

# Media for the Sustainable Development and the Strength of the Press

Vi Thi Phuong

**Abstract**—Sustainable development is a general trend that all humanity is moving towards. This problem requires solidarity and coordination to be carried out in all sectors and fields. One of the factors that actively contributes to ensure the success of sustainable development is communication. The paper systematizes the basics of development, sustainable development and development communication and points out the role and strengths of the media in information about sustainable development. Improving the quality of content and appearance of supporting press products, promoting sustainable development, will create conditions for press agencies to improve the quality and efficiency of the media. The results of this research will be a useful reference for press training institutions, to guide future journalists to exploit the press in supporting and promoting sustainable development in our local industry.

**Index Terms**—Strengths, journalism, role, media development, sustainability, the press

## I. THE CONCEPT OF "COMMUNICATION DEVELOPMENT" AND "SUSTAINABLE DEVELOPMENT"

### A. "Development Communication"

Development Communication (Development Communication) or Media for Sustainable Development (Development Support Communication) is a relatively new concept compared to the development history of journalism and - media industry. There are many different approaches to the concept of Development Communication (TTPT). However, these approaches have one thing in common that is "using media to promote development", or communication with the mission of sustainable development, or communication for sustainable development [1].

The basic idea of Development Communication is how to communicate the sustainable development goals of each country and each community, especially in developing countries [2]. This is a complex issue with many risks.

Currently, most scholars and experts in the field of high school education think that high school journalism is a type of journalism and this type of journalism requires a special approach called participatory method. They reject the "top-down" communication model because, according to them, this model does not reflect the needs of the population.

In communication - theory and basic skills, the authors also refer to the basis of their theory, the communication cycle, of which the public is the beginning and the end.

Therefore, authors consider the public's feedback as something important to their research [3]. At the same time, the book focusses on interactive media, multi-dimensional media and public participation. However, in the reality of journalism - media activities, these theories are gradually being focused.

Each continent, region or country has its own specific problems, but developing countries' press faces more complex issues, probably because developing countries are at a stage with rapid and diverse changes in the process of seeking development models. Also, the development process itself is more diverse and complex [4]. Therefore, the developing press is both responding to the country's change process in the trend of global integration, and changing itself to meet the development needs of the globalization process.

In response to the above issues, the growing press reflects the social nature of the development of media: means of information in - social communication; methods of social connection and intervention.

The levels, that reflect the social nature of communication, are information - communication -> social connection -> social interventions. In other words, the ultimate goal of communication is social intervention; based on the basis of meeting the information and communication needs of the social public, the media demonstrates the means and methods of social connection, thereby creating social strength for social intervention, contributing to solving the emerging socio-economic issues.

From the social intervention theory of the media, a brief description of the media intervention can be described as follows: The press provides information, knowledge and creates a forum for social communication for the public to have more opportunity to share knowledge, skills and experience according to actual needs and on issues raised. On that basis, it helps the public to expand their knowledge and provides a basis for changing their perceptions; Since then, the media has contributed to changing and adjusting the social attitudes and behaviors of the public and the community [5].

In the world of, the relationship between media and development, many researchers have put effort and time to learn about the power of this relationship. see:

- 1) Jean - Guyuailan Court, (2000), Sustainable development: origin and concept, Sociology magazine, No. 2/2000
- 2) Melkote, S., (2003), Theories of Development Communication, cited in International and Development Communication: A 21st century

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perspectives edited by Mody Bella, Sage Publications, Thousand Oaks, CA

- 3) Rogers, E. M., (1976), *Communication and Development: The Passing of the Dominant Paradigm*, Communication Research, Vol. 3, No 2, 4/1976, Sage, London.
- 4) Tim Bolt, (2008), *The role of journalism in supporting society for sustainable development*, Tropical Coasts 12.2008

The above studies have generalized and pointed out the theoretical issues of development communication [6]. These are important premises for domestic research on the role of media in development and for this dissertation.

However, the research on development communication is still quite abstract and difficult to apply in practice.

In Vietnam, the media in general and the press does not have many research projects, in particular concerning development and sustainable development in our country. Research works on development communication in the country are still very limited, mainly stopping at scientific articles such as the scientific article "Communications and Rural Development" by Mai Quynh Nam, *Journal of Sociology* (No. 3.2003), the scientific article "Development media - A new direction for journalism in developing countries" by Nguyen Minh Nguyet published in the *Journal Social Information* (No. 12.2008) and the article "Communication for Sustainable Development" which outlines some effective measures to apply development communication in Vietnam.

The book "Development Communication - Ethnic Communications: Some theoretical and practical issues" (Case study of Northwest region, Vietnam) by Assoc. The editor-in-chief Dang Thi Thu Huong is the latest work to comprehensively systematize the issues of sustainable development, development media, ethnic media, and survey the communication system for ethnic minorities in the northwest region, from central to local. However, the content of the Northwest image survey in electronic newspaper is not the focus of this work.

### *B. "Sustainable Development"*

Generally, people have given a few concepts and definitions describing development, but a unified and complete definition of development has not been finalized yet. Initially, economists defined development as "economic growth", but its connotations have long been out of this range, upgraded deeper and more accurately. According to the Vietnamese dictionary "development" it is understood as the movement process, progressing towards an increase, for example economic development, cultural development, social development ...

For Vietnam, the term "development" needs to be understood at different levels. First of all, it should be understood that the basic needs of the people are met. [6] While society is still poor and hungry, the first task of development is to provide them with food, health and education. In urban and industrial areas, development needs to be understood as protecting the environment and traditional values.

In the process of developing towards a better life, humans always create an almost irreparable conflict. People need

clean air to breathe, but cars are also needed for transportation, firewood is needed, but forests are needed to protect the soil from erosion and saline intrusion or businesses always need it. Cheap employers do not have a common voice with workers who always need to be paid well to live better ... [7] Therefore, the concept of "sustainable development" is concerned to replace the representation of economic growth. The concept of "sustainable development" has appeared in the environmental protection movement since the early years of the 70s of the twentieth century, since then many definitions of sustainable development have been introduced, such as:

Sustainable development is a healthy socio-economic development, based on the rational use of resources and environmental protection, to meet current needs but without detrimental effects for the coming generations. [8]

Sustainable development is the socio-economic development with high and continuous growth rate in the long run based on the effective use of natural resources while protecting the ecological environment. It can be understood as an economic development to meet the increasing needs of the current society, but not depleting resources, leaving environmental consequences for future generations.

Sustainable development is a development that meets current needs without compromising the ability of future generations to meet their needs. [9]

In 1980, the "World Conservation Strategy" by the International Union for Conservation of Nature and Natural Resources (IUCN-International Union for Conservation of Nature and Natural Resources) identified the goals of sustainable development as "Achieving sustainable development by protecting biological resources". At that time, the content of sustainable development was very narrowly mentioned, only emphasizing the sustainability of ecological development in order to call for the conservation of biological resources.

In 1987, in the report "Our Shared Future", the World Commission on Environment and Development (WCED) of the United Nations defined sustainable development as "development that meets the needs of the present." without compromising the ability to meet the needs of future generations." This definition is accepted by many organizations and countries around the world and is widely used in sustainable development publications because it is very general on the relationship between generations about satisfying the needs of material and spiritual life, thereby creating sustainable development, because ultimately, the nature of sustainable development means the sustainable survival of human beings on earth regardless of nation, ethnicity and economic and social level, where the existence of mankind is always associated with the existence of the economic, social and natural environment that man should have.

In 1988, Gdian and Hecdue introduced the concept of Sustainable Development as a transformation model that maximizes the current economic and social benefits but does not harm the potential of similar interests in the future. The content of sustainable development was reaffirmed at the "Earth for Environment and Development" Summit held in Rio de Janeiro (Brazil) in 1992 and was supplemented and completed at the World Summit on Sustainable

Development held in Johannesburg (Republic of South Africa) in 2002: "Sustainable development is a development process that has a close, reasonable and harmonious combination between 3 aspects of development, including: economic development (focus of economic growth), social development (focus on progress, social justice; poverty reduction and job creation) and environmental protection (focus on treatment) management, remedying pollution, restoring and improving environmental quality; preventing and fighting fires and deforestation; rational exploitation and use saving natural resources).

The Asian Development Bank (ADB) gave a more specific definition: "sustainable development is a new type of development, integrating a production process with resource conservation and quality improvement. Sustainable development needs to meet the needs of the current generation without compromising our ability to meet the needs of future generations". This definition deals more specifically with the binding relationship between current demand fulfillment and the ability to meet future needs, through the integration of production processes and resource conservation measures to improve environmental quality. However, this definition does not address the nature of the relationships between the elements of sustainable development and does not mention specific groups of factors that the sustainable development process must meet. At the same time, it is the group of factors that create economic growth, the group of factors that influences social change, including changes in both culture and the group of factors that impacts on changing natural resources and environment.

Thus, sustainable development is a mode of socio-economic development in order to solve the relationship between economic growth, solving social issues and protecting the environment with its goals [10]. Sustainable development meets the needs of the current generation while not hindering the needs of future generations. In other words: it is the harmonious development of economy, culture, society, environment in generations to continuously improve the quality of human life.

In Vietnam, the concept of sustainable development is known, carrying out theoretical research by scientists in the late 80s - early 90s of the twentieth century. At Directive No. 36-CT / TW of June 25, 1998 on enhancing environmental protection in the period of industrialization and modernization of the country, the Politburo emphasizes: "Environmental protection is a basic content. Inseparable in the guidelines and socio-economic development plans of all levels and sectors. This is important basis to ensure sustainable development and successfully implement the cause of industrialization, modernize the country. "

Sustainable development is the process of operating simultaneously three aspects of development: sustainable economic growth; prosperous society, fairness, stability, diverse culture and a healthy environment, and resources are maintained sustainably. Therefore, the complete system of ethical principles for sustainable development includes the principles of sustainable development in all three "tripod positions": economic, social and environmental [10].

Firstly, people are the center of sustainable development. Meeting better and better the material and spiritual needs of all classes of people, building a prosperous country, a just,

democratic and civilized society is a consistent principle in every stage of development.

Social sustainable development is assessed by criteria, such as HDI, income equality, education, health, social welfare and cultural enjoyment criteria. In addition, social sustainability is the guarantee of harmonious social life, equality between social strata and gender. In addition, the level of rich and poor gap is not too high, the difference in life between regions is not large.

Sustainable social development focuses on equity. Society always needs to create favorable conditions for the field of human development and strives to give everyone the opportunity to develop their potential and acceptable living conditions. Sustainable social development includes a number of main contents such as population stability, rural development to reduce migration pressure to urban areas, minimize adverse environmental impacts on urbanization, and improve education. Eradicating illiteracy, protecting cultural diversity, gender equality, addressing gender needs and interests and increasing public, which wants to participate in decision-making processes.

Secondly, economic development is the central task of the upcoming development stage, ensuring food security and energy for sustainable development, ensuring food hygiene and safety for the people. These should be able to live, reasonable and harmonious with social development; rational exploitation, economical and efficient use of natural resources within the permitted limits in terms of ecology and durable environmental protection. Gradually implementing the principle of "all aspects: economy, society and environment are mutually beneficial".

Sustainable economic development requires the development of an economic system, in which the opportunity to access natural resources is facilitated as well as the right to use natural resources for its activities. The focus here is to create common prosperity for all, not only focusing on bringing benefits to a few, within the permissible limits of the ecosystem and not violating the basic human rights [11].

The aspect of economic sustainable development includes some basic contents such as gradually reducing energy and other resources consumption through saving technology and lifestyle changes; Consumption should be changed without harming biodiversity and the environment. Also, it is worth striving for equality in access to resources, good living standards, health services and education; absolute poverty reduction; clean technology and industrial ecology (recycling, reuse, reduce waste, recycle used energy).

Third, protecting and improving the quality of the environment must be considered as an inseparable factor in the development process. It is necessary to actively and proactively prevent adverse impacts on the environment caused by human activities, as well as to build a uniform and effective legal system on environmental protection; proactively mount and enforce compulsory measures to integrate environmental protection requirements in the formulation of socio-economic development planning, programs, and projects, considering environmental protection requirements as an important criterion in evaluating sustainable development.

The process of industrialization, modernization,

agricultural development or tourism. Urbanization and new rural construction, etc. all have negative impacts and impacts on the natural environment. Environmental sustainability is a guarantee of cleanliness in the atmosphere, water, soil, geographic space, as well as landscape, and the quality of these factors is regularly assessed and tested against national or international standards.

Sustainable development of the environment is the rational exploitation and use of natural resources, and includes basic contents such as efficient use of resources, especially non-renewable resources; development does not exceed the load-bearing threshold of the ecosystem; protecting biodiversity, protecting the ozone layer; control and reduce greenhouse gas emissions; strictly protect sensitive ecosystems; reduce emissions, overcome pollution (water, gas, soil, food), improve and restore the environment of polluted areas ...

Fourth, the development process must ensure to equally meet the needs of the current generation and not interfere with the lives of future generations. We need to create conditions for all and every community in society to have equal opportunities for development, to have access to common resources and to be equitably distributed in the public interests and finally to create, good quality material foundations, knowledge and culture for generations to come.

Fifth, science and technology are the foundation and driving force for industrialization and modernization, promoting fast, strong and sustainable development of the country. Modern, clean and environment-friendly technologies should be given priority to be widely used in manufacturing industries. In the immediate future, it should be promoted to use in industries and production domains with strong propagation effect. And to enhance the development of many other industries and manufacturing sectors.

Sixth, an independent and autonomous economy with proactive international economic integration can develop the country sustainably. Bilateral and multilateral relations should be developed, international and regional commitments should be realized; scientific and technological advances, should selectively be acquired, and international cooperation for sustainable development should be intensified. We focus on promoting advantages, improving quality, efficiency and competitiveness. Also, we proactively prevent negative impacts on the environment caused by globalization and international economic integration.

## II. CONTENT AND MODEL OF COMMUNICATION DEVELOPMENT

### A. Content

Basically, media development is a combination of: Communication to spread knowledge/ spread new things. The theory of diffusion of knowledge/ propagation of new knowledge is developed based on the hypotheses that the lack of new ideas will lead to underdevelopment. Therefore, communication is used as a tool to persuade groups. target public (through mass and non-mass media, such as opinion leaders, etc.). However, the media developed critically on the

theory of knowledge dissemination in a one-sided, imposing and not taking into account local, cultural factors ...

Participatory communication was born as a result of criticizing the one-way communication process of the theory of knowledge dissemination. Participatory theory has a bottom-up approach, with particular emphasis on the local cultural identity as well as democracy and participation at all levels. Participatory theory considers people to be owners or participants for development. Participatory theory focuses more on the local community than on the nation as a whole, on the most popular theory rather than nationalism ...

Thus, media for development (or development communication) is a type of communication in which all participants are free to talk and have access to communication channels, to participate in The promotion process receives information about new knowledge of each subject. Therefore, the basic content of development communication includes:

First, media development, which is the communication associated with social change towards progress. Communication was born and developed with the development of human society, affecting and involving all social individuals. This plays a role in replicating development changes. Social change communication is a knowledge-sharing process that aims to reach consensus in action that addresses the concerns, needs and capacities of all stakeholders.

Second, the media for social development, the World Bank (WB), one of the most powerful development organizations in the world, say: "Development communication is a combination of communication in a way. strategies in development projects. Strategic communication is a powerful tool that can improve the development project's chances of success. It tries to change behavior, not just information dissemination, education, or awareness." Like other concepts, media development has many different understandings and approaches. However, researchers share the general idea of this concept to use communication to promote common development. Associations, serving the development goals of each nation.

Third, communication development is done by a special approach (participatory method). According to the United Nations, the evolving media concept emphasizes the need to support multidimensional communication systems to foster dialogue and allow communities to express their views, express their aspirations, concerns and participation. participate in decisions regarding the development of those communities (p. 340] ...

From here, another approach focused on human involvement began to emerge, called the model of participation. Participation is the core element that helps to shape this new model. According to Mefalopulos, when this model emerged, the focus of development was shifted from economic growth to including social aspects [p. 339]. Still according to Mefalopulos, meaningful participation cannot occur without communication. That means that people are engaged and actively involved in the communication process. Development media consider people's participation as an essential factor. Therefore, it can promote the process of people cooperation and collective action.

## *B. Some Models of Communication Developed*

### *1). Dominant paradigm*

Regarding development in the 1940s and 1960s, industrialization is the mainstream path to success in economic growth (Melkote, 2003; Nobuya, 2007). Another idea that has a wider connotation than "industrialization" is "modernization", is also mentioned in the dominant model of development with similar roles (Mefalopulos, 2008; Rogers, 1976; Mody, 2003), is the idea to address development issues through a "modernization" process. The least developed countries have to find different ways to follow the more developed countries in the most effective way. Accordingly, quantitative indicators such as gross domestic income (GNP) and per capita income measure development. These indicators are subjective and qualitative when used to measure in relation to other concepts such as freedom, justice and human rights (Melkote, 2003). Here, other social and personal values are overwhelmed by economic indicators and are not mentioned much in this period.

Pioneer researchers in the field of development communications consider economic development to be the ultimate goal of development and put all their efforts into using media to promote this goal. Communication is the key to development, as Lerner (1958) asserts, and this view is reinforced by many other researchers. The press is said to have the power to promote people's intellectual standards, stimulate participation in the political, social and economic fields of the people, thereby, form a modern society.

At this stage, communication is linked to the spread of information and messages geared towards the modernization of backward nations and people in these countries. This model uses the traditional one-way communication method from top to bottom and is heavily influenced by Rogers' diffusion invention "(Moemeka, 1989; Rogers, 1976).

The Domination model also reveals certain limitations. Stereotypically, it follows the Western model, while ignoring the entire geographical situation, socio-economic conditions, as well as the local starting point, ignoring cultural and human factors in countries. Backwardness and underdevelopment are the main causes of the failure of this model. In addition, the absolute opposition between the traditional and the modern poles (in order to develop, one must eliminate the traditional elements) also reveals the childishness and lack of humanity of rigid modernization.

### *2). Dependency model*

This model is considered opposite of the dominant model. The 1960s of the twentieth century, when the process of industrialization and modernization was criticized as "Europeanization", the theory of side effects emerged as an alternative model to the dominant model (Mefalopulos, 2008). The supporters of dependency theory compel to modernize as Western-centered, reject or ignore other avenues for development. The theory clarifies the interdependence between economic factors as well as and social and historical factors.

The "Dependency" model played an important role in the movement to fight for a "New World Information and Communication Order" in the world (New World Information and Communication Order) in the late 1960s to early years. 1980. Proponents of the "New Order of

Information and Communication" in the world criticize the fact that more than 80% of the world's information flow originates from Western capitalist countries and images of emerging countries. The development appearing in the mass media is mostly misleading, with poverty, backwardness, ignorance. Proponents of the "New Order of Information and Communication" in the world proposed to create a more balanced information exchange mechanism that fights international information conglomerates to manipulate information. Establishing a new international information order, gradually creating a two-way information balance between developed countries and poor countries. This is also one of the career goals of the International Journalists' Organization (OIJ) today.

According to Mefalopulos (2008), although the theory of "Dependence" emphasizes the close connection between media and culture, and also achieved certain marks. It gradually lose its advantage by the end of the 80s of the twentieth century, due to the fact that its proposed economic models do not achieve the desired success. This theory refers to the correlation and interplay between economic development and human and social issues. However, the communication method of the model is still similar to that of the traditional model. One area of modernization is one-way communication (Mefalopulos, 2008).

### *3). Participation model*

The promise of the "Modernization" model, the "Dependency" model has not been successfully implemented, and its methods raise controversy, especially on environmental pollution issues. In Europe, the Americas and Japan, the energy crisis after 1973 led to wars and conflicts in many places (Rogers, 1976), and theorists did not achieve success in providing an alternative model for the old models, another approach focusing on human participation began to appear, called the participatory model (Mefalopulos, 2008; Nobuya Inagaki, 2007; McPhail, 2009).

Media development is not simply a matter of conveying information that events and issues can be made better by the use of available resources and facilities. It is more important to exchange information to solve the problem. Development communication also includes encouragement, stimulation of desire to work to meet set expectations, teaching new skills, and encouraging citizen participation. development activities.

Rogers (1976) considers "participation" as the core factor that helps to shape this new model. This model is less oriented towards political and economic factors and it rooted in the cultural practices of development. According to Mefalopulos (2008), in the "Participation" model, the focus of development was shifted from economic growth to other social aspects. With this view, he agreed in particular to the United Nations in the Millennium Development Goals, in which the sustainability of development should be a top priority.

Mefalopulos (2008) emphasizes "Significant participation is not possible without communication." Rogers (1976) recognizes the changing trend of information exchange methods very early, even before the Internet was born. He also emphasized on interpersonal networks, which themselves will create a new flow of communication. About the last two decades of the twentieth century, the world

information technology has made great progress with the advent of Internet, satellite TV, computers and many other communication applications making the mode of communication. One-sided encounter barriers and reveal limitations.

This model best demonstrates the role of community communication in sustainable development. The term "participation" affirms the subjective role of individuals in the communication program, in accordance with the goal of people being the focus of sustainable development. This model also promotes the role of organizations and unions such as Women's Union, Youth Union, and Veteran Association of each locality.

The method of participation is also diverse, perhaps a commune, ward or village activity organized on a specific topic such as combating domestic violence, or changing the customs of marriage, washing hands hygiene, clean water usage habits, contraception instruction ... There, people are able to participate and communicate with each other, they are the subjects of a communication form designed as an activity meeting in form of games. Media people act as referees to lead and suggest individuals to seek their own knowledge and answers to questions raised. This model uses two-way communication and dialogues to convey the message and to achieve stakeholder engagement while ensuring the sustainability of development.

### III. THE STRENGTH OF THE PRESS IN MEDIA FOR SUSTAINABLE DEVELOPMENT

In the context of the changing media currently posing to the developing press a number of issues:

Firstly, there is a strong influx of traditional press to "stay and nest" in social media. The first decade of the twenty-first century saw a decline in the public, the market of print and media in general in the United States and Europe, and the second decade saw the situation in Europe. In Asia, however, the process is slow in Japan and India. Of course, the decline of the press public in some countries is not only due to social media but also to the traditional opinion and method of journalism.

Secondly, the principle of "any public journalism" poses great challenges for the developing press, because the change of the press "is not sufficient" to adapt to the changes from the public leading to the press. The growing lice are losing the public and the market.

Thirdly, the development of communication technology is disturbing the lives of residents and posing challenges to the press on economic aspects - affordability, culture - consumption habits, communication management and the ability to select information that is useful for development ...

One of the factors that actively contributes to ensure the success of sustainable development is communication. In fact, regardless of any development project, whether it is in the agricultural economy, clean water, infrastructure or health, it requires participation and dialogue between the parties involved. In other words, all development activities need to use communication as a tool, a method to achieve the goals that these activities set out. Communication provides information for the development process.

With its characteristics and strengths, the press system is

clearly showing the important role of media development. Each type of journalism is different due to the specific type of regulation that has different strengths in the development of communication. In the correlation between types, electronic newspaper has many advantages and clearly affirms its important role of information in general and information on sustainable development in particular [12].

Currently, most scholars as well as experts in the field of development communication agree that developed communication is a form of communication that requires a special approach called participatory method. From here, another approach focused on human involvement began to emerge, called the model of participation. Participation is the core element that helps shape this new model. According to Mefalopulos, when this model emerged, the focus of development was shifted from economic growth to including social aspects [p. 339]. Also according to Mefalopulos, meaningful participation cannot occur without communication. That means people are engaged and actively involved in the communication process. Development media consider people's participation an essential factor. Therefore, it can promote the process of people cooperation and collective action.

The modern press clearly affirms the advantage of creating the most powerful interaction with readers, allowing maximum promotion of the public's ability to participate in the communication process. Thanks to this interoperability, the media process of the press is no longer a one-way communication but has created a very effective multi-dimensional communication. The public of the modern press is no longer merely recipient of the information; they can more easily provide it [13].

The ultimate goal of sustainable development is to reach the people. The human element is at the center of all social activities. It is the people who understand what they need and it is they who act to change their lives. With high interoperability, it is clear that electronic newspapers are one of the channels that help people directly to speak their voices, speak up the real situation of their lives and help the authorities to understand. There are more appropriate and effective policies. This interaction that creates the bond between the people and the government. This connection is an important factor contributing to the success of development programs.

Information in online newspaper is very topical. Almost instantly, people have access to the earliest news from the farthest distances. All information from the collection until the release is acquired in a much shorter time than in other types of newspapers. [14] It is this ability that makes information in online newspapers updated every hour, even every minute. Online newspapers can help the public to receive information at any time with just one click.

The internet connection connects citizens from one country to another quickly, closely, creating a global social network that helps people to exchange and learn the beauty of other cultures in the world. Moreover, in modern society, people have to receive a huge amount of information every day. With Internet technology, users now become the center, proactively selecting information that suits their needs and capabilities at any time in the online newspaper. [15] With just the hyperlinks, the public of the online newspaper can

easily find the information they need in an endless sea of information all over the world.

The issue of sustainable development requires conducting in all fields such as economy, culture, science, technology ... It is also necessary to assert that it is not only the online newspaper to participate in broadcasting information. Sustainable development that other types of journalism has achieved much success in informing about this issue.

#### IV. CONCLUSION

Newspapers participating in the development communication cycle need to exploit and make full use of the strengths of each type of journalism. They increase the use of photos, tables, diagrams, charts - trends of modern media. The issue of sustainable development in general and development communication in Vietnam is still a new and interesting area. This research paper is an initial effort in research to promote the strengths of the press concerning information on sustainable development.

#### CONFLICT OF INTEREST

The authors declare no conflict of interest.

#### AUTHOR CONTRIBUTIONS

No contributions from other authors.

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