

MINISTRY OF EDUCATION  
AND TRAINING

NATIONAL POLITICAL ACADEMY  
HO CHI MINH

**ACADEMY OF JOURNALISM AND COMMUNICATION**

**VU THI MINH TAM**

**FOREIGN AFFAIRS MESSAGES ON ENGLISH ONLINE  
NEWSPAPERS IN VIETNAM TODAY**

**Major : Journalism**

**Code :9 32 01 01**

**SUMMARY OF DOCTORAL THESIS IN JOURNALISM**

**HANOI - 2026**

**MINISTRY OF EDUCATION  
AND TRAINING**

**NATIONAL POLITICAL ACADEMY  
HO CHI MINH**

**ACADEMY OF JOURNALISM AND COMMUNICATION**

**VU THI MINH TAM**

**FOREIGN AFFAIRS MESSAGES ON ENGLISH ONLINE  
NEWSPAPERS IN VIETNAM TODAY**

**Major : Journalism  
Code :9 32 01 01**

**SUMMARY OF DOCTORAL THESIS IN JOURNALISM**

**SCIENCE INSTRUCTORS**

**Science Instructor 1**

**Science Instructor 2**

**Assoc. Prof. Dr. Vu Van Ha**

**Assoc. Prof. Dr. Vu Thanh Van**

**HANOI - 2026**

**THE THESIS HAS BEEN CONDUCTED  
AT THE ACADEMY OF JOURNALISM AND COMMUNICATION**

**Scientific supervisors: 1. Assoc. Prof. Dr. Vu Van Ha  
2. Assoc. Prof. Dr. Vu Thanh Van**

**Reviewer 1:.....**

**Reviewer 2: .....**

The thesis is defended before the Academy thesis evaluation council  
at the Academy of Journalism and Communication

## INTRODUCTION

### 1. Rationale for topic selection

In the context of global integration and Vietnam's intensified foreign strategy, external communication serves as a critical channel for building the national image, yet faces persistent challenges in message dissemination, technological application, and content diversification, particularly on English online newspapers. However, as we enter the third decade of the 21st century, alongside the achievements made, certain limitations remain in the dissemination of foreign affairs messages through the press. Currently, the media is primarily exploring human rights and the struggle against erroneous and hostile viewpoints through commentary and analysis, often focusing on a narrow range of subjects. Furthermore, some newspapers still exhibit limitations in the methods employed to communicate foreign affairs messages. Moreover, the themes and topics available to foreign correspondents to explore are becoming increasingly broad and complex, particularly given the intricate, intertwined nature of international political and economic issues and localized conflicts across countries. Notably, the trend of digital transformation is occurring rapidly; however, some media agencies still face challenges in information production, processing, and the application of digital models and modern technologies in the production of external journalistic products. English is recognized globally as the second language, connecting culture, society, the economy, politics, and foreign relations beyond a nation's territorial boundaries. Consequently, media agencies are increasingly enhancing their capabilities, tools, and techniques for conveying information and foreign affairs messages in English.

From the aforementioned practical context, the author has chosen the issue of *“Foreign affairs messages on English online newspapers in Vietnam today”* as the research topic for the thesis. This study is conducted with urgency to provide an in-depth assessment of the manifestations and quality of foreign affairs messages in English online newspapers of Vietnam today.

### 2. Research objectives and Tasks

#### 2.1. Research objective

The objective of the thesis is to survey and analyze foreign affairs messages on English online newspapers in Vietnam today, aiming to identify and clarify the characteristics of content and form, as well as to evaluate the strengths and limitations of foreign messaging. Based on this analysis, solutions and recommendations will be proposed to enhance the quality of foreign affairs messages on English online newspapers in Vietnam in the near future.

#### 2.2. Research tasks

- Clarify the issues related to the theoretical and practical foundations of research

on foreign journalism and foreign affairs messages in the English online newspapers in Vietnam.

- Select the research sample from the English online newspapers of VietnamPlus and VnExpress from 2022 to 2023 regarding foreign affairs messages according to the established sampling criteria.

- - Analyze the current situation of external messages on the English online newspapers of VietnamPlus and VnExpress, thereby determining the characteristics of content and form, assessing the advantages, limitations, suitability, and potential impact of external messages on Vietnam's English online newspapers today.

- Identify the issues raised and propose solutions and recommendations to enhance the quality of foreign affairs messages in the English online newspapers in Vietnam.

### **3. Research subjects and Scope**

#### ***3.1. Research subjects***

The subject of the thesis: Foreign affairs messages in the English online newspapers in Vietnam today.

#### ***3.2. Research scope***

Temporal scope: Survey of foreign affairs messages from January 2022 to December 2023.

Spatial scope: The research will survey the works of English online newspapers in Vietnam on foreign affairs, including VietnamPlus and VnExpress.

### **4. Theoretical foundations and Research methods**

#### ***4.1. Theoretical foundations***

The thesis employs a research approach based on the dialectical materialist methodology of Marxism-Leninism, Ho Chi Minh's ideology regarding journalism and journalistic messages, relevant legal documents, the Party's policies and guidelines, and state laws concerning information activities, strategies, and foreign journalism. Additionally, the thesis is developed from interdisciplinary perspectives on Agenda-Setting Theory, Framing Theory, International Relations Theory, Constructivist Theory, and Discourse Theory.

#### ***4.2. Research methods***

- Document research method: Study relevant documents and scientific works directly related to the topic, theoretical frameworks, etc., concerning journalistic messages and foreign affairs messages in journalism.

- Content analysis method: The study employs a mixed-methods approach, combining quantitative content analysis to measure the frequency and scale of messaging elements with qualitative analysis to interpret the characteristics and form of these

messages in the post-COVID-19 context.

- In-depth interview method: Interviewing research experts on journalism, press messages, foreign media; interviewing journalists and editors of newspapers included in the survey list; interviewing the public who are foreigners who have read and accessed foreign messages on the English online newspaper of VietnamPlus and VnExpress.

- Information processing method: All collected English online newspapers articles related to foreign affairs are coded and decoded based on the gathered data, processed through SPSS software.

### **5. Novel contributions of the thesis**

The thesis contributes a specific and novel study to the field of journalism research, in general, and to the study of journalistic messages in particular. It systematically investigates the theoretical foundations, clarifies research methods, especially the content analysis method for foreign affairs messages in English online newspapers, establishes a sampling criterion for the research, and sets evaluation criteria for foreign affairs messages in English online newspapers in Vietnam. Consequently, the thesis identifies the significance of foreign affairs messages through specific manifestations in English online newspapers, the objectives that foreign affairs messages in English online newspapers aim to convey to the public, thereby affirming the significance of foreign affairs messages, raising issues, and proposing solutions and recommendations to enhance the quality of foreign affairs messages in Vietnamese journalism in general and on the English online newspapers in particular.

### **6. Scientific and Practical significance of the thesis**

- Theoretical significance: The thesis is an interdisciplinary research project that contributes to the systematic scientific understanding of theoretical issues in research methods in journalism and communication, from the perspectives of content analysis and the significance of journalistic messages in general; enriches the field of journalism and communication research, particularly in the study of foreign affairs messages in English online newspapers in Vietnam; serves as a reference source to open new research directions for subsequent studies on related topics.

- Practical significance: The thesis provides practical materials and scientific information on foreign information dissemination and the production of foreign affairs messages in English online newspapers in Vietnam today; it accurately and objectively reflects the current state of foreign affairs messages from English online newspapers in Vietnam. Furthermore, the author vividly describes the modes of expression, variables, and meanings of English-language foreign affairs messages from Vietnam.

## **7. Structure of the thesis**

In addition to the introduction, conclusion, list of the author's published works, bibliography, and appendices, the content of the thesis is presented in 4 chapters and 15 sections.

### **Chapter 1**

#### **OVERVIEW OF RESEARCH RELATED TO THE THESIS**

##### **1.1. Research on online press and foreign journalism**

###### ***1.1.1. Research on online newspaper***

Global scholarship has defined the characteristics of online journalism (e.g., Blumler & Kavanagh, 1999; Deuze, 2003) and the press's role in foreign policy (e.g., Cohen, 1963). Vietnamese research mirrors this, examining media trends (Duong Xuan Son, 2014) and foreign communication strategy (Ta Ngoc Tan, 2020). Studies on journalistic messages have also evolved from foundational theories (Berelson, 1952) to specific applications in the Vietnamese context (Duong Thi Thu Huong, 2024). However, a critical research gap persists: no study has systematically applied content analysis to foreign affairs messages on English online newspapers in Vietnam. This thesis directly addresses that gap.

###### ***1.1.2. Research on foreign journalism***

International scholarship has extensively examined the relationship between media and foreign policy. Foundational works by scholars such as Bernard C. Cohen (1963), Baum & Potter (2008), and Philip Seib (2012) established classical frameworks defining the press's roles in shaping foreign policy and the dynamics of real-time diplomacy. In Vietnam, research in this area has expanded significantly since the late 20th century. Scholars have adapted these international theories to the national context, with key works from Do Xuan Ha (1997), Duong Van Quang (2002), Luu Van Toan (2019), Nguyen Ngoc Oanh (2020), Ta Ngoc Tan (2020), and Le Thanh Binh (2021) examining specific foreign journalism channels and affirming the strategic role of national media during the country's integration phase.

##### **1.2. Research on journalism message**

The study of journalistic messages is built upon foundational international research that established content analysis as a key methodology. Pioneering scholars such as Berelson (1952), Holsti (1969), and Berger (1991) demonstrated how to systematically analyze message content to infer meaning, understand source intent, and predict public effects. In Vietnam, this academic tradition has seen significant development, particularly since the late 20th century. Domestic researchers have selectively applied these international theories to the local context. Notable works from Mai Quynh Nam (2002),

Nguyen Van Dung (2018), and Duong Thi Thu Huong (2024), among others, have explored the characteristics of journalistic messages from multiple perspectives, applying these frameworks to specific Vietnamese topics and media outlets.

### **1.3. Research on foreign affairs messages in the journalism**

Globally, the management of foreign affairs messages is often approached through a public diplomacy strategy. Research indicates that managing foreign affairs messages requires consistency in content and communication channels, ensuring that messages are appropriate for the target audience and context to achieve the highest effectiveness, as discussed in Fitzpatrick's (2011) work "*Welfare Theory: An Introduction to the Theoretical Debates in Social Policy*". In Vietnam, author Nguyen Van Hay (2023) addressed the quality of national foreign information in his work "*The Quality of Vietnam's Foreign Information through State Diplomacy Activities in the Latin American Region Today*". Additionally, author Do Thi Hung Thuy (2023) further affirmed that foreign information through the organization of foreign events in Vietnam is currently being enhanced in her work *Foreign Information through the "Organization of Foreign Events in Vietnam Today"*.

### **1.4. Evaluation of research works and research model orientation**

The overview shows that research on electronic newspapers, press messages, and foreign newspapers has established a solid theoretical framework. This is an important foundation for the thesis to inherit and develop.

In research on electronic newspapers and foreign newspapers, domestic and international researchers have identified their basic characteristics.

In the research direction of journalistic messages, the shift from pure quantitative analysis to a combination of qualitative methods indicates a shift in research thinking.

In research on the orientation of foreign messages in the press, the research has clarified the dialectical relationship between the press and diplomacy, positioning the role of foreign messages in the press not only as information about events but also as the core element of soft power.

In addition to the successes of the studies, the author assesses the remaining scientific gaps, specifically:

One is the distance in the survey subject.

The second is the gap in the study of the function of foreign messages in the context of new media.

The third is the gap in the research methodology.

The author of the thesis builds a research model, and continues to clarify the relevant issues raised in the topic as follows:

Firstly, the thesis continues to systematically and scientifically clarify electronic newspapers, foreign newspapers, press messages, and foreign messages on Vietnamese electronic newspapers.

Second, the thesis conducts a survey of a sample, analyzes the characteristics of foreign affairs messages in English online newspapers against the thesis's evaluation criteria, and assesses the successes and limitations of these messages in Vietnam to address the four research questions posed.

Third, it clarifies the issues arising from the current state survey and proposes recommendations to enhance the quality of English-language foreign affairs messages in Vietnamese online newspapers, in connection with the development and planning of the country's foreign relations and foreign communication in the near future.

### **Summary of Chapter 1**

Chapter 1 provides the critical scholarly foundation for the thesis by conducting a comprehensive and systematic literature review across three interconnected domains: online journalism, foreign journalism, and the analysis of journalistic messages. This review meticulously synthesizes a wide range of research, encompassing both foundational international theories that have shaped the field and contemporary Vietnamese scholarship that has adapted these frameworks to the national context. By tracing the intellectual lineage of key concepts and methodologies, the chapter constructs a robust theoretical framework and provides an objective assessment of the successes and limitations of previous studies. This thorough investigation culminates in the identification of a significant, precisely defined research gap: while various aspects of Vietnamese media have been explored, no prior academic work has systematically examined the characteristics, content, and form of foreign affairs messages in English online newspapers in Vietnam. The articulation of this gap not only highlights the originality of the current study but also firmly establishes its necessity and potential contribution to journalism and communication studies.

## **Chapter 2**

### **THEORETICAL AND PRACTICAL FOUNDATIONS OF FOREIGN AFFAIRS MESSAGES ON ONLINE NEWSPAPERS**

#### **2.1. System of basic concepts**

##### ***2.1.1. Journalism and foreign journalism***

Building upon the content from the perspectives on journalism, in this study, *journalism is understood as a type of mass communication medium that is licensed to operate, organized and produced by journalistic agencies and journalists to provide accurate and timely information on all aspects of life to the public in various forms,*

*including written text, images, sound, video, audio recordings, and infographics, through various types of media such as print newspapers, radio, television, and electronic online newspapers.*

Inheriting and developing the concepts of fellow researchers while integrating the explanatory content from the aforementioned Circular and Decision, within the framework of the thesis, the author understands *that foreign journalism is a sector of journalism characterized by its political nature, aimed at both domestic and international audiences, fulfilling the functions of information dissemination, interpretation, and dialogue regarding foreign-related issues and events, adhering to the national legal framework and international journalistic standards, operating through a two-way information flow.*

### **2.1.2. Online newspaper**

Within the scope of this study, the author understands that *an online newspaper is a type of journalism produced and published on the Internet by a licensed press agency, providing continuous or periodic news information through written text, images, sound, and other multimedia formats.*

### **2.1.3. Foreign affairs messages in the journalism**

Foreign affairs messages in the online newspaper *represent a form of communication that provides information and events regarding foreign affairs with a specific intent, expressed either directly or implicitly through written text, images, and sound, in accordance with the characteristics of various journalistic forms, guiding the perceptions and attitudes of the international public in alignment with the country's foreign policy and strategy.*

### **2.1.4. Foreign affairs messages in English online newspapers**

In this thesis, the author focuses on the study of foreign affairs messages in English online newspapers. Therefore, operationalizing the fundamental concepts related to Journalism, Foreign Journalism, Electronic press, and Messages in the Press reveals and generates the essence and the most important foundational concept for the thesis: the concept of foreign affairs messages in English online newspapers in Vietnam.

Foreign affairs messages on English online newspapers *represent a form of communication that utilizes the English language to express directly or implicitly politically intended content through written text, images, sound, and multimedia technology, published on the electronic news website format to provide information and events regarding foreign affairs, guiding the perceptions and attitudes of the international public in accordance with the foreign policy and strategy of the State.*

## **2.2. The role of foreign affairs messages on English online newspapers in Vietnam today**

Firstly, it provides basic knowledge of foreign affairs. Foreign affairs messages encoded in English content on online newspapers in Vietnam serve to provide information and enhance public understanding, particularly for foreign audiences, of the Party and State's policies, regulations, and laws concerning the country's foreign affairs.

Secondly, it shapes public perceptions and attitudes. Messages, in general and journalism messages in particular, are directed towards a common goal: impacting the psychology of the receiving audience. From the information presented in journalistic works, journalists convey messages aimed at stimulating the public's thoughts, reasoning, and emotions regarding the events being reported.

Thirdly, it alters public behavior. When the message is meaningful, diverse in content, comprehensive, and presented in an appropriate format, the public will be effectively guided, and social development outcomes can be measured by changes in perceptions and behaviors rather than solely by access metrics.

## **2.3. Political and legal foundations for the construction of foreign affairs messages on online newspapers in Vietnam**

### ***2.3.1. Political foundation***

Foreign affairs messages on online newspapers in Vietnam **are** constructed and renewed based on the theoretical foundations of Marxism-Leninism and Ho Chi Minh's thoughts on foreign relations. Marxism-Leninism and Ho Chi Minh's thoughts serve as the theoretical basis for the Communist Party of Vietnam, which identifies them as the principled foundation for the construction, promulgation, and implementation of foreign information, policies, and decisions. The content on foreign relations is grounded in contemporary ideologies and perspectives, addressing both national and international issues, promoting peace among countries with similar political and social systems, as well as those with different systems, and advocating the right to self-determination of nations in international relations, as per Marxism-Leninism.

### ***2.3.2. Legal foundation***

- Decree No. 72/2015/ND-CP of 2015 by the Prime Minister regarding the Management of Foreign Information Activities.
- Decision No. 2434/QĐ-TTg of 2016 by the Prime Minister approving the Planning of the Foreign Press System until 2020, with a vision towards 2030.
- Law No. 24/2018/QH14 of the National Assembly regarding the Cybersecurity Law.

- Decision No. 1191/QĐ-TTg of 2020 by the Prime Minister approving the objectives, tasks, and solutions for renewing and enhancing the capacity of propaganda and foreign information work to contribute to building peaceful, friendly, cooperative, and developmental borders.

- Conclusion No. 57-KL/TW of the Politburo (2023).

- Decree 147/2024/ND-CP of the Government regarding the Management, Provision, and Use of Internet Services and Information Online.

- Document of the 13th National Congress of the Communist Party of Vietnam (2021).

## **2.4. Criteria for analyzing foreign affairs messages on online newspapers in Vietnam**

### ***2.4.1. Factors influencing foreign affairs messages on online newspapers in Vietnam***

The criteria for analyzing foreign affairs messages are based on: alignment with Party and State guidelines; adherence to journalistic principles; reflection of the current media landscape; and established scientific research. Specifically, messages must be political in nature, credible, clearly define their target audience and objectives, and be presented in engaging formats appropriate for English audiences.

#### ***2.4.2. Criteria for determining the analysis of foreign affairs messages***

Firstly, based on the guidelines, policies, and laws of the Party and the State.

Secondly, based on the principles of constructing and creating journalistic works.

Thirdly, based on the current state of foreign affairs messages in English online newspapers in Vietnam.

Fourthly, based on the results of scientific research and theoretical arguments.

### ***2.4.3. Criteria for analyzing foreign affairs messages in online newspapers in Vietnam***

2.4.3.1. Criteria for evaluating the content of foreign affairs messages on online newspapers in Vietnam

Firstly, the message must be political, closely following the guidelines and policies of the Party and the State, and the orientation of ministries, departments, and branches of foreign affairs.

Secondly, the message must comply with the community's and society's rules, norms, ethnicity, and values.

Third, the message must clearly define the audience and the goal of transmission.

Fourth, the message must clearly define the purpose and strategy of foreign affairs.

2.4.3.2. Criteria for evaluating the form of foreign affairs messages on online newspapers in Vietnam

Firstly, the structure of the message must be clear, coherent, and comply with the characteristics of journalistic works.

Secondly, the message's form must be flexible, attractive, and suited to the genre's characteristics.

Thirdly, multimedia elements and data illustrations need to be designed visually and scientifically.

Fourth, the frequency of appearance and the up-to-dateness of the message must ensure continuity and timeliness.

### **Summary of Chapter 2**

Chapter 2 has successfully established the theoretical and practical foundations essential for this study on foreign affairs messages in English online newspapers. By providing robust arguments grounded in state ideology, policies, and practical realities, the chapter creates a solid framework for the subsequent survey, analysis, and evaluation of these messages. This theoretical basis is crucial for objectively understanding the role, position, and societal impact of foreign affairs messages, particularly in relation to specialized international audiences. The chapter underscores that journalism serves as a powerful tool for the Party and State, guiding public perception and fostering national stability. Therefore, a mastery of the foundations and evaluation criteria presented herein is an essential prerequisite for creating accurate and effective journalistic works for foreign purposes. Given the rapid and wide-reaching nature of online newspapers, this framework is vital for enhancing the timeliness and strategic role of Vietnam's foreign communication in the digital age.

## **Chapter 3**

### **THE CURRENT STATUS OF FOREIGN AFFAIRS MESSAGES ON ENGLISH ONLINE NEWSPAPERS IN VIETNAM TODAY**

#### **3.1. Overview of the surveyed units**

##### ***3.1.1. VnExpress International online newspaper***

The online newspaper VnExpress International (VNE), an English edition of VnExpress, is one of the prominent entities conducting surveys of foreign-oriented journalistic works and currently receiving significant interaction. VnExpress was established on February 26, 2001, under the management of the Ministry of Science and Technology, and operates under license number 548/GP-BTTTT, issued by the Ministry of Information and Communications on August 24, 2021. VnExpress is the only Vietnamese news agency listed among the top 50 leading news and media

publishers worldwide, according to the January 2025 ranking by Similarweb. The foreign-language section of this entity also constitutes a significant part of the trend toward reaching and influencing foreign audiences, including VnExpress publishing works in English.

### ***3.1.2. The English online newspaper of VietnamPlus***

The English online newspaper of VietnamPlus (Vietnam+) is the official online news division of the Vietnam News Agency, established on September 15, 2008. The year 2017 marked significant milestones for VietnamPlus. Specifically, the Prime Minister approved VietnamPlus as the national online newspaper for foreign affairs, with a vision to develop VietnamPlus into one of the five electronic newspapers with the highest foreign traffic by 2030. Thus, the English online newspaper of VietnamPlus (VNP) is one of the five foreign-oriented journalistic platforms of the nation, publishing content that promotes the Party's guidelines, policies, and laws of the State; as well as current events across various fields in Vietnam and globally from the Party's foreign policy perspective.

## **3.2. Content of foreign affairs messages in English online newspapers in Vietnam today**

### ***3.2.1. Topics and themes reflecting the content of foreign messages***

The central theme in the foreign affairs messages of VNP and VNE primarily focuses on domestic conditions, revolving around Vietnam's economic and social issues. More than half of the articles surveyed address “Domestic political and economic conditions”, accounting for 343 out of 618 articles, approximately 55.5%. This significant focus, accounting for over half of all surveyed articles, strongly suggests a deliberate editorial strategy to prioritize domestic affairs as the primary vehicle for shaping Vietnam's international image. Additionally, the theme of “Domestic cultural and social conditions” is also noteworthy, comprising 156 out of 618 articles (approximately 25.2%). The consistent and timely reflection of current information about Vietnam facilitates regular interaction with the international public, fostering a perception of a stable and diverse Vietnam in its political and social activities within the new context.

### ***3.2.2. Content of foreign affairs messages associated with solutions***

Quantitative analysis reveals that 18.6% of the total articles mention specific solutions to improve the situation. Notably, the number of articles addressing this content on VNP constitutes a significantly larger proportion compared to VNE. Specifically, VNP has 75 out of 317 articles (23.7%) that mention solutions, while VNE has only 40 out of 301 articles (13.3%). This discrepancy aligns with the orientations

of the two journal agencies: VNP often associates Vietnam's proactive and positive messages with overcoming challenges to ensure national development, whereas VNE focuses on neutral reporting, combining solutions while leaving conclusions open for public evaluation.

### ***3.2.3. Content of foreign affairs messages reflecting diverse purposes***

In terms of communication objectives, VNP often emphasizes and praises achievements while promoting positive messages about Vietnam. In contrast, VNE primarily focuses on reporting events in a neutral tone, though some articles proactively address the need to change the realities of ongoing issues. These multidimensional differences clearly indicate that VNP focuses more on affirming, promoting, and expressing pride, while VNE leans towards neutral reporting and towards a partially change-oriented orientation.

### ***3.2.4. Content of foreign affairs messages related to specific recipients***

The majority of articles on VNE do not address international relations (82.4% do not), primarily focusing on domestic issues or general international factors. In contrast, this content is relatively less represented in VNP (63.4% of articles do not address international relations), indicating that VNP tends to frequently incorporate more specific foreign relations than VNE. On VNP, the most frequently mentioned relations are between "Vietnam and Asian countries/organizations" accounting for approximately 21.5% (68 articles), and relations between "Vietnam and the world in general" (20 articles, approximately 6.3%). Conversely, on VNE, only about 17.6% of articles reference a specific international relationship. The data from VNE across all relationships are presented at a lower level than those from VNP. The majority of articles on VNE are aimed at the "international public" accounting for 84.4% (254 out of 301) of the classified articles directed towards this audience. In contrast, VNP also primarily focuses on the international public (62.5% of articles), but simultaneously emphasizes certain specific groups of foreign readers more than VNE.

### ***3.2.5. The content of foreign affairs messages reflecting Vietnam's policies and international role***

The aggregated data indicate that, of the 618 surveyed articles, 200 reference foreign policy. Among these, VNP has 119 articles, while VNE has 81. Both VNP and VNE primarily focus on "economic-trade foreign policy" (198 articles from VNP, 220 articles from VNE), whereas other types of policies, such as "cultural-educational policy" (60 articles vs. 40 articles from VNP and VNE, respectively) or "security-military policy" (7 articles from VNP vs. 13 articles from VNE), are less frequently integrated into the messages. These results suggest that the foreign affairs messages

created by VNP often emphasize Vietnam's new, multilateral foreign activities on the international stage, facilitating Vietnam's assertion of its position and international responsibilities. VNP underscores the proactivity and international significance of Vietnam's foreign policy initiatives.

### **3.3. The forms of expression of foreign affairs messages in English online newspapers in Vietnam today**

#### ***3.3.1. Titles, article types, and fields of foreign affairs***

Quantitative analysis indicates that the predominant trend on VNP and VNE is the use of "complete headlines." The proportion of complete headlines among the total number of articles on VNP is 78.9% (250/317 articles), while VNE achieves 86.7% (261/301 articles). In addition to complete headlines, "noun headlines" (which are incomplete titles consisting solely of noun phrases and do not fully express subject-predicate relationships) account for a small percentage (1.9% on VNP and 3.3% on VNE), typically found in short news reports, announcements, or topics that are already familiar to readers. The "verb headlines" appear exclusively on VNP (3 articles), indicating a limitation in the use of sensational or emotional titles when conveying foreign affairs messages. It can be observed that foreign affairs messages in English online newspapers are conveyed through selected complete headlines to ensure clarity, comprehensiveness, and the direct transmission of the article's core content to an international audience, particularly at the "gateway" level of information, namely the article titles.

#### ***3.3.2. Methods of data presentation and illustration***

Images are the most common illustrative tool, used in 57.1% of VNP articles (n=181/317) versus 32.2% in VNE (n=97/301). In contrast, the use of direct data (tables, graphs), videos, and infographics remains minimal (under 3% for both). Direct data (in the form of tables and graphs) constitutes a significantly lower percentage, with VNP at only 0.6% and VNE at 1%. Videos, infographics, and other forms of illustration account for a small percentage (below 3%). This difference reflects the distinct approaches taken by the two media organizations. VNP emphasizes images of leaders and diplomatic events, while VNE focuses on visually representing social and economic issues from an international perspective, targeting a broader audience.

#### ***3.3.3. Argumentation strategies in conveying foreign affairs messages***

Through the results of the survey and the analysis of the coding table for 618 external works, several predominant strategies can be identified, including: "utilizing data and official information", "quoting experts and international organizations", "employing exemplary cases", "comparing with the international context", and some

works lacking specific strategies. Articles on VNP tend to prioritize empirical data-based argumentation strategies, accounting for approximately 48%, whereas the corresponding rate for VNE is only 18%. VNE tends to utilize the strategy of quoting statements and references from international organizations (32%) to enhance its connection with the international audience.

### **3.4. Some typical foreign affairs messages in English online newspapers in Vietnam today**

#### ***3.4.1. Characteristics of the content of the message Vietnam for peace, stability, cooperation, and development***

In the period of 2022 - 2023, the message “Vietnam for Peace, Stability, Cooperation, and Development” was constructed through a narrative structure and consistent thematic lines, in which specific foreign affairs events, news articles on policies, and socio-economic conditions directly reflect its content.

An analysis of 395 articles containing the message “Vietnam for Peace, Stability, Cooperation, and Development” reveals that the target audiences of the message are categorized into three fundamental groups: (1) International public (316 articles, accounting for nearly 80.1%), (2) Governments and international organizations (61 articles, accounting for 15.6%), (3) Foreign investors (12 articles, accounting for 3.1%).

The message “Vietnam for Peace, Stability, Cooperation, and Development” is conveyed through three main policy groups: (1) Politics - Security - Military, (2) Economy - Trade, (3) Culture - Tourism - Education. These policy groups reflect the priority contents of the period 2022 - 2023.

#### ***3.4.2. Discourse strategy in creating Vietnam's message for peace, stability, cooperation, and development***

In a survey of 395 articles on Vietnam’s message of peace, stability, cooperation, and development, 168 articles (42.5%) used direct discourse from experts, diplomatic spokesmen, and national leaders to the public. In the system of foreign discourse, the topic group “Economy and Investment Development” (50/168 articles) plays a core role in realizing the message of “development” from political orientation to objective reality. VNP dominates the “Multilateral Diplomacy” group (accounting for 77.3% of the total speeches). In contrast, VNE dominated in the group “Society and People’s Life” (accounting for 64% of the total speeches).

#### ***3.4.3. Characteristics of the form of the message Vietnam for peace, stability, cooperation, and development***

Quantitative analysis shows that the message “Vietnam for Peace, Stability, Cooperation, and Development” is strategically presented in prominent, top-of-page

sections. The primary placements are in the “Business” (32.1%), “News” (29.8%), and “Politics” (12.5%) sections. This prioritization facilitates communicating the message through the language of events, policies, and data, thereby emphasizing it with concrete evidence. In terms of genre, the message is conveyed almost exclusively through news articles, which account for nearly 98% of the total, reinforcing a consistent, event-driven tone across both newspapers.

Regarding data format, images are the most commonly used medium, appearing in 94.7% of articles, reflecting the nature of post-pandemic foreign messaging, in which diplomatic events are narrated visually. The second most frequent method is data representation (48.4%), often employed in market reports and articles on foreign investment. A clear distinction emerges between the two outlets: VNP maintains a stable advantage in presenting information through images (93.6%), while VNE utilizes data representation at a significantly higher rate (62.2%). However, more modern multimedia formats remain underutilized. Video (2.8%) and infographics (2.5%) are used infrequently, indicating a key area for improvement to diversify the presentation of foreign affairs messages to an international audience.

### **3.5. Assessment of the current situation of foreign affairs messages on English online newspapers in Vietnam today**

#### ***3.5.1. Advantages of the foreign affairs messages on English online newspapers in Vietnam and causes***

(1) Firstly, the foreign affairs message establishes a clear content orientation and actively links with the strategic objectives of the Party and the State on foreign affairs. The practice of surveying 618 articles on VNP and VNE shows that more than 70% of the articles directly or indirectly mention economic, political, foreign, and social achievements, or emphasize international cooperation and multilateral integration.

(2) Secondly, the theme and form of expression are modern, in line with the global trend of digital journalism. The two English online newspapers have actively applied a variety of illustration methods (images, infographics, figures, expert quotes, videos, audio). The rate of using illustrations on VNP reached 57.1%, while VNE was 32.2%, indicating that these two channels not only provide information but also focus on visual effects, thereby increasing the attractiveness and persuasiveness of foreign messages.

(3) Thirdly, two English online newspapers have succeeded in establishing a national image on an international scale through a synchronous messaging system, positive tone, standard language, and construction orientation. Most of the articles convey the message that Vietnam is a responsible country, actively participating in multilateral cooperation and international peacekeeping initiatives, and proactively

responding to climate change, promoting sustainable development, and pursuing green growth. Outstanding achievements are reflected promptly, underscoring Vietnam's leading role and new position in the region and the world.

(4) Fourthly, the topics, scope of impact, and recipients are diverse. An English online newspaper in Vietnam is not only aimed at the general international public but also clearly distinguishes its recipients, including investors, academics, overseas Vietnamese, international organizations, multinational business communities, and diplomatic agencies.

The aforementioned advantages stem from effective coordination between national strategic orientation and media agencies' implementation capabilities. Firstly, the national policy framework is established, creating a strategic system and a favorable political and legal environment. Additionally, the policies and strategies are implemented through media agencies' execution capabilities.

### ***3.5.2. Limitations of the foreign affairs messages on English online newspapers in Vietnam and causes***

(1) The survey results of 618 articles from VNP and VNE show that the majority of articles still focus on highlighting achievements in socio-economic development, international cooperation, or promoting major external events, while the topic of in-depth analysis does not appear frequently.

(2) Most of the news articles still prioritize traditional topic lines, do not show the depth of analysis, and there are few reportage lines or data journalism products, which are the trend of modern journalism and communication.

(3) Another noteworthy limitation is that the level of segmentation of the public audience is not high. Instead of designing specialized messages for strategic groups such as investors, academics, NGOs, or the multinational business community, much of the content remains massive, aimed at international readers in general.

(4) The application of new technologies, multimedia journalism, and big data has not yet formed a mainstream or breakthrough trend. External news articles using videos, infographics, podcasts, and interactive graphics still account for a small proportion (less than 3%), and they mostly stop at illustrations of events, not becoming a tool for expressing multi-dimensional, vivid messages.

The causes of the aforementioned limitations include both objective and subjective factors. In terms of policy mechanisms, for many years, foreign journalism and English online journalism have been constrained by administrative management regulations, which have not fostered breakthroughs in creative content autonomy. The team of reporters and editors, proficient in English and with a keen understanding of

international affairs and critical thinking skills, remains insufficient to meet developmental needs. The infrastructure, technology for producing digital journalism, open data platforms, and systems for interacting with international audiences have not been uniformly invested in, leading to a lag in adopting new trends in journalism and communication.

### ***3.5.3. Assessment of the relevance and potential impact of foreign affairs messages in English online newspapers in Vietnam today***

(i) Efficiency in high compatibility between message content and national strategy. With more than 55% of the message coming from information about the current economic situation and political stability in the country, the two units have proactively established information priorities, closely followed reality, took the country's internal resources as a lever for the national image, and led the attention of readers to substantive development achievements.

(ii) Efficiency in smooth coordination, resonating from the strategic role-sharing model. If VNP performs well in the role of a legitimate source, with political messages that focus on solutions and policies, VNE can leverage the advantage of a market-oriented online newspaper to bring the message to the masses through cultural issues. society, flexible in exploiting people's livelihood and life topics.

(iii) Effectiveness in innovative thinking, language, and forms of expression. VNP and VNE have gradually escaped from the translation rut and are moving towards a mindset of writing for the international public. The most obvious effect is that the message has been localized to suit the reading culture of the international public, helping reduce the dryness of political news, making the content easier to understand, remember, and share in cyberspace.

(iv) Effectiveness in the initiative, orientation, and protection of the ideological foundation. In this period, communication of foreign affairs messages has flexibly applied framing techniques to objectify foreign discourses. Press agencies have shown initiative in orienting public opinion on sensitive issues.

### **Summary of Chapter 3**

Chapter 3 of the thesis presents a systematic analysis of the current state of Vietnam's foreign affairs messages as conveyed through the English online newspapers VietnamPlus and VnExpress during the period 2022 - 2023. The survey results of 618 articles demonstrate a relatively clear strategy in constructing Foreign affairs messages by the two surveyed entities, emphasizing developmental achievements, promoting the national image, and affirming Vietnam's position and role on the international stage. The English online newspaper of VietnamPlus tends to highlight achievements and

proactively promote Vietnam's outstanding values through data, international references, and positive quotations from experts and reputable organizations. This entity also aims to diversify its target audience, with particular attention to strategic public groups such as investors and international organizations, thereby contributing to the achievement of diplomatic objectives and attracting international cooperation. VnExpress International online newspaper prioritizes timely coverage of current news, thoughtfully reflecting on economic, social, and cultural issues, primarily targeting a broad international audience, especially foreign readers interested in the situation in Vietnam.

The analysis indicates that although the majority of foreign affairs messages are conveyed in a positive, constructive, and consistent tone, certain limitations still exist. Topics that are critical in nature, that address misconceptions, and that involve in-depth analyses of foreign policy are not frequently present; the diversification of themes, methods of expression, and the application of data journalism and multimedia need to be enhanced. The causes of these shortcomings stem from various factors, including the legal framework, directive orientations that tend to prioritize safety, stability, and the protection of the national image, as well as uneven resources in terms of personnel, technology, and international experience within the foreign journalism team.

## **Chapter 4**

### **ISSUES RAISED AND SOLUTIONS, RECOMMENDATIONS FOR ENHANCING THE QUALITY OF FOREIGN AFFAIRS MESSAGES ON ENGLISH ONLINE NEWSPAPERS IN VIETNAM TODAY**

#### **4.1. Issues concerning foreign affairs messages in English online newspapers in Vietnam today**

- Foreign affairs messages require diverse and in-depth content to comprehensively promote the image of the country and its people. However, the foreign affairs coverage in English online newspapers primarily focuses on current news and economic information, with few articles that offer in-depth promotional content.

- The task of foreign affairs messages requires both rapid information updates and in-depth analysis; however, the speed of information updates does not fully reflect the depth of the content of the messages.

- The requirement for proficient application of multimedia in the production of Foreign affairs messages is a necessary condition for attracting an international readership; however, the level of application of modern technology in the English online newspapers in Vietnam remains modest at present.

## **4.2. Requirements for foreign affairs messages in the newspaper in the upcoming period**

### ***4.2.1. Context of foreign affairs messages in the upcoming period***

The general trend remains peace, cooperation, and development; however, strategic competition among major countries has created obstacles to globalization and international integration. Concurrently, issues related to ethnicity, democracy, human rights, and religion are often exploited by hostile forces to distort and misrepresent the truth, thereby undermining the reputation and image of Vietnam on the international stage and inciting social instability.

### ***4.2.2. Requirements for the objectives of foreign affairs messages in the press in the upcoming period***

The requirements for foreign affairs messages in the Vietnamese press in the near future must closely align with the Party's viewpoints and foreign policy guidelines, as reflected in the latest conclusions and resolutions. In terms of strategic objectives, foreign affairs messages must contribute to constructing the image of a peaceful, friendly, cooperative, and developing Vietnam, characterized by political stability, rich potential, and active, responsible membership in the international community. Simultaneously, it is essential to emphasize the nation's traditional cultural values and noble ideals, thereby enhancing the country's "soft power" in the new era. The foreign affairs message in English newspapers in Vietnam in the upcoming period must help position Vietnam as self-reliant, resilient, and proudly advancing into the new age, contributing to the construction of a better world.

### ***4.2.3. Target audience for foreign affairs messages in the Press in the upcoming period***

(1) The primary target audience for foreign affairs messages consists of officials, Party members, and the populace within the country, along with the Vietnamese community abroad.

(2) For the international public, the orientation is to clearly categorize target groups to adopt appropriate approaches in the new context. First and foremost are policymakers, politicians, and diplomats from various countries and international organizations. Following this are scholars, experts, and foreign journalists, who shape the discourse about Vietnam in international media. Another important group in the upcoming period will be foreign businesses and investors, who are interested in the business environment and potential cooperation with Vietnam.

(3) Emphasizing the target audience for foreign information dissemination, which includes not only Vietnamese citizens and foreigners, but also foreign nationals residing and working in Vietnam, as well as diplomatic delegations and international organizations

in Vietnam, who also require regular access to foreign communication messages.

***4.2.4. Requirements for the core content of foreign affairs messages in the press in the upcoming period.***

The first content is a message promoting Vietnam's image in all aspects.

The second content concerns the policies and guidelines of the Party and State on the path of national development in the new era.

The third content concerns human rights in Vietnam.

The fourth content is the message refuting false and hostile information.

The fifth content is the foreign affairs messages associated with the construction of the nation's soft power.

The sixth content is a foreign affairs message to mobilize resources for national development and to strengthen the coordination mechanism for external information.

**4.3 Solutions for enhancing the quality of foreign affairs messages on English online newspapers in Vietnam**

***4.3.1. Innovating the production process and coordination mechanisms***

- Develop a long-term content strategy that identifies key themes for each stage.
- Establish clear translation and localization guidelines covering terminology, sentence structure, and a standardized proofreading process by native speakers.
- Invest in continuous digital skills training for journalists and editors, and foster collaboration with technology partners to stay updated on multimedia trends

***4.3.2. Unifying the brand image on English online newspapers***

- Establish a set of standards for foreign brand identification. Press agencies publishing English online newspapers should agree on interface design, graphic style, logos, primary colors, and image use across platforms.

- Maintain consistency in tone and writing style. English online newspapers should adopt a writing style suitable for an international audience, characterized by professionalism, neutrality, and clarity, while still conveying Vietnamese identity, and avoid variations in tone across articles that could lead to a lack of coherence in information presentation.

- Synchronizing content across various platforms. English online newspapers must ensure that external messaging is reflected not only on official news pages but also consistently across social media channels. This approach enhances accessibility to diverse public groups, ranging from traditional audiences to younger demographics who tend to consume information through digital platforms.

- Creating a unified system of visual data and content.

***4.3.3. Enhancing the experience and feedback from the public***

- Optimizing page load speed is the first crucial step that requires improvement.

English online newspapers should employ data compression, caching, and high-performance server infrastructure to ensure faster page load times.

- In addition to fundamental technical factors, optimizing the experience and feedback from the public on English online newspapers in Vietnam must focus on applying public-centered principles.

- Furthermore, the public's experience should be enhanced through the application of big data analytics to identify information consumption trends, detect bottlenecks in the digital experience journey of readers, and proactively adjust the information structure, prioritization, and content presentation formats.

#### **4.4. Recommendations for enhancing the quality of foreign affairs messages on English online newspapers in Vietnam**

##### ***4.4.1. Recommendations for the English online newspaper of VietnamPlus and VnExpress***

4.4.1.1. Developing diverse content articles, focusing on cultural and historical themes.

English online newspapers can establish a three-tier content model comprising: (1) editors with linguistic competence and cultural sensitivity; (2) a team of expert collaborators; and (3) a digital production team responsible for visual communication. The structure of articles should be guided by a light academic logic that presents issues, conducts in-depth analysis, and expands into current contexts rather than merely listing information. Implementing such a process aims to enhance the quality of content and build credibility for Vietnam's foreign affairs messages in English.

4.4.1.2. Strengthening analytical and in-depth commentary articles.

To organize an in-depth commentary series, it is essential to establish a specialized editorial unit that operates under an integrated model of research, editing, and production. This team comprises journalists with backgrounds in international relations, political economy, and global communication, as well as bilingual editors experienced with diverse cultural reference frameworks and expert collaborators in specific fields. The operational process begins with the content planning phase, constructing a matrix of themes, perspectives, and presentation formats, identifying in-depth sources, and implementing writing across various content layers. Finally, an internal review phase precedes publication. Each commentary series should have its own distinct identity, a clear publication cycle, the capability to integrate digital formats, and be optimized for each platform.

4.4.1.3. Enhancing the quality of translation and aligning messages with the local culture of the international audience

It is recommended to develop guidelines for the translation and localization of

English online newspapers in Vietnam. These guidelines should encompass the following contents: (1) Principles for selecting terminology, whether to retain original terms or provide annotations; (2) Criteria regarding length and sentence structure when translating into English; (3) A standardized process for proofreading and reviewing content by language experts. After the translation is complete, an experienced editor or a native speaker should review it to ensure it is fluent, comprehensible, and suitable for the audience. This process helps identify grammatical errors, unnatural expressions, and culturally inappropriate details, thereby enabling revisions to ensure the final work is fluid, readable, and meets the informational needs of the international audience.

4.4.1.4. Enhancing the application of modern technology and multimedia in the production and distribution of messages.

The transformation process should be linked to ongoing training programs aimed at enhancing digital skills for reporters and editors; simultaneously, it is essential to promote collaboration with technology units and international experts to continuously update new trends in multimedia content production. Furthermore, each media agency should establish a mechanism for close coordination among content, technical, graphic, and social media departments from the initial idea stage to publication, ensuring that all journalistic products fully leverage the potential of modern technology and develop a distinct identity.

#### ***4.4.2. Other related recommendations***

##### 4.4.2.1. For journalism training institutions

First, develop a specialized training program in English-language foreign journalism and multimedia foreign journalism.

Second, collaborate to organize seminars and workshops on foreign communication and update international journalism trends.

##### 4.4.2.2. For Vietnam's resident press agencies abroad

The first is to transform the function from mere news reporting to an advisory model on information trends.

Second, apply the cross-border content co-production model to increase objectivity and depth for articles.

Third, implement a content diplomacy strategy through building channels for exchanging messages to expand the scope of transmission.

##### 4.4.2.3. For journalists

First, enhance knowledge, responsibility, and resilience in the creation and production of foreign communication messages.

Second, proactively update international journalism trends, skills for processing information across multiple platforms, and convey multidimensional messages appropriate to the audience.

### **Summary of Chapter 4**

Chapter 4 systematically presents the issues arising from foreign affairs messages in English online newspapers in Vietnam, and subsequently offers feasible recommendations that align with the orientations of the Party and the State. Although foreign journalism in general has received attention through key strategic initiatives, the practical implementation still reveals numerous shortcomings. This is particularly evident in the imbalance of content, as the English online newspapers predominantly focus on current affairs and economic information, while articles pertaining to culture, history, heritage, and humanitarian values lack depth, failing to construct a multifaceted and vibrant national image in accordance with the directives outlined in various guiding documents. Furthermore, the pressure to rapidly update information and respond to events has led to a trend of content simplification, diminishing the weight of analysis and commentary. The application of digital technology and multimedia is currently at a basic level, lacking investment in human resources, equipment, and operational processes, resulting in English online newspapers' products that are monotonous and less competitive on an international scale.

Based on the identification of the aforementioned issues, the thesis has developed recommendations regarding the content and presentation of messages; diversifying content, developing in-depth sections on culture, history, and identity; modernizing the translation process, and orienting messages to align with the local characteristics of various international audience groups; and making substantial investments in technology and digital multimedia, while establishing strategic article series and systematic in-depth commentary. Notably, establishing a workforce that meets international standards, with rigorous training, development, and assessment processes, in collaboration with both domestic and international experts, is a necessary condition for effectively implementing the orientations set forth in the guiding documents.

## CONCLUSION

The thesis summarizes the theoretical and practical issues studied in Vietnam's foreign affairs messages, based on English online newspapers VietnamPlus and VnExpress International in the period 2022 - 2023. The new point of the thesis is to establish a specialized theoretical framework for the concept of foreign affairs messages in online newspapers. The thesis has successfully developed a specific set of quantitative and qualitative criteria for evaluating foreign affairs messages, including content and form criteria. This is a scientific contribution of fundamental significance, providing a tool for identifying and measuring the press's soft power in the digital era.

To verify the research questions and hypotheses, the thesis surveyed 618 articles from English online newspapers during the post-COVID-19 pandemic period (2022 - 2023). The results of the analysis show that, first, the thesis has proven the dialectical relationship between the press agency's position and the message's structure. Secondly, the thesis has identified a gap between theoretical and practical requirements. Based on the above analysis, the thesis proposes solutions and recommendations to improve the quality of foreign affairs messages in English online newspapers in Vietnam in the near future. The solution group emphasizes the need to innovate in content and transmission formats, and to increase the use of images, videos, infographics, and other vivid multimedia content. Along with that, press agencies should develop columns and in-depth reports on policies and culture to attract international readers and young people, and encourage the integration of humanistic stories and practical experiences. In terms of technology, the thesis emphasizes the trend of digital transformation and the application of AI in modern journalism. The thesis recommends that the English online newspapers VietnamPlus and VnExpress International adopt this model, using AI to support the necessary content.

The thesis has developed a set of criteria for analyzing foreign affairs messages in online newspapers, clarifying important elements of their content and form. In addition, the thesis synthesizes and contrasts the views of the Party and State on foreign affairs with the actual operation of the English online newspaper, thereby deepening the argument for the development orientation of foreign message transmission in the digital era. In practical terms, the thesis provides a set of survey data in the post-COVID-19 pandemic period (2022 - 2023). The study offers feasible recommendations grounded in digital transformation and innovation in today's journalism. These proposals are highly applicable to Vietnamese press agencies for adjusting content and technology strategies, thereby strengthening the country's soft power.

## **LIST OF PUBLISHED SCIENTIFIC WORKS RELATED TO THE THESIS TOPIC**

1. Vu Thi Minh Tam (2024), Criteria for Analyzing Foreign affairs messages in Current English online newspapers in Vietnam, *Journal of Science and Technology* (version B) (E-ISSN: 2615-9929).
2. Vu Thi Minh Tam (2025), Constructivist Theory and Its Application in Research and Creation of Foreign affairs messages on English online newspapers in Vietnam, *Journal of Political Theory and Communication*, No. 1/2025, Academy of Journalism and Communication (ISSN: 1859-1485).
3. Vu Thi Minh Tam (2025), Enhancing the Quality and Capacity of Foreign Journalists from the Perspective of Journalism Sociology Theory, *Journal of Education and Society*, No. 232 (171) June 2025 (Issue 1) (ISSN: 1859-3917).
4. Vu Thi Minh Tam (2025), Promoting the Role of English online newspapers in Foreign Communication in Vietnam, *VMOST Journal of Social Sciences and Humanities*, 23 (1) (E-ISSN: 2815-6471) (pending publication).
5. Vu Thi Minh Tam (2025), Establishing a Level 2 Agenda in Foreign Journalism: A Model for Prioritizing Messages for English online newspapers in Vietnam, *Journal of Science and Technology*, Hue University of Science, Vol 30, No.3 (ISSN: 2354-0850).
6. Vu Thi Minh Tam (2025), Ambiguity in Online Newspaper Headlines: A Cross-Cultural Analysis of Vietnam and India, *The International Journal of Communication and Linguistic Studies* (E-ISSN: 2327-8617)
7. Vu Thi Minh Tam (2025), Stuart Hall's Coding and Decoding Model and its Application to Shape Foreign Messages in Online Newspapers, *Journal of Political Theory*, Ho Chi Minh National Academy of Politics (ISSN: 2525-2607)

