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**COMMUNICATION OF FOREIGN LANGUAGE LEARNERS IN THE
NEW STAGE OF THE ONLINE NEWSPAPER IN VIETNAM**

ABSTRACT

Implementing the common goal of the reform process in the 2008-2020 period, learning and issues of foreign language learners have been comprehensively planned by the Ministry of Education and Training. Education needs to understand the role of media as an integral part of educational innovation. The results were obtained from the research through news and related articles in the online newspapers; which included analysis of the message content and conducting in-depth interviews with media experts and leaders of the surveyed newspapers. The content and form of communication messages on the issue of foreign language learners in electronic newspapers have shown certain advantages and limitations.

The author proposed some solutions to improve the quality of electronic newspaper messages on this issue. Research results of foreign language learning and learners in the innovation period in electronic newspapers are important jobs contributing to raising the society's awareness about the role of foreign languages, the quality of foreign language teaching and learning and terminology in the context of globalization.

Keywords: Communication; learner; foreign language; online newspaper; Vietnam

INTRODUCTION

Foreign language learning aims to improve the quality of human resources and increase Vietnam's competitiveness in the context of integration and participation in the global knowledge economy. The system of policies guiding the innovation of teaching agriculture in our country is presented in for government documents and one document at the Ministry of Education and Training (Education and Training): 1) Directive 43-TTg in 1968 by Pham Van Dong, Prime Minister, on promoting the teaching and learning of agriculture in schools, professional schools, scientific, economic and technical workers; 2) Decision 251-TTg in 1972 by Prime Minister Pham Van Dong on strengthening agricultural teaching and learning in high schools; 3) Prime Minister's Directive 422-TTg of 1994 on training agriculture for government officials; 4) Decision 1400 / QĐ-TTg of the Prime Minister approving the Project "Teaching and learning agriculture in the national education system (GDQD) period 2008-2020" [1]; 5) Directive No. 3575 / CT-BGDĐT September 10, 2014 of the Minister of Education and Training on strengthening the implementation of the task of teaching and learning agriculture in the education system. [2]

The project "Teaching and learning agriculture in the state education system for the period 2008-2020" (hereinafter referred to as the National Project of Agriculture 2020) identifies agriculture with a special position in the context of the country's opening and integration and is one of learned by the Government to choose a Development Strategy to innovate teaching and learning of agriculture. The main beneficiaries of the project are the subjects in teaching and learning agriculture including firstly the learners and the teachers. [3]

Within the scope of a scientific article, we focus on studying the content of media messages about learning and the issue of foreign language learners on 5 electronic newspapers in Vietnam: Vietnamnet Newspaper (vietnamnet.vn), Dan Tri newspaper (dantri.com.vn), VnExpress Newspaper (VnExpress.net), Tuoi Tre Online (tuoitre.vn), Education Newspaper (Giaoducthoidai.vn) in the period of January 2016 to December 2018. We also aim to make assessments and recommendations to contribute to the development of communication activities about learning and foreign language learners in particular and innovating information and education communication in general. This includes unifying the awareness, creating consensus and mobilizing the participation in the evaluation, supervision and criticism of the whole society for the renovation and development of education.

CONTENT

CURRENT SITUATION OF STUDY AND FOREIGN LANGUAGE LEARNING ON ONLINE NEWSPAPER

According to our survey, in two years, the number of news and articles about learning and foreign language learners in the electronic newspaper was 1109 out of a total of 5801 articles. This number is mainly concentrated in the category "Education" in electronic newspapers. It is easy to see from the research results that the communication about foreign language learners on the online newspaper shows 4 different, diverse and comprehensive groups of main learners: from children to adults; from regular learners to learn from the position; from occupational to scientific workers; from cadres, civil servants, officials, workers to managers.

No.	Name of online news agency	Frequency of news and articles on foreign language learners / Total news and articles in Education category
1	Vietnamnet.vn	162/1062
2	Dantri.com.vn	256/1271
3	VnExpress.net	297/1403
4	Tuoitre.vn	176/1078
5	Giaoducthoidai.vn	218/987
6	Total	1109/5801

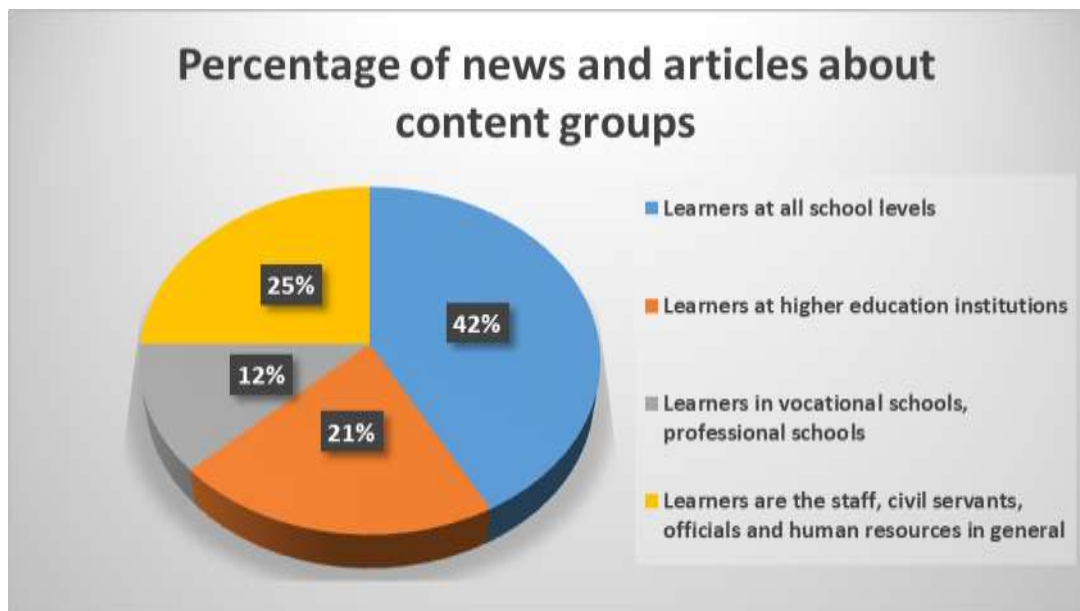
Table 2.1: Results of the survey on the number of news and articles [4]

The issue of learning and studying foreign languages via electronic newspapers has been done with diverse and rich content. In a total of 1109 news and articles posted about foreign language learners and learners, we identified and divided the content into 4 different, diverse and comprehensive groups of learners from regular learners to learners, learn from the position, from occupational to scientific workers, from cadres, civil servants, officials, workers to managers.

Detail:

- Learners at all levels of high school.
- People studying in vocational schools and professional schools.
- Learners at higher education institutions.
- Learners are a contingent of cadres, civil servants, officials and human resources in general.

Figure 2.1: Percentage of news and articles about content groups



*** Online news, articles about learners at all school levels**

This is the content group that accounts for the largest proportion of foreign language learners in online newspapers (with 42%, equivalent to 464 news, articles, Figure 2.1). The content of communication is related to the goals of achieving the level 1, 2 and level 3 output respectively in the elementary, middle and high schools and continuing education levels (lower and lower secondary schools) according to the 6-level foreign language competence framework used for Vietnam and the like. In addition, online newspapers also mentioned a newly added subgroup of students as part of preschool students aiming to familiarize themselves with English before primary school. The articles also show that high school students studying in the 10-year English program are interested in learning, improving their capacities and at the same time training in necessary soft skills. A portion of high school students in high quality, specialized schools: classes selected in large cities with clear agricultural learning goals; ability to self-study; self-exploit learning materials; actively exchange to create motivational language learning and environment should have been achieving excellent results in agricultural competence according to national and international standards. On the contrary, many students are not motivated and not interested in listening and speaking skills because of the lack of a quality communication environment and lack of suitable learning methods. They only learn to cope, to test, take exams and they are also afraid and bored to study agriculture. The news and articles also show the

students' passive habits, shyness, shyness in communication and fear of being wrong when learning students' language which are barriers to developing agricultural communication skills.

**** Online news and articles about learners include the staff, civil servants, officials and human resources in general***

The online learners at higher education institutions have the second highest rate in electronic newspapers (with 278 articles and articles, accounting for 25.0%). This is a very diverse and unique group of learners. Most working people think that the agricultural knowledge that they have learned from school is not sufficient to apply for real jobs. The media also describes the regulations and sanctions for hiring, employing, evaluating, supervising and appointing professional title standards for the public sector and the requirements to meet job needs for the non-public sector. This also creates pressure for employees to continue learning to improve their agricultural skills and knowledge. Adult employees find it demanding in studying agriculture because it is difficult to focus their time and mind on learning. Their ability to remember is reduced, their dynamics are limited, they are afraid of making mistakes, are afraid to apply agriculture and often lack a social environment receptive of agriculture as well as lack of appropriate methods of learning agriculture. Many contents of news and articles in 2016 reflect the requirements of professional title standards. For the education and training sector alone, there are up to 1.3 million in-service teachers who need support in reviewing their competency and need the training courses for agricultural capacity to be improved according to the 6-level framework for Vietnam. [5].

**** Online news, articles about learners at higher education institutions***

This is the content line that receives the attention of the public (with 237 news and articles, accounting for 22%). Most higher education institutions offer foreign language courses and standard learning outcomes. Many individual and collective examples of students learn, teach, practice together, participate in building learning communities inside and outside the school, support friends and learn a language to create an environment and English learning motivation is reflected by electronic newspaper. However, the level of students are not equal and there is a big difference in English/ foreign language competencies in each class. In non-professional schools, there is a rush to focus more on specialized English/agriculture while general English proficiency is too low. Consequently, they do not capture and effectively use specialized English/ foreign languages.

*** *Online news, articles about learners in vocational schools, professional schools***

This is the content that accounts for the lowest proportion in the content structure in online newspapers (12%, equivalent to 130 articles and articles). The learners are mainly vocational and intermediate students who have a need for foreign languages. According to the content of news, reflection, a portion of students, vocational schools and vocational secondary schools are aware of employment opportunities with agricultural skills, especially in the fields of tourism, restaurant management, hotel and electronics. They have been actively learning, self-fostering agriculture to meet agricultural output standards, more than that to meet the recruitment standards of foreign enterprises in the country or working abroad. It is worth mentioning that the level of agricultural competence of learners are not equal; most pupils and students in the vocational and professional education area do not have the motivation to learn agriculture and have not had the opportunity to participate in new agricultural learning programs.

ISSUES FOR ONLINE NEWSPAPER IN COMMUNICATIONS ON LEARNING AND FOREIGN LANGUAGE LEARNING IN THE INNOVATION

It can be seen that the learning goals of groups of foreign learners are very diverse and specific, from use in learning to research, from use in daily life to work, from simple work to come complex work. It is the characteristics of learners with such rich learning purposes, which require organizations and individuals to communicate about this issue towards teaching - learning - testing, evaluation methods and conditions, organize corresponding teaching with specific characteristics.

From the systematic communication problem on learning, foreign language learners in electronic newspaper and compared with media practice on this issue, we can see some noticeable points:

In terms of content, communication messages about learning and foreign language learners' issues are reflected in the online newspaper and are manifold in many aspects. The media message emphasizes that students are not motivated and are not interested in listening and speaking skills because of the lack of a quality communication environment and lack of appropriate learning methods. A large portion of students do not have the motivation to study so they only learn to cope, to pass tests, to take exams and in the long run they are also afraid and bored of studying foreign languages. In addition, students' proficiency levels are uneven and

there is a big difference in English competence in each class: can include elementary level words (including students who learn English for a short time), beginning to intermediate (students who have studied the English training system for seven years). Most city students have better English skills than their peers in rural areas due to their early access to agriculture learning and greater investments.

In fact, the media also shows that regulations and sanctions on hiring, using, evaluating, monitoring and appointing are based on professional title standards for the public sector and requirements to meet public needs. The work in the non-public sector also creates pressure for employees to continue learning to improve their agricultural skills and knowledge. This is a fact that needs a timely and cautious system of organizational solutions to ensure quality and efficiency. Besides, the interaction and public feedback on news and articles content are not clear.

Formally, the frequency of information updates is not regular according to the posting date. Meanwhile, one of the biggest features of online newspapers is news and articles are published quickly and are constantly updated. Moreover, the form of traditional communication is monotonous. In terms of structure, the content in e-newspaper articles includes elements such as headlines, sapo, sub headlines, images, inboxes, etc. However, the content of news in five online newspapers surveyed seems to only stop at the elements: headlines, sapo, images, ... contain forms that are not creative, multimedia videos with low frequency (40%), not interactive to attract readers, viewers are not strong. Moreover, the elements of data journalism - the method of writing news and modern articles have not been applied.

SOME RECOMMENDATIONS TO IMPROVE THE QUALITY OF COMMUNICATION MESSAGES ON THE PROBLEM OF FOREIGN LANGUAGES LEARNED IN ONLINE NEWSPAPER

For the media department of educational institutions:

The communication division established in educational institutions should be aware of keeping up-to-date with the Party's policy of the Party and mastering the importance of English/Foreign languages in integrating and being competitive with the world and in being creative, bold and radical in directing, managing and organizing the implementation. Next, there must be an action plan to make English a competitive advantage for the local community and the

whole country. There are specific communication strategies and tactics to enhance the content of foreign language learning in the reform period. Lacking or not doing well at this stage, other factors such as not having quality teachers, learners, materials and learning equipment impede the creation of a total innovation force for the whole system.

Organizations and media communication centers should develop plans to open annual refresher classes for the right subjects, close to the actual requirements in communication about foreign languages and issues related to foreign language learning. Diverse forms of professional training for communication staff operating in the field of foreign language learning in particular and in related fields in general should be a priority.

Communication staff should be self-aware of the need to create an environment, opportunity for contact, work and connection at an individual and facility level for the professional management team to be the core of the English universalization movement. Since there is richer content in news and articles related to agriculture. In addition, it is necessary to improve the capacity to use modern and creative techniques in producing foreign language news and articles and in translating news articles quickly and effectively.

For press - media agencies:

Media agencies need to improve the quality and efficiency of communication channels. They need to increase the publicity, responsiveness in the article and the effectiveness of public message exposure. To develop a communication strategy on agriculture that pays attention to the ability of the public to interact. To be innovative in organizational work and in improving communication skills on agriculture and related issues. [6] Specifically, it is necessary to strengthen multimedia channels for English teaching and learning, including various forms such as audio, infographic, newsletters, programs for teachers only, learner; entertainment programs in English, gameshows in English for all subjects and levels.

Leaders of press agencies should have a policy to encourage the development of column and sectional content on language teaching and learning programs, especially at local press agencies, taking advantage of open learning resources and internet courses, enhancing exchanges and international cooperation. [7] Supporting resources for Vietnamese journalists and journalists to travel abroad to create a language environment and motivate foreign language learning.

In addition, it is necessary to strengthen collaborators who are experts in many different fields of social life to provide information to the press on this topic. Expand cooperation with partners who are active in related fields such as civil society organizations, domestic and foreign non-governmental organizations or a network of educational journalists, education, learning foreign languages ... to update information, implement projects on intervention, fostering journalism to update modern journalism knowledge and skills.

For journalists, reporters, editors:

The objectivity in the direction of the information shown in the skill of creating the reception path, influencing the public's choices for press products, the selection of journalistic works to approach. Titling techniques, section layout techniques to influence readers' reading levels with categories, how to choose the approach and make use of press models, advice, sharing ... are high requirements on journalism techniques for journalists and editors in order to objectify in the orientation of information on the subject of learning and foreign language learners in the period.

One of the most important principles of effective communication is to balance positive and negative information. If the information is positive, the reflection of the event or phenomenon is not objective, or it causes boredom and loss of public opinion. But too much emphasis on the negative factors leads to distortion in public awareness about the age of foreign language learning. Reporters and editors need to clearly identify the positive content group and the negative content group to convey/emphasize to the public when communicating about learning a foreign language, which content should be emphasized from time to time to create a positive and negative balance through the management of message content of press works/products.

As far as possible, journalists need to actively participate in Union, Team, and Association organizations in charge of extra-curricular activities in English to create a language environment. Organizing and building learning communities in agencies such as English clubs, live and online, English Olympics for adults and adolescents, children and publishing English newsletters. A reporter in charge of agriculture is essential to communicate about this. In addition, each individual working in the media and the media department "accumulates his experience in dealing with the communication crisis to timely advise the leadership in solving the problem." [8]

CONCLUSION

Through the survey of news and articles and proposing some solutions to improve the quality of communication messages about agriculture in electronic newspapers, it shows that: The communication messages reflect on the learning and issues of foreign language learners in the change phase. New content is diverse in groups of learners, but is still limited in the form of delivering messages to the public. The message of communication is also one-way in nature. Interaction between sectors and the media, especially those in the field of education is essential. Close and organic education and communication: communication as a component of educational innovation. Good communication on this issue will contribute significantly to the comprehensive innovation of teaching and learning of agriculture in the higher education system.

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