

Building a media product series to celebrate the 10th anniversary of the unit's traditional day - Faculty of Multimedia Communication.

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Abstract: In the increasingly developing context of multimedia communication, this topic focuses on building a media product series to celebrate the 10th anniversary of the unit's traditional day. The main objective is to identify appropriate solutions to enhance public awareness of this important event. The research methodology includes current situation analysis, impact assessment, and experimental deployment with various media channels. The expected results will significantly contribute to improving the unit's communication effectiveness.

Keywords: media product line, 10th anniversary, multimedia communication, public awareness, communication solutions