

# ASSESSMENT OF MASS MEDIA COMMUNICATION OF CHILD LABOUR IN VIETNAM



Enhancing National Capacity to Prevent and Reduce Child Labour in Viet Nam  
ENHANCE PROJECT

## RATIONALE

As part of its **awareness raising** component, the ENHANCE project is planning to implement a **mass media awareness campaign**, addressing the **general public** both at a national level and in the three selected project areas - Hanoi, Ho Chi Minh City and An Giang.

## OBJECTIVES

The assessment examines how the issue of **child labour** is represented in the **Vietnamese mass media**, and makes recommendations for how **public awareness** could be raised to galvanise **public attention** onto the issue. The **overall aim** is to identify **features and goals** for ENHANCE project's upcoming **mass media awareness campaign**.

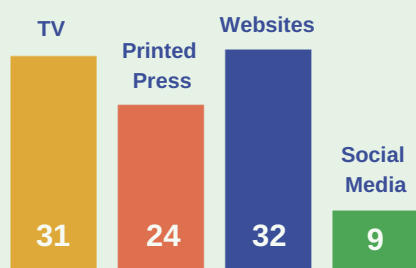
## METHODOLOGY

The assessment combined **three data collection methods**:

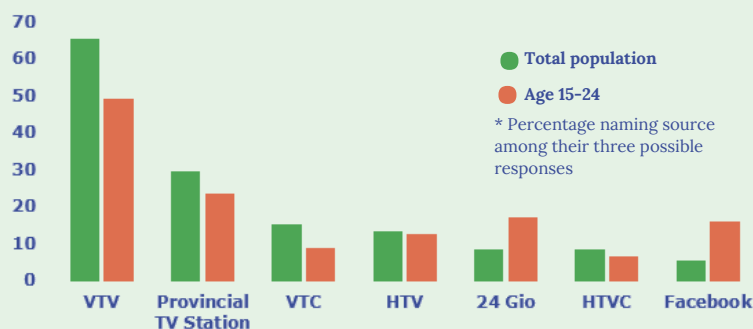
- an analysis of **mass media messaging** from July 2015 to October 2016;
- **interviews** with communications and media experts;
- a **desk review** of academic and project literature.

## MAIN FINDINGS

### 98 MEDIA MESSAGES ANALYSED



### MAIN SOURCES OF INFORMATION IN VIETNAM



**Television** continues to be the most important medium with almost universal coverage across the country. VTV national, as well as provincial channels are by far the most important sources of information for a significant majority of the population, especially in rural areas.

The decline of **traditional media**, such as radio and the printed press, is reflected in a shift in media use by younger age groups to **online sources of information**.

All messages analysed came as part of **general news programmes**; none of them were shows or documentaries entirely dedicated to the issue of child labour



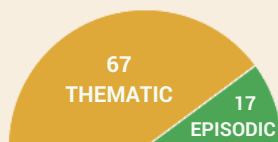
Child labour seems to be currently off the **social media** agenda



Information on child labour appear to be too broad in scope, failing to create **emotional connection and empathy** and leaving the public with little motivation to consider or take part in addressing the issue



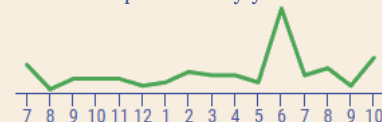
Messages described child labour in **general terms** with little to no specific detail on the issue and on how to counter it



The vast majority of the analysed messages was **thematic** in structure, addressing the issue as a whole, while only a minority was **episodic**, focusing on human stories

Child labour is often defined as a mere **consequence of poverty**, which is in fact only one of the factors causing the issue

Over 20 of the sampled messages were published in June/July around the **World Day against Child Labour**, which takes place every year on 12 June



Responsibility is placed firmly on **government authorities**, but not on parents, implying that there is little or nothing to be done by individuals or communities to take action against child labour



## RECOMMENDATIONS

The recommendations call for a **coordinated strategy** that:

- delivers **4 core messages** (e.g. child labour definition, cause and consequences of child labour as well as solutions) planned on a yearly basis that are designed to gradually reinforce and complement each other and build awareness of the issue over time;
- segments **audiences** by channel type, adjusting messaging as appropriate;
- sources and uses **human stories** and actual cases of child labour to carry the core messages;
- recognizes the importance of working in **partnership** with government and non-government organisations.

## FOR MORE INFO

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