



THE LANGUAGE OF TRADITIONAL COMMUNICATION CHANGES TO ADAPT TO PUBLIC DEMAND IN THE NEW AGE

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Abstract:

The 4.0 technology revolution has had a strong influence on mass communication in general and traditional communication in particular. The change in communication causes the communication method of the communicator to change, which means that traditional communication must have a change in the communication language to adapt to the needs and ability to attract the public. This transformation is being clearly shown from the perspective of print communication and broadcast communication.

Keywords: communication, communication language, communication in Vietnam

1. Introduction

In recent years, along with the development of science and technology, the trend of globalization of mass communication has become more and more obvious. Different types of communication including newspapers, Facebook, YouTube, electronic information pages, social networks, not only provide information but also act as a bridge and exchange between individuals and organizations, society and the community. Therefore, all types of communication are trying to "transform" strongly to assert their position and capture the public market share. This race in innovation still has some shortcomings in practice, such as management mechanisms, subjectivity and will of staff managing press and communication has innovated but is still cautious and has not received the "adaptation" of the public.

Perhaps the main source of how enthusiastically the public receives information in communication is a difficult problem. Stemming from this issue, people working in the communication industry in Vietnam need to re-evaluate the reality of ineffective communication activities and approach new trends in order to change the language towards mass acceptance by the public.

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From here, there are questions arising, such as, have communication types innovated but have not innovated in a way that comes from public demand? One of those innovations is the change of communication language.

The face of traditional communication in the world in general and communication in Vietnam, in particular, is also in the trend of changing communication languages. The aim of traditional communication is to bring information in the best way and take the least amount of time from the public.

Because of that, the traditional communication agencies decided to grasp the trend and change the traditional communication language to suit the needs and tastes of the public.

1.1 Print communication (print newspapers, magazines, newsletters, internal journals, specialized journals, etc.)

Looking back at print communication in Vietnam, the most prominent one is the print newspaper. The public usually only sees three sizes of newspapers such as: large size, medium size and small size. A fact shows that, when holding a print newspaper in hand, the reader's first reaction is to be afraid to read because the model, form, presentation, especially the newspaper's size does not change, even when opening the pages inside seem to be all printed text with black and white images.

Thus, the first thing is to diversify newspapers so that the public can read them everywhere, such as in cars, on airplanes, or on trains. This is the right time for the public to take advantage of reading print communication.

In addition, in terms of design, the form of presentation requires eye-catching. One of the elements to catch the reader's eye is the image. Thus, promoting the language of images, graphics, and charts is also one of the languages that effectively convey information and minimize printed language. It is a fact that when the public's eyesight is affected by printed words, the fear of reading appears. So instead, the language of images, charts and graphics will attract readers more.

The combination of information from images and graphics will help increase the value of information and reduce the information in printed language. This is likely to stimulate the public's curiosity, because the public often has the mentality to pay attention and keep their eyes longer in the images. Now, in the language of print communication, images and graphics are no longer an auxiliary language for printed words like in traditional newspapers, but images are the constituent language along with printed words.

In many pages of newspapers, images are only supplementary and account for one-fifth of the information on the whole page, while the remaining information is "conveyed" by printed words. Even one of the newspaper pages of the Bank Times won the A prize in the contest "Newspaper Design in 2009" in Vietnam, the image is only faint compared to the printed part. When looking at this page, readers still feel afraid to read because there are still too many printed words moving from one column to another. So maybe we still don't know all the "mystery" of information in pictures and graphics.

Meanwhile, in countries around the world, there have appeared many newspaper pages in the direction of increasing the ratio of images and graphics. At this time, images account for more than 50% of the information on the page and minimize printed words to increase the "attraction" of readers. Those are the newspapers that know how to use the trend to change the new language.

Some newspapers in Vietnam have also followed this trend, but it is still not a trend for all newspapers. But the newspapers that have followed this trend are now being well received by the Vietnamese public, such as Youth Newspaper, World Security Newspaper, and Vietnamese Students Newspaper.

Therefore, Vietnam's print communication also needs to promote synchronization and promote the positivity of this trend so that print communication can regain its position in the system of press types.

2. Broadcast Communication (Radio and Television)

In Vietnam, broadcast communication is also changing dramatically. This is evidenced by the modern radio and television production methods that have replaced the outdated traditional production methods. For radio and television, there is an interaction right during the broadcast, which will increase democracy in society. At the same time, the programmers can also collect information as soon as it is broadcast to the audience. Currently, there are many ways for the public to interact with the program such as: direct phone calls, using the Internet to ask questions online, appearing in the studio, etc.

With radio in the digital age, the public can listen to the radio in many ways, such as digital radio, Internet radio (online radio), mobile radio listening software (Radio Vietnam online, Radio FM, Mytuner Radio Vietnam, Radio Pro). This approach of the public has made broadcasting change a new face, such as: the appearance of specialized radio systems according to the needs and areas of interest to listeners; building open radio programs, changing the way information is transmitted.

Particularly for television, channels have become more distinctly specialized in the target audience. The television public began to shift and gradually moved from mass audiences to interpersonal groups. Accordingly, television programs also began to have positive changes, from broadcast and mass television to specialized television to better meet the information needs of the public.

Especially in Vietnam, a series of television stations have built specialized TV channels on political news, economy-finance (Info TV), TV shopping, Children (BiBi), Health and life (O2TV), Youth (VTV6). It proves that television in Vietnam has also been keeping up with the development trend of world television.

The public today seems to be more demanding and they demand more information when watching television. Therefore, the transformation in information transmission from single-screen to multi-screen (also known as multi-dimension information) is realized. Therefore, the public not only receives information through images and sounds on one screen but also receives information on many small screens

on a large-screen TV. Each small screen shows different information such as service information, economy (finance, real estate, stock, gold price), and weather which means that the public can receive information in many different areas of interest at the same time. These screens include images, sounds, and text to convey information to the public, and this information is conveyed according to the rule of left to right or right to left, from top to bottom, or from bottom to top. ITV channel is considered as the channel that started this trend in Vietnam.

In general, for broadcast communication in Vietnam, the application of this trend has been applied in almost all channels and programs. However, for it to develop effectively, it depends on the flexible and creative use of each local radio or television station.

No matter how much broadcast communication is developing, communication workers in Vietnam know how to apply new development trends in the world, in order to bring Vietnamese communication on a par with other countries' communication.

3. Conclusion

The birth of the internet opens a new era for communication but it is a "threat" that forces traditional communication to "friend" with the internet to rise up. Therefore, all printing presses, radio and television stations must launch electronic versions of websites, YouTube channels, app stores, social networks, etc., which exist in parallel with traditional communication products.

Although the power of internet communication is the fast and timely provision of information, vivid language, multi-faceted forms of expression including text (text), observing images (picture, video, etc.) graphics), listen to sound (audio), interact by commenting (comment), opinions directly contributing to creating a complete and highly persuasive information picture, traditional communication is still trying to reach out and change languages flexibly and diversely to produce quality products that better serve the public while they still exist.

Conflict of Interest Statement

The author declares no conflicts of interest.

About the Author

Le Thi Minh Huyen, currently working at Vietnam Women's Academy, Vietnam, is interested in studying communication language and its changes to adapt to public demand in the new age.

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