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ARTIFICIAL INTELLIGENCE IN CULTURAL HERITAGE COMMUNICATION IN VIETNAMESE ONLINE JOURNALISM: THE CASE OF HUE HERITAGE

Ho Thi Dieu Trang¹

Abstract

This article analyzes the application of artificial intelligence (AI) in the communication of cultural products on online newspapers through the case of Hue's heritage. In the context of the strong digital transformation of online platforms, data technologies and algorithms are increasingly integrated into journalistic activities, creating significant changes in the way information is produced, distributed, and accessed. For the field of heritage communication, the development of digital technology not only expands the ability to disseminate cultural values to companies but also contributes to the formation of new methods of information transmission in the online media environment. The study uses a combination of quantitative and qualitative research methods to identify formulas for applying AI technology and to assess their impact on the communication process. Data was collected from surveys and analyses of articles about Hue's heritage on several online newspapers. The research findings revealed that technologies such as content suggestion systems, reader data analysis, and personalized information are increasingly being used in online journalism. This application contributes to expanding access to articles about Hue's heritage, while also influencing how we search for and continue to receive information about heritage in the digital media environment.

Keywords: Artificial intelligence, Cultural heritage communication, Online journalism, Personalized content, Hue heritage

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