



## MEDIA AND EDUCATION: CHARACTERISTICS OF THE EDUCATION SECTION IN VIETNAM'S *TUỔI TRẺ* ONLINE NEWSPAPER

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### Abstract:

In this study, we—the researchers—examined the characteristics of the Education section on *Tuổi Trẻ Online*, Vietnam, during the fourth quarter of 2023. Our focus was twofold: the unique features of digital journalism and the specific content and presentation styles of this section. Regarding content, the articles in the Education section addressed urgent, real-time educational issues with accurate and relevant information. They were well-organised by thematic categories, offering readers a structured overview of key developments in education. Additionally, the section went beyond formal school-related news by including stories of student resilience, creativity, and broader societal concerns linked to education. These narratives reflect *Tuổi Trẻ Online's* commitment to covering education as a dynamic, human-centered domain. In terms of presentation, the newspaper invested in high-quality visuals and interactive elements. With continuous updates in digital technology, the Education section has improved its interface and user experience, making it more appealing and accessible. Typography, layout, and graphics were carefully selected to enhance readability and engagement, encouraging readers to interact with and respond to the articles. These design and content choices have helped establish the section as a trusted and engaging source for educational news.

**Keywords:** online journalism, education news, *Tuổi Trẻ Online*, digital media, content analysis

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## 1. Introduction

The development of science and technology has led to innovations in the field of communication, making them an essential part of modern life. The emergence of online newspapers is the result of integrating the strengths of traditional print journalism with the advancements of digital technology. Although introduced later than other media forms, online journalism has rapidly evolved and asserted its position in the modern press. Online newspapers meet people's increasing demand for fast and accurate information. They not only deliver breaking domestic and international news but also provide useful knowledge and promote positive messages.

Today, online journalism has become indispensable in everyday life. It is not only a source for up-to-date news but also a valuable channel for health, education, culture, and social information. Since its inception, online journalism has been positively received by the public and has become a trusted choice for readers. With the ability to provide real-time updates and the integration of multimedia formats—text, video, and audio—online newspapers offer open, interactive platforms that allow readers to engage in discussions and share their opinions. These advantages have made online journalism the leading medium in the current media landscape, further strengthening its role and connection with the public.

Education is one of the most critical factors in a society's development. A high-quality education system not only equips individuals with essential knowledge and skills but also fosters creativity and enhances the productivity of the younger generation. Particularly in the technological era, education plays a vital role in building a strong human resource foundation for national progress. Educational issues are a top priority in online journalism and are frequently updated to provide timely solutions. The *Education* section on *Tuổi Trẻ Online* garners significant public attention as it not only covers educational policies and the development of the education sector but also highlights the relationships among teachers, learners, and administrative agencies, as well as pressing issues within schools.

This study examined the content and presentation of the *Education* section on *Tuổi Trẻ Online* through a survey conducted in the fourth quarter of 2023. The analysis revealed innovations in the education sector during the post-pandemic recovery, highlighting the current realities faced in this social context. Additionally, the study provided a comparison for the direction of educational trends in 2024, particularly concerning reforms and new developments.

The decision to analyze the *Education* section was motivated by the need to understand changes in educational policies, curriculum reforms, and broader social factors influencing education. As an important and socially relevant topic in national development, this section serves as a valuable source of information, keeping readers informed and spreading positive energy among the youth.

Recognizing the value of the *Education* section of *Tuổi Trẻ Online*, this study, titled "Media and Education Characteristics of the Education Section on *Tuổi Trẻ Online*

(Survey Conducted in Quarter 4, 2023),” thoroughly examined both the content and presentation of journalistic works published in the section. This topic offers a meaningful comparison between theoretical frameworks in online journalism and the current state of journalism, providing a comprehensive perspective on modern media. Furthermore, the study allowed the researchers to build upon previous knowledge, contribute to ongoing academic discourse, and serve as a reference for future studies in the field. Ultimately, it sought to affirm the essential role of journalism in contemporary society.

## 2. Literature Review

### 2.1 A Historical Overview of the Emergence and Growth of Online Newspapers

#### 2.1.1 Global Development

The development of online newspapers is closely linked to the explosion of the Internet and the rapid growth of science and technology, which have significantly influenced the global journalism landscape. Journalism has since entered a new era, marked by groundbreaking advances in how information is produced and delivered. In particular, the emergence of online newspapers signified a major transformation within the press industry. No longer confined by time or space, newspapers became globally accessible, thanks to the borderless nature of the Internet.

In the book *Online Newspapers: Fundamental Issues* (2017), Nguyen Thi Truong Giang discussed the historical evolution of online newspapers. The first online newspaper appeared through the *Chicago Tribune* in May 1992, with its server hosted in America. In 1994, *Hotwired* magazine piloted its initial version, followed by the online editions of newspapers like *Los Angeles Times* and *USA Today*. By 1995, online newspapers began to appear in Asia, such as *China Daily* (China), *Asahi Shimbun* (Japan), *Utusan* (Malaysia), and *Kompas* (Indonesia). At this stage, online journalism was still largely limited to developed countries, and the transition from print to digital faced many challenges.

By 1996, online newspapers had become more widespread. The United States had around 768 online newspapers, Europe had 169, and countries in Asia, the Middle East, Latin America, Africa, and Australia also began developing their own online platforms. According to *Newslink*, by 1996, there were 1,335 online newspapers globally, which increased to 4,925 by September 1998. From the 2000s onward, many major news agencies launched online newspapers, and the surge in quantity reflected a major shift in how audiences accessed information. This also marked a clear trend toward transitioning from traditional print to digital news platforms.

In her book *Multimedia Journalism and Communication* (2017), Nguyen Thi Truong Giang noted: “The development of communication technology has provided journalism with a new direction: integrating media platforms and converging digital content. Multimedia journalism emerged as an inevitable result” (p.28). Online newspapers, with their ability to integrate diverse multimedia formats, brought a more convenient and engaging experience for readers. Especially with their timeliness, online newspapers overcame the

spatial and temporal limitations of traditional journalism. Therefore, they became an essential tool for delivering fast, reliable, and comprehensive information to readers.

Beyond simply providing news, online newspapers also serve as a powerful interactive tool that facilitates feedback between readers and editorial teams. Leading newspapers and media corporations globally developed interactive platforms where readers not only accessed content but also actively engaged in discussions and feedback. This transformed the traditional journalism model from a one-way street (journalist to reader) into a two-way model where readers could directly contribute content.

At the start of the 21st century, the online platforms of major broadcasting and news agencies emerged as vital bridges between media and the public. These platforms not only provided information but also gathered reader feedback to analyze preferences and optimize content. Newsrooms were then able to enhance content quality and better meet the information needs of society. Online newspapers have now become a vital part of social life, addressing the need for timely updates while enabling the global press industry to evolve through more flexible and robust media models suited for the digital age.

### 2.1.2 Vietnam

The formation and development of online newspapers in Vietnam are associated with the Internet boom in the late 20th century. In her book *Journalism and Multimedia Communication*, author Nguyen Thi Truong Giang recorded that Vietnam's first online publication was *Quê Hương Electronic Magazine*, a digital magazine for the overseas Vietnamese community under the Ministry of Foreign Affairs. Its first issue was released on February 6, 1997, with its official launch on December 3, 1997. The website address was <http://quehuongonline.vn/>. This marked not only a technological step forward in Vietnamese journalism but also a convergence of traditional media and digital technology, forming a solid foundation for future online news platforms. On June 21, 1998, *Nhân Dân* (The People's Daily) launched its online version at <http://nhandan.vn/>, following *Quê Hương*. This marked the beginning of other notable online platforms such as *Thanh Niên Online*, *Tuổi Trẻ Online*, and *Tiền Phong*, which represented a leap forward into modern journalism. In their early stages, Vietnamese online newspapers primarily focused on political, social, and cultural topics, providing quick and easy access to news for readers.

By the early 21st century, online journalism in Vietnam had grown more diverse in both form and content. On February 26, 2002, *VnExpress* launched as "Vietnam Express News" at <http://vnexpress.net/>. It was one of the first online newspapers not affiliated with a state agency, opening a new path for independent content and operational models in digital journalism. *VnExpress* not only covered domestic affairs but also expanded to international issues, sports, and other areas. Its rise spurred strong competition among online platforms, boosting both content quality and user interface design across the industry. According to the Ministry of Information and Communications, Vietnam

currently has 287 news websites and 46 online newspapers and magazines, along with nearly 200 other electronic information pages owned by organizations and individuals.

The year 2005 marked a significant milestone in the maturation of Vietnamese online journalism, both in quality and quantity. Online newspapers gradually emerged from the shadow of their print counterparts, establishing independent identities among readers. News organizations began to focus more on branding and user-friendly interfaces. Content also expanded to cover newer areas such as law, entertainment, education, and sports, aiming to attract readers with fresh and engaging topics. By 2007, five major newspapers — *Tuổi Trẻ Hồ Chí Minh City*, *Thanh Niên*, *Lao Động*, *Sài Gòn Giải Phóng*, and *Tiền Phong* — signed agreements to exchange copyright and allow mutual use of content on their online platforms. Other news outlets not covered under these agreements had to obtain permission to republish content.

After a long period of development, online journalism in Vietnam has established an important position in the media landscape, offering outstanding advantages such as real-time updates, high interactivity, and content diversity. Today's online newspapers focus not only on substance but also on appearance and interface to provide readers with the best experience. Furthermore, digital newspapers continuously innovate, applying multimedia technology (videos, audio, images) and developing interactive features like comments, article sharing, and online polls.

As a result, online journalism is increasingly able to meet the public's need for fast and convenient information. Looking ahead, the future of digital journalism in Vietnam promises even more robust development, especially as new technologies like AI (Artificial Intelligence), Big Data, and 5G (Fifth Generation) become more widely adopted in the industry. With the continuous advancement of technology and growing demand for information, online journalism will continue to play a vital role in informing and serving the public.

### 3. Research Methodology

#### 3.1 Research Objectives

With the topic "*Media and Education: Characteristics of the Education Section on Tuổi Trẻ Online* (Survey in the Fourth Quarter (Q4) of 2023)", the researchers aimed to achieve the following objectives:

*First*, to identify the prominent characteristics in terms of *content and form (format)* of the Education section on *Tuổi Trẻ Online* during the fourth quarter of 2023 in order to understand the current state of education and to provide an overview of the key issues surrounding the Vietnamese education system today.

*Second*, based on the survey of articles in the *Education* section on *Tuổi Trẻ Online* during the fourth quarter of 2023, the research aims to highlight the strengths and limitations of these articles in terms of both content and presentation. From there, accurate assessments can be made to enhance the quality of content and form in journalistic works within the Education section.

*Third*, with the desire to broaden knowledge, the researchers have conducted a survey of *Tuổi Trẻ Online* articles to identify social issues reflected in the journalistic works published in the *Education* section. This serves as a basis for proposing approaches to improve and further develop the Education section in the future. At the same time, the research process has provided the writer with valuable skills and knowledge.

### 3.2 Research Instruments

Regarding the research subject, the researchers focused on examining the characteristics of online newspapers, specifically through the lens of the Education section on *Tuổi Trẻ Online*. As for the scope of the research, we surveyed the content and formal characteristics of journalistic works published in the Education section of *Tuổi Trẻ Online* from October 1, 2023, to December 31, 2023 (the fourth quarter of 2023), with a total of 408 articles.

In addition, the researchers also studied several documents related to online journalism and previously published articles in the Education section, especially those featured on *Tuổi Trẻ Online* and other online newspapers.

Throughout the research process, the following methods were applied:

- **Analytical–Synthetic Method:** This was an essential and necessary method for analyzing journalistic works. The researchers used this method to gain a clear understanding of the research objectives and then synthesized the findings to provide an overview of the content and presentation of the section.
- **Statistical–Classification Method:** The researchers applied this method to collect information and articles related to the topic, then analyzed them to identify the outstanding characteristics of the Education section, thereby clarifying the current state of education.
- **Secondary Document Research Method:** This method was used to search for and analyze existing documents (news articles, research papers, books, reference materials, etc.), including online sources. Based on these materials, we conducted further analysis to clarify the research problem. At the same time, the researchers aimed to demonstrate a genuine interest in the Education section and the field of education itself.

## 4. Findings and Discussion

*Tuổi Trẻ Online* has succeeded in bringing the Education section to the public by producing high-quality content in the field of education. The newspaper has fulfilled its role as an information platform by promptly delivering reliable and important events to meet the needs of society. Through the study of the Education section on *Tuổi Trẻ Online*, the research aims to explore the meaningful values embedded in this section of the online newspaper and to uncover the content and formal qualities of *Tuổi Trẻ Online*. This study is oriented toward highlighting the values of online journalism and the contributions of *Tuổi Trẻ Online* to the field of journalism in Vietnam. These findings would serve as a

stepping stone toward a more systematic approach to studying online journalism in our country.

#### **4.1 Education Section on *Tuổi Trẻ Online*: Diversity in Content**

When establishing an online newspaper, one of the key elements is organizing the content and categorizing information into groups with common themes, commonly known as sections. A section is a part of an online newspaper where articles and news are stored according to specific topics or fields. The articles within each section are systematically arranged, making it easier for readers to search for and access information that suits their interests and needs. Sections are typically clearly divided and systematically organized, forming an accessible content structure for users.

*Tuổi Trẻ Online* is one of the most prominent online newspapers in Vietnam, attracting wide readership. Among its various sections, the Education section plays an indispensable role in providing timely updates on events, news, and critical issues in the field of education. The section not only offers diverse content but also reflects many urgent aspects of the education system, ranging from policies and curricula to modern teaching methods.

The Education section on *Tuổi Trẻ Online* includes various subcategories such as Admissions, School Life, Teacher Portraits, Study Abroad, and Education Stories. Thanks to well-organized editorial management, this section delivers rich and comprehensive information on educational matters—from breaking news to in-depth articles—helping readers gain a multidimensional understanding of education both domestically and internationally. The articles are not only newsworthy but also address practical issues in school life, thereby raising public awareness and engagement with educational concerns.

##### **4.1.1 Exemplary Creative Role Models and Humanistic Activities in School Settings**

The *Education* section on *Tuổi Trẻ Online* has featured journalistic works that spread positive energy to the community and convey meaningful messages about humanistic activities in schools. A survey of this section during the fourth quarter of 2023 shows that 63 out of a total of 408 articles focus on exemplary creative role models and humanistic school-based activities, accounting for 15.44% of the total. Statistics on journalistic works featuring exemplary creative role models and humanistic activities in schools.

It can be seen that *Tuổi Trẻ Online* has invested considerable effort in covering this topic, as evidenced by the data collected from the *Education* section in Q4 of 2023. Through the survey of journalistic works, the writers observed that the content often highlights organizations and sponsors supporting students who face academic challenges. The articles aim to commend those who are creative, determined, and resilient in their educational journeys. The *Education* section of *Tuổi Trẻ Online* has successfully fostered and spread positive energy to the wider community through these impactful stories.

#### 4.1.2 Education Policies and School Practices

In the fourth quarter of 2023, *Tuổi Trẻ Online* painted a comprehensive picture of pressing educational issues that garnered significant public attention and sparked widespread discussion. Prominent topics such as teachers' salaries, textbooks, tuition fees, examinations, admissions, infrastructure development, and human resources in education consistently receive special attention from society. These issues not only directly affect students and parents but also have far-reaching impacts on the entire education system and society as a whole.

According to a survey of 408 articles published in the Education section of *Tuổi Trẻ Online* during Q4 of 2023, 204 articles (accounting for 50%) focused on topics related to new educational policies and activities at educational institutions. These articles primarily discussed matters such as tuition, salaries, textbooks, improvements in teaching equipment, teacher training quality, examinations, and admissions. In particular, the theme of new policies in the education sector aims to enhance education quality and serves as a key factor in preparing a high-quality workforce for the future. Experts and educators have also emphasized the importance of creating a modern, friendly, and creative learning environment to support students' holistic development.

In summary, the articles published on *Tuổi Trẻ Online* vividly and comprehensively reflected the educational concerns of society, enabling readers to stay informed about recent developments and emerging trends in the field. This, in turn, helps promote effective solutions to improve Vietnam's education system.

#### 4.1.3 Facilities, Staff, and Teaching in Schools

Currently, improving the quality of education and ensuring a safe and comfortable learning environment for students has become one of the top priorities of the State. The government continuously pays attention to the development of infrastructure in schools and introduces new policies aimed at enhancing educational quality, protecting students' health, and creating favorable conditions for the learning process. The media also pays special attention to newly issued government policies that directly relate to the quality of education and students' learning opportunities.

In recent years, the government and the Ministry of Education and Training, Vietnam, have introduced numerous new policies to improve school facilities and raise the quality of education in response to the learning needs of students within the context of national development. According to the survey, 110 out of 204 articles (accounting for 53.92%) in the Education section of *Tuổi Trẻ Online* during the fourth quarter of 2023 focused on new policies, the development of infrastructure, human resources, and teaching activities in schools.

It can be seen that the Education section of *Tuổi Trẻ Online* has effectively fulfilled its media role by consistently providing the public with useful and timely information. The journalistic works featured in this section reflect the dedication of the writers, offering readers high-quality content in both substance and form. It can be said that the Internet serves as a bridge connecting people to the world around them, and the



Education section enhances readers' understanding through its journalistic contributions.

#### 4.1.4 School Admissions

Admissions information consistently attracts public attention. *Tuổi Trẻ Online* has provided candidates with an overview of admission methods, enrollment quotas, and academic programs at various institutions. These articles assist students in selecting suitable fields of study and staying updated on changes in university and college admission procedures compared to previous years. Articles detailing updates in admission regulations help candidates promptly understand new policies. The Education section has supported both students and parents in actively navigating the admission process for universities, colleges, and 10th-grade enrollment.

In the 2023–2024 school year, nearly 5,000 students who were admitted to public high schools did not enroll, mainly due to the excessive distance between their homes and the assigned schools. The Department plans to improve counseling on preference registration, review guidance procedures, and adjust school admission evaluation criteria to increase the number of students enrolling in schools aligned with their preferences. The goal is to reduce the number of students who decline admission and to shorten the time it takes to release exam results and cutoff scores. The article reflects the imbalance between enrollment quotas and actual demand, which leads to public schools facing a shortage of students when many do not enroll after being accepted. The Education section demonstrates education administrators' concern with reforming the admissions system to improve quality and transparency in the process.

*Tuổi Trẻ Online* plays an essential role in providing accurate and timely information and supporting candidates throughout the university admission process. The newspaper's Education section not only delivers detailed information about university admissions but also serves as a vital bridge in promoting fairness in educational opportunities for all students.

Articles are regularly updated with the Ministry of Education and Training's latest policies, enabling candidates to stay well-informed and avoid mistakes during the registration process. Additionally, the articles help candidates better understand the specific requirements and admission criteria of each institution, allowing them to choose programs that best match their abilities and interests. Moreover, this section also offers in-depth analyses of educational and career trends, helping students plan their future careers in a practical and informed way.

The *Education* section of *Tuổi Trẻ Online* has effectively highlighted key educational issues through its journalistic works. It has consistently portrayed inspiring examples of studious and persevering students, as well as the compassionate efforts of teachers, schools, and businesses that support them. The section pays particular attention to new education policies and teaching activities at educational institutions. In addition, it also brings to light pressing concerns such as school violence, food safety, and academic integrity—especially in the publication of scientific research. These articles delve deeply

into various aspects of education and approach the topics from multiple perspectives. Importantly, the section also points out the dual nature of education, helping readers gain a more comprehensive and nuanced understanding of the issues at hand.

A notable strength of this section is its use of direct quotes from individuals involved, which enriches the content with diverse viewpoints on the same event. The section frequently updates readers with effective solutions from different educational institutions, offering a rich and practical source of information for its audience.

*Tuổi Trẻ Online* has demonstrated a strong ability to promptly capture and deliver important educational news with speed and accuracy. The content features of the Education section align well with the characteristics and strengths of digital journalism, fulfilling the mission of the press to deliver crucial and meaningful information to the public. The articles in this section have had a positive impact on readers by addressing the challenges and difficulties faced in education, while also proposing new directions for creating a better learning environment for children. As a result, *Tuổi Trẻ Online* and its Education section have become a trustworthy media channel for the public, providing valuable insights into educational matters and hot-button issues that attract public concern. These journalistic works are a testament to the success of *Tuổi Trẻ Online*.

However, despite its strengths, the Education section still has some limitations in its content coverage. The topics often concentrate on only a few key areas of the education field. The focus tends to center on selected prominent issues within a short timeframe, leading to a lack of balance in the overall content representation.

## **4.2 Education Section on *Tuổi Trẻ Online*: Richness in Form and Presentation**

### **4.2.1 Interface**

In terms of the desktop interface design, the layout of the *Tuổi Trẻ Online* homepage offers a spacious structure that creates an open and accessible environment. At the top of the page, the name "*Tuổi Trẻ Online*" is prominently displayed on the left side of the menu bar, featuring white text on a red background with a modern font style. To the right, an open space provides links to other sections of the *Tuổi Trẻ* platform, such as Podcast, YouTube, "Cần biết" (Must-know), Classifieds, along with icons for search, user login, subscription to *Tuổi Trẻ Sao*, and an introduction to *Tuổi Trẻ Sao*.

Beneath the main menu lies the primary navigation bar, listing sections in order: Home, Video, Current Affairs, World News, Law, Business, Technology, Automotive, Travel, Youth Life, Culture, Entertainment, Sports, Education, Real Estate, Health, Fact-Check, and Reader Contributions. Each section links directly to its corresponding page, making it convenient for readers to navigate.

Below this navigation bar, the interface is divided into clearly defined regions arranged in a neat, structured layout. The first section under the menu is split into three columns. The first column includes a date, location, weather conditions (temperature and humidity), and headlines of the most-read articles. The central area features the day's most prominent article, complete with an image, headline, and introductory paragraph (sapo). Below this highlight, other articles are interwoven in a grid-like structure,

arranged vertically according to their prominence, which is influenced by reader engagement. Small advertisements and standout articles from various sections are also interspersed throughout.

At the bottom of the page, the site reiterates its main sections and provides direct links to *Tuổi Trẻ*'s YouTube and Facebook channels. Finally, the footer includes information about the Editor-in-Chief, publishing license details, the address of the *Tuổi Trẻ* Tower headquarters, hotline, email contact, Gmail registration, and access to the portal.

#### 4.2.2 Images in Articles

Based on the survey of 408 articles, a total of 717 static images were recorded, averaging 1 to 3 images per article, with a maximum of 20 images and a minimum of none. The writers observed that images in the Education section primarily consist of event photos, digital images, and illustrative images—depending on the content of each article. While most articles in this section include at least one image, only 139 out of 408 articles feature between 2 and 20 images, which is relatively low compared to other sections on *Tuổi Trẻ* Online.

In addition, it was noted that advertisements are sometimes overlaid on the images—either partially or fully—when readers view them. This can distract from the content and reduce reader focus. However, these advertisements are part of digital media partnerships designed to promote products and generate additional revenue for the platform. Therefore, it is recommended that the display duration of such advertisements over article images be minimized to improve the overall reader experience. *Tuổi Trẻ* Online has effectively integrated images into article content to enhance the authenticity and credibility of the reporting. In the Education section, journalists capture real-life moments of individuals with a high degree of accuracy, making the articles more vivid and engaging for readers. The images are well-composed, with clear colors and sharp focus, which helps to highlight the article's content and establish a strong connection between the visuals and the conveyed message.

The authors skillfully harmonize images with textual content to enhance informational value and ensure coherence throughout the article, thereby making it more persuasive and compelling to readers.

#### 4.2.3 Audio and Video Integration

*Tuổi Trẻ* Online consistently keeps pace with global trends in science and technology, continuously innovating to deliver valuable content to its readers. The Education section has embraced various new features of multimedia journalism to ensure fast news updates and provide rich, engaging content tailored to the informational needs and preferences of the digital-age audience. This section stands out for its seamless integration of multimedia elements with the public's demand for quick and convenient access to information. As a result, *Tuổi Trẻ* Online has actively upgraded its platforms for both

mobile devices and computers, aiming to serve its growing community of readers who prefer digital news consumption anytime, anywhere.

The Education section of *Tuổi Trẻ Online* not only focuses on delivering information through text but also invests in visually appealing videos that vividly illustrate the news being reported. The section provides on-site video coverage, offering readers an authentic and lively view of educational events, from school opening ceremonies to academic conferences.

Reporters from *Tuổi Trẻ Online* are equipped with modern tools to capture high-quality footage and continuously enhance their professional skills to effectively record key moments and reflect the essence of each article. However, it has been observed that embedded advertisements in the Education section often feature sound levels that are louder than the main video content. This sudden increase in volume may startle readers and cause discomfort, especially when using headphones. Therefore, sound balancing between content and advertisements should be improved.

The use of video in this section enhances transparency, allowing readers to witness events as they unfold—serving as visual evidence that reinforces the accuracy of the article's content. This approach enables readers to access information in a more intuitive and engaging way, while also sparking greater interest in educational topics. By integrating multimedia technology into its content, *Tuổi Trẻ Online* has attracted a significant number of readers and opened up new opportunities for future growth.

#### 4.2.4 Interactive Features

*Tuổi Trẻ Online* emphasizes the importance of interaction between readers and journalistic content as a key element in fostering a more connected, reader-friendly news environment. The platform has made significant efforts to build both the content and presentation of its articles around current social needs and public interests. With the aim of listening to its audience, *Tuổi Trẻ Online* has successfully implemented a comment section that allows readers to express their personal views on the issues discussed in each article. This interactive space helps bridge the gap between journalists and the public, encouraging open dialogue and engagement.

In the Education section, usability and reader convenience are prioritized. A notable example is the integration of a weather forecast segment at the end of news bulletins. This feature addresses the everyday informational needs of readers by providing timely updates in a compact and accessible format. The weather forecast appears as a short 30-second video, offering next-day weather predictions and updated daily for each article. The forecast covers regions from North to South Vietnam, displaying specific names of provinces and cities alongside weather icons (sunny, rainy), humidity levels, and daytime and nighttime temperatures. This thoughtful addition allows readers to conveniently access useful daily weather information immediately after reading the news, enhancing both practicality and user experience.

In addition, *Tuổi Trẻ Online* and its Education section feature direct links to the newspaper's main platforms on social media, including YouTube, Facebook, and

Instagram. These channels provide continuously updated videos and articles, offering readers convenient access to news content across multiple platforms. This cross-platform integration enhances the accessibility and reach of the newspaper, particularly for the tech-savvy, digital-age audience. At the end of each article in the Education section, readers can also find contact information for the editorial office, including its address, hotline, and email. This ensures transparency and provides a channel through which readers can voice their concerns, ask questions, or seek further clarification regarding the content or editorial policies of the publication.

In summary, *Tuổi Trẻ Online* and its Education section have consistently embraced innovation in both form and content, which has contributed to a growing readership. The increasing number of reader visits reflects the crucial role of presentation and interactive features in engaging the public. Notably, the platform has shown a strong willingness to receive and respond to public feedback, as well as to acknowledge diverse perspectives on pressing social issues.

Through reader interactions, the editorial team is able to make timely adjustments and improvements to journalistic content, ensuring that each article better serves its audience. This dynamic two-way communication not only enhances the quality of the articles but also allows readers to voice their opinions on topics covered in the Education section. In this way, *Tuổi Trẻ Online* fosters a participatory media environment where journalism and public discourse are closely aligned.

## 5. Conclusion

*Tuổi Trẻ Online* has established a strong position in the Vietnamese media landscape, with its Education section increasingly asserting its importance within the realm of online journalism and educational communication. As one of the nation's leading digital newspapers, *Tuổi Trẻ Online* continues to gain public trust and attention from readers across the country. With its growing credibility and reputation, the Education section has become one of the most significant and widely followed parts of the platform.

Carrying the mission of delivering timely, relevant, and meaningful information to the public, *Tuổi Trẻ Online* contributes positively to the development of modern journalism in Vietnam. The Education section, in particular, continues to evolve in both content and presentation, aiming to provide valuable, high-quality educational news in a fast yet reliable manner.

The platform's timely updates, accessible interface, and expanded range of categories reflect its commitment to meeting readers' diverse information needs. The continuous enhancement of its digital infrastructure allows *Tuổi Trẻ Online* to offer a richer, more varied news experience. As such, the Education section not only brings insightful and constructive content to its audience but also contributes meaningfully to the overall growth and innovation of Vietnamese journalism.

In conducting the study titled "*Media and Education Characteristics of the Education Section on Tuổi Trẻ Online* (Survey in the Fourth Quarter of 2023)," the researchers

examined the defining features of digital journalism as well as the specific content and presentation aspects of the Education section on *Tuổi Trẻ Online*.

*First*, in terms of content, the Education section in the fourth quarter of 2023 presented timely and urgent issues in education, offering accurate and reliable information that reflects the current educational landscape. The articles were thematically organized, allowing readers to easily search for information and gain a comprehensive understanding of key educational events. Furthermore, the section not only focused on classroom-related topics but also covered adjacent stories, such as student perseverance and innovation in teaching and learning. These themes reflect *Tuổi Trẻ Online's* commitment to addressing important contemporary educational issues. As education remains a central concern for society, the Education section continues to evolve, offering readers meaningful and informative journalistic works. In this way, the section contributes significantly to the dissemination of vital educational information to the public.

*Second*, in terms of form (format), *Tuổi Trẻ Online* has invested thoughtfully in the visual presentation of the Education section, using high-resolution images and dynamic graphics to enhance the appeal and relevance of each article. To meet the demands of the digital era, the platform continually upgrades its technical capacity and multimedia integration to deliver high-quality journalism. With the rapid advancement of science and technology, the Education section has adapted by introducing new topics and formats that cater to modern readers' preferences, thereby promoting the development of *Tuổi Trẻ Online* as a digital news platform.

The section's interface has also been redesigned for visual comfort and user-friendliness, making the reading experience more engaging. Special attention has been given to typography and imagery to ensure both clarity and visual quality. These enhancements have increased the effectiveness of information delivery and fostered greater reader interaction. Many articles have sparked discussion and reflection among readers, generating a vibrant space for public dialogue. As a result, the Education section has carved out a unique position in the hearts of its audience by delivering timely and relevant educational content.

In conclusion, *Tuổi Trẻ Online* has successfully brought the Education section closer to the public by consistently producing high-quality educational journalism. The platform has fulfilled its role as a trusted information source by promptly covering significant events and responding to the informational needs of society. Through this study of the Education section, we sought to explore both the meaningful values embedded in the content and form of digital journalism and the specific contributions of *Tuổi Trẻ Online* to the broader field of Vietnamese media. This research serves as a stepping stone for a more systematic and comprehensive approach to understanding digital journalism in Vietnam.

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### Conflict of Interest Statement

All of the 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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