

The Vietnamese Communist Party in today Vietnam

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Abstract

Over the past 35 years, since the implementation of the national renewal process, under the leadership of the Party and State of Vietnam, public relations has achieved very important results, contributing to strengthening the close relationship between the Party, the State and the people, building a firm “position of the people’s hearts”. Currently, in response to new requirements and tasks, the Party and State need to strengthen and renew leadership in public relations, in order to firmly consolidate the people’s trust in the Party, build a democratic unite the whole people; bring into play the great strength of the people to serve the cause of building and defending the socialist Vietnamese country.

Keywords: The Vietnamese communist party, public relations, in Vietnam.

Introduction

The public is an abbreviation for people’s relation, associated with the subject of public relations which is a specific organization or individual. public relations is the concept of mobilizing people to participate in revolution. public relations ranges from propaganda, mobilization, persuasion, and guidance to people’s organization to make people understand, agree, and enthusiastically participate in the implementation of the revolutionary lines, policies and revolutionary tasks of the Party. public relations is the work of the entire political system, under the leadership of the Party, to gather and mobilize, unite the people, and put the Party’s guidelines and lines, and the State’s policies and laws into action. life, contributing to building social consensus and successfully implementing the Party’s revolutionary line.

The public relations is of great significance to the revolutionary cause of the Party and of President Ho Chi Minh. On October 15, 1949, under the pseudonym XYZ, President Ho Chi Minh wrote an article “Public” published in the Truth Newspaper, No. 120. This was a time of new changes, requiring the work of public transport. The Party’s efforts must be in-depth, specific and practical in order to maximize human and material strength for the resistance war. This is the “manifesto”, the “platform”, the “guideline” on the Party’s public relations for us to study, grasp and organize for implementation.

1. Ho Chi Minh thought about public relations

The first, What is the public relations

In the work “ public relations “, President Ho Chi Minh very clearly explained the concept of “What is the public relations?”. According to him, “ public relations is mobilizing all the forces of each citizen without leaving a single citizen behind,

forming a force for the whole people to do the things that should be done, the work of the Government and the Union. assigned to" ¹. Thus, public relations is mobilizing all forces of each citizen, leaving not a single person. The work of public relations is to go into each person, arouse and promote the positivity, creativity, initiative and self-discipline of each person, which is reflected in each person's talent, strength and money in their cause. shared. public relations is not simply understood as general education and encouragement, but must understand the specific capacities, requirements, aspirations, and circumstances of each person in order to successfully campaign. That is the depth of the populace. But the people must not leave a single person. This is the breadth of the public relations, the high requirement of the public relations work, only then will it contribute to the entire people's force.

According to President Ho Chi Minh, solidarity is not only a fundamental task of public relations but also a valuable tradition and a great lesson of the Vietnamese revolution. Solidarity is understood in the broadest sense, solidarity of the whole Party, unity of the whole people and international solidarity for mutual progress and development. On the contrary, he also asked the Party and Government to be responsible for the people. He pointed out: "The policy of the Party and the Government is to take great care of the people's lives. If the people are hungry, the Party and Government are at fault; if the people are cold, it is the Party and Government's fault; if the people are ignorant, the Party and Government are at fault; If the people are sick, it is the Party and Government's fault"².

Second, who is in charge of public relations?

President Ho Chi Minh affirmed: "All government officials, all Union officials and all members of people's organizations (Lien Viet, Viet Minh, etc.) must be in charge of public relations" ³. Thus, the force doing public relations work is not only those who are in charge of public relations, but also includes all people in the participating government organizations, the Party and public organizations. Practice shows that if the people are not enlightened, organized and led, they do not know what to do or follow, so it will lead to the people's forces, although they are numerous, but they are not powerful. Therefore, there must be public relations This is the work of the Party, State and public organizations, or in other words, it is the common responsibility of the whole political system. That is the strength in general, on revolutionary movements in general, on specific fronts and fields in particular, including the field of public relations. public relations activities are aimed at realizing the common goal of the revolution. Therefore, all levels of government, public relations, cadres, party members and officials of the political system must be in charge of public relations. Depending on the functions and tasks of their organizations, there are specific contents about the mass mobilization work. In the process of implementation, it is necessary to uphold the sense of responsibility, actively and creatively to take appropriate, practical and effective measures to mobilize the people.

Third, the object of mass mobilization work?

The object of public relations in President Ho Chi Minh's concept is the people, the people with a very broad connotation, both a large gathering of the masses and a specific Vietnamese person. According to Ho Chi Minh, the people and people are "every Vietnamese people", "every dragon and fairy son", regardless of ethnicity,

religion, ethnicity, young or old, male or female. Therefore, the object of public relations is the people.

Talking about people, President Ho Chi Minh often refers to people, people, compatriots in a country, living in the country or abroad. In that community, there is not only a multi-ethnic structure, but also a multi-religion, people who are religious and follow different religions. Respect and trust each other to unite and help each other with love like blood - that is the subtle depth of morality and humanity in Ho Chi Minh's thought on the nation - an overarching subject the largest of the public relations.

Fourth, how should the public relation be?

President Ho Chi Minh showed that: "How should the public relation be?" for us to do it right: "People in charge of public relation need to think, look, listen, walk, speak, and act. Not just talking, just sitting and writing orders" ⁴. The six criteria that he set out are both the standards of cadres in charge of public relation and the methods of doing public relation for effective public relation. The contingent of cadres in charge of public relation includes cadres of the Party, government, public relation and today all cadres in the political system. In order to carry out public relation, cadres must have knowledge and concern with their work, must be able to see far and wide, and must be close to the grassroots in order to grasp the people's thoughts and legitimate aspirations. speaking and doing, being exemplary in both word and deed. Officers in charge of public relation must promptly grasp information, and must be able to listen to and absorb people's opinions. Civil service officers don't just talk, they need to act; must stick to the grassroots, go deep, go closely to the people, absolutely not be bureaucratic and bossy.

President Ho Chi Minh always advised, if he is really a leader, a commander must do his best to preserve and set an example for everyone, a "true servant" of the people. Deeply interested in the public relation, he warned those who neglect this important task: "The major shortcoming in many places is contempt for the public relations. Appoint a committee or a few people, which often send poor officials and then leave them alone. Good luck is good, bad luck is also good. Other cadres do not look after, help, and do not have the responsibility to mobilize themselves"⁵ and the critic was very strict: "It was a very big, very harmful mistake"⁶.

Thus, the Communist Party of Vietnam and President Ho Chi Minh not only realized the long-term and strategic importance of public relation in the Vietnamese revolutionary process, but also paid special attention to the purposes, mottos and methods of public relation. He demanded and set an example himself to set an example for cadres, party members and civil servants of wholeheartedly, wholeheartedly serving the people, sacrificing to strive for the people. Carrying out the public relation in the current period requires that each cadre and party member should reflect on himself and better implement the motto: respecting the people, being close to the people and being responsible to the people. Any difficulties or challenges will eventually be overcome, just as he affirmed: "The people's forces are very large. The critical mass agitation. If people have bad luck, everything will be bad, if people have good luck, everything will be successful"⁷.

2. The guidelines and the way of the Communist Party of Vietnam

Inheriting and creatively applying President Ho Chi Minh's ideology of mass mobilization, over the years, along with the comprehensive renovation of the country, the Communist Party of Vietnam has always paid attention and issued many concretized resolutions, policies and guidelines for public relation work, renovating contents and methods of mass mobilization.

When summarizing the process of leading the revolutionary cause and deciding on the comprehensive reform of the country, the first great lesson emphasized by our Party is the lesson on mastering the ideology of "people is the root", building and promote the people's mastery, take care to strengthen the close relationship between the Party and the people, and build the people's trust in the Party. The Communist Party of Vietnam affirmed: "In terms of government leadership, the Party attaches special importance to reforming the Party's mass work in the view that the revolution is the cause of the people, by the people and for the people. ; The strength of the Party lies in its close attachment to the people".

In the context of the early years of Vietnam's renovation, on March 27, 1990, at the Eighth Conference of the Sixth Central Committee, the Communist Party of Vietnam issued Resolution No. 8B-NQ/ Central Committee on reforming the Party's mass work, strengthening the relationship between the Party and the people. This is a timely step to correct the deterioration of the relationship between the Party and the people, correcting the situation of some cadres and party members being bureaucratic, commanding, far from the people, autocratic, authoritarian and embezzled. , bribe, live lavishly, wastefully, reduce revolutionary enthusiasm, limit the promotion of the great ability of the people in the cause of national construction.

At the 7th National Congress of Deputies, our Party determined to build a mechanism to implement the motto "people know, people discuss, people do, people inspect" for the Party's guidelines and lines and Government. The Platform for National Construction in the Transitional Period to Socialism (1991) affirms: "All activities of the Party must derive from the people's genuine interests and aspirations. The strength of the Party lies in its close attachment to the people". In particular, in 1999, on the occasion of the 50th anniversary of President Ho Chi Minh's writing of the article "Military Movement", the Politburo decided to take October 15 every year as the National People's Day.

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Faced with the requirements and tasks of public relations in the period of accelerating industrialization and modernization of the country, on March 12, 2003, at the Seventh Conference of the IX Central Committee. 23-NQ/TW on "promoting the great strength of national unity for the sake of a rich people, a strong country, a just, democratic and

civilized society". Resolution No. 23-NQ/TW has concretized one step the viewpoints and ideas of the IX Party Congress on promoting the strength of national unity with new content and quality, directing mass mobilization work. them in the new era.

On February 25, 2010, the Politburo issued Decision No. 290-QD/TW on "*promulgating the Regulations on public relations of the political system*", which affirms: public relations and people's work transport is a task of strategic significance for the entire revolutionary cause of our country; is an important condition to ensure the leadership of the Party and to consolidate and strengthen the close relationship between the Party, the State and the people; at the same time, clearly define the responsibility to lead and carry out the public relations of all levels of Party committees, authorities, Vietnam Fatherland Front and mass organizations, of all cadres, party members, union members, member; coordination mechanism among agencies and organizations in performing mass mobilization work. It can be said that this is the first legal document of the Party on the regime of responsibility for leading, directing and implementing public relations work in our political system.

On June 3, 2013, the Central Committee issued Resolution No. 25-NQ/TW on "Strengthening and renewing the Party's leadership in public relations work in the new situation". On the basis of a comprehensive assessment of the situation, clarifying the challenges for public relations work in the context of promoting the cause of renewal, in order to strengthen and renew the Party's leadership in public relations work in the current situation. new image, it is necessary to grasp the following points of view: 1- Revolution is the cause of the people, by the people, for the people; the people are the master, the people are the master; 2- The driving force to promote the people's movement is to promote the right to mastery, to meet the practical interests of the people; harmonious combination of interests; rights must go hand in hand with civic duties; focus on the direct interests of the people; mobilization of people's strength must go hand in hand with fostering people's strength; what is beneficial to the people, we do our best, and what is harmful to the people, we do our best to avoid; 3- The Party's method of leading public relations work must be associated with the construction of a clean and strong Party and State. All views and policies of the Party and laws of the State must be consistent with the interests of the people, by the people, for the people. Each cadre, party member, civil servant and public employee must set an example for the people to trust and follow; 4- The public relations work is the responsibility of the whole political system, of cadres, party members, civil servants, public employees, union members, members of mass organizations, officers and soldiers of the armed forces. In which, the Party leads, the government organizes the implementation, the Front and mass organizations act as the staff and the core; 5- The State continues to institutionalize the mechanism "the Party leads, the State manages, the people own" into regulations and regulations for organizations in the political system; cadres, party members, civil servants, public employees and officers and soldiers of the armed forces performing mass mobilization work; Forms of gathering people must be rich, diverse, scientific and effective.

At the 12th National Congress of Deputies, one of the important tasks of Party building was identified by our Party as "*Continuing reform, improving the efficiency of public relations work, strengthening the close relationship between Party and the people*"¹⁰.

In order to concretize the Resolution of the 12th Party Congress, the Politburo and the Secretariat have issued many resolutions and directives on public relations work and related to public relations work such as Directive No. 49-CT/ Central Committee dated October 20, 2015 of the Central Committee on “Strengthening and renewing the Party’s public relations work in ethnic minority areas”; Directive No. 16/CT-TTg dated May 16, 2016 of the Prime Minister on strengthening and renovating mass mobilization work in state administrative agencies and authorities at all levels in the new situation; Conclusion No. 43-KL/TW dated January 7, 2019 of the Central Committee on “Continuing to implement Resolution No. 25-NQ/TW dated June 3, 2013 of the Central Committee on strengthening and renewing the leadership of the Party for public relations work in the new situation”.

Over the past 35 years, since the implementation of the national renewal process, under the leadership of the Party, the public relation work has achieved many remarkable results, contributing to strengthening the close relationship between the Party and the Communist Party of Vietnam. the people, building a firm “position of the people’s hearts”. The content of public relation work is associated with the political tasks of the locality, the unit and the characteristics of the area; conducted with focus, focus, diversified and abundant forms, in accordance with practical requirements. Party committees, authorities, Vietnam Fatherland Front and socio-political organizations have actively promoted propaganda and mobilized people to well implement the Party’s lines and guidelines, policies and laws. of the State, local socio-economic development plans and programs. The organization, apparatus and staff involved in public relation of the political system from the central to local levels have been increasingly consolidated in quantity and improved in quality, gradually responding to the requirements and tasks of the political system. new situation.

3. Some new problems for the current public relations

The process of extensive international integration, the conspiracy of hostile forces, the negatives of society, alienation, degradation in morality, lifestyle, insensitivity, distance from the people, indifference to difficulties The people’s difficulties of a large number of cadres affect people’s lives, making it difficult to carry out effective mass mobilization work. Although many corruption cases were strictly handled, there were no restricted areas and no exceptions, thus creating people’s confidence in the Party and State of Vietnam in the fight against “internal aggression” “ this. But at the same time, it also makes a part of the people wonder and worry when there are many officials from low to high levels of the Party and State government of Vietnam seriously violating the law. One of the leadership forms of the Party and State of Vietnam is to “set an example”, but in recent years there have been many cadres of the Party and State who are not exemplary, bureaucratic, authoritarian, far from the people, wrong. If serious offenses have to be criminally handled, will the people’s trust be reduced?

In addition, hostile forces aggressively took full advantage of the issues of “ethnicity”, “religion”, “democracy”, “human rights”, loopholes and weaknesses in management and economic development. socio-economic situation to distort, slander, oppose the

Party and State of Vietnam, incite, manipulate and divide the great national unity bloc, and cause a rift in the close relationship between the Party and State of Vietnam. South, armed forces with the people. Meanwhile, the people's petitions, proposals, pressing problems, legitimate aspirations, and problems are slow to be resolved; The life of a part of the people is still facing many difficulties and has not been given due attention.

The limitations and weaknesses can reduce the public relations work of the Party and State of Vietnam, the development of social networks also has a far-reaching impact, the ability to spread is high, influence the mind, people's feelings, thoughts and actions. The good and bad deeds of state officials or the happiness and suffering of the people are reflected on social networks. Enemy forces easily take advantage of the shortcomings of a certain state cadre to "create waves" on social media, in order to lower the prestige of the leadership of the Party and State of Vietnam, and reduce trust of the people towards the Party and State of Vietnam. Currently, there are more and more forms of mobilizing people on social networks. Having active activities, such as participating in charity and humanitarian activities; environmental Protection; physical training and sports; spreading the good things in life, etc. However, there were also negative movements, such as mobilizing people to take to the streets to protest, against the bill "Special administrative-economic units", leading to situation of insecurity and disorder in a number of provinces and cities, including Binh Thuan province of Vietnam. This makes the space and time of mass mobilization activities expand; even "virtual" space, "virtual" activities become "real" space, "real" activities. Through social networks, people not only monitor and criticize, but also create pressure on state agencies. In addition, the increased use of social networks to distort and fabricate the leadership of Dang, the State of Vietnam, leaders and senior leaders of Dang, the State of Vietnam and create people's doubts about the leadership of the Party and State of Vietnam and cadres of the Party and State of Vietnam. Social networking is a channel that has an impact on public relations quite quickly, if it can be promoted, it will be very effective, but it also contains many complicated problems. This creates new challenges for the public relations work of the Party and State of Vietnam, requiring the public relations work to have new approaches.

4. Solutions to continue to innovate and improve the efficiency of the Communist Party of Vietnam's public relations work in the coming time

The revolution is the cause of the masses of the people, thanks to the people's belief in the lines and guidelines of the Party, policies and laws of the State of Vietnam, it forms a synergy to win victory for the country. In the current era, if the bureaucracy, far from the people, does not rely on the people, does not do well in the mass mobilization work, then the people will be lost and the support and consensus of the people will not be received. Therefore, in order to do well the public relations work, it is necessary to focus on performing the following tasks and solutions:

Firstly, raising awareness about the Party's public relations work in the new period. Strengthen the understanding and implementation of directives, resolutions,

regulations and regulations on public relations work in order to raise awareness and responsibilities of all levels of Party committees, authorities and organizations in the political system for with civil service. Promote propaganda and effective use of mass media and social networks... Renovate public relations work towards practicality, creativity, towards consensus goals, strengthening trust people's trust in the Party and State, bringing into play the great strength of the great national unity bloc. Clearly defining public relations is the responsibility of the whole political system. Well implement the leadership mechanism for mass mobilization: the Party leads, the government organizes the implementation, the Vietnam Fatherland Front, socio-political organizations advise and act as the core force. At the same time, focusing on investing in research, summarizing practice, theoretically answering new problems, especially those related to the interests of the people, the people are pressing, contact, there are many recommendations.

Secondly, continue to promote the emulation movement "Skillful people" in association with patriotic emulation movements and campaigns and movements developed by the Vietnam Fatherland Front and socio-political organizations. motion. In particular, the central content and type of the emulation movement must be determined in order to propose an appropriate method; associated with promoting learning and following Ho Chi Minh's thought, morality and style. Through practical activities, all levels and branches need to do well in propagating, promoting and replicating new factors, advanced typical examples, "good people, good deeds" in all fields; promote patriotism, practice democracy, create a far-reaching revolutionary action movement of the whole people to successfully carry out the renovation and development of the country. Strengthening the public relations of the political system to the grassroots level, focusing on the government's public relations.

Third, renovate methods and methods of mass mobilization suitable for each specific audience. Methods and methods of mass mobilization must take propaganda and persuasion as the main thing. The work of propaganda and persuasion must be sentimental, reasonable and lawful, self-criticism, market-seeking attitude and dialogue in contact with officials and ethnic minorities; preventing and combating the idea of "great nation"; prevent and combat the ideology of "narrow people", overcome inferiority and national guilt. At the same time, improve the economic life for the people and perform public administration, transparently in mobilizing the people. Anything must be discussed with the people, consulted and experienced with the people, together with the people, make plans to suit the local circumstances, then encourage and organize the implementation, because just like President Ho Chi Minh Chi Minh warned: "Leadership in all practical work of the Party must come from the masses and return to the masses"¹¹.

Fourth, the Vietnam Fatherland Front and socio-political organizations continue to innovate the contents and modes of operation, well perform their role as representatives and protect the legitimate and legitimate interests of the Vietnamese people. union members, members; diversify forms of gathering people, towards the grassroots, and focus on the grassroots. Continue to renew and improve the quality and effectiveness of mobilizing union members, members and people to effectively implement the guidelines of the Party, policies and laws of the State, creating a

broad revolutionary movement. of the people in the construction and defense of the Fatherland. It is necessary to improve the mechanism to improve the effectiveness of people's supervision and social criticism through the Vietnam Fatherland Front and socio-political organizations. Pay attention to the selection, training, fostering and have mechanisms and policies to encourage the contingent of cadres working on the front, mass mobilization and mass organizations; resolutely not to arrange cadres who lack exemplary, poor morals, violate discipline to do mass mobilization work. Fifth, promote the role and ownership of the people in mass mobilization work in the spirit of "taking the people as the root". Democracy is the core value of society, cultural, historical and epochal, the driving force of development. In fact, promoting the people's mastery is a return to the basic principled view that power belongs to the people that President Ho Chi Minh has repeatedly affirmed. In the current period, it is necessary to continue to institutionalize, improve the quality and promote the forms of representative democracy and direct democracy; well implement the Regulation on democracy at various grassroots levels. Overcoming bureaucracy, away from the masses, not grasping reality. Strengthen dialogue, contact with the people, stick to the grassroots, listen to the thoughts, promptly solve the legitimate and legitimate aspirations of the people. Timely and decisively handle pressing issues directly related to people's lives, large-scale, protracted lawsuits, and avoid the formation and spread of "hot spots" in terms of security. security and social order. Sixth, consolidating and consolidating the organizational apparatus and building a contingent of cadres of the mass mobilization committee at all levels to meet the requirements and tasks in a streamlined direction, ensuring enough departments suitable to the functions and tasks. specialize. Develop and concretize standards and styles of civil servants. It is necessary to clearly define the standards of mass mobilization cadres in general and grassroots mass mobilization cadres in particular to meet the general standards in the cadre strategy in the period of national industrialization and modernization. Paying attention to building planning resources, selecting, fostering and using qualified, capable and experienced cadres, mass mobilization skills, exemplary and prestigious to introduce and arrange assignments. in charge of public affairs. At the same time, it is necessary to have policies to attract cadres doing mass mobilization activities such as salary allowances, living expenses, public-service housing regimes; funding for specific mass mobilization work... so that the officers in charge of public relations can rest assured with their work and fulfill their assigned tasks well.

In short, the Vietnamese Party and State considers mass mobilization as a task of strategic significance for the entire revolutionary cause, an important condition for ensuring the leadership of the Party and State of Vietnam. strengthen the close relationship between the Party and State of Vietnam and the people. Therefore, it is necessary to continue to innovate, improve the capacity and operational efficiency of the mass mobilization work, to invest more in the mass mobilization work (in terms of people, resources, means, ...) so that mass mobilization work can be "one step ahead", making people understand, people believe, people support; Only then will it bring happiness to the people, in line with the "people's heart", forming a synergy to build a prosperous and prosperous State of Vietnam.

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