

## THE ROLES AND MODES OF VIDEO IN ONLINE NEWSPAPERS

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### ABSTRACT

Online newspaper - the fourth type of journalism has brought a drastic change in the process of transmitting and receiving information. This type of press is a combination of the advantages of the three previous types of journalism: print, radio and television. Therefore, online newspaper owns a young audience that is considered the largest that no other type of journalism has until now. That attraction is thanks to Video - one of the factors that make up the multimedia language.

**KEYWORDS:** Online newspaper, Video, multimedia, journalism, language

### 1. Statement of the problem

In the 21st century, the development of the scientific and technological revolution has made a strong impact on the trend of globalization of mass media. Types of newspapers, such as television newspapers, online newspapers and printed newspapers have been leading changes and development according to the trend of society. These types of newspapers not only provide information and constantly innovate to capture the majority of the public.

Online newspaper, born with the development of the Internet, has turned the disadvantages of previous types of journalism into its strengths and become a type of multimedia journalism, including video integration like on television.

Videos in online newspapers have the power to spread and penetrate quickly and strongly, thanks to the attractiveness of visual and audio language. However, “image is the basic material” for people to perceive the surrounding reality in a more scientific and realistic way. That basic material has helped video in online newspapers create competition in “attracting” the public compared to television.

Whenever sitting in front of a computer screen, or holding a smartphone, online public can know what has been, is and will be happening anywhere in the world. Thanks to the multimedia nature, including video integration technology, online public can update and receive accurate and specific information with vivid images and sound through computers or smartphones connected to the Internet. It is the video that makes the online public more satisfied in the process of receiving information by “seeing and hearing”. Perhaps that is why all online newspapers integrate video as soon as possible.

## 2. THE ROLES OF VIDEO IN ONLINE NEWSPAPERS

**Video is one of the means to convey informational content by means of images and synthetic sounds.**

In addition to still images and text, the public of online newspapers can also receive information via video. However, not all information on the Internet can be conveyed by video. Video is just a window (information box) to provide information to the online press through integrated images and sounds. That means at the same time impacting the online public through three senses of sight hearing and touch. This is the highlight that the online newspaper inherits the advantages of television.

Through studies, it has been found that humans receive only 11% of the amount of spoken information through hearing, 83% through sight, and if they receive both visual and auditory, they can receive up to 94% of the information emitted (1). Thus, with the language of images and sounds, videos in online newspapers have helped the public to receive information effectively.

The image in the video on the online newspaper is the complete image, the reality of the overall movement in time. It is an animation of reality, directly intended to objectively reproduce the event according to what takes place. It is the image that is the first factor and also the decisive factor in the quality of the information.

To ensure that the public can grasp the information contained in the video, journalists need to pay attention to the images. This is easy to understand because the images on the video are recorded by the camera and shown by the scene sizes (full, medium, close-up and specific), camera angles and machine movements to help viewers receive information from the big picture to specific and vice versa.

If in print or online newspapers, information is conveyed to the public associated with sentences and each sentence is structured with words, in the video, it is the logic of images. An image in a video is an assembly of scene sizes into a sequence of images through which the public can understand the content of the information.

**Video ensures authenticity and creates vividness and attractiveness.**

Animation is a big step forward in the development of websites in general and online newspapers in particular. Surely everyone has seen the miraculous development of television in the twentieth century since its introduction and the strong position of television with today's journalism.

The integration of video (including animation and sound) is an important requirement to help online newspapers overcome the types of journalism that came before it. The videos themselves are multimedia (including animation and sound), incorporating elements of print media such as still images and text. It can be said that the online newspaper has acquired the most superior means of all types of journalism ever in history.

The online newspaper can be “nothing” compared to the television, but with the print press, it is also a “dream” thanks to the animation from the video. A video can make a journalistic product much more attractive.

It is clear that journalistic products that have integrated videos make it possible for viewers to follow the development of events and make them feel like they are part of the ongoing story. The vibrancy through the images recorded with true colors creates the ability to have a strong impact on the recipient and it is a resonance that creates a much more attractive vividness than static images or plain text.

#### **Video helps the online newspaper public to relax after reading the text.**

If the public skims the text quickly, the video interleaving will make them more relaxed by the simultaneous impact of both hearing and sight. By using headphones and watching images, people do not have to follow the lines of text. However, it is the change or addition of information by the video that also makes it easier to receive information online.

### **3. MODES OF VIDEOS IN ONLINE NEWSPAPERS**

#### **Video provides part of the article content.**

With this form, it means that the video only shows part of the content of the article. Besides, the article also has the main information in text and images, making the article more complete. Thus, the interlacing between text, video and images helps the public to be persuaded by “sight and hearing” proofs.

Each online newspaper work may not have or have one or two videos in the article. However, depending on different topics, some works may have more videos. For works with many videos, usually only a link with the phrase “watch clip” appears or there is a still image taken from the video with the link captioned right below the photo.

The structure in the work with illustrated video is the interlacing of text notes (notes for images) with a video. In addition, the work also uses still images or slideshows.

However, the arrangement of videos in the work does not follow a certain rule. Video can be given right after the Sapo, or the middle or the end of the work.

#### **Video as key information**

Usually with this video format, it is always structured into a complete work including a heading, sapo, and links to related articles (placed right under sapo and Video). The video is the main content showing the work. However, videos of different works are shown in the following 3 forms:

The first is pure clips, which only include the part of the image recorded by the camera or phone. It is then post-edited and with or without commentary (with scene noise) and posted. These videos may be recorded by reporters or may be provided by the public.

The second is clips with commentary and supported by a subtitle of about 150-200 words for readers to fully understand the event and issue. For this format, the article has the following layout: the text section appears first, the video section appears below the text. In the video section, there are also subtitles to provide more information. This type of post is very popular on a number of websites, such as Vietnamnet, VnExpress.

The third format includes text and the clip, but the clip has no comments, only the sound of the scene. The layout of this form is like the second form. This type of post is very popular on a number of websites, such as Dantri, Vnexpress.

However, all of the above video formats make maximum use of the scene noise obtained when recording. This adds to the authenticity of the information, and at the same time makes it lively and attractive.

#### **Video playbacks from TV station programs**

In this work, videos are taken from broadcasted TV shows and integrated into articles. The public can easily see it on the video because the logo of the broadcasted TV station appears and the author of the article clearly cites the source of this video. However, this type of video is very limited.

#### **Video on demand.**

These are videos that serve the unique needs of each public. However, when you want to watch these videos, you have to pay (the same form as MyTV when watching TV shows that have been broadcast).

According to a survey in a number of online newspapers such as: Vietnamnet.net; dantri.com; tuoitre.vn; laodong.com, these video programs are not yet popular.

#### **4. General assessment of videos in online newspapers**

Technically videos in online newspapers are mainly FLV format with small sizes suitable for viewing on the Internet. In addition, there are still a number of other formats such as WMV, MPEG,.... However, these formats have a large capacity, which results in slower transmission of the image signal (the public has to spend a long time loading the video).

In terms of content, videos in online newspapers often reflect on major events of great importance or events that attract public attention or strange and mysterious videos. This is easy to see a number of political events, such as National Assembly elections, Regular sessions of the National Assembly or consultations with ministers such as Ministry of Education, Ministry of Transport....

Nowadays, as technology develops, there are many personal communication devices that integrate high-quality video recording functions such as mobile phones, digital cameras, etc., which help to record photos of events and events in the form of videos and become easier and simpler. Therefore, the videos in online newspapers are not only for journalists but also for the general public. In many cases, public videos are considered to be quite unique, fast and an opportunity to “retain” many readers to spend more time on the newspaper page.

On some newspaper pages, there is also a separate video section placed right on the toolbar at the homepage so the public can quickly and conveniently access the videos. When updating this section, the public can choose the videos they are interested in according to each topic or field such as Business videos, social videos, life videos, legal videos... just like on the page: <http://vnexpress.net/video/>;

Besides the advantages, video in online newspapers today has many limitations such as: Many videos are poorly processed with poor quality and unclear images. In the process of viewing, the public is dependent on the Internet's connection speed, so if the connection speed is poor, the image on the video loads slowly, which will cause a large number of the public to quit, return or click on another piece of information.

In addition, many videos in online newspapers also follow sensationalism, so the informational nature has not been focused on.

## CONCLUSION

Currently, the number of videos appearing in online newspapers is increasing day by day. It is easy to see that the press agencies are also socializing the production of online newspapers as well as the production of videos. Video is not only the product of press reporters but also the product of the online press public. The public easily shares good videos containing a lot of hot information, even the events and phenomena in those videos have created strong public opinion. The role of video in online journalism is undeniable, it will be an advantage to attract readers to the fourth type of multimedia language.

Vietnamese press is gradually integrating into the world press and is taking positive steps. With the development of science and technology together with a team of powerful, enthusiastic, dynamic and passionate journalists, surely in the future Vietnamese newspapers in general and online newspapers in particular will create establish itself in the system of mass media.

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