

## SUMMARY OF THE NEW FINDINGS OF THE DOCTORAL THESIS

1. Title: “*Current digital content transformation in Vietnamese journals and magazines*”
2. Field of study: Journalism
3. Code: 9 32 01 01
4. Doctoral Candidate: Vu Trung Duy
5. Supervisor: Assoc. Prof., PhD. Ha Huy Phuong
6. Training Institution: Academy of Journalism and Communication
7. New findings of the thesis:

*First*, digital content transformation in magazines and journals has been widely studied in many countries around the world, including Singapore, Malaysia, Britain, and Arab states. But *no doctoral-level research on this topic has been conducted in Vietnam. This thesis, therefore, presents a novel and non-duplicative research topic within recent academic work.*

*Second*, the thesis systematizes and expands existing knowledge, introduces a new approach to digital content transformation, and establishes a set of criteria for assessing its current state in Vietnamese journals and magazines. The findings show that *Digital content transformation in magazines and journals refers to the application of digital technologies in the creation, production, and distribution of digital journalistic works and products on digital platforms aligning with the characteristics, nature, and target audience of these publications.* This process must adhere to these publications’ principles and requirements.

*Third*, with a solid theoretical foundation and an appropriate research methodology, the study offers an objective and scientific assessment of the current state of digital content transformation in Vietnamese journals and magazines, based on a survey of four publications representing four distinct journal and magazine groups. The findings reveal that *both subjective and objective factors influence the success and challenges of digital content transformation, with subjective factors playing a decisive role in determining its overall effectiveness.*

**Supervisor**

**Assoc. Prof., PhD. Ha Huy Phuong**

*Ha Noi, May 5, 2025*  
**Doctoral Candidate**

**Vu Trung Duy**