen Alderman in their book *The Right to Privacy* point out that modern media and technology are threatening privacy. George Brock, author of *The Right to be Forgotten*, argues that journalism is shifting to the role of exploiting personal data and needs to adjust its work ethic. Author Jeremy Iggers in *Good News, Bad News* emphasizes that privacy cannot be sacrificed for the public good. Author Andrew McStay in *Privacy and the Media* defines privacy as the right to control information about oneself, and in *Privacy and Philosophy* expands research in a philosophical direction. Author Chris Frost in *Privacy and the News Media* analyzes privacy laws and practices in journalism in the UK, US, and Europe.

Third, research on privacy policies and laws: Author Thai Thi Tuyet Dung in the book *Access to Information and Privacy in Vietnam and some countries analyzes* the relationship between the two rights and proposes a balance in law. Author Phan Trung Hien in the book *Law on the right to access information in Vietnam* said that it is necessary to clearly define what is public information and what is information that needs to be kept confidential. The document *Perfecting the*

Law to Protect Privacy in Vietnam's current social environment by Nguyen Thanh Luan's group of authors points out that the legal framework in Vietnam is still weak, lacking detailed regulations to protect privacy in the digital environment. *Ofcom's Protecting Participants in TV and Radio Programmes* report (UK, 2017) provides clear rules to protect characters in TV programmes from pre-production to post-production. Do Thi Thu Hang's *Investigative Journalism Textbook* integrates the ethical requirements when approaching disadvantaged characters in investigative works.

Fourth, specialized research on the privacy of disadvantaged children. The *Handbook of Journalists with Children* (2000) and *Journalism with Children* (2004) compiled by the Faculty of Journalism – Academy of Journalism and Propaganda, recommends that journalists need to use blurring and changing voices to protect children's identities. The book *Journalist with Children – Knowledge and Skills* by the author Nguyen Ngoc Oanh proposes an approach to children as subjects with rights, not just objects to be reflected.

3. Scientific gaps in current research

Although there has been a lot of research on privacy in the media, there are still gaps that need to be clarified.

Firstly, most of the documents are approached from a legal perspective, lacking specific contact with television press activities.

Secondly, there is currently no independent, systematic and in-depth work in Vietnam that comprehensively studies privacy protection in television products.

Third, the studies lack specific empirical surveys such as reporter surveys or program content analysis.

Fourth, there is no system of criteria for classifying vulnerable groups of characters, making the information processing process still emotional.

Fifth, the specific skills of television such as image editing, techniques, and commentary have not been studied as factors affecting privacy.

From there, the thesis needs to build an interdisciplinary, in-depth and practical research, contributing to perfecting the theoretical basis, policies and operational processes to protect privacy in the television press in Vietnam.

4. Orientation to solve gaps in the thesis

In order to overcome the above limitations, the thesis "The issue of privacy protection in television newspaper products in Vietnam today" clearly identifies the key research orientations:

Firstly, to systematize the theory of privacy and privacy protection in television press products on the basis of inheriting international achievements and creatively applying them in Vietnam's cultural and legal conditions.

Secondly, the survey of privacy protection practices through the analysis of the content of 1,286 TV works from three typical programs (*24-hour Movement*, *24-hour Security*, *18:30 News*), combined with in-depth interviews, case studies and professional awareness surveys of reporters, television editor.

Thirdly, to assess the level, form and effectiveness of privacy protection in television products; pointing out the main causes of violations or inadequate protection.

Fourth, propose a system of synchronous solutions, including improving the legal basis, developing a specialized code of professional ethics for the television press, innovating the production process and content moderation, and raising social awareness and professional responsibility for privacy in mass media activities.

With this orientation, the thesis not only contributes to filling the existing theoretical and practical gaps, but also provides a scientific basis for building a professional, humane and humane communication environment in Vietnam.

Chapter 1

RATIONALE FOR PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS IN VIETNAM

1.1. PRIVACY CONCEPT AND PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS

1.1.1. Concept of privacy and privacy protection

1.1.1.1. Concept of privacy

+ *Privacy in the world*

+ *Privacy in Vietnamese law*

Thus, Vietnamese law has made strides in protecting privacy rights but still needs to be improved to better suit the global development trend and socio-cultural characteristics in the country.

1.1.1.2. Concept of privacy

From the analysis of the above views, it can be summarized as follows:
Privacy is the personal right of an individual to elements of private life that is recognized and protected by law from all acts of access, interference or publicity without the consent of the individual or without the lawful decision of the institution competent authorities.

1.1.1.3. Concept of privacy protection

Privacy protection is the application of legal and social mechanisms and measures to prevent, prevent and handle all acts of illegally accessing, intervening or publicizing elements of an individual's private life.

The protection of privacy is carried out through many mechanisms such as: individuals protect themselves; request intervention from competent authorities and apply measures such as forcible termination of violations, corrections, apologies, compensation for damages, or cancellation of illegal decisions.

1.1.2. Concept of television newspapers and television newspaper products

1.1.2.1. Concept of television newspaper

Television journalism, also known as visual journalism, is a specific type of journalism that uses animation as the main medium of transmission, combining

sound. This is a type of visual and vivid journalism, reflecting current affairs information in an honest, non-fictional, non-staged manner, broadcast through modern technical infrastructure applying different transmission technologies.

1.1.2.2. Television press products

Television press products are the complete result of the process of organizing the production of television content, using images combined with sound to reflect honestly and vividly social life and distributed through traditional and digitized transmission infrastructures to meet the increasingly diverse information reception needs of the public.

1.1.3. The concept of privacy protection in television newspaper products

Privacy protection in television newspaper products is the sum of principles, regulations and legal, technical and ethical measures applied in the entire process of production and broadcasting of television programs to ensure that there is no infringement on private life, personal secrets and sensitive information of individuals are reflected in journalistic works.

1.2. CONTENTS AND METHODS OF PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS

1.2.1. Privacy protection content in television newspaper products

- + Privacy protection of personal information
- + Protect the right to privacy of private life and family
- + Protect image privacy

1.2.2. Subjects of protection of privacy in television newspaper products

- + *Protecting privacy in television newspaper products with normal subjects*
- + *Protect the right to privacy in television newspaper products with special subjects such as: Celebrities; Patient; Persons related to law; Deceased; Victim; Children; LGBTI people; Groups of ethnic minorities, the poor, the homeless, and people with disabilities.*

1.2.3. How to protect privacy in television newspaper products

1.2.3.1. Privacy protection through images in television newspaper products

- + Privacy-preserving videography techniques:
- + Privacy protection techniques

1.2.3.2. Protection of privacy through audio in television newspaper products

- + Comments in TV newspaper products do not clearly provide information about the character
- + Comments in TV newspaper products focus on the main content, not too much on the character
- + Characters' voices in television newspaper products are processed by voice transformation techniques
- + Choose how to express the work

1.2.3.3. Privacy protection through the stages of television production

1.3. LEGAL BASIS AND REQUIREMENTS FOR PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS IN VIETNAM

1.3.1. Legal basis for privacy protection in newspaper and television products in Vietnam

- + Privacy regulations in the laws of the world
- + Privacy regulations in some regions
- + Privacy regulations in the laws of some countries
- + Privacy regulations in Vietnamese law

1.3.2. Requirements for the protection of privacy in television newspaper products in Vietnam

- + Ensuring the principle of respecting and protecting privacy as an inviolable moral right.
- + Comply with current laws and regulations on professional ethics in journalistic operations.
- + Clearly define legal responsibilities and professional ethics in each stage of production of television products.
- + Flexible application of professional techniques to protect privacy while ensuring the efficiency of information transmission.
- + Privacy protection must be placed in a harmonious relationship with the public's right to information and the public interest.

CHAPTER 2

THE CURRENT STATE OF PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS IN VIETNAM TODAY

2.1. INTRODUCTION TO THE PRESS AGENCY AND SURVEY PROGRAMS

"24h Motion" (VTV): is a general news report, broadcast daily, produced by VTV Digital. The program has a modern style, regularly exploiting hot issues in society associated with the image and name of specific characters. This is a typical product to evaluate the balance between reflecting the truth and protecting privacy in a multi-platform central press environment.

"News 18:30" (HTV): is an official news report reflecting the political situation, people's livelihood, administrative reform... in Hanoi. With the characteristics of closely reflecting the problems of urban life, this program often uses specific personal information, thereby making it a suitable audience to survey the protection of privacy in local television.

"24-hour security" (ANTV): is a thematic program on security and order, often associated with sensitive information about the identity of violators and prosecuted persons. This is an important basis for studying the boundary between the public's right to know and personal privacy in the police press.

2.2. THE CURRENT SITUATION OF CONTENTS, OBJECTS AND METHODS OF PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS IN VIETNAM TODAY

2.2.1. The current status of the implementation of privacy protection content

2.2.1.1. *Protection of personal information of characters*

Basic information of characters in TV products

Secret information of the character

Communications, letters, telephones, telegrams

2.2.1.2. *Protection of the right to privacy of private life and family*

Workplace/study and career

Accommodation

Information and images on social networks

Health Conditions

Character's family

2.2.1.3. *Image Privacy Protection*

When the character is in a public space

When the character is in a semi-public space

When the character is in a personal private space

2.2.2. Implementation of privacy protection methods

2.2.2.1. *Regarding images*

Use Techniques

Use camera angles and filming techniques

Use Graphics

2.2.2.2. *Sound*

Using voice change technology in privacy protection is a necessary solution but needs to be applied flexibly, suitable for each context. The combination of voice change with other visual and graphic processing measures, along with sound editing, will contribute to ensuring simultaneously authenticity, persuasiveness, and identity security requirements in modern television journalism.

2.2.2.3. *Regarding the content*

Editing and processing information in television works is one of the important measures to protect the privacy of characters, and at the same time ensure the public's right to information. Television programs in Vietnam, especially news and political commentary, always pose a requirement to balance these two factors.

2.2.2.4. *Production process*

- Privacy protection in the early stages

- Privacy protection during the production phase

- Privacy protection in post-production

+ Processing of information

+ Image and sound processing

+ Archive and reuse of materials

From the above practice, it can be seen that journalists' awareness of privacy in archiving and reusing materials has made positive changes, but the level of implementation still depends greatly on the specifics of the program's content, internal control mechanism and regulations of each press agency.

2.2.3. Subjects entitled to privacy protection

2.2.3.1. Ordinary people

2.2.3.2. Special subjects

- + Children
- + Victims
- + LGBT people
- + Patients
- + Persons related to the law
- + For criminal cases:
 - + Groups of ethnic minorities, the poor, the homeless, people with disabilities

2.3. EVALUATION AND COMMENTS ON PRIVACY PROTECTION IN TELEVISION PRODUCTS

2.3.1. Advantages and causes

2.3.1.1. Advantages

First, be well aware of the importance of privacy. Awareness of rights

Second, clearly define the legal basis, ethical standards and professional practices for privacy protection.

Third, be aware of the technology and privacy protection measures in television products

Fourth, be aware of legal responsibility and moral responsibility in protecting privacy

Fifth, be aware of the role of internal legal support in privacy protection

Sixth, be aware of the relationship between privacy and the public's right to information

2.3.1.2. Causes of advantages

First, the journalists' awareness of privacy is influenced by the process of legal integration and access to international journalistic ethical standards.

Secondly, Vietnam's legal system on privacy is increasingly perfect, creating conditions for journalists to have a clear basis in the process of operation.

Thirdly, the organizational role of press agencies is promoted through the development of production processes, post-production censorship and internal legal consultation mechanisms.

Fourth, practical experience in handling sensitive information has helped journalists improve their skills and operational bravery.

Fifth, disputes and negative reactions from the public to journalistic products that violate privacy rights have created a counter-impact of behavior modification.

2.3.2. Limitations and causes

2.3.2.1. Limitations

In the perception of journalists
In the actual production of the program

2.3.2.2. Causes of restriction

First, journalists' awareness of the scope and sensitivity of personal information is still incomplete and inconsistent.

Secondly, one of the root causes is the incomplete and proper assessment of the pervasiveness of personal information when reusing in the digital media environment.

Thirdly, in terms of organization, the standardization of the production process and the unified mechanism in video recording still have many inadequacies.

Fourth, the lack of synchronization in the application of privacy protection techniques between production teams is also the cause of errors.

Fifth, the sharing and reuse of materials internally has not been strictly controlled.

CHAPTER 3

PROBLEMS POSED AND PROPOSED PROTECTION SOLUTIONS PRIVACY IN TV NEWSPAPER PRODUCTS.

3.1. ISSUES RAISED ABOUT PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS

+ The development of technology and communication in the modern context poses a challenge in protecting privacy.

+ The legal system is not complete and has not kept up with the practice of privacy protection in television.

+ The legal system still lacks specific regulations, especially in handling privacy violations on television.

+ Incomplete and inconsistent awareness between journalists, press agencies and the public about privacy

+ Pressure to report and compete for information as well as lack of support from press agencies.

+ Social awareness of privacy is still limited.

3.2. SOLUTIONS AND RECOMMENDATIONS FOR PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS

3.2.1. Solution

+ Improve laws and policies related to privacy
+ Develop and implement specific operational procedures in press agencies
+ Strengthening legal education and professional ethics for journalists
+ Strengthening the mechanism of monitoring and social feedback on television content related to personal life

+ Raising awareness and capacity of the public to protect their privacy

3.2.2. Recommendations

+ For the State and the legislature

- + For press and television agencies
- + For the Vietnam Journalists Association
- + For journalism training institutions
- + For the public
- + For journalists - those who directly produce television press products

3.3. PROPOSE REGULATIONS ON PRIVACY PROTECTION IN TELEVISION NEWSPAPER PRODUCTS

3.3.1. General principles of privacy protection

3.3.2. Information Collection Rules

3.3.3. Rules for processing and storing personal information

3.3.4. Rules for publication and use of information on television

3.3.5. Rules for reporting on special groups

3.3.6. Responsibilities and handling of violations

CONCLUDE

The thesis "*The issue of privacy protection in television newspaper products in Vietnam today*" is carried out to systematize the theoretical basis, conduct practical surveys, point out the problems posed and propose solutions to improve the effectiveness of privacy protection in television press production activities in Vietnam. On the basis of the overall approach, the thesis has achieved the following main results:

Firstly, in terms of theoretical basis, the thesis has focused on clarifying the concept, content, nature and meaning of privacy as well as protecting privacy in television newspaper products. The right to privacy is explained on the basis of Marxist-Leninist theory, Ho Chi Minh's thought on human beings and human rights; and at the same time refer to the international legal system and Vietnamese law. The thesis emphasizes that the right to privacy is not only a basic moral right, but also the foundation for ensuring personal freedom in modern society. In particular, the thesis has pointed out the characteristics, scope and limitations of privacy, and at the same time developed the concept of privacy protection in television newspaper products with a close connection between legality, journalistic ethics and the characteristics of television activities.

Secondly, in terms of practical survey, the thesis has surveyed and analyzed 1,286 works from three typical TV programs: 24-hour Motion (VTV1), 24-hour Security (ANTV) and 18:30 News (HanoiTV), during the period from January 1, 2023 to December 31, 2023. Through quantitative and qualitative analysis, the thesis has clearly identified the level of privacy protection in the practice of television newspaper production in Vietnam today. The survey results show that although programs are conscious of privacy protection, violations still exist, as shown by exploiting private life details, using unshielded images, and providing sensitive character identification information without consent. In addition, the level of compliance between programs has a certain difference, depending on the

characteristics of the press agency, professional ethics perception and market pressure.

Thirdly, the thesis has pointed out the main causes of the above situation, including: the lack of synchronization in the legal system and journalistic ethical standards; gaps in specific operational guidelines on privacy protection in television products; limited professional awareness and skills in handling sensitive information of journalists; competitive pressure on the speed and attractiveness of television information in the context of digital media.

Fourthly, on the basis of survey theory and practice, the thesis has proposed a comprehensive system of solutions to improve the effectiveness of privacy protection in television newspaper products, including: (1) Completing the legal corridor and developing a specialized code of professional ethics on privacy in television; (2) Strengthen training and fostering skills in identifying and handling privacy-related situations for reporters and television editors; (3) Innovate the process of editing and censoring content, applying technology in controlling sensitive images and information; (4) Building a culture of communication respecting human rights, raising social awareness of privacy; (5) Establish an effective coordination mechanism between press agencies, state management agencies and social organizations in monitoring and protecting privacy.

Fifthly, the thesis has made a number of recommendations with high application value, such as developing a set of criteria for privacy protection in television products, applying it on a trial basis at central and local television stations; organize in-depth training programs for journalists on handling sensitive information; at the same time, integrating privacy protection content into the media press training program.

The main contributions of the thesis

The thesis has supplemented and deepened the theoretical basis of privacy and privacy protection in Vietnamese television journalism; is the first work to conduct in-depth and systematic research, combining theoretical analysis with practical surveys on a large scale in this field. The research results of the thesis not only contribute to perfecting the theory of television journalism but also have practical significance for the state management of the press, journalistic activities and raising social awareness of human rights in the field of mass communication.

Limitations of the thesis

In addition to the achieved results, the thesis also has certain limitations. Firstly, due to time and resource limitations, the field survey mainly focuses on three typical news programs, which have not been expanded to other genres such as investigative reports, talk shows, game shows, reality TV shows, etc. Secondly, in analyzing the causes and proposing solutions, due to the complexity and sensitivity of the topic, some recommendations need to continue to be tested in practice to further improve the feasibility and effectiveness. Third, the assessment of the impact of each factor on privacy breaches has only stopped at the level of

statistical description, and more in-depth multivariate analysis models have not been implemented.

Next development orientation:

In the future, research on privacy protection in television newspaper products may expand in the following directions:

Firstly, the study compares the experience of privacy protection in television products between Vietnam and some countries with developed journalism to draw lessons for appropriate application.

Second, in-depth survey of each type of program (investigation, entertainment, game show) to identify characteristics that affect privacy.

Third, to study the impact of new technologies (AI, Deepfake, Big data...) on privacy in television press products.

Fourthly, to develop and test professional ethical standards on privacy in television operations at a number of pilot press agencies.

Thus, the issue of privacy protection in television newspaper products is not only an urgent requirement to protect human rights in the context of modern media but also a measure of professional ethics and social prestige of each journalist and press agency in the current digital era.

LIST OF WORKS PUBLISHED BY THE AUTHOR RELATED TO THE TOPIC

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5. Pham Quynh Trang, 2025, Protecting privacy in television products in countries around the world - lessons learned for Vietnam, *Journal of Political Theory and Media*. <https://lyluanchinhtrivatruyenthong.vn/bao-ve-quyen-rieng-tu-trong-san-pham-truyen-hinh-o-cac-nuoc-tren-the-gioi-nhung-bai-hoc-kinh-nghiem-cho-viet-nam-p29091.html>