

**MINISTRY OF EDUCATION AND
TRAINING**

**HO CHI MINH NATIONAL ACADEMY
OF POLITICS**

ACADEMY OF JOURNALISM AND COMMUNICATION

DUONG QUOC BINH

**PHOTOJOURNALISM ABOUT PRESIDENT OF THE UNITED
STATES ON THE WASHINGTON POST**

Major: Journalism

Code: 9 32 01 01

DOCTORAL THESIS IN JOURNALISM SUMMARY

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**The project was completed
at the Academy of Journalism and Communication**

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Reviewer 1:

Reviewer 2:

Reviewer 3:

**The thesis will be presented to the basic - laved examiners' council,
held at the Academy of Journalism and Communication**

At the meeting.....hour.....day.....month....year 20....

The thesis can be found at:

- Vietnam National Library**
- Library of Academy of Journalism and Communication**

INTRODUCTION

1. Reason for choosing the topic

For world media and public opinion, the image of the US leaders, specifically the president, is of special interest because of the position and influence of this country. Photojournalism about the President of the United States not only bring necessary information to the public, becoming a vivid source of history, but are also a means of initiating public opinion. The US journalism system has a long and advanced tradition with many modern applications. Among them, the Washington Post is one of the leading prestigious socio-political newspapers, associated with information activities about the President of the United States. Photojournalism about the President of the United States on the Washington Post newspaper were not only well received by readers but also received the attention of journalism, media and political researchers. In Vietnam, information activities about Party and State leaders are always focused on by press management agencies and press agencies and receive special attention from the masses. The context of digital transformation and information society is posing a number of new requirements in providing information about Party and State leaders through press photos. The public's taste for image is enhanced. Requirements related to press photos of Party and State leaders have become more urgent, both in quantity, content and form.

From the above way of posing the problem, the PhD thesis on the topic ***"Photojournalism about President of the United States on the Washington Post"*** hopes to contribute to filling the theoretical gap at the research, training, and interpretation facility, explaining problems related to photojournalism about head of state in general and President of the United States in particular, providing a theoretical and practical basis for surveying photojournalism about

President of the United States, from there, propose suggestions for Vietnam to better communicating the image of head of state.

2. Purpose, tasks of the research

2.1. Purpose of the research

Based on theoretical and practical research, the thesis surveys and analyzes the current state of photojournalism about the President of the United States on the Washington Post newspaper, from there, evaluates the advantages and limitations, and proposes suggestions to press leadership and management agency, press agencies and journalism training establishments in Vietnam.

2.2. Tasks of the research

- *Firstly* , clarify the research situation of photojournalism about head of state in general and the President of the United States in particular.
- *Second*, clarify the theoretical basis for the practice of photojournalism about head of state.
- *Third*, conduct a survey and analyze to clarify the current state of photojournalism about the US President on the Washington Post in the period from 2012 to 2023.
- *Fourth*, evaluate the advantages and limitations of photojournalism about the President of the United States on the Washington Post newspaper.
- *Fifth* , propose suggestions for press agencies and journalism training establishments in Vietnam.

3. Subject and scope of research

3.1. Subject of the research

The research object is photojournalism about President of the United States on the Washington Post newspaper.

3.2. Scope of the research

The thesis focuses on understanding photojournalism about the President of the United States in the print version of the Washington Post newspaper.

The thesis limits the scope of the survey from January 1, 2012 to

December 31, 2023. This period includes the second term of President Barack Obama, the entire term of President Donald Trump and the term current President Joe Biden.

4. Hypothesis and research questions

4.2. Research questions

Question 1: How often are photojournalism about the President of the United States displayed on the Washington Post newspaper?

Question 2: What content do press photos of the President of the United States in the Washington Post newspaper mainly reflect?

Question 3: How are US Presidents of different parties represented differently in Washington Post press photos?

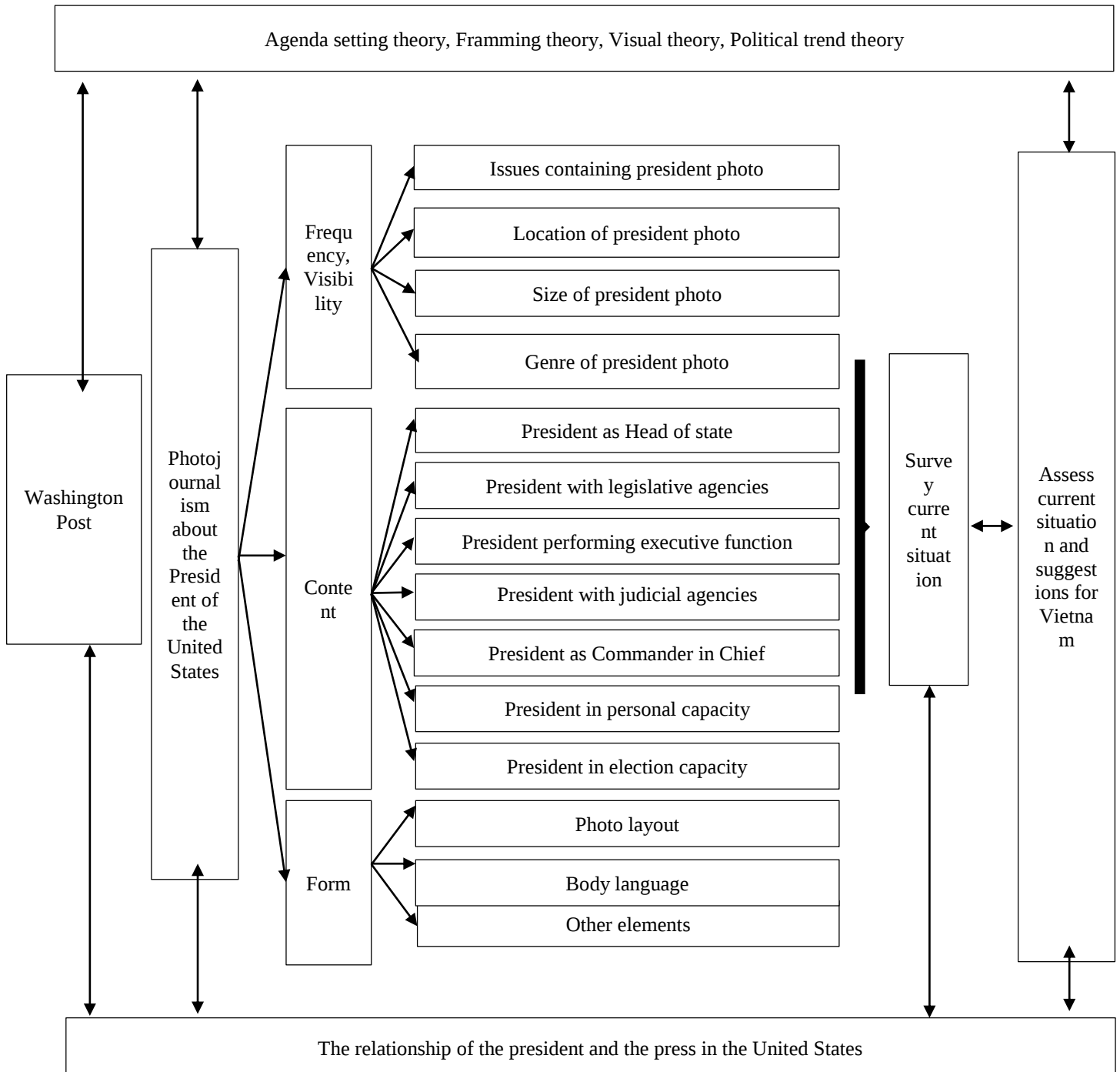
4.1. Research hypothesis

1st research hypothesis: Photojournalism of the President of the United States have a prominent position in the Washington Post newspaper.

2nd research hypothesis: The President of the United States is both a public official and an everyday person in the Washington Post's photojournalism.

3rd research hypothesis: Photojournalism of the US President on the Washington Post tend to favor Democratic presidents more than Republican presidents.

5. Analytical framework



6. Theoretical basis and research methods

6.1. Theoretical basis

The thesis uses the methodology of dialectical materialism and historical materialism, based on journalistic theory on the functions and operating principles of journalism. The thesis is also based on the theoretical basis of

interdisciplinary sciences such as philosophy, politics, journalism, psychology and photography.

6.2. Research Methods

Based on the foundation of logical and dialectical thinking methods, the thesis uses the following research methods to study photojournalism about the President of the United States:

** Document research method*

This method is used to: (i) Collect, systematize, and research documents from Vietnam and around the world such as books, scientific articles, and doctoral dissertations related to photojournalism and journalistic photos. press about the President of the United States; (ii) Research documents related to American politics and the relationship between the president and the press in the United States.

** Sampling method*

This method is accomplished by registering and purchasing an account with PressReader, a digital newspaper distribution and technology company. On the company's website (www.pressreader.com), the thesis can access all print publications of the Washington Post, from January 1st, 2012 to December 31st, 2023.

** Work-analyzing method*

This method is used to analyze the frequency, visibility, content, and form of photojournalism about the President of the United States.

** Integrated method*

This method is used to (i) Synthesize data from survey results and research the current situation of photojournalism about the US President on the Washington Post newspaper; (ii) Compare and contrast data annually and between presidents to find similarities and differences. The thesis enters data into Microsoft Excel software for each issue and calculates it by percentage each year.

** Case-study method*

This method is used to analyze the frequency, display, content and form of photojournalism about the President of the United States at important events such as the Inauguration Ceremony, the State of the Union Address, ... of all three presidents to compare and contrast to find political tendencies.

** Expert method*

This method is used to collect opinions of experts on political journalism, including leaders of photojournalism units of Nhan Dan newspaper, Vietnam News Agency, Vietnamnet Newspaper, and photojournalists of Vietnam & World Newspaper, scientists in the field of international relations and politics at the Academy of Journalism and Communication

7. New contributions of the thesis

This is the first research project at the doctoral thesis level in journalism studying specialized, in-depth, and interdisciplinary research on photojournalism about the President of the United States on the Washington Post newspaper. New contributions of the thesis include:

- Systematize, inherit, promote, systematize and introduce new approaches to theoretical issues of photojournalism about head of state.
- The results of the survey, analysis, and evaluation of scientific conclusions about the current state of photojournalism about the President of the United States on the Washington Post are new, authentic evidence, synthesized and generalized by the thesis from the results. current practical research results.
- The thesis poses and analyzes current issues related to theoretical research and practical activities of photojournalism about head of state, and proposes scientific recommendations as reference experiences. for press agencies and journalism and communications training establishments in Vietnam. These are proposals *with completely new theoretical and practical value according to the research content* , placed in the current political, social, scientific and technological context, and have never been published in any work. .

8. Theoretical and practical significance of the thesis

8.1. Theoretical significance

The scientific arguments and arguments of the thesis not only serve as an important foundation for concluding the issue of photojournalism about the US President on the Washington Post but also have value as scientific documents on the theory of the United States. theory and practice, contributing to the current theoretical system of journalism and communication. The thesis brings a scientific perspective as a methodological approach to researching photojournalism about head of state in general.

Research, analysis, and proof to clarify the role of photojournalism in the communication activities of head of state, confirming photojournalism about head of state in general and the president in particular. have a specific political orientation. From there, it can be a basis for journalism research for other topics. The results obtained *are enlightening for subsequent scientific research topics* , and at the same time valuable for the training and retraining of journalists monitoring the political field .

8.2. Practical significance

The research results of the thesis have practical value and are a reference for press management agencies and press agencies in the work of informing about political topics and head of state, and evaluating them. advantages and limitations to continue to improve, renew ourselves, and contribute to the development of Vietnamese journalism in the future .

The thesis is a practical scientific document that can be used at research institutes, training facilities, and for workers. Research and teaching in the fields of journalism, communications and politics .

9. Structure of the thesis

In addition to the Introduction and Overview of the research situation, the thesis includes 3 chapters, 8 sections, List of References and Appendix, published scientific works of the thesis related to the thesis topic.

OVERVIEW OF THE RESEARCH

1. Overview of the research situation

The thesis has searched, compiled, and researched foreign and Vietnamese documents in two directions: (i) *Research direction on photography and photojournalism*; (ii) *Research direction on photojournalism about head of state*.

1.1. Research on photography and photojournalism

* Research-projects in Vietnam

Works of *Photography and Reality - Research and Essays* by author Le Phuc (1987) *Photos - historical sources for historical research (through photo documents about the resistance war against French colonialism)* (1995) by the author Author Dao Xuan Chuc, *History of World Photography* (1999) by Tran Manh Thuong, *Theoretical basis of Photojournalism* (2005) by Nguyen Tien Mao examines photography and photojournalism through the lens of the Marxist-Leninism, clarifying the role and social meaning as well as the objectivity and subjectivity of photography and the moment element of photojournalism. *Photojournalism - Very difficult!* (2007), *Discussing the work of selecting and editing photos used in print newspapers* (2007) and *"10 effects of visual information in print newspapers"* (2008) by Ha Huy Phuong, *Textbook Psychology of Journalism* (2015) by Do Thi Thu Hang, *Photo-essay Textbook* (2022) by Vu Huyen Nga points out the current situation of photojournalism in Vietnam, factors affecting the effectiveness of public reception in the field of images, statistics and analysis to confirm the political role of photojournalism, and provide a theoretical framework as well as implementation instructions for the two main genres of photojournalism: news photography and photojournal.

* Research-projects overseas

Problems of Philosophy (1912) by Bertrand Russell, *The Photographer's Eye* (1966) by John Szarkowski, *Ways of Seeing* (1972) by John Berger, *On Photography* (1977) by Susan Sontag, *Camera Lucida: Reflections on Photography* (1979) by Roland Barthes, *Towards a Philosophy of Photography* (1983) by Vilem Flusser, *In, Around and Afterthoughts* (1992) by Martha Rosler, *Inside/Out* (1994) by Abigail Solomon-Godeau approach photography and photojournalism from a philosophy and political science perspective, discuss impaction of photography, the relationship of

photographs to the world, and its the limitations. *Reading Images: The Grammar of Visual Design* (1996) by Gunther Kress and Theo van Leeuwen, *The Nature of Photographs* (1998) by Stephen Shore, *The Spoken Image: Photography and Language* (1999) by Clive Scott, *Visual Methodologies: An Introduction to the Interpretation of Visual Materials* (2011) by Gillian Rose analyze photography's methods of conveying messages, the structure of photographs, and offer image analysis methods.

The relevance of attention for selecting news content : An eye-tracking study on attention patterns in the reception of print and online media (2006) by Hans-Juergen Bucher and Peter Schumacher, *Impact of Images in Print Media* (2006) by Jay Cope, *Effects of Photojournalism on Reader's Exposure and Retention* (2007) by Aqsa Khan and Bilal, *The Effects of News Photographs on Reader's Retention* (2007) by Katherine Bruder, *Reality and Fiction: How defined realness affects cognitive and emotional responses to photograph* (2007) by Andrew Mendelson and Zizi Papacharissi, *Reception of Photojournalismgraphy in the Context of the Theory of Visual Literacy* (2019) by Joanna Szytko-Kwas demonstrate the ability to attract and retain attention of readers.

Photojournalism and Today's News : Creating Visual Reality (2009) by Loup Langton, *Visual Journalism: Fresh Approaches and New Business Strategies for the Multimedia Age* (2010) by Bob Giles, *Selection and impact of photojournalismgraphy* (2011) by Patrick Rössler , *Telling stories to a different beat: Photojournalism as a "Way of Life "* (2012) by Naomi Verity Busst, *Photographic Psychology: Image and Psyche* (2012) by John Suler, *Visual Communication: Images with Messages* (2013) by Paul Martin Lester and *Guide to Photojournalism* (2021) by Asemah and Ottah discuss practical issues of photojournalism focusing on photojournalists, processes, skills and reception psychology of readers.

Discussing the genres of photojournalism, *Taxonomy of Journalistic Photografic Genres* (2011) by Kazimierz Wolny-Zmorzyński, *The Critical Interpretation of Photographs as Media Literacy and Genre Typologisation as a Tool for its Development* (2013) by Mari Pienimäki, *Enhancing visual literacy through interpretation of photo-genres: toward a genre typology of journalistic photographs* (2016) by Joanna Kedra, *Photojournalism: The Professionals' Approach* (2017) by Kenneth Kobre divide photojournalism into genres based on different criteria and purposes.

A Public Theology for Peace Photography: A Critical Analysis of the Roles of Photojournalism in Peacebuilding, with special reference to Gwangju Uprising in South Korea (2018) by Sangduk Kim, *Photography as a statement of journalism – variety of genre* (2019) by Joanna Szylo, *Photography: As a political tool* (2020) by Kangkana Roy, *The Politics of Documentary Photography : Three Theoretical Perspectives* (2021) by Dermot Hodson, *Political Photography in the 20th Century* by Annette Vowinckel (2021) and *Appearance and photographs of people in flight: A qualitative study of photojournalistic practices in spaces of (forced) migration* (2021) by Rebecca Bengtsson Lundin study the political role and functions of photojournalism.

1.2. Research on photojournalism about head of state

*** Research-projects in Vietnam**

Currently, there are very few research-projects related to photojournalism about head of state in general and presidents in particular. *News photography* (2016), *Portraits of politicians in national visual media* (2021) by Vu Huyen Nga, *History of Vietnamese Photojournalism* (2020) by Phan Ai and *Creation of political photojournalism* (2021) by Duong Quoc Binh point out the principles, roles, and operational processes of photojournalism about head of state. Researching the current status of photojournalism about the US President includes *Photojournalism about the US President by Vietnamese journalism* (2023), *Image of the U.S. Presidents through photos (refer to the cases of President Obama and President Trump)* (2023) and *The relationship between the President and the press in the United States in the 20th century* (2024) by Duong Quoc Binh.

*** Research-projects overseas**

Scholars study photojournalism about head of state from different angles. Majority of them are about current situation, including *Newsmagazine Visuals and the 1988 Presidential Election* (1991) by Sandra Moriaty, *American Politicians: Photographs from 1843 to 1993* (1994) by Susan Kismaric, *Mythe & Presidential Campaign Photographs* (1994) by Carl Glassman, *The President's Visual Image from 1945 to 1974: An Analysis of Spatial Configuration in News Magazine Photographs* (1997) by Lawrence J. Mullen, *Looking Presidential: A Comparison of Newspaper Photographs of Candidates in the United States and Taiwan* (2004) by Tien-Tsung Lee, *Looking like a winner : Candidate Appearance and Electoral Success in New Democracies* (2010) by Chappell Lawson, *Visual Bias in Time's "The Great*

Divide”: *A Semiotic Analysis of Clinton and Obama Photographs* (2010) by Trischa Goodnow, *The Obama Mass: Barack Obama, Image and Fear of the Crowd* (2010) by Robert Spicer, *Political Photography, Journalism, and Framing in the Digital Age: The Management of Visual Media by the Prime Minister of Canada* (2012) by Alex Marland, *Image Control: The Visual Rhetoric of President Obama* (2015) by Timothy R. Gleason, *Presidents' visual presentations in their official photos: A cross-cultural analysis of the US and South Korea* (2016) by Jayeon Lee, *Obama and Romney photos receive equal treatment* (2016) by Nicole S. Dahmen, *Ultimate Insiders: White House Photographers and how they shape history* (2018) by Kenneth T. Walsh, *The visual presidency of Donald Trump's first hundred days: Political image making and digital media* (2019) by Ryan T. Strand, *The Photo Network: Visual Communication in the Media of the People's Republic of China* (2020) by Bernd Spyra, *Photographic Presidents: Making his story from Daguerreotype to Digital* (2021) by Cara A. Finnegan, *Visual Politics and North Korea: Seeing is believing* (2022) by David Shim. These works survey and analyze the current situation, pointing out the criteria, editorial process and impact of the subject in the United States, China, South Korea, North Korea and Canada.

Some documents are oriented towards theoretical research such as *Politics in Photography* (1995) by John Stathatos, *Public Image and Reputation Management: Retrospective and Actualities* (2007) by Petras Oržekauskas, *Visual Global Politics* (2018) by Roland Bleiker discuss the nature, genre and function of the subject.

Research from the psychological perspective of reception includes *Judging people in the news — unconsciously: Effect of camera angle and bodily activity* (1973) by Lee M. Mandell, *Presidential Physiognomies: Altered Images, Altered Perceptions* (1999) by Caroline F. Keating, *The Images of Donald Trump on Online News Media in Indonesia Through Photojournalism: Media Construction and Readers' Perception* (2020) by Muhammad Makmun, *The Role of Image in the Political Campaigns Election* (2021) by Kire Sharlamanov.

2. Evaluation of research-projects in Overview of research situation and issues to be resolved in the thesis

2.1. Evaluation of the issues mentioned in the research-projects in the Overview

The number of documents related to photography is relatively large,

especially in the world, with different approaches, leaving behind valuable scientific arguments that the thesis can inherit. However, the documents related to photojournalism about head of state in general and presidents in particular are very modest.

Although approached from different angles, authors in the world and in Vietnam all show seriousness in scientific research. Photojournalism about head of state in general and presidents in particular are manifestations of political institutions, therefore, some foreign authors have differences with Vietnamese authors in terms of content and perspective. When inheriting scientific knowledge, the thesis needs to pay attention to the political stance and research perspective of the authors.

Among the 79 documents (31 books, 41 scientific articles and 7 doctoral theses), not many documents mention the topic *Photojournalism about the President of the United States on the Washington Post*, but these are very valuable arguments, methods, and research results that help guide the implementation of thesis research.

2.2. Thesis issues need further research

*** Theoretical approach**

The thesis needs to clarify the concept, characteristics, and role of photojournalism about the President of the United States. In addition, the thesis needs to build a theoretical basis to research *photojournalism about the US President on the Washington Post newspaper* : (i) *establish tool concepts according to its own concept: photojournalism - photojournalism press about the President of the United States*; (ii) *approach, analyze, inherit and provide new research perspectives for the study of Photojournalism about President of United States on the Washington Post*; (iii) *develop indicators to study the current state of photojournalism about President of United States*.

*** Practical approach**

The thesis needs to survey, research, analyze and evaluate the current situation of *Photojournalism about President of United States on the Washington Post* from 2012 to 2023, as a basis to make some suggestions related to photojournalism about Party and State leaders in Vietnam for press management agencies, press agencies and press and media training establishments.

CHAPTER 1

THEORETICAL ISSUES OF PHOTOJOURNALISM ABOUT HEAD OF STATE

1.1. Concepts and terms related to the topic

1.1.1. Photojournalism

1.1.1.1. Concept of photojournalism

The thesis finds that the interdisciplinary approach of photography and journalism is the most suitable to build the concept of photojournalism because this approach encompasses the role and nature of both photography and journalism. From there, the thesis introduces the concept of photo journalism as follows:

Journalistic photos are a form of information, expressed in one or more photos to reflect objective reality with social significance in areas of social life.

1.1.1.2. Types of photojournalism

The thesis finds that the criterion of expression method is appropriate to divide the genres of journalistic photos because this criterion can cover and synthesize many elements that make up a journalistic photo work. News photos and photo reports are two genres of photo journalism built based on this criterion.

1.1.1.3. Photojournalism on Print Newspaper

Press photos can appear in many types of newspapers, but they seem to be most prestigious and convincing when appearing in press publications. In addition, the visibility and handability of journalistic photos in print have a certain value. Press photos in printed newspapers convey current information, are released periodically, through printing techniques, can be transmitted by hand and have high reputation.

1.1.2. Photojournalism about head of state

1.1.2.1. Concept of head of state

First, the head of state is an institution prescribed in the Constitution.

Second, the head of state is the head of state, representative of the nation and people.

Thus, it can be understood that the Head of State is the head of state, representing the nation and people, as stipulated in the Constitution.

1.1.2.2. Concept of press photos of heads of state

Based on the connotations of the concepts, the thesis has clarified and researched scientific works from different angles, thereby generalizing into one main concept,

taking the viewpoints of journalism and politics as the Mainly, with the goal of capturing the entire content of the research topic of the thesis topic Press photos of the President of the United States in the Washington Post newspaper as follows:

"Press photos of heads of state" are a type of information that brings emotions to the public about the portrait and activities of the head of state.

1.1.3. Characteristics of press photos of heads of state

1.1.3.1. Appears on press products

To be considered a journalistic photo work about the head of state, the photo must be published in publications of news agencies - regardless of whether it is print, electronic or television.

1.1.3.2. Represents the portrait or physical characteristics of the head of state

Press photos of heads of state may record a specific portrait of the head of state or a specific action of the head of state. Press photos of the President of the United States may only record the head of state's physical characteristics such as hands, hair, body shape, etc.

1.1.3.3. It is a manifestation of political institutions

Different political institutions produce different press photos of heads of state. Some countries demonstrate the individual role of the head of state, while others emphasize the collective nature of leaders.

1.1.3.4. It is a weapon on the ideological front

As an effective method of performing an ideological function, press photos of the head of state activate viewers' emotions, create connections between the public with characters and events, and help the head of state build and strengthen strengthen the trust and support of voters.

1.1.3.5. Express political leanings

Political tendencies are expressed in the shooting moment, camera height, focusing techniques and post-production. In addition, political leanings are also expressed through photo captions.

1.1.4. The role of photojournalism of heads of state

1.1.4.1. Visual communication of the nation and people

Photojournalism about heads of state communicate the image of nation and people by demonstrating national and people strength as well as strengthening national unity and pride.

1.1.4.2. Personal visual communication of the head of state

Photojournalism about heads of state communicate the personal image of the head of state by building trust and support from the public, also, supporting the implementation of policies of the head of state.

1.3. Access theory and indicators for research on photojournalism about the US President

1.3.1. Approach theories

1.3.1.1. Theory of Journalism Functions

As a form of mass information, photojournalism possess many functions. Among them, there are two most prominent functions of photojournalism about the President of the United States: *(i) information function and (ii) ideological function* .

1.3.1.2. Agenda Setting Theory

Three methods for setting the agenda about the President of the United States through photojournalism graphs include: (i) Frequency; (ii) Image size; (iii) Posting location.

1.3.1.3. Political Bias Theory

In journalistic activities, political trends are governed by the following factors: owners, journalists, the public, economic relationships and political relationships of the press agency. For journalistic photo works, political bias is expressed in the chosen topic, the frequency of posting and the way the photo is described and presented. .

1.3.1.4. Visual Communication Theory

Visual communication theory decodes visual language, shows the message and meaning of photos through image composition and character's body language, which is the basis for building research indicators. .

1.3.2. The indicator studies photojournalism about the President of the United States on the Washington Post

1.3.2.1. Basis for building research indicators

- *Theoretical basis*: Developing criteria Research needs to be based on: (i) Journalism theoretical basis on the function of photojournalism - the subject describes and provides information about the president; (ii) Theoretical basis of journalism, communication, photojournalism, visual communication.

- *Practical basis*: Developing research criteria must also be based on a practical basis: (i) Actual situation of photojournalism about the US President

on the Washington Post newspaper from 2012 to 2023; (ii) Actual political situation in the United States, the relationship between politics and the press in the United States in the period from 2012 to 2023.

1.3.2.2. Index researches and evaluates photojournalism about the President of the United States on the Washington Post

- Indicator 1: Frequency of photojournalism about the President of the United States appearing.

- Indicator 2: Displays photojournalism about the President of the United States

- Indicator 3: Content of photojournalism about the President of the United States.

- Indicator 4: Composition of photojournalism about the President of the United States.

- Indicator 5: The president's body language.

- Indicator 6: Presidential sharpness

- Indicator 7: Minor characters support the president

CHAPTER 2

STATUS OF PHOTOJOURNALISM ABOUT THE PRESIDENT OF THE UNITED STATES ON THE WASHINGTON POST

2.1. Overview of the Washington Post newspaper

2.1.1. History of formation and development

The Washington Post was founded in 1877 by Stilson Hutchins, a Democratic Party politician with the goal of disseminating the views and policies of the Democratic Party. Entering the 20th century, the newspaper fell into bankruptcy and acquired by Eugene Meyer, former Chairman of the Federal Reserve. The reputation and prestige of the Washington Post gradually recovered . The Washington Post is an editorial office of more than 1,000 journalists operating not only within the United States but also in 21 representative offices in many places around the world.

2.1. 2. Political orientation

Despite occasional changes in development, the Washington Post is still

a left-leaning newspaper, consistent with the values of the Democratic Party, supporting unions, raising the basic salary, progressive tax system, and social security policies, promoting rights for minorities, immigrants, homosexuals, allowing abortion, protecting environment, promoting gun control policies and eliminateing death penalty.

2.1.3. Relationship with Presidents of the United States

2.1.3.1. Presidents of the Democratic Party

Since the 1976 election, the Washington Post has regularly published articles promoting Democratic presidential candidates. At the level of personal relationships, many Washington Post journalists are very close to the president and frequently support the policies of Democratic presidents.

2.1.3.2. Presidents of the Republican Party

The Washington Post's relationship with Republican presidents has been much more tense than with Democratic presidents. We can mention the case of President Richard Nixon, who lost his position because of the Washington Post. The Washington Post regularly publishes articles criticizing President Donald Trump.

2.2. Results of a survey on the status of photojournalism about the US President on the Washington Post newspaper

2.2.1. Frequency and display

2.2.1.1. Period 2012 - 2023

The Washington Post published a total of 3,766 issues in the 12 -year period, from 2012 to 2023, 2,662 issues published at least one photo of president, accounting for 70.69% of the total. Washington Post published a total of 402,446 photos, including 5,666 photos about the President of the United States, accounting for 1.41% of the total.

Regarding placing, 8.68% on the first page, 24.96% on pages 2-5 and 66.36% on the remaining pages. Of the total 5,666 photos of the president, there are 2,200 large photos, accounting for 38.83%. In terms of genre, 98.58% is news photography and 1.42% is photojournal. .

2.2.1.2. Comparison among presidents

The highest percentage of newspapers published photos of President Donald Trump (82.80%), followed by President Joe Biden (61.84%), and the lowest was President Barack Obama (53.13%). Regarding the ratio of the number of presidential photos to the total number of photos, President

Donald Trump also has the highest number with 1.74% while President Barack Obama and Joe Biden have a significantly lower number, 0.92 % and 0.97%.

Regarding posting position, President Barack Obama tends to appear on the front page and the remaining pages (not the political section) while President Joe Biden appears more on the political section.

In terms of size, President Barack Obama has the lowest percentage of large-sized photos among the three presidents (27.13%). President Joe Biden has the highest proportion of large sized photos (47.85%).

In terms of genre, President Barack Obama's photojournalism rate is higher than that of President Donald Trump and President Joe Biden, 2.02% with 1.02% and 1.58%.

2.2.2. Content

2.2.2.1. Period 2012 - 2023

The highest content is that the president performs executive functions (24.00%) and the lowest is the content that the president performs judicial functions (1.55%).

2.2.2.2. Comparison among presidents

- The President in the role of Head of State

The highest is President Barack Obama (25.84%) and the lowest is President Donald Trump (19.55%), President Joe Biden has a rate of 21.47%.

- The President in the role of Commander-in-Chief

President Barack Obama's rate is the highest (5.71%), followed by President Donald Trump (3.41%), and President Joe Biden (1.38%).

- The President with legislative agencies

President Barack Obama is the highest (7.24% compared to 4.62% and 5.98% of President Donald Trump and Joe Biden.

- The President performs executive functions

President Joe Biden holds the highest percentage (27.15%), Barack Obama (22.74%) and Donald Trump (23.24%).

- The President with judicial agencies

President Barack Obama and Joe Biden are at similar rates (1.16% and 1.07%), President Donald Trump is nearly twice as high (1.99%).

- The President participating in election activities

President Joe Biden is the highest at 29.91%, President Donald Trump is

23.38% and President Barack Obama is 16.15%.

- The President in his personal capacity

President Barack Obama is highest (20.93%), second is President Donald Trump (19.90%), and last is President Joe Biden (11,20%).

- Unidentified

President Donald Trump is the highest at 3.91%, five times higher than President Barack Obama's 0.78% and significantly higher than 1.84% of President Joe Biden.

2.2.3. Form

2.2.3.1. Period 2012 - 2023

In terms of composition, the following elements have the highest proportions: mid-shot, sidelines, eye-level, and president in the center of the frame. In terms of body language, the President of the United States tends to appear above Photo with eyes not looking at the lens, with a speaking or smiling mouth, arm gestures, standing or walking.

The vast majority of photos are sharp without characters expressing support for the president.

2.2.3.2. Comparison among presidents

Regarding composition , for scene size, the proportion of close-ups of President Barack Obama (20.93%), is twice that of President Donald Trump (10.02%), and nearly six times that of President Joe Biden. President Joe Biden's ratio of great scenes is the highest, 31.13% compared to 27.26% of President Barack Obama and 26.15% of President Donald Trump.

Regarding camera angles, all three presidents are shown through frontal and sideline photos with similar proportions, while photos taken from behind account for the lowest proportion.

As for camera height, the percentage of photos taken at a low angle was highest for President Joe Biden, 34.02% compared to 31.40% for President Barack Obama and 32.20% for President Donald Trump . Aerial photos of President Donald Trump have the highest rate, 19.47% compared to 17.05% of President Barack Obama and 19.17% of President Joe Biden..

Regarding the position of the president in the photo, all three presidents have the highest probability of appearing in the center of the frame, followed by the position on the right side of the frame and finally the position on the left.

In terms of body language, as for eye contact, all three presidents tend to look away from the camera at a remarkable rate. However, the percentage of photos with eyes looking at the lens of President Donald Trump is the highest, 7.89% compared to 4.65% of President Barack Obama and 6.60% of President Joe Biden.

As for mouthpieces, all three presidents had a larger proportion of photos with mouthpieces than photos without mouthpieces.

As for arm gestures, all three presidents had a larger proportion of photos with gestures than photos without gestures.

As for poses, all three presidents have a majority of standing or walking photos.

Regarding other criteria of appearance, for the sharpness of the presidents, all three presidents have a majority of clear photos.

Regarding the factor of supporting characters expressing support for the president, although not too different, President Donald Trump's rate is the highest, 17.34% compared to 16.67% of President Barack Obama and 13 President Joe Biden's .96%.

CHAPTER 3

SOME OBSERVATIONS AND RECOMMENDATIONS FOR VIETNAMESE JOURNALISM

3.1. Some Similarities and Differences in Photojournalism of National Leaders between the United States and Vietnam

3.1.1. Similarities

3.1.1.1. Photojournalism as a Reflection of the Political Life of National Leaders

Photojournalism of national leaders in both the United States and Vietnam reflects the power, political influence, style, and personality of the leaders. These photographs adhere to the principle of respecting and complying with the political system.

3.1.1.2. Photojournalism Tends to Protect the Image of National Leaders

Both the United States and Vietnam utilize compositional elements and moments that capture the positive body language of national leaders, portraying strength, humanity, and approachability. The guiding principles and objectives of media organizations, civic consciousness, journalistic responsibility, and journalists' preferences drive this trend.

3.1.1.3. Photojournalism of National Leaders Helps Shape Public Opinion

Photojournalism of national leaders effectively conveys messages, promotes awareness, and shapes public perception. Both the United States and Vietnam frequently and prominently use photojournalism of national leaders.

3.1.2. Differences

3.1.2.1. Legal Status of Media Organizations Covering National Leaders

The legal status of media organizations covering the activities of national leaders differs between the United States and Vietnam, leading to differences in the relationship between national leaders and the press.

3.1.2.2. Scope of Subjects in Photojournalism of National Leaders: Presidents in the United States vs. Party and State Leaders in Vietnam

Differences in political institutions and systems result in variations in the scope of subjects and, to some extent, the content of photojournalism of national leaders between the United States and Vietnam.

3.1.2.3. Visual Culture Differences between Journalists in the United States and Vietnam

Photojournalism of national leaders in the United States uses close-up shots, back angles, and a variety of camera heights, whereas in Vietnam, close-up shots and back angles are not used, and photographs primarily employ eye-level shots of the subjects.

3.2. Proposals for Vietnam

3.2.1. For Leadership and Management Bodies of the Press in Vietnam

3.2.1.1. The Necessity of Leading and Managing Press Activities

This necessity arises from the nature of the socialist regime, the increasingly significant social role of the press, experiences from revolutionary struggles, and contemporary realities.

3.2.1.2. Enhancing Political and Information Orientation

Political orientation should be reinforced by emphasizing and caring for party-building work within press agencies, regularly inspecting and supervising party organizations, and strengthening the management of foreign press activities. Information orientation involves raising public awareness about the policies and directives of the Party and State, continuously monitoring public opinion, diversifying platforms for disseminating Photojournalism works, proactively countering erroneous and hostile views, and promptly informing about the plans for organizing political events.

3.2.1.3. Developing a Dedicated Corps of Journalists

Establish mechanisms to recruit journalists capable of handling Photojournalism of Party and State leaders, review compensation and remuneration policies, and develop training, development, and reward programs.

3.2.2. For Press Agencies

3.2.2.1. Establishing a Set of Indicators for Photojournalism of Party and State Leaders

These indicators should include frequency, display, content, and format in alignment with the objectives and purposes of the press agency.

3.2.2.2. Developing a Process for Editing Photojournalism of Party and State Leaders

This process should cover the stages of pre-production, production, post-production, and editing procedures.

3.2.2.3. Focusing on Equipment Investment

This includes investing in professional cameras, lenses, computers, and storage systems.

3.2.3. For Journalism Training Institutions

3.2.3.1. Opportunities and Advantages

There are not many institutions specializing in Photojournalism, while societal demand continues to grow.

3.2.3.2. Challenges and Difficulties

Competition is likely to increase in the future; there remains societal prejudice against the photography profession; facilities are not yet optimal.

3.2.3.3. Enhancing Scientific Research on Photojournalism of Party and State Leaders

Training institutions should consider research on Photojournalism in general, and on the Photojournalism of Party and State leaders in particular, as one of their key research directions.

3.2.3.4. Developing a Course on Photojournalism of Party and State Leaders

Training institutions should focus on political qualities; position the course on Photojournalism of Party and State leaders within the core practical subjects of the major; and regularly update and upgrade equipment.

CONCLUSION

With the task of researching photojournalism about the President of the United States on The Washington Post, the dissertation has curated 79 documents and found that there is no specialized research at the doctoral level on photojournalism about the U.S. Presidents on The Washington Post.

The dissertation constructs a theoretical framework, clarifies terminology related to the topic, and builds a set of indicators for studying photojournalism about the U.S. Presidents on The Washington Post from an interdisciplinary perspective.

The dissertation conducts a survey of photojournalism about the U.S. President on The Washington Post over a 12-year period (from 2012 to 2023) and proves the following research hypotheses: Photojournalism about the U.S. President holds a prominent position on The Washington Post; the U.S. President is portrayed both as a public figure and as an ordinary person on The photojournalism of The Washington Post; and photojournalism about the U.S. President on The Washington Post tends to support Democratic Presidents more than Republican Presidents.

The dissertation identifies several similarities and differences in photojournalism about national leaders between the United States and Vietnam. Furthermore, based on the research findings from The Washington Post case study, it proposes some recommendations for Vietnam concerning leadership and management bodies of the press, press agencies, and training institutions.

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