



## FEATURES OF ENTERTAINMENT COLUMN OF HO CHI MINH CITY WOMEN'S ONLINE NEWSPAPER

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### Abstract:

Entertainment must also be a well-understood issue and a selective perspective is essential. The Women's Newspaper of Ho Chi Minh City, Vietnam is one of the official newspapers that publishes accurate and timely information about the entertainment sector about the happenings of the concerns of domestic and foreign entertainment. Joining a survey on the field of online newspapers to have a better view of the *Entertainment column* of the Ho Chi Minh City Women's Online Newspaper is a job that comes from great interest in the entertainment sector. Today, it is still a researcher's job to understand and clearly analyze the inherent characteristics of this column. The research is carried out with specific objectives, namely, firstly, surveying the outstanding features of the content and form of the Ho Chi Minh City Women's Online Newspaper in the Entertainment section. Secondly, it is applied to the theories of online journalism to conduct through a survey of information published in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper, helping research work to have a close contact from theory to practice of journalism, serving to learn about the development, characteristics and requirements of a column on an online newspaper. And finally, understanding the advantages and discovering the limitations of online newspapers in general, including the Entertainment column on the Ho Chi Minh City Women's Online Newspaper through the information published in the articles in the fourth quarter of 2021. The findings revealed, besides the success in building information content, that the newspaper has achieved, that the focus on presentation is also a point that needs to be kept in mind and constantly updated in the future. competition among online

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newspapers. But not because of that, the Ho Chi Minh City Women's Online Newspaper follows today's tastes, the newspaper is always flexible but still maintains its own distinctive characters.

**Keywords:** features, entertainment section, online newspaper, Ho Chi Minh Women's, online newspaper

## 1. Introduction

Understanding information is one of the very necessary needs in the process of human movement and development in society. Especially in the current digital technology era, capturing information has become more and more important, so one of the addresses is being focused on finding information and meeting the needs of people. It is an online newspaper in this era. This is a type of media that meets the requirements such as being fast, instantaneous, and convenient when only a smart technology device with an internet connection is needed for readers to access the life information they want.

Up to now, entertainment has always been one of the issues that are of equal interest to any other field. In some developed countries, people even give them the name "entertainment industry" to clearly see the influence this field has on the public. When life requires people to be as productive as possible, after this period of time finding entertainment is a way to help readers provide more information and relieve stress. Therefore, entertainment must also be an issue that is clearly understood and a selective perspective is essential. The Ho Chi Minh City Women's Newspaper is one of the official newspapers that publishes accurate and timely information on the entertainment field about the happenings of interesting issues of domestic and foreign entertainment.

It can be seen that the Entertainment column/section/category is one of the focused sections of the newspaper when it always publishes the latest information and attracts a lot of readers from the public. At the end of 2021, when the whole country implemented the social distancing directives to join hands in the fight against the COVID-19 epidemic, this column still maintained searching and posting information throughout. This is also a way for the Entertainment column to always accompany readers at any time, or in any situation. Information about activities as well as the life of the entertainment industry is always updated throughout.

Participating in a survey on the field of online newspapers to have a better view of the Entertainment column of the Ho Chi Minh City Women's Online Newspaper is a great duty that comes from great interest in the entertainment industry. Currently, it is still a researchers' work to understand and clearly analyze the inherent characteristics of this column.

Conducting research on online journalism helps researchers gain deeper access to the properties and characteristics of the genre, creating opportunities to learn and improve research skills, as well as journalism skills, especially writing for online newspapers. Online journalism is the trend of journalism today, conducting research on

online journalism is both a driving force and a requirement that requires researchers to be more integrated when working in the field of journalism.

For the *Entertainment column* of the Ho Chi Minh City Women's Online Newspaper, it is one of the categories with diversity and richness in content and form, with many quality news articles, converging many characteristics of a woman. Online newspaper website integrates the trend. This is also a newspaper that ensures reliability, authenticity, and objectivity in conveying the message. Researching and surveying the Entertainment column of the Ho Chi Minh City Women's Online Newspaper, gives the researchers the opportunity to interact with the reality of the fields of online journalism, with a concretized perspective with previously discussed theories.

Together with this research topic "Features of Entertainment column of the Ho Chi Minh City Women's Online Newspaper" (Survey in the fourth quarter of 2021), the research participants have the opportunity to participate in research in the field of science and technology of journalism in general and online journalism in particular, this is also a contribution to the desire of journalists to continue their work.

## 2. Literature review

To mention the birth of the online newspaper, first of all, the premise for this birth must be mentioned, which is the birth and development of the internet in 1972. In 1980, the concept of electronic newspapers first appeared with short articles, without images, so some people even argued that those articles were not considered real online articles. Experiencing a development process with overcoming the difficulties of the times, the first known online newspaper, the Chicago Tribune, USA, was born in May 1992. Then there was the birth of many different newspapers in parallel with the strong development of information technology and the internet. These become favorable conditions for the transmission of information in online newspapers around the world, (Brian Horton & Tran Duc Tai, 2003).

In 1994, Hotwired magazine ran its first advertisements in its online version and was followed by a series of other famous newspapers in the United States that also launched online versions. his death like Los Angeles, USA Today, or New York Newsday. In Asia, there were also many newspapers appearing on the internet in 1995 such as Chine Daily (Malaysia), Kompas (Indonesia) Asahi Shimbun (Japan), and so on. And from 2000 onwards, major television stations such as CNN, NBC, AFP, the New York Times, Washington Post also began to attract more public through their online newspapers, (Brian Horton & Tran Duc Tai, 2003).

The Internet in Vietnam was approved by the Vietnamese State on March 5, 1997, and after 8 months of preparation, Vietnam officially connected to the internet. This has helped open up an opportunity for the development of internet services up to the present time. In the field of journalism, Que Huong magazine is the first online newspaper in Vietnam with the access address <http://quehuongonline.vn>, this newspaper is under the Ministry of Foreign Affairs of Vietnam and published the issue first and on February 6, 1997, then officially opened on December 3, 1997.

It is because the explosion of information technology has become the pressure that requires press agencies to find appropriate innovation directions to keep up with the trend of the times, and the habits of readers when receiving information. Many traditional press agencies in Table 2.1 have created milestones marking the development of more online newspapers as posed below.

**Table 2.1:** Online Press Agencies in Vietnam

Time	Name of online newspapers	Access address
1998	Electronic People	<a href="https://nhandan.vn">https://nhandan.vn</a>
1999	Electronic Labor	<a href="https://laodong.vn">https://laodong.vn</a>
2000	VOV News	<a href="https://vov.vn">https://vov.vn</a>
2001	Online workers	<a href="https://nld.com.vn">https://nld.com.vn</a>
2003	Youth Online	<a href="https://tuoitre.vn">https://tuoitre.vn</a>
2003	New Hanoi Online	<a href="https://hanoimoi.com.vn">https://hanoimoi.com.vn</a>
2004	Electronic People's Public Security Newspaper	<a href="https://cand.com.vn">https://cand.com.vn</a>
2005	Electronic Dan Tri Newspaper	<a href="https://dantri.com.vn">https://dantri.com.vn</a>
2008	Electronic newspaper VTC News	<a href="https://vtc.vn">https://vtc.vn</a>
2012	Electronic newspaper VTV News	<a href="https://vtv.vn">https://vtv.vn</a>

Although the development of online newspapers today develops as a race because if not to develop electronic newspapers in the digital age when users give priority to the use of devices such as mobile phones, mobile phones, computers, and tablets to find and read more news. However, in the early days of the transition, it also faced many obstacles such as not many people in Vietnam having personal electronic devices, the internet has not yet covered the whole country, and the digital the people's spirit has not been raised.

With the convergence of the internet and digital technology on electronic devices today, accessing an online newspaper is no longer a strange thing, even becoming a habit of readers when they want to read more, find and read information from the press, this creates a competitive problem for newsrooms, as well as a strong competitive field for other types of information, especially for newspapers, traditional newspapers (also known as printed or paper newspapers).

Online newspapers are no longer strange to researchers when there have been many research papers, dissertations, and dissertations on this issue. Conducting surveys and research on online newspapers has become one of the popular and familiar topics for those who work in the field of journalism in order to contribute to an overview. more specific and relevant to the problem. Among the prominent research works related to the topic can be mentioned as:

- *Creation of electronic online journalism* (Nguyen Thi Truong Giang, National Political Publishing House, 2014) is an in-depth research on the type of online newspaper. Through this work, it is possible to find references to the knowledge and theoretical bases that are systematically systematized by the authors and the scale of the characteristics and creative methods of journalism genres in the field of journalism. online newspaper industry with 9 chapters reflecting the basic contents of 8 common genres used for electronic newspapers.

- *Journalism and multimedia communication* (Nguyen Thi Truong Giang, Publishing House of Vietnam National University, Hanoi, 2017) is also a research work in the field of journalism along with the development of newspapers in the media through today. The author has given an overview, concepts, characteristics, as well as history of today's journalism trends with presentations and explanations on theoretical and practical issues of journalism and multimedia such as their characteristics, development trends, and social influence, the field of journalism as well like news agencies today.
- *Online newspaper - Creative characteristics and methods* (Nguyen Tri Nhiem, Nguyen Thi Truong Giang, National Political Publishing House, 2014) clearly stated the very basic knowledge and skills of online newspapers such as history of birth and development of online newspapers; basic characteristics of online newspapers; production process of online newspaper; the public online newspaper; write for online newspapers; organize forums on online newspapers; images on online newspapers; audio on online newspapers; video on online newspaper.
- *The influence of online newspapers on the lifestyle of young Vietnamese today* (Nguyen Thi Huyen Chinh, University of Social Sciences and Humanities, Vietnam National University, Hanoi, 2016, p.23) is the thesis of Master's degree in Journalism, in addition to learning about the concept and formation of online newspapers, the current situation of using online newspapers among young people, also aims to study the influence of as well as the impact of online newspapers, especially on the younger generation of the time, and highlight the outstanding features of today's online newspapers. In it, the author points out the impact of online newspapers on entertainment

*"...Due to overcoming many limitations of other types of journalism in the process of information production and transmission, electronic newspapers have attracted a great deal of attention from young readers. Not only reading online newspapers to update current news in the country and the world, young readers also read online newspapers for entertainment, satisfying their information needs about culture, art, fashion or more artists." Along with that, the authors also presented the article. "It can be said that entertainment is an indispensable need of every human being after stressful and tiring working hours. For young people, entertainment needs are much richer, more diverse and elusive. As a result, online newspapers provide a lot of different information in the entertainment section, in all different fields from culture, cinema, fashion, celebrity life..."*

- *Women's Newspaper of Ho Chi Minh City and the public of female readers* (Case study of female readers in Ho Chi Minh City in 2012) (Nguyen Thi Minh Dieu, University of Social Sciences and Humanities, 2013) is a Master's thesis majoring in journalism with this research topic, the author mentions the concepts surrounding journalism, communication and public. In addition, the author also presents a lot of information about the formation process of the Women's Newspaper, the content structure and form of presentation as well as the strengths

and limitations of the Women's Newspaper with in-depth surveys on female readers in Ho Chi Minh City for Women's Newspaper, from which to draw conclusions, comments and assessments that are practical for Women's Newspaper.

In addition to general studies on online newspapers and surveys on specific online newspapers, so far there has been no research on Ho Chi Minh City Women's Online Newspaper with the Entertainment category. That is why the authors would like to survey and research the topic related to the features of the entertainment column of the Ho Chi Minh City Women's Online Newspaper (survey in the fourth quarter of 2021).

### **3. Research methodology**

#### **3.1. Research objectives**

When conducting a survey on the entertainment column of the Ho Chi Minh City Women's Online Newspaper (survey in the fourth quarter of 2021), the purpose is as follows: firstly, it is to survey the outstanding features of the content and form of the Ho Chi Minh City Women's Online Newspaper in the Entertainment section. Secondly, it is to apply the theories of online journalism to conduct through a survey of information published in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper, helping research work to have a close contact from theory to practice of journalism, serving to learn about the development, characteristics and requirements of a column on an online newspaper. Finally, it is to better understand the advantages and discover the limitations of online newspapers in general, including the Entertainment column on the Ho Chi Minh City Women's Online Newspaper through the information published in the articles in the fourth quarter of 2021.

#### **3.2. Subjects and scope of the study**

Subjects of research for this topic are articles published in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper. The scope of the research is determined to be news and articles in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper published in the fourth quarter of 2021 (from October 1, 2021 to December 31, 2021).

#### **3.3. Research instruments**

In order to carry out the research topic of the features of Entertainment column of Ho Chi Minh City Women's Online Newspaper (survey in the fourth quarter of 2021), the research methods were carried out, including Statistical method – classification, method of analysis - synthesis, method of comparison.

- Statistical and classification methods would help to research and classify types of articles according to specific topics and topics in articles in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper in the fourth quarter of 2021 (from October 1, 2021 to December 31, 2021).

- The method of analysis - synthesis would be an operation after conducting the survey step, helping to analyze the posts in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper in the fourth quarter of 2021, in order to identify defining characteristics of content and form to synthesize into specific arguments.
- The comparative method would be to compare the articles in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper with the features of other categories on the same page or with the printed and online newspapers.

#### **4. Findings and discussions**

The following will be features of the entertainment column.

##### **4.1. Layout**

The success of a newspaper is not only based on the content that the newspaper is published but also on the form of the newspaper. The interface of a newspaper is one of the factors that create the first impression to attract readers. Today, based on advanced technology and technology, the organization of the article's interface, which is eye-catching and convenient for the public is a matter of concern and refinement. In fact, it can be seen that most newspapers today have developed an online newspaper platform for their newspapers, this is to serve the needs and habits of the public for information. In addition, this is also a method to help diversify the form and to approach closer to the public. After conducting a survey on the interface of the Ho Chi Minh City Women's Newspaper Online on both mobile and web platforms, it can be seen that both have certain similarities and unique points.

For the desktop website platform, when accessing the web address of the Ho Chi Minh City Women's Online Newspaper page, users will see the Entertainment category ranked 6th (from left to right) on the color toolbar, dated below the name of the newspaper and its governing body, and clearly demarcated by a light blue line, extending from left to right.

##### **4.2. Images**

Illustrations always accompany the textual content in each journalistic work. A specific, clear illustration associated with the event in question adds value to the article, emphasizing and highlighting the information being conveyed. Photography goes hand-in-hand with journalism in disseminating information, because for the public, receiving and processing information through images will be quicker and easier than just reading a long article with no multimedia elements. According to Brian Horton (2003, p.17), it can be understood that "*Photojournalism tells a story visually, narrated with a camera, capturing a moment in time, the typical moment. when an image tells a story.*" Photojournalism does not need to capture great historical moments, but it can also be as simple as helping readers see what happened in another space and time. It is not necessary to capture the winning

moment of the national football team to be a press photo. Some of the photos moving to the team's match point are also press photos.

In addition, Brian Horton (2003, p.18) also commented on photojournalism as follows:

*"In each case, the location may be different, but the mission of the photojournalism is always the same: information, fiction, bringing the event scene to the reader whether they are thousands of kilometers away or just a corner of the street. Photojournalism helps readers see something they may not have had a chance to see with their own eyes. Photojournalism captures a historic moment and preserves it for the future."*

In the era of science and technology, which has been developing rapidly like today, the integration of multimedia elements of online newspapers even more reveals their limitless power and capabilities. An outstanding advantage and feature of online newspapers is the unlimited capacity. It allows to publishing of many images and sharp images with a capacity of several tens to several hundred images in one post, making the online newspaper website richer, and more vivid, increasing the authenticity of information. Surveying images in online newspapers, specifically images used in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper, can be divided into two forms as displayed below.

#### **4.2.1. Still images**

For the Entertainment column of the Ho Chi Minh City Women's Online Newspaper survey in the fourth quarter of 2021, all posts have at least one image attached still image. Compared to print newspapers, online newspapers are published with clearer, more colorful images. Being able to transmit a large amount of information is also an advantage for online newspapers, the Editorial Board can use many images for an article, and arrange the content of text and images. images to make the article feel more open and less boring in the process of public access to information.

Out of a total of 312 news/articles surveyed in the fourth quarter of 2021 in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper, there are 310 articles with photos attached. Among the 310 news/articles, each article has at least one static image to provide more information, there are also large informational articles using more than 10 images.

**Table 4.1:** Typical works using more than 10 images in the Entertainment column of Ho Chi Minh City Women's Online Newspaper (4th quarter of 2021)

No	Titles of journalistic works	Authors	Date posted	No of images
1.	<i>The stars left the city to go home</i>	Trung Son (collected)	October 20, 2021	11 images
2.	<i>Vietnamese beauty is continuously honoured at international photo awards</i>	Trung Son (collected)	November 13, 2021	10 images
3.	<i>Magical world in watercolour painting</i>	Trung Son	November 18, 2021	16 images
4.	<i>10 Korean dramas with "terrible" budgets</i>	Chung Thu Huong (referred to <i>Kbizoom</i> )	November 19, 2021	10 images
5.	<i>Street painter "covers" colour for Saigon apartment</i>	Diem Mi	December 7, 2021	10 images
6.	<i>12 movies with the highest box office revenue in 2021</i>	Chung Thu Huong (referred to <i>Insider</i> )	December 18, 2021	12 images
7.	<i>Showbiz Vietnam 2021: Look at healing "hugs"</i>	Diem Mi	December 31, 2021	10 images
8.	<i>Ho Chi Minh City: Exciting music atmosphere welcomes the new year 2022</i>	Phung Huy, Trung Son, Diem Mi	December 31, 2021	17 images

Images (Table 4.1) used in articles in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper in the fourth quarter of 2021 are mostly images used from celebrities themselves, and photos cut from products of entertainment or from events sources, foreign newspapers.

#### 4.2.2. Animations

Animated images in newspapers and other media are usually presented in two forms: slideshow (picture presentation) and animation (animation). In terms of image presentation form, there will be many images arranged according to a specific purpose, then the images will show each other in turn in a certain transition period. In the slideshow (if readers are reading, they can also display pictures). There are additional sound elements, captions to make the expression and transmission realistic and create emotions for readers. Each photo in the slideshow has a certain show time, which helps viewers to follow more closely. Animation can be understood as a type of image created from many consecutive still images according to the principle of animation, the speed of transferring images seamlessly with high speed like a short film repeated over and over.

Although accounting for a very small number, this listing shows the multimedia nature of the Entertainment column of the Ho Chi Minh City Women's Online Newspaper. This is a superior form that cannot be found in any other type of journalism other than online newspapers. Out of a total of 312 news/articles surveyed in the fourth quarter of 2021 in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper, only 6 articles apply animation as animation in the article as described in the following table.

**Table 4.2:** Works using animation in the Entertainment column of the  
 Ho Chi Minh City Online Women's Newspaper (4th quarter of 2021)

No	Titles of journalistic works	Authors	Date posted	No of images
1.	<i>Youth films, love life</i>	Minh Tu	October 13, 2021	1 image
2.	<i>Why does Angelina Jolie rarely watch her movies?</i>	Minh Tu	November 10, 2021	2 images
3.	<i>Unexpected victory of Miss Earth 2021</i>	Trung Son	November 21, 2021	2 images
4.	<i>Vietnam's Thuy Tien is Miss International Peace 2021</i>	Trung Son	December 4, 2021	2 images
5.	<i>"Golden Bells Echo" 2021 has an owner</i>	Trung Son	December 12, 2021	1 image
6.	<i>Green Wave: Young People "overwhelm" Seniors</i>	Trung Son	December 20, 2021	1 image

### 4.3. Video

If it is an online newspaper, it is impossible without the appearance of videos (Table 4.3), this is an obvious privilege that the print press will not be able to have. If images make the article come alive, the video makes the article come alive many times more. Therefore, having an article with video integration makes the competition in attracting readers stronger. Videos used in online newspapers are often small in size. The video posted in the article is usually the movie trailer, the music MV is annotated and clearly states the source of the posted video.

Just like the image, through the survey and results obtained, there are 112 out of a total of 312 news/articles surveyed in the fourth quarter of 2021 in the Entertainment column of the Ho Chi Minh City Online Women's Newspaper. The article is accompanied by a video. In terms of sound, image, and resolution in the posted video, the quality is guaranteed.

**Table 4.3:** Works used in videos in the Entertainment column of  
 the Ho Chi Minh City Women's Online Newspaper (4<sup>th</sup> quarter of 2021)

No	Titles of journalistic works	Authors	Date posted	No of videos
1.	<i>Filled with emotions with special MV</i>	Minh Tu	October 2, 2021	3 videos
2.	<i>James Bond's "face" of the blockbuster series about Spy 007</i>	Tuan Huy (Collected)	October 4, 2021	2 videos
3.	<i>Western-sounding young music: The game of "strangers"</i>	Trung Son	October 7, 2021	2 videos
4.	<i>Indie music world: Vibrant and emotional youth</i>	Diem Mi	October 8, 2021	2 videos
5.	<i>Youth films, love life</i>	Minh Tu	October 13, 2021	2 videos
6.	<i>Singer My Anh appeared in the campaign to honour women's rights</i>	Diem Mi	October 20, 2021	2 videos
7.	<i>Vietnamese singers return to the international arena</i>	Diem Mi	October 21, 2021	2 videos
8.	<i>Still not announce 17 movies to attend Vietnam Film Festival 2021</i>	Minh Tu	October 22, 2021	2 videos
9.	<i>The "terrible" stars promise to explode on the small screen in November</i>	Chung Thu Huong	October 27, 2021	3 videos

10.	<i>Vietnamese films in theatres: Horror, sensational "taking all channel"</i>	Minh Tu	November 3, 2021	3 videos
11.	<i>Five worst Korean dramas of 2021</i>	Chung Thu Huong	November 7 2021	2 videos
12.	<i>1001 reasons why female stars' comeback failed</i>	Chung Thu Huong	November 9, 2021	2 videos
13.	<i>What are the prestigious international awards Kieu and Phuong Khau's film have just won in the US?</i>	Khanh An	November 10, 2021	2 videos
14.	<i>Is the "Blue Star" nomination too predictable?</i>	Diem Mi	November 16, 2021	2 videos
15.	<i>Warm teacher-student love through songs</i>	Trung Son (Collected)	November 20, 2021	3 videos
16.	<i>Unexpected victory of the new Miss Earth 2021</i>	Trung Son	November 21, 2021	2 videos
17.	<i>Korean drama series promises to explode in December</i>		December 1, 2021	4 videos
18.	<i>"Golden Bells Echo 2021" has an owner</i>	Trung Son	December 11, 2021	3 videos
19.	<i>Singer Phuong My Chi and the "old" boleros of half a century</i>	Trung Son	December 12, 2021	3 videos
20.	<i>The Film Department did not send the films "Kieu", "The Godfather" to the Golden Globes</i>	Diem Mi	December 12, 2021	2 videos
21.	<i>When young people sing Trinh's music: Be innocent and love life</i>	Diem Mi	December 31, 2021	2 videos

#### 4.4. Ways to reach the public

##### 4.4.1 Interaction on Fanpage

Today, the development of social networks has become an indispensable part of the public's spiritual life. According to NapoleoCat (a tool to measure social network indicators, based in Poland, developing applications in Google Play and App Store) statistics on the official website of this unit, until June this year in 2021, Vietnam has 74,750,000 Facebook social network users. This number accounts for 74.2% of the population in Vietnam. Of that total, 31% of users are between the ages of 25 and 34.

Grasping this trend, the Women's Newspaper has also exploited the advantages on the social network Facebook, through the fanpage "Women Newspaper" to reach and interact with the public more, the content of the posts on the website. The fanpage is the access link of the articles on the Ho Chi Minh City Women's Online Newspaper, with captions.

##### 4.4.2. YouTube

Along with the fanpage on the social network Facebook, YouTube is also one of the tools for the Women's Newspaper to interact with the press public. The Women's Newspaper joined the YouTube platform on March 9, 2017, and the scale development of the Women's Newspaper on YouTube was later than Facebook, but it also achieved great success. Currently, according to a survey conducted on the YouTube channel of the Women's Newspaper, up to November 3, 2022, the newspaper's YouTube channel has

6,940 subscribers, with 1,144,623 views on the total number of videos posted. On average, each video has a duration of 2 minutes, the content is concise, accessible to information, and quickly meets the public's requirements. Video quality up to 1080p, clear sound brings a good experience to viewers and shows the professionalism of this information channel.

#### **4.4.3. TikTok**

In recent years, the social network TikTok has emerged as a phenomenon and has almost changed the internet usage habits of users, especially today's young people. With the advantage of fast, satisfying entertainment needs very effectively because watching a video does not take too much time, and the content that the video brings such as "instant noodles" or even trendy content without having to spend too much time thinking about it. The way to use this social network is mainly surfing, dragging from bottom to top to switch to the next video is also very convenient for users, the tools to interact with the user's favorite TikTok channel are also very convenient and pre-set on the user screen of the video being played, just pressing twice on the phone screen can leave a "like" of the video.

During the time when the implementation of the social distancing directive was when TikTok became the most popular, the Women's Newspaper was a newspaper with a human resource that was always cultivated and rejuvenated. So, on March 5, 2022, the first video of this newspaper was posted with the caption attached "Sunshine team, queue for 90 minutes to eat chicken rice." TikTok page Women's newspaper has posted more than 1,000 videos up to now and with a stable posting frequency every day. As can be counted from the figures shown, until November 3, 2022, the channel had about 203,700 followers, and received 2,000,000 likes.

In conclusion, regarding the interface of Ho Chi Minh City Women's Online Newspaper, which is fully programmed on both web and mobile platforms, compared to other online newspapers at the same time, this is a newspaper with a friendly and simple interface and easy to access and use. Multimedia-integrated elements such as still images, animations, and videos are also surveyed and analyzed with specific numbers to clearly see the flexibility, diversity, and vividness of the way media is conveyed with news from Ho Chi Minh City Women's Newspaper

The images used are closely linked to the content of the article, expressing the message that the editor wants to convey to readers. Besides, images are also used in an unlimited number of articles, not only do static images have good resolution, but the newspaper uses animated images to help readers not have to be bored. The video and audio used are also sharp, smooth videos with vivid clear sound, showing the professionalism of the newspaper.

The authors also make specific statistics on the ways to reach the public on the social networking platforms that the Women's Newspaper is developing, in order to contribute a little effort to research issues related to Women's Newspaper.

## 5. Conclusion

First, at the same time, when conducting this survey, it also helps the researchers to draw some conclusions that the Women's Online Newspaper is the mouthpiece of the Ho Chi Minh City Party Committee, formerly the Ho Chi Minh City Women's Union. The Women's Newspaper always follows the operating principles set forth from the early days of its establishment, and its target audience is still women. There is also a deeper understanding of the history of the Women's Newspaper, as well as its development. In the structure of its content, the Women's Newspaper in general always promotes activities to propagate the implementation of gender equality, exercise gender rights and obligations, and reflect outstanding issues in society. In addition, the newspaper has also had competitive developments in the content published, the messages and aspects of the issues reflected have also expanded and ensured the topicality of the content reflected and met. for the principle of "do good journalism".

Second, through the topic, surveyed and identified salient features of content in the Entertainment column of the Ho Chi Minh City Women's Online Newspaper in the fourth quarter of 2021. Entertainment is an overarching field with many smaller fields, so the content in the Entertainment category is diverse in fields such as painting, books, theater, and so on. However, the main field of focus is Film, Music, Gameshow, so issues are identified and analyzed including Exploitation issues around the film theme; Music and related stories; Perspectives on TV game shows. Through content survey and from there, readers can see the quick grasp and update of the news page. The information that the column mentions is new, really necessary, and outstanding information in entertainment and related subjects.

In the fourth quarter of 2021, the Entertainment column gathered and published quality articles and news in a dense volume, with a stable and continuous posting frequency, meeting the information capture needs of customers, the majority of the public. In it, people can see the main information that is important and satisfies the expectations of readers.

On the basis of inheriting and promoting the traditional foundations of the newspaper, the editorial board of the newspaper has also determined that public research is a very important issue that cannot be taken lightly. Proper knowledge and professional implementation to accurately capture information requests from the public, so the quality of each article is also guaranteed in terms of content, especially in the situation of developing journalism with fast, diverse, fierce competition to attract the public of both print and online newspapers. It is thought that the Women's Newspaper in general, and the Ho Chi Minh City Women's Online Newspaper in particular are easy-to-read newspapers because the topics are explored at a gentle angle, without headlines.

And third, besides surveying and researching on the content features of the Entertainment column of the Ho Chi Minh City Women's Online Newspaper, the features of the form were also interested in conducted a survey and found the advantages of the Entertainment column on the Ho Chi Minh City Women's Online Newspaper are reflected in features such as interface, images, and video clips. The interface form is

presented in a simple, clear arrangement, convenient for use. The interface of the column as well as that of the whole newspaper is not mixed with too much advertising content like other online newspapers at the same time. Along with that is the combination of means of images, video clips, and sounds, creating an attractive and eye-catching form to attract the attention of the public. In particular, images used in posts with related content often share the same image, the repetition in the use of images is also a point that needs to be overcome to create diversity for users as well as for the whole newspaper.

In particular, Women's Newspaper has developed on current popular social networking platforms such as Facebook, TikTok, and YouTube. The articles of the Entertainment category are posted on Fanpage. As for TikTok and YouTube, information is mainly conveyed to the public by images, and videos combined with audio, which has created high interaction. From there, the gap is narrower, creating a fast and effective exchange. It can be seen that the Women's Newspaper has taken advantage of these social networking platforms to make it an effective communication channel combined with the form of online journalism to ensure the development of the talk column in particular and newspapers in general.

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### **Conflict of Interest Statement**

Both authors strongly agreed on the publication of this paper and there was no contention or rivalry during finishing the work. In other words, the authors declare no conflicts of interest in this article. Both authors are fully and equally responsible for the benefits and harms after this article is published. The authors, moreover, declare that the material presented by us in this paper is our original work, and does not contain any materials taken from other copyrighted sources. Wherever such materials have been included, they have been clearly indented or/and identified by quotation marks and due and proper acknowledgments given by citing the source at appropriate places.

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