

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.

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