



## **VI THI PHUONG – DANG THI THUY**

### **Introduce an overview of e-magazine in Vietnam's online newspaper**

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#### **Abstracts**

In the flow of information on the Internet from traditional media and social media, the public tends to choose the easiest and most easily accessible information. If in 2000, the human attention span was 12 seconds, then by 2013, that attention span was reduced to 8 seconds (Microsoft consumer research in 2016). Thus, it is clear that the public is gradually reducing the priority of "consuming" news to be able to do many things at the same time. Readers are interested in the shortest, most eye-catching news and still ensure an understandable element for all audiences. And the trend of E-magazine is the trend of "blooming" on online newspapers in Vietnam. The research in this article gives an initial understanding of e-magazines in e-newspapers in Vietnam. The authors hope that the article will serve as a prerequisite for further research in order to meet the theoretical and practical needs of this field.

**Keywords: Online newspaper, E-magazines, Vietnam, trends, modern newspapers**

#### **Introduction**

The appearance of E-magazine style articles in online newspapers have been a popular trend in recent years. This is considered an improvement of journalism activities in Vietnam. E-magazines in online newspapers have the ability to quickly

impact information on the human brain through visual illustrations (based on research by KISSmetrics Company shows that, 65% of the population remembers information by The eye and 90% of the information transmitted to the brain via visual signals) will likely dominate future messaging for both traditional and social media. Therefore, forming the theoretical framework for e-magazines; Researching ways of transmitting information on newspaper in Vietnam to see the role and characteristics of e-magazines in Vietnam is very necessary and important.

## 1.Understand the concept of e-magazines

E-magazines are no longer an unfamiliar concept to the world press when, since the 1980s, USA Today (USA) has included newspapers with many charts, graphs, and large images presented in color. eye-catching colors to refresh the appeal of the information (compared to the gray newspapers and many letters of the time). (Arant, M. D., & Andersen, J. Q, 2001). Later, e-magazines spread to European countries such as England, Germany, France, and Spain (1986).

In Vietnam, E-magazines have been paid attention by many newspapers such as Vietnamplus, VnExpress, Tuổi Trẻ Online, Dan Tri, ... also exploited the use of graphics in information transmission and attracted a large number of Readers follow. The success of Vietnam Plus - the leading newspaper in making special products in the newspaper. Especially in recent years, Vietnamplus has been constantly receiving major press awards and most of the works have been done in this style.



### *An E-magazines page on "Cong An Nhan dan" newspaper in Vietnam*

E-magazines are multimedia articles that can include text, still images, videos, animations, audio files, graphic elements designed in a completely new way (Khanh). An, 2018). There, people use the title of the effect (often inserted in the opening image - called cover), the text becomes flexible with beautifully arranged quotes, the image is usually designed full screen (horizontal).

The E-magazine is a type of multimedia article, which can include multimedia content such as photos, writing, audio files, or graphic elements designed in a new way. (Boczkowski, P. J, 2004).

When approaching an E-magazines, readers will feel like reading the mobile version of the newspaper, or enjoying a sophisticated magazine page. In addition, the text of this article can be several thousand words long, with general information, a mixture of narrative pen, commentary and in-depth analysis.

## **2.The appeal of E-magazine since its inception**

Everybody has a phone, most of the smartphones and connected to social media platforms. E-magazines have been on the rise in Vietnamese online newspapers for the past 3 years and are expected as a new type of journalism. E-magazines are considered a quality outlet for online newspapers that are on par with information. Well-investigated works, elaborate words, creative and engaging presentations on e-magazines are attracting readers in Vietnam.



*An E-magazines page on Vietnam online newspaper "Vov.vn"*

Unlike other traditional newspaper genres, e-magazine can be composed of stories anywhere. It continues to make the public understand the nature of what has been transmitted like the traditional newspaper genre but in a new literary style and new presentation technique. Readers can approach in their own way and allow readers to have their own thoughts to better express their views on the topic.

An e-magazine article requires a very elaborate article, and the accompanying photo or video is also very beautiful. Such an article takes a lot of time, effort as well as applying a lot of techniques in presentation (such as photography, video editing, graphic design, interactive graphics ...) with complex articles. (Chris Harvey, 2012) That would entail the cost of technology.

If it is a regular article, you only need to use the content management system (CMS) of the website, but with complex e-magazines, it involves a whole process of designing and coding with the participation of many people.

The first advantage of E-magazine is the visual part. Reading newspapers by eye, so what meets the good vision, will certainly be effective and well-received by readers. Can compare a special post as a visual feast by the designer who took the effort to select the image, then arranged the layout accordingly, the color of the title so harmoniously ... When the look is guaranteed, Viewers start to "reassure" the content.

The second advantage of E-magazine is the integration of multimedia types into one song (Keith Andrews, 2002). In an elaborate E-magazine, it could be a combination of video, infographics, painting, or styled writing. Therefore, the statistical information will become easy to understand and compare, the stylized words will highlight a message, a focus that the article wants to emphasize.

The E-magazine is clearly a trend, and whether it is a long-term trend or not depends on the change of technology and readers' habits. The format of E-magazine has been paid attention by many editors because it supports the characteristics of online newspapers: quick update and rich image.

### **3. The role of E-magazines with online newspapers**

#### **3.1. Keep the public in the newspaper longer**

E-magazines are different from normal media stories in terms of the direction of thinking and thinking of readers. And this is the element that can make the reader connect with the story on a deeper level, affecting the curious behavior of readers to read, and more importantly, the reader can make it into a discussion story. with others creates spread. (Khanh An, 2018).

One advantage of E-magazines is to make the time for readers to stay on the page (time on site) longer. For example, the average time a reader spends reading



an online newspaper is usually 5 - 10 seconds and 15 - 20 seconds with longer stories but the time spent watching E-magazines on Vietnam Plus is 5 - 6 minutes even articles up to 10-15 minutes due to very in-depth information, there are many photos and videos.



*The e-magazines on Thanhnien.vn use online effects and writing designed flexibly with quotations beautifully arranged.*

E-magazines keep readers on the page longer. For example, the average vibration time that readers spend reading an online newspaper is about 5-10 seconds and about 15-20 seconds for longer messages. Although attracting readers is not the only criterion, the smooth coordination between content and form will also help the work get closer to readers, besides the quality and value of information of the article.

According to some analysis, the type and font size used in each newspaper is quite diverse. Typically, the common font size used is 18 points for easy reading. Besides, the remarkable quotes are arranged throughout the article, which can be inserted in the photos. Especially, with multimedia articles, advertising is no longer a factor affecting readers. No longer will the banner or pop-up ads suddenly appear offensive to readers. Instead, the content of the article will be displayed completely

without traces of the displayed advertising. This is considered a modification to make the reader close.

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When approaching an E-magazines, you have the feeling that you are reading the mobile version of the newspaper on the computer, or enjoying a sophisticated magazine page. In addition, the text of this article can be several thousand words long, with general information, a mixture of narrative pen, commentary, and in-depth analysis.

This is the type of article that catches the trend of the current press, especially the online press: it is in-depth content. However, too long posts are designed in the usual way on websites that will not attract readers to the end, and it is also very difficult to design an attractive, eye-catching article. E-magazines are the solution to these problems when presenting an in-depth article.

With this type of article, the type and size of fonts used in newspapers around the world are quite diverse. There were newspapers that designed this article with a font size of up to 18 points, and at that time the readability issue was completely guaranteed, so the legged typeface was also used as much as the legless text (Khanh An, 2018). Notable quotes are scattered throughout the article, which can be inserted in full-screen images.

Besides, advertising is no longer an annoying factor for readers when reading this article. There will be no more banners and pop-up ads suddenly appearing that startles them. Instead, the content of the article is completely displayed without any traces of the ads displayed. Those are all factors that readers want to improve online nowadays.

### **3.2. Provide easy to understand and compare information for readers**

The statistical information will become understandable and easy to compare, the stylized words will highlight a message, a focus that the article wants to emphasize. I think there may be new press formats next time, but E-magazine will still be a popular and appreciated form of readers.

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Since the advent of e-magazines, the online newspaper has its own path, competing with the social network for information authenticity, many form highlights. It can be seen that this new method has opened a future perspective on the development of the country's press. This is a new journal format, new technology, ... So readers will experience and connect with stories at a deeper level, affecting curious behavior to read.

The selection of an interesting topic, a good story, which is of public interest is extremely important. Besides, E-magazines requires a good writer, flexible, attractive pen, to connect stories and lead the story into depth. The boring writing style with discrete information will create side effects for E-magazines.

### **3.3. Innovating the thinking media production of journalists**

The press has been fiercely competed by social networks, even online newspapers operating on the same environment and Internet platform. (Nguyen Thanh Loi, 2014) The press cannot help but make the most of the advantages that social networks bring, that is, finding information on social networks, appraising and choosing to implement the topic in a methodical, insightful, and open way exploit content and materials appropriately, verified on social networks.

With online newspapers, developing E-magazines is the right way. It will contribute to building and renewing the production mindset of journalists. Provides readers with in-depth card routes combined with multimedia elements. The great advances in the technology of the era have made journalism and the media more and more advantageous in meeting the complex and diverse needs of the public, not merely providing Information level, types of entertainment that requires visualization and high interaction.

The application of technology, journalists are able to get creative and socially satisfying products in different areas as quickly, timely and conveniently as possible (Nguyen Thi Truong Giang, 2014) However, when with technology,

journalists and journalists are forced to demand that they cannot specialize in just one area such as photojournalists, journalists writing articles.

In the case of photojournalists in addition to providing photo essays, they can also interview, record, film, edit audio, video images, and even graphic design. Technology development offers unprecedented opportunities to help broaden individual creativity. The journalists themselves are the people who have general skills based on the creative application of information technology achievements. (Nguyen Thi Truong Giang, 2010).

Facing an increasingly complex trend of online information, interwoven with good and malicious information, a number of newspapers ran with commercial interests. That requires the press to improve the quality of information and propaganda. Journalists need pure political quality, a sense of civic responsibility, and professional ethics. In the competition between the press and social networks, journalists are both the information discoverer and the verifier, appraiser, analyst and interpreter of information, providing and helping the public to find sources of information. trust honestly and reliably, contributing to building a healthy information environment.

### **3.4. Open a new door for Vietnam online newspaper**

The emergence of e-magazines - the trend of multimedia journalism, has contributed significantly to the national socio-economic and media development in general. home. If the current online format is called "regular article" then e-magazine is a high-quality newspaper product. It is a new press format, according to multimedia technology.

Most of the conventional press works only use text and still images to convey information to readers (Khanh An, 2018). The competition of various types of journalism requires press and publishing to improve and improve the quality, adapt to the strong development of information and communication technology. The appearance of e-magazines, the work will be combined with many media elements such as photos, videos, graphics, ... to make the information more attractive and vivid. From the above articles will increase the authenticity, objectivity, information becomes understandable.

In the context of the fourth industrial revolution with the emergence of many modern media and the diversity and information explosion have profound impacts on all aspects of social life. New trends in the field of journalism - publishing, such as direct interaction and personalization of information, are drastically changing the organization of information production (Dinh Thi Thuy Hang, 2008). The multimedia communication model allows for the production of many high-quality



press products, from long-form, high-volume articles to in-depth analysis, from virtual reality products. to artificial intelligence (AI) messaging applications to interact with readers. Therefore, the development of e-magazines will open a new door for online newspapers in Vietnam.

#### 4. Conclusion

The E-magazines will contribute to building and renewing the production mindset of journalists. E-magazine style online articles have become popular in Vietnam in recent years as a trend. Although there are some disadvantages, although no one claims that e-magazine or mega story can exist for long, e-magazine or mega story has really become a new type of journalism. The public follow-up and interaction contribute to a vibrant press environment, and to some extent, despite the trend of technology, this genre is becoming a quality an outlet for the online newspaper wants to get rid of online newspaper bias is a cheap view sentence, reporting incorrect. If you do not take advantage of your advantages and maximize the positive effect for readers, the E-magazines will quickly become obsolete.

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