

- Do you see the content which is aimed to raise the popularity and prestige of the military forces? Does it look persuasive to you, to other people?

The content is persuasive since it alludes to the history of the country's armed institutions and generates a feeling of identity with the institution. It is striking and gives a sign of greatness, but it is clear that the military has a political current that is very marked or defined by the government.

PART 4. Analyzes of social media activities of military forces (official only)

On the official facebook page you can see a striking design, which shows at first sight the political inclination of the country and a video that highlights the most important military moments of the twentieth century of Vietnam, also gives us different channels or methods to contact them.

- Number of followers, frequency of posts

In the page we found 497 thousand followers and a frequency of publication of about two articles or images per day and each of these has more than 1000 reactions.

- What type of content a user may find? Does it differ from the official page?

The content is different from the official website but has some aspects in common, because in the official website we find more diplomatic content and with an intention to generate information about them their foreign relations and military power, on the other hand in facebook the content is more striking and is an information with a more simple and direct content.

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the content from the beginning is clear that he wants to show the prestige of the military through its history and its great military triumphs, while increasing the popularity of the armed forces of Vietnam his facebook page tries to captivate users of social networks in the country to increase their popularity, generating a page striking, of course this page has a problem that the content published is almost entirely in Vietnamese therefore its popularity can not easily leave that country.

Analyzing the official social network page with my brother we had a conclusion that can be very striking, because it shows cultural aspects of Vietnamese society and this can be very captivating and pervasive for the Vietnamese community when deciding to enter and join the army.

PART 5. Description of campaign.

The year 2020 is a very difficult year for Vietnam when the outbreak of the Corona epidemic has not completely ended, the people will be subjected to floods and storms that have terrible destruction of people and property. However thanks to the military's help, the people were able to overcome it.

- Corona Epidemic.

The barracks became a quarantine place for people returning from abroad.

With the spirit of "anti-epidemic like anti-enemy", right from the beginning of the epidemic outbreak, the Central Military Commission and the Ministry of National Defense have proactively and promptly implemented a series of measures to prevent epidemics; in particular, to attach special