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**CREATING MULTI-PLATFORM PRESS CONTENT AT
TELEVISION STATIONS IN VIETNAM AT PRESENT**

Field of study : Journalism

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SUMMARY OF DOCTORAL DISSERTATION IN JOURNALISM

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Examiner 1:

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**The Dissertation will be presented in front of the Dissertation
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at the Academy level, meeting at the Academy of Journalism and
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At..... ..on..... .. 20....

The Dissertation can be found at:

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

PREAMBLE

1. Motivation of research topics

For the development of digital press products, the Government has a strategy to implement the design and creation of new information product models on different platforms to boost interaction with readers, distribute information faster, more widely and accurately according to readers' demands; to develop high-quality digital press products, to effectively innovate readers' experience; to build product and service packages suitable for each group of readers.

It is time to define the multi-platform press content creation at television stations in Vietnam as a crucial and urgent issue. It decides the quality of press products and services, the branding strategy of the station, and directly affects the economic autonomy of the press. This issue needs to be researched comprehensively, considered many works and documents in the world and in the country, looked for new points and gaps that need to be studied to find satisfactory answers, pointed out the characteristics and processes of creating multi-platform press content, changes in the creative habits of journalists at television stations in Vietnam (survey at VTV, HTV). Therefore, the author chooses to research the topic "*Creating multi-platform press content at television stations in Vietnam*" as the research topic for the Dissertation majoring in Journalism.

2. Research purpose and duties

Research purpose: On the basis of researching theoretical and practical issues about the creation of the content of multi -platform journalism at the television stations in Vietnam, the thesis proposes solutions to promote the creation of the multi -platform press content in Television stations in Vietnam today.

Research duties:

Including: General research of documents from the world and Vietnam related to the topic; systematizing theories on skills, processes and conditions that need to be met in creating multi-platform press content at current television stations; surveying, analyzing and evaluating the current status of skills, processes and conditions that need to be met in creating multi-platform press content at VTV and HTV; identifying problems, proposing solutions and recommendations to promote the creation of multi-platform television content at surveyed units in particular and television stations in general.

3. Objectives and scope of the study

Objectives of the study of the Dissertation are the theory, practice and issues of creating multi-platform press content at TV stations in Vietnam today.

Scope of the study

Including: skills, processes and conditions to be met for creating multi-platform press content.

The thesis chose to survey Vietnam Television (VTV) and Ho Chi Minh City Television (HTV) (central and local). The survey period at the two units is from January 2023 to August 2024.4. Study questions and analytical framework

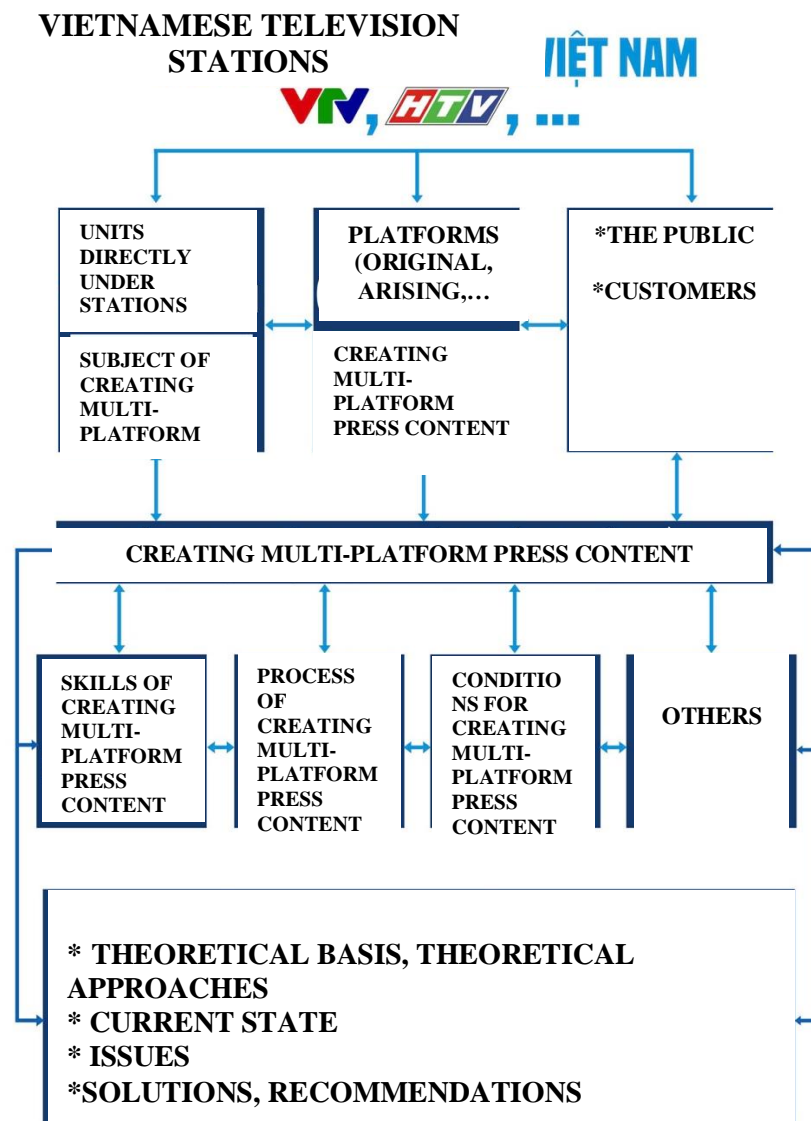
4.1. Study questions

Question 1: How is multi-platform press content creation different from previous press content creation?

Question 2: What are the challenges and opportunities in creating multi-platform press content at Vietnamese television stations today?

Question 3: What solutions are there to promote multi-platform press content creation at Vietnamese television stations in the context of current economic competition in the press?

4.2. Analytical framework



5. Theoretical basis and research method

5.1. Theoretical basis and theoretical approaches

The Dissertation research is based on the following theoretical approaches:

- Multi-platform press-communication theory
- Multimedia communication theory
- Theory of skills and processes for creating television press works
- Visual communication theory

5.2. Research Method

5.2.1. Qualitative research methods

5.2.1.1. Long interviews

The study conducted in-depth interviews with 20 subjects in the following groups:

Group 1 (12 cases): People who directly create multi-platform content at VTV and HTV

Group 2 (5 cases): People who work as leaders and managers of press agencies; in charge of units and platforms, in charge of creating multi-platform press content and related departments in the surveyed units.

Group 3 (3 cases): Experts in the field of journalism and information technology.

5.2.1.2. Participant observation

The researcher conducted participant observation at multi-platform press content creation units of VTV and HTV for 6 months from August 2023 to February 2024. The observation objects included: processes and skills for creating multi-platform press content; activities of departments/offices related to the conditions for creating multi-platform press content; methods of operating, publishing, and managing digital content on platforms, and conditions for creating multi-platform press content.

5.2.2. Quantitative research methods

5.2.2.1. Questionnaire survey

The study conducted a survey with a sample size of 200 people, focusing on reporters, editors, and technicians working at VTV's V24 News Center and HTV News Center. The survey content was designed around the following perspectives: assessment of the current process and skills of creating multi-platform press content, the current status of content creation labor associated with the application of new technology; difficulties and challenges in creating multi-platform press content, training needs and skill development.

5.2.2.2. Case study analysis

The study collected and analyzed typical situations (case studies) of 2 specific content creation cases with 2 topics: General Secretary and President of China Xi Jinping's official visit to Vietnam (2023); Celebrating the 70th anniversary of Dien Bien Phu Victory (2024) on VTV and HTV platforms.

6. New scientific contributions of the Dissertation

The Dissertation is one of the first works to systematically, methodically and in-depthly study the characteristics of multi-platform press content creation (comparison, content change from original platforms to derivative platforms, skills and processes, conditions for multi-platform press content creation at TV stations in Vietnam Today). This is a new point from the theoretical perspective and practical aspect of television journalism in digital transformation.

7. Theoretical and practical meaning of the topic

7.1. Theoretical meaning

The research work develops the theory of multi-platform press content creation at TV stations with plenty of new points, contributing to adding in-depth theories on skills, processes and conditions for multi-platform press content creation in the context of current digital transformation of press. The research topic of the Dissertation is open for subsequent scientific research topics.

7.2. Practical meaning

The research results contribute to theory and practice, and are references for TV stations to use to develop skills, build and implement content creation processes on different platforms, and find solutions to develop multi-platform journalism.

This may also be a good reference for leaders, press-communication managers, technology experts, journalists, editors, designers, programmers... for the practical journalism direction; researchers, press-communication students nationwide to use for research and teaching activities, and for those interested in this field.

8. Structure of the Dissertation

Includes Preamble; Overview of research situation; Conclusion; Published scientific works of the author related to the Dissertation topic; References and Appendix. The main content of the Dissertation includes 3 chapters:

Chapter 1: Theoretical basis for creating multi-platform press content at television stations.

Chapter 2: Current state of creating multi-platform press content at television stations in Vietnam at present.

Chapter 3: Issues, solutions, and recommendations to promote creating multi-platform press content at television stations in Vietnam at present.

OVERVIEW OF RESEARCH SITUATION RELATED TO THE DISSERTATION TOPIC

1. International and local research works are arranged in directions:

1.1. Multi-platform press and television in general research direction

Starting by researching what a platform is and what it contributes to socio-economic development, researchers around the world have studied and analyzed multi-platform press models. Multi-platform press is a term that represents a trend of movement and development of the press industry in the digital age.

1.2. Multi-platform content creation research direction

Researchers have analyzed and introduced new television content production techniques and new storytelling art, adapting to revolutionary changes by producing multi-platform contents, such as cinema, television, mobile, and applied media. Content service packages must be diverse, flexible, accessible, and easy to share. In particular, the Multi-platform press content creating process with many job positions with different functions and duties with accompanying natures: Discipline, system, and stereotype help ensure information security and broadcast safety. Research works also mention the relationship between reporters and editors in newsrooms, technological factors supporting the creating of multi-platform press content.

1.3. Multi-platform content creation in TV station research direction

Researchers have pointed out that when TV stations switch to a multi-platform journalism model, it means that television has become a new type of television with diverse forms of information, content, and diverse distribution platforms to reach audiences. This viewpoint is consistent with many previous scholars' viewpoints when predicting the future of television. They believe that traditional television will not die, it will just change and develop differently.

The studies address new issues that modern television is facing to survive and develop: multi-platform television with opportunities and challenges; exploiting social networking platforms; developing multi-platform television products; how to build a strong user ecosystem; interacting with digital audiences; some models of interacting with audiences in television programs around the world; principles of interacting with audiences in television programs; solutions to develop interactive content with audiences; suggestions for modern interactive models.

2. General assessment of research works in the overview of the research situation and issues to be solved in the Dissertation

The research works of multi-platform press content creation in general, especially the multi-platform press theory in the world and Vietnam have similarities

(concepts, basic characteristics, press work creation process, operating principles, professional ethics). The documents say a lot about multi-platform press content, multi-platform television content, however, according to the author's observation, these documents do not directly mention creating the content of a television that is transforming into a multi-platform press model, and do not fully and specifically combine to analyze the skills and process of creating multi-platform press content at television stations carefully. This is a form of integrated and complex creativity based on the private platforms of each unit with the common platforms of press technology.

Those are the issues that the Dissertation needs to focus on solving, finding out new issues, both in theory and practice, of creating multi-platform press content at television stations.

2.2. Dissertation contents need to focus on research

•For theory

Multi-platform press content creation is a broad field that may be approached in different directions. Therefore, the author of the Dissertation should study interdisciplinary scientific theories to establish the concept of multi-platform press content creation, the attributes of multi-platform press content creation; the similarities and differences between multi-platform press content creation and multi-platform press content creation at television stations; the legal basis for multi-platform press content creation, and the conclusion needs to be drawn: is multi-platform press content creation an inevitable reality that is unlimited or limited according to the regulations, order, rules and standards of journalism in the development of technology?

•For practice

It is necessary to study the practice of creating multi-platform press content through some press agencies and television stations around the world to see the common features and characteristics of press development in each country, as a premise for research in the upcoming time.

It is necessary to survey, research, analyze, and evaluate the current state of multi-platform press content creation at television stations in Vietnam (VTV, HTV) (using empirical methods through typical events surveyed on the basis of specific content cases, from 2023 to 2024), from which, the appropriate solutions to promote BCĐNT content creation at television stations in Vietnam are determined in the upcoming time.

Chapter 1

THEORETICAL BASIS OF CREATING MULTI-PLATFORM PRESS CONTENT IN TELEVISION

1.1. Main Concepts

1.1.1. *Creation*

This is the core labor in journalism. A journalist's creativity is expressed in discovering topics, finding aspects of reflecting, choosing details and layout, language and images to attract the audience.

1.1.2. *Multi-platform press*

Understanding most simply, *multi-platform press* is a press trend in which readers can approach news on all different platforms: Digital Television platform (eg: VTVGo, Hplus); Social Network platform (eg: Facebook, Tiktok); Online Video Interaction platform (eg: Youtube); Website platform (eg: VTVTimes, HTVNewZ). Also, the audience can also watch on different devices (eg: computers, handheld mobile devices).

1.1.3. *Multi-platform press content*

Through approaching many definitions and analyzing from the perspective of journalistic works and platforms, the author of the thesis believes that: "Multi-platform journalistic content is an objective reality recorded by journalists through a professional lens and reflected in appropriate forms on each platform. That content includes the views and attitudes of the creator, brings value to the public and is optimized for each platform".

1.1.4. *Multi-platform press content creating*

Multi-platform press content creating can be understood *as the entire process in which journalists use their thinking and professional skills (from the stage of making ideas, starting production, until the work is completed and the work is known and used by the public) to create a press work published on various platforms, with novel content and vivid form, conveyed to the public on the basis of strictly complying with the principles of truthfulness, objectivity, and non-fiction.*

1.1.5. *Creating multi-platform journalistic content in television stations*

Multi-platform journalistic content creation in television stations is understood as the process of creating journalistic content that can be distributed on different platforms such as television, cable television, internet television, mobile applications, websites and other social media platforms. This process requires flexibility and creativity in creating content that is suitable for each specific platform, attracting and interacting with each specific audience group of each platform.

1.2. Characteristics of multi-platform press content

1.2.1. Multi-versioning

Version is a different form of existence of a thing or a phenomenon. In multi-platform press content creation, version may be construed as the distinction between content and platforms: TV version, social network version, web version, mobile version (mobile application).

1.2.2. Updating at any time (non-linear)

New information, many people's interest

Information is updated continuously, based on information layers and the reporter's ability to work. At this time, information is processed according to the reporter's decentralization, often skipping information control processes to quickly post on an appropriate platform.

1.2.3. Presented in several formats

For content creators, they can choose many forms to present without having to stick to a fixed format. The way to present the genre is integrated or innovative through many forms, from video, audio, photo news, short posts or just 1 status line with images and infographics on social networks... to multi-form, longform articles on the web platform... This is a space that stimulates the exploration and creativity of journalists.

1.2.4. Being interacted

Unlike traditional journalism, multi-platform journalism has a very large and outstanding interactive feature. That is the ability to interact two-way between the press agency and the audience. Information from viewers' feedback, comments, and shares also contributes to analytical data to grasp the tastes, needs, and interests of the audience for specific content on each platform, thereby adjusting and directing the work of creating appropriate and flexible content to capture the public.

1.2.5. Being managed and stored

This is a revolution in document storage, completely different from the previous storage method that caused inconvenience, loss, and waste of rich content resources. Based on unlimited digital storage space, along with the ability to update and access content anytime and anywhere, the content of the stations is permanently preserved. Moreover, this storage also allows storing multiple versions of the same content, meeting the needs of editing, adjusting, and distributing on different platforms.

1.3. Process and skills of creating multi-platform press content at TV stations

1.3.1. Process of creating multi-platform press content at television stations

This process can be understood as the implementation of steps that have been established as a basic framework, clearly defined and enforced as a principle; always consistent; associated with the organizational model, implementation skills for each type of press product, published on each specific platform with 8 basic steps as follows:

- (1) Propose ideas*
- (2) Establish a team to implement the ideas*
- (3) Develop and agree on a detailed plan, literary script and content script for each product on each platform*
- (4) Seek materials and create materials for product content*
- (5) Organize content, design, and present to complete the finished product for each publishing platform, targeting the target audience*
- (6) Overall editing and approving the product for publication*
- (7) Publish and broadcast the product*
- (8) Interact with the public, study feedback, and evaluate the effectiveness of the product*

1.3.2. Skills of creating multi-platform press content at television stations

The skills of creating multi-platform press content at television stations are journalist's professional behaviors and operations: from researching situation, discovering topics; accessing sources of information, exploiting information in many ways; analyzing data, processing information, forming many versions of work content to meet the needs of many distribution platforms. In the new context, the requirements for skills of creating multi-platform press content at television stations have a new point, which is the requirement for integrating multiple skills.

a. General requirement

The skills of creating multi-platform press content first require reporters to meet the general requirements for journalism skills, followed by specific requirements for skills of each type of press on each platform.

b. Specific requirement

Integrated multi-skills is an inevitable trend in current multi-platform press activities. It requires journalists to be professional, dynamic, and flexible in creating contents.

Firstly, the skills of grasping reality is the first activity in the process of creating multi-platform press content, even if the reporter has not yet clearly determined which version will be prioritized first.

Secondly, reporters must access the source of information and collect and exploit data - information.

Thirdly, reporters must analyze data and form of press work.

Fourthly, reporters need to have the skills to edit their work after it has been completed to minimize unnecessary technical errors and, importantly, to have an overview of the content and form after each certain work process.

Fifthly, the skills of monitoring the use of works and handling related feedback.

1.3.3. Criteria for evaluating multi-platform press content on TV stations in Vietnam today

Criterion 1: Multilinguality

Content elements (text, audio, video, graphic, infographic, music, sound, etc.) are used diversely, connecting to create a clear message. In other words, multi-platform press content creation is a diverse and smooth combination of elements such as: animations, videos, computer graphics, still images and illustrations/digital tables, 3D images, infographics, ... along with text to create a complete work, with a clear message, forming many versions of content released on different platforms.

Criterion 2: Multi-model

Use diverse, complete, and flexible content creation methods by each content version to express information. This is reflected in: the topic chosen by the journalist, the purpose of posting and classifying the work by genre, the main purpose and meaning of creating multi-platform press content.

Criterion 3: Follow the creative process

Comply with some principles of creating contents of press works in the process of creating a multi-platform press work in order to create a multi-platform press work with unique content and new form. In fact, depending on each specific issue/topic, each specific content version for each platform, journalists will prioritize ensuring one or more creative principles.

Criterion 4: Multi-storytelling

Evaluation criteria according to story strategies. Depending on the nature of the story and the message of the work, the creator will choose the most appropriate narrative and way of telling, but must always ensure objectivity and truthfulness.

Criterion 5: Multi-genre nature

Multi-platform press content creation is different from previous press content creation, which is the multi-genre nature in one work. Creators can combine many press genres in one content in a way to present the development of events/issues/characters, build story structures according to information layers, use technical and graphic effects to create new experiences, increase interactivity and visual appeal.

Criterion 6: Public appeal

This is the most important criterion, because after all, creating multi-platform press content at TV stations must be aimed at the audience. This criterion includes: Creating content that is close to the actual needs of the public; Designing the openness of the content so that the public can interact; Setting up a variety of channels to interact with the public; Arranging human resources to interact with the public; Applying technology to interact; Using interactive data to promote content/programs.

Criterion 7: Search Engine Optimization (SEO)

Use technical and graphic effects to create new experiences, increase interactivity and visual appeal.

Social media algorithms are complex systems designed to evaluate content and determine how it should be displayed, organized, and distributed to users. Key elements of SEO include keywords, indexing, and link building. The main goal is to show users the most relevant and engaging content possible, thereby keeping them on the platform and increasing engagement.

1.4. Conditions to be met in creating multi-platform press content at TV stations in Vietnam today

1.4.1. Conditions for awareness and strategic thinking, management capacity of Television station's leaders

Change from "single platform" to "multi-platform" forces press agency leaders to consider management issues: the management of content in the process of creating multi-platform press content; "open" nature is the level of interaction, commentary, legal issues regarding intellectual property rights, and compliance with the community principles of the platform provider.

1.4.2. Conditions for digital newsroom model

The title for the development of multi-platform press content creation is to have a digital newsroom model.

Fragmentation model

Unified Model

Hybrid Model

In this multi-platform press model, journalists with integrated multi-skills are an important condition. Therefore, a streamlined and effective multi-platform press content creation process is required to speed up production and distribution of products.

1.4.3. Conditions on press-communication human resources

This includes recruiting, training, retraining and developing new skills for the journalists. This group of skills includes from discovering topics, writing scripts, planning, filming/photography, editing, setting up... for multiple platforms. For TV stations, the recruitment needs are not only journalistic expertise but also the ability to be creative and flexible in applying knowledge and skills to the practice of creating multi-platform press content. Apart from the content creation team, a team of platform technology, application development and technical process management is required.

1.4.4. Conditions for digital infrastructure and technology

The station must invest, upgrade, and perfect the production system, document storage, and multi-platform content distribution in a synchronous, unified direction, centralized resource management, automatic and flexible technological processes, linking between departments, unified management, and convenient Metadata exchange. At the same time, it is necessary to build a copyright protection system, censor content products for both audio, images, and graphics on traditional infrastructure and especially on digital infrastructure, and build a system to collect and analyze customer data.

1.4.5. Condition for economic and financial mechanisms

In the current difficult context, there should be different scenarios and financial forecasts, related to targets and plans for each quarter and each year, from which, investment in in-depth content creation is allocated, with surveys and market research, to apply in a beneficial, promising and profitable direction.

Prioritizing budgeting for journalism content creation by platform with different financial packages will facilitate content development strategy. Next is investing in technology, including maintenance procurement budget, upgrading digital infrastructure to optimize content creation process and save costs for long-term planning.

Chapter 2

CURRENT STATE OF CREATING MULTI-PLATFORM PRESS CONTENT AT TELEVISION STATIONS IN VIETNAM AT PRESENT

2.1. Some features of Vietnam Television, Ho Chi Minh City Television Station and surveyed units

2.1.1. Vietnam Television (VTV)

Digital transformation strategy:

VTV has specialized its operations since 2012, with the establishment of the following units: Graphics Center, Sports Program Production Center, Weather and Disaster Warning Television Center, News Center (VTV24), Digital Content Production & Business Center (VTV Digital) and several other Centers.

Multi-platform content development department:

Digital Content Production and Development Center (VTVDigital), consists of 3 units: VTV24 News Center, VTV News Electronic Newspaper and Digital Content Production and Business Center. It consists of 12 departments and 200 employees. By 2023, the revenue of this department exceeded 200 billion VND.

TV viewing application: VTVGo

From June 2022 to June 2023, from the application of National Television, VTVGo becomes the national digital television platform.

2.1.2. Ho Chi Minh City Television Station (HTV)

Multi-platform news content development department

HTV-TMS Company, News Center, Digital & Cable Center, Project Management Unit, Service and Advertising Center are the units coordinating to develop multi-platform content.

TV viewing applications: Hplus, HTVonline

HPlus is a TV viewing application developed by HTV, allowing you to watch over 70 online TV channels, including the main channels of Ho Chi Minh City Television Station, domestic and foreign entertainment channels. The HPlus interface for Android Box is friendly, easy to use and search for programs.

2.2. Current state of multi-platform press content - Case studies

2.2.1. Topic: Chinese General Secretary and President Xi Jinping's official visit to Vietnam (2023)

In fact, the survey shows that, with the same event topic, the frequency of exploitation and content creation on the platforms of each station is different. The difference between the quantity and quality of content and the form of multi-platform press products for each political event, first of all, comes from the functions and tasks of each news agency.

In terms of creativity, with major political events of the country, related to the image of heads of state, television content on platforms is almost re-exploited from original content. Multi-version and derivative content are almost non-existent. In the above survey, only one content was re-edited for the version broadcast on Youtube VTV24 on December 13, 2023. The remaining television content, regardless of platform, is authentic and standard, extracted from the original content broadcast on VTV1 7pm News, HTV9 8pm News. For Facebook or web platforms, there is a difference thanks to the photo reportage genre and the form of expression is post or caption. For the Tiktok platform, the survey event was also re-exploited with a shortened version of the original television content.

2.2.2. Topic: 70th anniversary of Dien Bien Phu victory (1954-2024)

It can be seen that there is a difference in the quantity and quality of multi-platform press content that each station's team is working on, but the technical issues and technology for creating multi-platform press content are similar. For example, with products on the web or Facebook platform, there is often a link to content on the YouTube platform. The caption on Facebook is written briefly in one sentence, the main content is placed below the comment section (including informational text with static images or cross-links to content on other platforms). The amount of new content (only available on this platform but not on the other) is not much. Most products are edited based on original content that varies in length to be broadcast on the platforms.

In terms of the nature of their work, journalists often exploit content data on the original platform to produce products on other platforms. However, the number of multimedia news products is many times higher than the number of products on each other platform (VTVTimes alone has 229 products), showing that VTV has invested resources in web content in the propaganda plan for the 70th Anniversary of Dien Bien Phu Victory. Of which, about 10% of the new content is only available on the web platform.

2.2.3. Elements used to create multi-platform press content

In the surveys, all multi-platform press works of TV stations have integrated presentation forms:

Data video

Motion graphic video

Animated video

Interactive Graphics

Multi-media news on web platform

Trend of presenting multi-layered information

2.2.4. Creating versioned content has been implemented but is not yet popular.

This creativity must be shown in specialized versions for different publishing platforms: websites, mobile applications and social networks. The information selected for exploitation must be timely, interested and awaited, shown in the algorithm of search terms, comment flows and social interactions at the same time the information is released.

2.3. Current state, skills and process and meeting the conditions for creating multi-platform press content in surveyed units

2.3.1. Quantitative research results

In addition to streaming on TV viewing applications such as VTVgo, Hplus, Youtube, on Facebook accounts (VTV - Vietnam Television, HTV News), multi-platform press content can also be viewed in full on the Youtube platform (accounts: VTV24, HTVNewz). With newspapers and news sites (vtv.vn; htv.com.vn/multiform), all raw materials and materials are used to produce short text news, text-video news or long form articles, megastory. Creativity lies in the thinking of developing content, structure, identity and compatibility of each version.

For this topic, on the web platform, journalists at VTV have created multi-platform press content with a number of works that are superior to other platforms. The survey in chapter 2 also shows that on the web platform, there is a lot of new content that is not available on other platforms.

2.3.2. Qualitative research results

Initially, the multi-platform press content creation process at TV stations has been optimized to reduce costs and increase productivity. The crew is streamlined and takes advantage of new, multi-purpose working tools (such as smartphones) to simplify the process of creating and transmitting news to the center.

However, compared to the new requirements, the multi-platform press content creation activities have not met. In the scope of the content creation survey of the News Centers of the Television Stations, it shows that the amount of new content is not much, the multi-version is not high. In terms of platform synchronization requirements, in the digital transformation strategy, high-quality broadband development and conditions for updating, upgrading, maintaining, fully equipping and optimizing the multi-platform press content creation process, the current television stations have not met.

2.4. General assessment of multi-platform press content creation

Success :

Through observation and data analysis on 02 topics: General Secretary and President of China Xi Jinping's official visit to Vietnam (2023); 70th Anniversary of Dien Bien Phu Victory (1954-2024) and through interviews, the author found that multi-platform press content creation activities achieved the following results:

Firstly, reporters understand and perform well with the press work creation process. They have good working capacity, and are able to work independently on some types. Reporters actively build a specific work plan and regularly update the actual situation.

Secondly, reporters understand the differences between the types of news and articles of the type of multi-platform press, and have the basic skills to fully execute one or more types of news and articles on different platforms. The most important are still news and articles on TV platforms and web platforms.

Thirdly, reporters have the necessary support skills to create good content versions for platforms: photography, filming, editing, post-production (basic)

Causes:

Firstly, reporters who are trained in journalism and related fields such as language, culture, sociology, etc., are very suitable for the practical demands of the press in general. For the 9X generation of reporters, technology skills have contributed to ensuring the current requirements of multi-platform press content creation. This is a lesson learned related to input recruitment.

The survey shows that 51.5% of reporters are trained in journalism and communications. Graduation from other majors is not a barrier when applying for journalism jobs. This is a new way of thinking in recruiting personnel, different from the previous way of thinking in traditional press agencies. 19.1% of journalists have postgraduate degrees, proving that a group of journalists are highly aware of improving their professional expertise and developing themselves.

Secondly, the more conditions the units create for reporters to study, practice, and gain practical experience, the more they will improve their thinking and professional skills. For creating multi-platform press content, creating a suitable working environment with adequate equipment, regulations, and incentive mechanisms is a direct driving force that affects the striving of the team.

Thirdly, setting requirements and duties for creating multi-platform press content is both pressure and motivation for the visual press team, through which, journalists develop new skills, increase adaptability to work, and practice quick response. This is a lesson of leadership and professional management, promoting creative and innovative factors in the profession, while differentiating, screening, and classifying reporters more conveniently.

2.4.2. Restrictions and reasons for restrictions

Restrictions

Firstly, reporters often create Television contents and then some video press content for the web platform. Television content is a strength, but video press content on the web platform is not high. For the content creation requirement for

the tiktok or FB platform, many reporters have ignored it. In the case of being able to perform this requirement, the quality and quantity are still low.

Secondly, reporters and editors are not interested in creating in-depth multi-platform press contents such as commentary, analysis, video reports, megastory or long-form articles. Currently, the most popular are still short news, photo news or long reports. For the technology support team, platform administrators, the work only stops at receiving data provided by reporters, creating explanatory graphics, but there is no editorial team, developing content into new content, into series, streaks following the event, editing materials of many reporters into long-term, in-depth, general analysis and commentary on a major issue on the platforms.

Thirdly, how to develop platform press content creation thinking and skills is still the question. Although the policy of each unit is very clear: *Digital first*. However, in fact, reporters still prioritize the television platform first, then came the web and social media platforms. Reporters did not create enough versions for the platforms as required, and at the same time, did not take the time to provide data and information to support departments to develop new content.

Fourthly, the platform management team, reporters, and editors have not exploited interactive features on digital platforms. According to the survey results of author Nguyen Duong Chan, many important features such as comments on VTV's digital platforms are locked or limited. This comes from the fear of not being able to control the content of comments. This limits both the audience's ability to interact and the potential to collect, respond authentically and promptly from viewers, thereby adjusting and updating creative content that is far from actual needs.

Causes:

Firstly, despite great efforts to transform, adapt, and develop new skills, television journalists have not yet completed and integrated enough multimedia working skills, leading to the fact that their actual multi-platform press content creating skills are not high.

Secondly, assigning reporters to be in charge of many areas results in them having to use more general, comprehensive knowledge than specialized, in-depth knowledge. This also affects the quality of work, the quality of content creation in general and multi-platform news content creation in particular.

Thirdly, the process of creating and working on multi-platform press content, including editing, voiceover, and post-production (basic level), takes a lot of time. While the unit's requirements are getting higher and higher, reporters have to complete all the steps of the process but shorten the total time to post multiple news stories on multiple non-linear platforms. Therefore, the level of product quantity is prioritized over product quality.

Fourthly, real life is extremely rich and complex, requiring reporters to have more than one perspective, diverse observations, and analysis from different positions and viewpoints, ensuring the objectivity of the issue, but increasing criticism, contributing to spreading messages, and contributing to policy making.

Chapter 3

SOME ISSUES, SOLUTIONS AND RECOMMENDATIONS TO IMPROVE THE EFFICIENCY OF CREATING MULTI-PLATFORM PRESS CONTENT AT VIETNAM TELEVISION

3.1. Some issues

3.1.1. Issue of strategic perception and thinking

Investment strategies for technology at television stations in Vietnam are still too limited, making it difficult to expand the scope of transmission and reach viewers. Therefore, television stations do not have enough resources to deploy advanced technologies to support the creation of multi-platform journalism content. The lack of AI and Big Data applications not only reduces creativity but also hinders access to changes in customer needs.

3.1.2. Issues raised for skills and processes for creating multi-platform press content in surveyed units

Firstly, the awareness and working methods of reporters at VTV and HTV are currently limited, specifically: The thinking of discovering topics, finding reflection angles, approaches, and exploitation is still slow compared to the developments of reality; The thinking of exchanging information to the center is still slow compared to the speed of reporters of electronic newspaper units; The thinking of creating multi-version content is still limited, but mainly using one content for many distribution platforms.

Secondly, the current skills of reporters only meet the basic level of the job. The utilization of personnel positions has not been effective. Thus, the coverage of information will be poor. This is a professional gap that every reporter (including videographers) must be responsible for cultivating to fill.

Thirdly, although being well trained systematically at specialized universities, the level of knowledge that schools provide to reporters is only at a basic level. The age of reporters is getting younger and younger due to recruitment requirements and the nature of the job, combined with the lack of practical experience, making work

efficiency low. When recruited into an agency, they must immediately start working on actual work, without additional training or retraining.

3.1.3. Issues raised for meeting the conditions for creating multi-platform press content in the surveyed units

One of the biggest problems of the multi-platform press apparatus at VTV and HTV is that the structure is still hierarchical with many complex approval processes and lack of flexibility in decision making. The departments in charge of content creation, digital, graphic engineering, and platform administration often operate independently, leading to a lack of coordination and connection in developing and distributing created content. This affects synchronization, limits the ability to respond quickly to creative requirements of the market, and reduces competitiveness compared to multi-platform content of other press agencies.

3.1.4. The problem of diversity and complexity of the information environment

The world of media is perhaps facing a crisis in its very foundations. The media environment is increasingly chaotic, full of alternative versions, making it difficult to distinguish between truth and falsehood. Trust in a news report or a newspaper publication, or more broadly, the whole idea of mass media with a strict editorial process, is also declining. Fake news is creating a negative environment, challenging the public's trust and sanity in the reputation and brand of news organizations.

3.1.5. The problem arises with the constant change and movement of public demand

The problem is that TV stations must develop many technological solutions to connect audiences with their content, especially in the context of strong development of digital platforms and creating the ability to connect and interact in real time, which is completely different from the old broadcasting transmission method. Collecting user behavior and analyzing customer data on platforms must be focused on and saved on the stations' Big Data systems to analyze audience habits, devices, regional information, gender, and age.

3.1.6. The problem with competing with social networks

Firstly, interactivity. Although the station has used an intermediary linking platform with a live broadcast function to conduct live programs that interact with the audience, the amount of this content is not much.

Secondly, diversity in content topics. The content created by the station still mainly revolves around political and social issues, while social networks are actively creating entertainment content.

Thirdly, the ability to recommend. Videos on social networks are continuously recommended and suggested thanks to AI technology that analyzes and synthesizes the needs of viewers. With multi-platform press content created by television stations, the features and algorithms applied have not yet optimized the ability to recommend to the audience. This is an area that requires investment in technological solutions to solve.

3.1.7. The problem with shaping a strategy for creating multi-platform press content with Vietnamese identity

There is no single strategy that brings success. It is only possible to flexibly combine strategies to create the most suitable strategy for the unit. The problem is that stations must determine the value of their content creation in the news value chain: Is the goal just to provide content or to collect data and attract customers?; What are the competitive advantages of the station compared to other press agencies in creating multi-platform press content?; What is the core value of the content created by the creative team?.

3.2. Some solutions to improve the efficiency of multi-platform press content creation at Vietnam Television and Ho Chi Minh City Television Station

3.2.1. Some common solutions

Firstly, the press agency must grasp the reality of the multi-platform press content market and forecast its development trends, pointing out the strengths and weaknesses of the unit and team in developing skills and implementing the press content creation process on each current platform. At the same time, build a plan, roadmap, and specific goals in creating multi-platform press content. In which, the strategy must also be in order of priority, step by step, scientific, and certain. It is necessary to prioritize building and developing people, taking people as the center of innovation.

Secondly, it is necessary to arrange and organize the machinery based on the new development situation, take advantage of available resources, overcome difficulties, be proactive and creative, and motivate the team to participate in the multi-platform press content creation process.

Thirdly, it is necessary to form new human resources departments with sufficient skills to develop multiple platforms, especially building specialized teams for each platform.

Fourthly, multi-platform press content creation is effective only when the press agency masters technology and combines platforms into a unified whole.

Fifthly, the team of journalists must change their thinking about press work creation from single platform to multi-platform. In particular, it is necessary to make maximum use of modern materials, focusing on multimedia materials to suit the characteristics and strengths of each platform.

Sixthly, the team of journalists needs to quickly update their thinking and working skills, and way of implementing the multi-platform press content creation process to make a corresponding work plan.

Seventhly, journalists must change from single skills to multi-skills to meet the requirements of multi-platform press content creation.

Eighthly, to organize press content on social media platforms, it is necessary to have a team of chief editors from experienced reporters.

3.2.2. Some specific solutions

3.2.2.1. For state management agencies, press management agencies

Firstly, it is necessary to invest in and upgrade digital infrastructure, including communication networks and broadcasting technology, towards the comprehensive development of multi-platform television.

Secondly, it is necessary to promote cooperation between press agencies and technology enterprises in implementing integrated solutions to optimize the multi-platform press content creation process associated with content distribution. In which, technology is the key factor to accelerate the digital transformation of television stations.

Thirdly, it is necessary to encourage and support press agencies to pilot models of association, cooperation, and application of new technology in the process of content creation and distribution.

Fourthly, it is necessary to encourage the development of a startup ecosystem in the field of media technology.

3.2.2.2. For Vietnam Television (VTV), Ho Chi Minh City Television (HTV)

Firstly, modernize production and broadcasting infrastructure. It is necessary to invest in 4K, 8K content production equipment and modern post-production systems that update new regional and global technologies, including: camera equipment, studios, large-capacity editing systems, professional graphics systems.

Secondly, develop infrastructure for interactive and personalized television services. It is necessary to invest in customer network management systems (CRM)

and big data analysis (Big Data) to get closest to the market and new consumption trends.

Thirdly, focus on developing modern, domestic technology platforms, strengthening international cooperation in using technical and social networking platforms.

Fourthly, it is necessary to streamline the apparatus, optimize the creative process, eliminate overlapping functions and tasks, and increase the adaptability of the team. It is necessary to reorganize the model, dividing the creative departments of broadcast content and digital content to optimize creative efficiency by focusing on expertise.

3.2.2.3. For multi-platform journalism content creation teams

Firstly, it is necessary to carry out a revolution in ideology, raise awareness, and strategic thinking to implement multi-platform press content creation. Journalists need to understand the platforms, the nature of the platforms, the differences, and the competitive advantages of each platform, from which they can have creative thinking according to the version, changing the way of working.

Secondly, journalists integrate skills as important content. It is necessary to comply with the content creation process to ensure professionalism, at the same time, it must be flexible, quick, effective, and shorten the steps to speed up the information production method.

3.3. Some recommendations

3.3.1. For press management and leadership agencies

Firstly, press management and leadership agencies need to promote and connect so that the State can order policy communication for press units.

Secondly, press management leaders at all levels have strong opinions on the content of the Press Law amendment, innovation of the press economic mechanism, including the proposal to allow some major press agencies to do business in the content of the National Press Conference, and do business in the media ecosystem.

Thirdly, it is recommended that the Government study and develop a specific press economic mechanism for key press agencies such as Vietnam Television and Ho Chi Minh City Television.

3.3.2. For Vietnam Television (VTV) and Ho Chi Minh City Television (HTV)

Firstly, strengthening training and continuously update knowledge on multi-platform press content creation.

Secondly, the leadership of press agencies needs to learn from successful international models, study how they create content, apply technology to have solutions

that adapt to the context of the multi-platform press content creation market, especially having different scenarios and forecasts to set out targets (KPIs) and build plans for the station each year.

Thirdly, the News Center units are the main agencies in the multi-platform press content creation. Leaders need to clearly identify the strengths of the news center so that they can focus on investing in the multi-platform press content creation in a specialized direction, not spreading out, opening too many ineffective sections (no views, no advertising).

Fourthly, innovating the method of training/developing existing human resources combined with recruiting new personnel to meet the requirements of the multi-platform press content creation. It is necessary to forecast the requirements for human resources according to the term and development strategy of the unit, order reputable training facilities, suitable for practical work needs of multi-platform press content creation. Fifth, find all resources to invest promptly in technical infrastructure in the production of high-quality press products.

Fifthly, find all resources to promptly invest in technical infrastructure to produce high-quality press products.

3.3.3. For multi-platform press content creators at Vietnam Television and Ho Chi Minh City Television

Firstly, promoting collective strength for the most effective creativity.

Secondly, innovating content creation thinking.

Thirdly, coordinating the roles and positions of personnel in a content creation apparatus.

Fourthly, developing multi-platform press content creation associated with the development of multi-skills of reporters.

3.3.4. For the Vietnam Journalists Association and research, training and development institutions for journalism and media

It is necessary to innovate the working methods and build a team of journalists to meet the requirements of the tasks in the new situation, specifically the requirements of STNDBCĐNT.

It is necessary to update and innovate the curriculum and teaching and learning methods towards the contents in demand: General knowledge of the journalism industry; Foreign languages; Social responsibility of journalists; Basic knowledge and skills for each type of journalism on each platform.

CONCLUSION

1. Necessity of researching the topic of the Dissertation:

Multi-platform journalism was formed in the process of transforming digital journalism from a single-type journalism to a multi-type journalism. This transformation includes both content creation, human resource development, strategic vision, thinking and methods of press leadership and management. That development journey always goes hand in hand with the development of techniques and technology, and this has gradually changed the way and demand for information reception of the public. This is a matter of survival for television stations in the current fiercely competitive context. 2. Verifying the entire research process of the Dissertation based on the proposed research purpose and duties, the Dissertation has achieved the following results:

2. Verifying the entire research process of the thesis according to the proposed research purpose and tasks, the thesis achieved the following results:

The author of the Dissertation filters and acquires, inherits some contents of certain scientific value, related to the Dissertation topic. Although these works have mentioned the above 2 research directions, no work has conducted in-depth research at the level of a doctoral Dissertation on Multi-platform press content creation at television stations in Vietnam, so it can be affirmed that the topic of the Dissertation is new, not overlapping with existing research works in recent years.

Developing the scientific value of previous studies, the Dissertation systematizes, updates, adds and has a new approach to theoretical issues on Multi-platform press content creation; establishes criteria for researching the current state of creating multi-platform press content at the surveyed television stations.

From the results of the current research, the author concludes that all successes and limitations of the multi-platform content creation are largely determined by the moral qualities, professional capacity and creative thinking of the leaders of the multi-platform press content creation agency and the team of multi-platform journalists. Because no matter how much technology develops and supports, it cannot replace human creative thinking. Through the research, the thesis points out and analyzes 07 issues and proposes 04 groups of recommendations for leaders of press management agencies, leaders of television stations, teams directly implementing the multi-platform content creation, the Vietnam Journalists Association and training institutions, in order to improve the effectiveness of the multi-platform content creation at television stations in Vietnam today.

In general, the Dissertation of researching the topic of creating multi-platform press content at television stations in Vietnam has provided valuable arguments, evidence, and points as scientific documents on theory and practice, making a small contribution to the current treasure of press and communication theory.

LIST OF PUBLISHED SCIENTIFIC WORKS BY THE DISSERTATION AUTHOR RELATED TO THE DISSERTATION TOPIC

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4. Nguyen Thi Dao Trung (2024), *Developing high quality journalism human resources* Propaganda Magazine, No. 9, 2024, ISSN 1859 - 2295