



Messages on Printed Alert in Vietnam in the Current Context

Nguyen Thi Tuyet Minh

Academy of Journalism & Communication, 36 Xuan Thuy, Cau Giay District, Hanoi city, Vietnam, 36 Xuan Thuy, Cau Giay District, Hanoi, Vietnam
minhhvbc@gmail.com

Abstract: The press is a social institution with the function of providing information, forming, orienting and expressing public opinion in the fight against corruption. Research on corruption print messages to provide the really necessary information and suggest solutions to promote the role and effectiveness of the media in the process of communication against corruption today.

To cite this article

[Minh, N. T. T. (2019). Messages on Printed Alert in Vietnam in the Current Context. *The Journal of Middle East and North Africa Sciences*, 5(9), 1-4]. (P-ISSN 2412- 9763) - (e-ISSN 2412-8937). www.jomenas.org, 1

Keywords: Message; Printed Newspaper; Vietnam.

1. Some Message Issues:

1.1. Message:

The message - message, the memo is the language conveyed in linguistic or nonverbal form through a means of communication to convey, to the recipient/listener certain information. Messages can be expressed in the form of text, words, scripts or nonverbal cues such as gestures, gestures, things, drawings, symbols; includes all that contain a specific, correct, but not vulgar or loss of courtesy to everyone or an individual. The message is intended to help the public gain a certain understanding (information) on an issue, giving them more confidence and peace of mind when deciding on a choice or action and depending on each case. The message will have different meanings.

Messages are communicated through many channels: (i) Verbal messages can be face-to-face meetings, interviews, and teleconference and (ii) Text messages under Mail, press releases, emails, messages or reports. The message is that information needs to be transmitted in the form of language such as images, slogans, slogans or clips or thoughts, feelings, desires, ideas, knowledge, life experiences, scientific knowledge - technology ... means for a community/country or a person's feelings for another person coded according to a symbol system. In other words, the message is the information that the subject/source wants to keep in the minds of the recipients and also the necessary factors to influence, maintain or change the perception and emotions. and behavior of the target audience.

The whole purpose of communication is to convey the message between people that are senders and recipients of the message. The impact process of the message aims to: Be acknowledged by the recipient – Understand, change attitude and change / adjust

behavior. Communication is the transmission of what you want to say from one person to another so that the object can understand the messages that are transmitted and in fact, the message only achieves real communication when both the sender and the recipient have the way to understand the same. Therefore, if you cannot express your thoughts or ideas effectively, it is likely that the communication line will break and prevent us from reaching the goal. However, this process also contains the possibility of deviation when messages are misunderstood by one or more stakeholders and lead to unnecessary confusion. Communication barriers can occur in any link of the communication process, including senders, messages, communication channels, recipients, and feedback. Therefore, the goal of the designer is to minimize the frequency of barriers arising by conducting communication clearly, concisely, accurately and well prepared.

Therefore, in order to achieve the set objectives, the message must be clear, understandable, attractive, attractive; Helping the subject/transmission organization and the public to understand the same meaning.

1.2. Message - an element of the communication process

A communication message is information about a business product/service or brand that a brand/organization wants to convey to target readers/users/ public transmitted from the source to the public through a language channel. That is the content of information exchanged from the source to the main receiving individuals/collectives. The content of the message is all that appears in a mass media, including articles, news, or printed pictures in newspapers until the sound and images are broadcast on radio, TV. It is a

collection of information expressed through letters, images, sounds that people want to transmit/save in the minds of customers and maintain relationships with them or be used for political purposes., society. Because the characteristics of communication are one-way communication, the mass media message is a kind of monologue discourse - that is, only the words of the prepared transmitter to speak to the receiver. Communication messages are the points that attract readers/customers' attention; is information for readers/customers to know how their problems can be solved, why they should believe you, and why they should choose you instead of competitors ... And people You can see the message of communication on both online and offline communication products. Depending on the financial viability, each communication campaign takes place with the message appearing on as many channels as possible and the communication message is often widely distributed, covering all channels (channel).

1.3. Principles, requirements, and steps for creating effective communication messages

a) Principles of communication messages

In order to create effective communication messages, it is necessary to follow the following principles: (i) Simple, concise, easy to understand and easy to remember to always make readers / the public remember. (ii). Genuine, reliable, accurate to create a lot of sympathy for users. (iii) The most common word. (iv) Attractive, eye-catching to create and maintain the interest of the object. (v). Must relate to the topic of communication/behavior to be changed: convincing, motivating the public to act. (vi). Consistent with the culture, customs and beliefs of the subjects to receive favorable conditions. (vii). Impact on different psychological states of the object such as: causing fear, optimism, fun, trust.

b) Request to create communication

The drafting of the message must address three issues:

- Content: Need to attract the attention of readers/customers, let them know how their problems can be solved, why they should believe you and why they should choose you instead of competitors. The most important thing of a communication message is to help the target audience understand the same meaning that the brand /organization conveys, without causing confusion.

Therefore, the message creator must understand what his message is, who he wants to send the message to, and how the message is interpreted as his will. Therefore, the way to express the message (content) should be simple, easy to understand, clear, avoid using difficult words to quantify. The more clear and understandable the message, the easier it will be for the public. And the most important thing is that the message

must be meaningful or relevant to the interests of the recipient (benefit the public through specific activities).

- Information layout: must be reasonable and logical to improve the persuasion. In addition, the information layout must address the following issues: (i). A definitive conclusion about the problem is good for the audience to conclude themselves. (ii). Should make persuasive arguments right from the beginning or after. (iii). Only one face should be mentioned, so and should not.

- Information form: good presentation of information will improve communication efficiency. Therefore, it is necessary to apply painting, music, color and image to enhance the attractiveness of information, for example, vivid color images attract more attention than a static image.

c) Steps to creating effective communication

In order to create effective, attractive, true, standard communication messages, it is established that the checklist includes the following steps:

One is, always start with customer insight: Insight is an implicit, intimate need or problem of customers and goes to find insight as to the starting point for a message. But what is important and interesting is that designers must know how and the process of finding good, unique insight to create outstanding/outstanding messages compared to competitors.

Second, creating trust is considered the goal to be achieved for every message. The message should talk to the reader and be attractive to you by reading hot spots or stimulating emotions by sensitive points. Therefore, the words of a message are as simple as possible and deeply rooted in readers.

Third, compact and clear are the first two most important factors in communication - the first two C's in the 7C principle - Clear and Concise always go together and interact with each other. The effective message is always brief and easy to understand so viewers can guess it right after surfing through it.

Fourth, visualize effective messages: messages always need to be complemented by images and words to create a vivid, reasonable design to visualize it in a very effective and attractive way. Therefore, after creating a satisfactory message, the designer must determine the keyword -keyword to be directed and represent it through visual attack image. A good keyword will help the designer evoke, fly high, far away in the expression and lead you to different associations to express it.

2. Newspapers and Press Messages:

2.1. The Press:

The press - the press, in a broad sense, is a mass media channel that produces and promotes the most frequent, ongoing information, on the broadest, periodical and most regular and updated period, affecting

the most people, the most diverse and richest. In this sense, journalism is synonymous with mass media - a widespread and public transfer of information in society through mass media. In a narrow sense, journalism is a form of mass media that conveys or conveys information to the masses such as television, radio, newspapers and more recently micro-computers and creating Important links connect one person to another. Newspapers are newspapers, magazines - printed newspapers and other printed products, including daily newspapers such as morning newspaper, an afternoon newspaper, a weekly newspaper, weekly publication, terms, magazines and news reports.

According to Article 1, Press Law 2016, newspapers are products of information about events and problems in social life expressed in writing, images, sound, created, published periodically and distributed administering and transmitting to the masses through various types of printed newspapers, newspapers, newspapers, electronic newspapers. In addition, the concept of journalism is also understood as the mouthpiece of party organizations, state agencies, and social organizations, which is the forum of the people. Today, due to the strong influence of economic development and technological advances, the terminology has been replaced by mass media to reflect the revolutionary emergence of radio and television and now the internet as the leading method of communicating information. So, for centuries, instead of journalism - the press, people have used a term that describes printing technology to refer to different means of communication-based on publications.

2.2. Newspaper:

Newspapers in a broad sense include printed newspapers, radio and television newspapers, electronic newspapers (Dung, 2012, p.101). These are periodicals, written scripts, images and non-literary languages, information about current events and issues. As a type of journalism and political - social activities, economic - service activities; The printed newspaper is full of characteristics and nature of journalism in general, is a typical mass media activity, widely and periodically released to serve the public / certain groups with certain purposes.

Printed newspapers are believed to be born after books, appearing before BC as newsletters, handwritten symbols, carved bark, earthenware, animal skin. As the oldest media, printed newspapers are also the template of other media. Along with the transformation of society and the development of science and technology, today there are many types of the press were born, putting media print press ahead of fierce challenges. However, printed newspapers are still the main channel and other channels have arisen thanks to the support of science and technology, especially information-communication

technology. The print newspaper helps the public analyze, dig and forecast information (Dung, 2012, p.101). Every day, the printed newspaper summarizes the key news of the previous day and arranges them in order in the newspaper pages. Print newspapers also have the basic characteristics of press information such as current news; publicity; purpose; periodic, regularity; richness, variety, multi-dimensional; easy to understand, easy to remember, easy to follow; interactivity; multimedia.

As private journalism, printed newspapers also have their own strengths and limitations. In terms of advantages, print messages express messages under multiple layers of information through written language, using written language and still images; This makes printed newspapers represent outstanding ability in conveying information with deep and complex content with high accuracy. Therefore, communication about corruption with articles that need in-depth analysis, expressing the opinion of the media's opinion, is an advantage in print. In terms of access to public messages, readers of printed newspapers are entirely proactive in accessing print. This initiative when there is a newspaper in hand shown at the time of access - readers can access at any time; proactively how long it takes to read and read; proactively approach the sequence - freely read items, categories, front page, proactive read speed - read fast or slow, read or repeat, once or many mistakes.

In terms of message decoding, readers can reread until the decoding of the message and one of the most convenient, cheapest, and most convenient means of storing information is printed. Readers/researchers are also easily able to find print in the national library, which is almost impossible to do with other types of newspapers; Therefore, it is possible to perform retrospective analyzes. Considering the favorable aspect of public access, many people can read the newspaper or read to each other or spread the word from one hand to another (Dung & Hang, 2006).

However, printed newspapers also show some drawbacks, such as printing and publishing at a certain time in the publishing cycle whereby the update and timing of print information cannot appear. follow hourly and minute movements like radio or video alerts or online newspapers. Especially in the revolutionary era of technology 4.0 as today, this is not a strong point of printed newspapers and this is one of the reasons the market share of printed newspapers is narrowed because the public always updates information from other types of newspapers are faster, which can be considered as a weakness of printed newspapers about the updating or topicality. In terms of attractiveness, print newspapers use scripts and still images, this information symbol is easy to become monotonous and reduce the attractiveness in case the skills of information processing in language are not high and technical. Unattractive

presentation, printing techniques are not modern, eye-catching.

In terms of the scope of influence or the opportunity to reach the public, print also shows the disadvantage that only literate people can read newspapers. In the time of access to information, the public in remote, deep-lying and island areas often do not have access to printed newspapers on the right day due to transportation, there are many intermediaries in the issuance process, not to mention spending the cost of printing printed newspapers is also expensive. Therefore, the public in these places, depending on information from printed newspapers, are more involved in public opinion flow (Dung & Hang, 2006).

2.3. Print Message:

As one of the mass media, the print message is also one of the important factors in the communication process. The print message is recognized as a general communication message - that is, the information content is exchanged from the source to the receiving object. Since the information symbol of the printed newspaper uses only text and still images, the printed print message is identified as the content of the information exchanged from the source to the receiving object and the message content is understood. is all that appears on the printed newspaper, such as news items, articles displayed in the form of scripts and still images.

The print message has the following characteristics: (i). Can convey diverse, rich, in-depth information that can solve complex problems systematically. Public reception of print messages through sight, sight, reading, etc., is an advantage of information efficiency, combined with the strength of the printed message of logic and depth of reasoning art. through arguments, arguments, arguments and empirical evidence, this is one of the strengths of print when

communication against corruption. (ii). Print messages can be recovered because the news articles in print can be archived and readers can read and re-read them, which is different from the radio or print / online newspaper messages. (iii). The message in the printed newspaper is slower for the public: compared to the press, the newspaper and the online newspaper, the process of organizing information until the product is released requires time to edit, page, print, transport. The transfer takes a lot of time and the information cannot be updated according to happenings in seconds, minutes and hours but must be calculated by day, half day. (iv). The printed message is presented in the form of easy to boring and monotonous writing and still images.

But no matter what form it is, effective print messages need to have some key criteria such as: (i). Clear and specific messages. (ii). Verified information. (iii). Relating to the needs and interests of the public. (iv). Suitable for the target public. (v). Accord with social rules and values. (vi). In accordance with the International Convention. Domestic Law and National Strategy on Communication. (vii). Orientation messages and cheering action.

Corresponding Author:

Nguyen Thanh Minh, Ph.D.

Vietnam Marine Police Command, Km 6 Dai Lo Thang Long, Tay Mo Ward, Nam Tu Liem District, Hanoi City
E-mail: thanhminh7589@yahoo.com

References:

1. Dung, N. V. (2012). *Foundation of Press Theory*, Publishing House. Labor. Hanoi, p.101.
2. Dung, N. V. & Hang, D. T. (2006). *Communications: Basic theory and skills*, Publisher. Political Theory, Hanoi.

Received June 18, 2019; revised June 25, 2018; accepted July 6, 2018; published online September 01, 2019