

# Factors affecting the implementation of democracy in Communist party of Vietnam's current propaganda

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**Abstract**— Democracy is one of the necessary and sufficient conditions for the Communist Party of Vietnam's propaganda work to be truly effective. In the face of increasingly complicated developments in the domestic and international situation, it is very important and necessary to be aware of and clearly identify the factors affecting the implementation of democracy in the Party's propaganda work. Therefore, within the scope of this article, the author focuses on analyzing the objective and subjective factors affecting the implementation of democracy in the Party's propaganda work in current period.

**Keywords**—Democracy, propaganda, propaganda work, democracy in propaganda

## I. INTRODUCTION

Propaganda work plays an important role in providing and orienting information; contribute to creating unity in the Party, consensus in society, meeting the requirements of building and defending the socialist Vietnamese Fatherland in new situation. The complicated and unpredictable developments of the current domestic and international situation has been posing difficulties and challenges that require the propaganda work to constantly innovate in terms of content and method. Accordingly, democracy is one of the necessary and sufficient conditions to improve quality and effectiveness of propaganda work and meet the increasing requirements of reality.

Democracy in propaganda work means promoting the autonomy, freedom, and creativity of both the subject and the object in the propagation of Marxism-Leninism, Ho Chi Minh ideology, the Party's credo, line and mindset, and the Government's policies and laws to cadres, Party members and people of all classes. The effectiveness of the implementation of democracy in propaganda work depends on many factors, including both objective and subjective ones. In order to have a basis for developing and implementing the content, methods and means of propaganda in a manner that is consistent with reality, it is imperative to perceive, identify and analyze the impact of those factors.

In recent years, democracy in propaganda work has received great attention from Vietnam. Especially since promoting international cooperation (1986), Vietnam has made important strides in international cooperation and exchange. The political field is considered a sensitive one,

but Vietnam is also willing and active to learn from the advantages that other countries have successfully applied (Mai Quoc Dung, 2021).

## II. RESEARCH CONTENT

### 2.1. Objective factors affecting the implementation of democracy in the Communist Party of Vietnam's current propaganda work

Firstly, this is globalization and interational integration.

Currently, the trend of globalization and international integration is taking place more and more strongly and deeply in all fields of social life such as economy, culture, society, politics,... As an activity of social life, ideological work in general and propaganda work in particular are also affected by the globalization and international integration in both positive and negative directions.

The globalization and international integration is the way for many theories and ideological trends to penetrate into our country. This is a favorable condition for the subject as well as the object of propaganda to research, collate, compare,... to highlight the scientific, revolutionary characteristics and supplement and develop the basic content of the propaganda work – the Marxist-Leninist doctrine, Ho Chi Minh ideology. At the same time, propagandizing subjects and objects also have access to endless source of human knowledge with a huge amount of information quickly, timely and in many directions, both domestically and internationally. This is an opportunity for propagandizing subjects and objects to expand their awareness and improve their thinking capacity in the face of complicated developments of the current domestic and international situation. When having extensive knowledge and grasping the actual situation, the propagandizing subjects will propose correct, convincing and effective propaganda mindsets, initiatives and measures; while the propagandizing objects will receive, respond and express their legitimate thoughts and aspirations to the propaganda staffs.

Globalization and international integration also bring many modern and effective propaganda forms, methods and means to serve for propaganda work. With the achievements of the scientific - technological revolution, propagandizing subjects will also be facilitated more in

monitoring, directing, checking and supervising the process of organizing and implementing propaganda work. Moreover, international exchange and cooperation in various fields, especially politics and communication, provides opportunities for propagandizing subjects to gain experience and absorb good and bad things from communication activities of countries in the region and the world; creates the basis for the implementation of democracy in our country's propaganda work.

However, globalization and international integration have two sides. Along with the positive effects, these two processes also cause many challenges and difficulties in the implementation of democracy in propaganda work. The appearance and competition intensification among ideological trends in the world make thought life more and more complicated. Due to their economic, scientific and technological advantages, developed countries also have the upper hand in imposing the ideological, cultural, and lifestyle values to the poor countries that are dependent on them. Therefore, the openness and integration also make conditions and opportunities for the penetration of bourgeois thought movements into our country by many different ways.

On the other hand, with current information with huge amount and various directions, it is difficult for both the propagandizing subjects and objects to identify and consider whether it is right or not. Therefore, the negative effects from the globalization and international integration cause insecurity, anxiety and doubt about the path to socialism in our country, the theories of Marxism-Leninism, Ho Chi Minh ideology, lines, mindsets and policies of the Party and Government, etc. among cadres, Party members and people. This is a difficulty and also a challenge in the implementation of democracy in propaganda work; because the problem is how to identify and orient the propagandizing objects' ideology and even those who are in charge of propaganda.

In addition, the negative effect of globalization and international integration is also reflected in the fact that propaganda methods will quickly become outdated and boring compared to the rapidly growing of humans. With the achievements of the scientific and technical revolution, the selection of means serving for propaganda work has become more diverse and effective, but it is also difficult to manage and control the implementation of democracy in propaganda work.

In summary, globalization and international integration is an objective trend that affects all countries, ethnic groups in all areas of social life in both positive and negative way. It is important to properly deal with the relationship between the objective trend of globalization and the subjective impact of each country through its correct lines and policies. Therefore, the question is that how we can grasp the advantages, opportunities and overcome and solve the difficulties brought by the globalization and international integration in order to further promote democracy in our Party's propaganda work in the current period.

*Secondly, this is economic – social development.*

The problem of democracy only begins when economic benefits and needs - which are the most sensitive points in human existence - are properly and reasonably resolved. Once the democratic consciousness is encouraged, the democratic needs are fulfilled and guaranteed by socio-economic benefits relity, people will show a genuine interest in the institution. Therefore, socio-economic development is the strongest motivation of democracy. Therefore, the implementation of democracy in the Party's propaganda work also depends on economic development level and social problems resolution.

In the pre-renovation period, the economic management mechanism of planning and bureaucracy and subsidies centralizing restrains the implementation of democracy in all fields of social life in Vietnam in general and in the propaganda work in particular. The propaganda work in the previous period was mainly based on the mechanism of that superiors listened, wrote, thought and performed instead of subordinates; which created waiting, dependence, lazy thinking, no creativity, so it has destroyed the creative motivation of the propaganda staff.

In December, 1986, in the 6th National Party Congress with the spirit "looking directly at the truth, properly assessing the truth and stating the truth", our Party acknowledged its mistakes and shortcomings in the points, lines and mindsets and decided to comprehensively renovate in all aspects: economy, politics, culture, society, foreign affairs, etc., including propaganda work. Currently, the mechanism of competition, differentiation and market economy mechanism outstanding development stimulating has created the dynamism of social life, promoted economic growth, and improved people's living standards; at the same time, it's opened up a large social space for human's needs development and creative abilities. That makes the employees' personal benefits highly valued and social information related to all aspects of people's lives widely advertised by various means and forms in present modern society.

As the socialism-oriented market economy in Vietnam develops, the more the market expands, the more the expression of benefits and information affects people's lives. These two factors belong to a much higher level of development than that of the former natural production, the in-kind economy, and the command economy by plan and mechanism centralizing in bureaucracy, average and subsidies. In which, personal benefits of employees, producers and businessmen are the basis that directly creates the motivation for economic development, thus also the basis for social benefits implementation; information is necessary raw material and special fuel for social development and human activities. The richness of information content, authenticity of the ability to access complete and timely information that society can meet for people as an essential need of development. It clearly shows us that socio-economic development is the agent which promotes the democracy formation and development; and plays the role of the first important

motivation for the democratic process and democratic development in our country in the renovation.

Thus, with this socio-economic mechanism, the dynamism and positivity among cadres, Party members and people from all classes are promoted, and individual strengths and capacities are encouraged to develop. This is the foundation and motivation for democratization in all fields of social life in general and propaganda work in particular. However, the market mechanism also has its duality. This is also the land for individualism and pragmatism to flourish. In the competition of that economy, a large number of cadres, Party members and people attach importance to individual benefits and disregard collective and community benefits. They only care about material benefits but disregard spiritual life, especially ideology, morality, lifestyle and tradition. This has led to the deterioration of politics, ideology, morality and lifestyle in a large number of cadres, Party members and people in today's society.

The increasingly complicated development of the domestic and international situation requires Vietnamese people to have strong political courage; moral thought and pure emotion; enough intellection and talent to overcome difficulties and challenges of the actual revolutionary situation in nation construction and defense. Propaganda work must make a positive and effective contribution to raising people's knowledge, fostering talents and promoting the process of perfecting social relations between people. Facing new conditions and circumstances, to achieve that, the propaganda work must grasp the characteristics of the objects, strengthen information orientation; renovate the content, methods and means for the propaganda work to be more persuasive; thereby also demonstrate the democracy in the propaganda work of our Party in current period.

*Thirdly, this is politic system and social democratic process.*

In order to implement democracy and promote people's mastery to create internal resources for our country's development, it is necessary to strengthen and build a political system. In other words, the process of social democracy and the consolidation and building of the political system have a dialectical relationship with each other and affect the implementation of democracy in propaganda work in Vietnam today.

The political system is the mechanism for implementing and ensuring democracy for all citizens and the whole society, especially it has a direct effect on political democracy, creating a promotion for socio-economic and general culture development. To implement democratization to bring democratic values into citizens' life and society must necessarily renew the political system. The relationship between democracy and the political system is a dialectical relationship, affecting and transforming each other between purposes and means, causes and effects. After all, political system reformation does not have its own purpose but is aimed at democracy implementation, towards building a socialist democracy.

Democracy as defined by President Ho Chi Minh is "People are the masters" and "People master". Accordingly, "People are the masters" represents the social position, political positivity and legal status of people; while "People master" represents the practice democracy ability, a measure of people's level of democratic consciousness development as a subject of power, exercising their genuine delegation to the political and state institution. The Party, the Government, socio-political organizations and the relationships among those organizations constituting a political system are the subjects representing the will, benefits and power of the people. Those are also the subjects who receive the authorization from people and properly perform the responsibilities and obligations of the authorization in order to best fulfill the reasonable and legitimate requirements of people, and ensure they really have right of democracy and mastery.

For the political system, implementing democracy must first be democratizing that system; making that system truly a democratic political system. The mechanism for implementing socialist democracy in the political system is a social management mechanism, including a complex of principles, policies, conditions and measures to ensure the operation of the political system as a democratic system. And then, the democracy and mastery right of citizens will be protected and developed by legal system with a strong rule of law government.

On the other hand, all activities of society, including propaganda activities, must have certain conditions and motivations, considered in a system. Hegel and K. Marx had repeatedly emphasized that the most basic motivation of social development is the benefit. They believed that: benefit is not abstract, it is concrete in real life, only benefit theory generalization is "abstract" in a very complicated way. Thus, real demonstration of democracy in propaganda activity comes from the requirements of social reality in specific circumstances and according to defined goals. For Vietnam, the subject of benefit, while implementing democracy in propaganda work, must first and foremost be Vietnamese thinkers and Vietnamese people who are building socialism.

In short, the democratic mechanism in propaganda activity is an organic part of the democracy and the socialist political system in our country is gradually forming and completing. Therefore, we can conclude that the political system and social democratic process together with their relationship are one of the conditions and motivations for the implementation of democracy in propaganda work.

*Finally, this is the development of intellectuals, new media and social networks.*

V. I. Lenin said that illiterate people stood out from politics; therefore, the effectiveness of propaganda depended greatly on people's qualification. Currently, with the trend of globalization and international integration along with the country development, people have more and more opportunities to study and research to improve their



qualification. Once people's intellectual level is improved, the need for democratization of social life and freedom of thought is increasing, and the need for information orientation is also being great.

The deep understanding of Vietnamese cadres, Party members and people about all areas of social life will serve as a basis for more favorable absorption of theoretical knowledge, viewpoints and lines of the Party; especially, the need to implement democracy in propaganda work is increasingly concerned. Therefore, the requirements of the current propagandizing objects not only stop at the need to provide information, but, more importantly, how to analyze and evaluate that information. The role of information orientation in propaganda work is extremely important in creating unity of thought and consensus in the whole society. From Party to social organizations's activities, elected bodies, scientific conferences, in the press, cultural and artistic activities, etc., democratic consciousness, looking directly at the truth, renewing the way of thinking and doing have been aroused in all citizens. That both facilitates and demands that propaganda work must be innovative in quality, implement multi-dimensional information, enhance exchange, dialogue and suggest appropriate issues, etc., in order to create favorable conditions for people to promote their capacity and intelligence to contribute to the construction and defense of Vietnam.

Along with the development of people's intellectual level, the implementation of democracy in the propaganda work of our Party is now also influenced by new media and social networks. With the rapid development of the scientific and technological revolution, the media has changed rapidly and comprehensively, and its influence is not only limited to the national territory but also the world, followed by changes in all areas of life. Technology comes to change traditional media; therefore, history added a new term: "new media".

New media completely changed the habit of receiving information and communication of people. In the past, people often had to wait for information to be released on "time", as well as passively received information from traditional media such as newspapers, magazines, television, radio, movies, photos,... Today, with just one smart device connected to the network, people can actively search for news from many sources and languages at any time. Thus, from being passive and limiting the channel to receive information, people can actively create one or even many information channels of their own and have "interaction" - a unique quality of new media with the effective help of information technology and telecommunications networks.

At the same time, social networks are also growing and influencing propaganda work. The development of social networks has connected the world to every single individual, making access to information no longer as exclusive as before. According to the survey result of Dr. Luong Ngoc Vinh with the ministerial-level scientific project in 2020 "Social networks and propaganda work of the Party's ideology - opportunities, challenges and

solutions" in the article "Opportunities and challenges of social networks to the subjects and objects of the Party's propaganda work": In 2019, up to 70.78% of people who used social networks to capture information about all aspects of life; 67.5% of people who used to learn to improve knowledge (Luong Ngoc Vinh – Ngo Thanh Khien, 2020)

When using social networks, people participate in the interactive process (provide and share information), creating a multi-dimensional information environment with very diverse and rich information content. In that process, people express their thoughts, attitudes and needs on social networks. Therefore, those who do propaganda work are convenient in interacting, investigating, capturing people's thoughts and aspirations; thereby, they develop and implement content as well as use appropriate and timely propaganda methods.

Thus, the strong development of new media and social networking sites has facilitated the implementation of democracy in propaganda work. However, besides that, it also has its downside. The hostile forces have thoroughly taken advantages of the internet and new media to propagate bourgeois ideas about freedom, democracy, morality and bourgeois lifestyle. Over the past time, reactionary organizations and individuals abroad have collaborated with domestic dissidents to set up hundreds of websites and daily publish misleading propaganda in all activity fields of our society. They also provide false information, images and content to distort the truth, fabricate and slander the process of socialist democratization in Vietnam, which causes influence and confusion among a large number of cadres, Party members and people.

Therefore, carrying out propaganda work through new media and on social networks is not only spreading the ideology, viewpoints, and lines of the Party, the Government's policies and laws, and current affairs at home and abroad, etc., but also to fight and refute wrong and hostile views directly, promptly and effectively. At the same time, propaganda staffs need to actively exploit and transmit positive information, create a healthy information environment, contributing to stabilizing public opinion in order to strengthen people's confidence in the leadership of the Party and the Government.

## ***2.2. Subjective factors affecting the implementation of democracy in current propaganda work of the Communist Party of Vietnam***

*The first one is the structure, operation and operating mechanism of the propaganda work system.*

Ideological work consists of three basic processes: ideology creation and ideology application for lines and policies setting; ideology and lines and policies spread; ideology, lines and policies transformation into reality. Propaganda work is one of three parts of ideological work; corresponds to the process of ideology and lines and policies spread among people, motivating them to actively act in order to actualize such ideology, lines and policies.

This is a specific social activity and it is processive; includes the following factors:

The subject of propaganda work is the whole Party, the whole political system and propaganda staffs. Propaganda agencies at all levels, branches, organizations, and political agencies at all levels in the armed forces have the role of advising the Party committees at all levels to set lines, mindsets, as well as formulate contents and methods of propaganda work; assisting the Party committees at all levels in directing, guiding, inspecting and supervising propaganda work in the Party and the whole society. At the same time, the propaganda agency together with the agencies with the function of ideological education and propaganda staffs are the forces directly conducting propaganda work on the whole society.

The objects of propaganda works are cadres, Party members and people of all classes (workers, farmers, intellectuals, businessmen, young people, women; veterans; religious and ethnic people; resident abroad and related foreigners). In addition, the objects of propaganda work is also the social forces participating in the implementation of the country's political tasks.

The objects of propaganda work are factors that are influenced by the subject's ideology, which is consciousness and behavior, awareness, attitude, belief and action of individuals, groups, classes, etc. in the whole society; and social consciousness. Moreover, the objects of propaganda work are people's social relationships and objective social conditions where people as the objects of propaganda work are living and working.

The purpose of propaganda work is to equip cadres, Party members and people with knowledge about the ideological background, the Party and Government's lines and policies; on that basis, form for them positivity and self-discipline in practical actions to actualize the ideal goals of the Party. At the same time, propaganda work also contributes to correct distorted perceptions, fight against wrong views and actions, protecting the ideological background, the Party's lines and mindsets, the Government's policies and laws; contributes to build a new person and a new life.

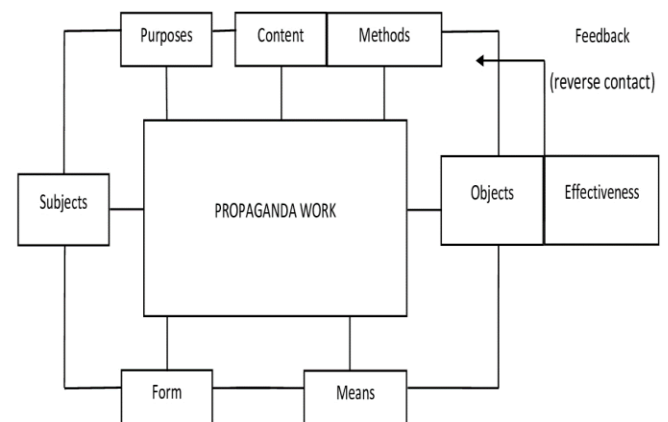
Content of propaganda work is the content of activities that the subjects of propaganda work must carry out in order to achieve the forth set purposes. Propaganda content is determined by the objects, purposes of propaganda work and specific tasks of each revolutionary period. Therefore, the content of current propaganda work is Marxism - Leninism, Ho Chi Minh ideology; the Party and the Government's lines and policies in the construction and defense of the Vietnam; and false statements of hostile forces at home and abroad to oppose the Party, Government and our country's path to the socialism.

The method of propaganda is the way and format that the subject uses to propagate and the object uses to perceive the content in order to achieve the set purpose; that is, the method of persuasion, the method of example, the method of suggestion.

The form of propaganda work is the form of the subject and the object's organizing activities to propagate and receive the content. Forms of propaganda work are very diverse and rich; specifically: word-of-mouth propaganda; propaganda through activities and clubs; propaganda through the use of the mass information system, library, books, newspapers, pictures,...; propagate through cultural, artistic and sports activities and traditional festivals; propaganda through actual sightseeing activities, typical reports;... The selection of propaganda form shall be determined by the objects, purposes, contents and conditions of the means of propaganda work.

Propaganda work effectiveness is the comparison between the result achieved by the propaganda work with the purpose of the propaganda work set out in certain social conditions and with a certain cost. The effectiveness of propaganda work is also an adjustment factor, feedback channel, and result of this thought-impact cycle, but also the starting point of a new, next-generation impact cycle.

All of the above factors influence and regulate each other and form the propaganda work system. This system operates according to regulations of the field of thought. We can generalize and show the structure, operation, and operating mechanism of the propaganda work system according to the following diagram (Luong Khac Hieu, 2017):



Thus, when considering propaganda work as one of the three processes of ideological work, it is always conducted by the subject and affects the object to achieve the set goal; this is a continuous process of many successive stages and parts. In order to achieve the goal, the propaganda work must have content and that content must be carried out by forms and methods with corresponding means. After a cycle of impact, propaganda work must achieve a certain effect. Therefore, when considered as an operating system, the structure of propaganda work includes subject, object, purpose, content, method, form, means and effectiveness; and whether democracy in propaganda work is implemented and promoted somewhat depends on the operating mechanism of this structural system.

*The second one is level of people as the object of propaganda work.*

The objects of propaganda work in society in our country include classes of people, ethnic communities, collectives and individuals in the whole society who receive the impact of propaganda work; in other words, it is all cadres, Party members and people. However, in this content, we only consider the propagandizing object as people and their level effects on the implementation of democracy in the propaganda work of our Party.

Currently, along with the development of social life fields, intellectual level of people from all classes is also increasing day by day. With a high intellectual level and an increasingly rich, diverse and multidimensional information environment, people as propagandizing objects not only passively receive the impact of propaganda work but also are actively towards propaganda work, and influence and even dominate the subjects of propaganda work. Many sharp opinions and arguments of people require the propagandizing subjects to improve their qualification, renovate methods and forms to persuade opinions to come to a consensus. Even sometimes, there are issues raised by the objects that the subjects of propaganda work have never known or fully knew, forcing them to investigate further, through which the subjects' knowledge is enhanced and more "tightened".

However, the objects' level of awareness of ideological and theoretical issues is uneven. In the work "Modifying the way of working", President Ho Chi Minh pointed out that: People do not have the same opinion, there are also different classes of people, different levels, different opinions. There are advanced, intermediate and backward classes (Ho Chi Minh, 2011, Volume 5, p.336). Therefore, propaganda staffs cannot use the same content, method for all objects, but need to deeply understand them through their opinions and feedbacks in each impact issue of propaganda work to adjust and deliver appropriate educational and propaganda content for each specific type of object. Highly qualified objects can be raised issues at a high level of generalization or deep understanding, but for objects with limited qualifications, the issues raised need to be specific, easy to understand, etc. Therefore, before performing the propaganda task, the propagandizing subject must determine: What to propagandize? To whom propagandize? Propagandize for what? How to propagandize? (Ho Chi Minh, 2011, Volume 11, p.128.). That means the propagandizing subject must learn the propagandizing object on the characteristics of mind, physiology, awareness level, thinking, ability to absorb information, etc.

In order to implement democracy in propaganda work, propaganda staffs must not miss any object, especially people of all religions, ethnic groups, people in remote and border areas and old revolutionary base area. Because if they do not receive the influence of the Party's propaganda work, it is likely that those objects will be affected by other opposing ideological flows such as propaganda by opportunistic and disgruntled elements; negative effects of religion, superstition, backward

customs, etc., aiming at carrying out the plot of "peaceful evolution" on the ideological and cultural fronts of the enemy forces. Once the propaganda staffs have mingled into, understood and built the best feelings for people, the propaganda activities will surely attract and inspire them and will achieve effective result in both perception and action for them.

*The final one is leadership, management and administration capacity of leading and managerial officers and qualification, capacity and experience of propaganda staffs.*

Propaganda work plays a great role in the revolution as well as the development process of human society. Since its inception, the Party's propaganda work has made a worthy contribution to all the victories of the Vietnamese revolution both in people's democratic national revolution and the socialist revolution. In propaganda work, staffs are one of the most important and decisive stages to promote democracy in propaganda activities. Ho Chi Minh once assessed: The success or failure of an activity is due to good or bad staff (Ho Chi Minh, 2011, Volume 5, p.280), because staffs are the root of all activities.

The staffs of Party committees at all levels (especially the Secretary) are those who have great influence and are most responsible for the propaganda work in their localities, establishments and units. In order to lead well in the implementation of democracy in propaganda work, the Party Committee level (especially the Secretary) must be those who have "a mindful vision". This means that the selected members must meet the criteria of being systematically trained political theory, strong political qualities, clear revolutionary ethics and good working capacity. Among members of all levels, the Secretary must be able to gather the cadres, have political acumen, dare to think, dare to do, dare to take responsibility before the Party and people; resolutely, promptly and severely discipline members who violate discipline in their duties performance. At the same time, as heads of agencies, units, it is necessary for the Secretary to have a mechanism to encourage and motivate members at all levels to perform actively and well propaganda work. On the contrary, a Party agency with its members having weak leadership capacity (especially the Secretary) is unable to grasp the thought and aspiration of people of all classes; once "hotspots" appear or large crowds of people complaining, they will be embarrassed, unable to lead, let some bad elements sneak in and make the situation there much more complicated.

Propaganda work is the work of Party Committee level, but first of all, a team of in-charge propaganda staffs. Propaganda staffs are "pioneering soldiers", doorkeepers" of the Party on the ideological front. If we have a propaganda team who are "very brave, resilient, intellectual, performing in an artistic way, with a scientific method of operation, and have a smooth coordination between agencies and "absolutely loyal, steadfast, firm, knowing how to organize work, having courage to fight, sufficient qualification, expertise, and profession, able to speak, able to do and able to persuade, not to be bought

ransomed by evil, hostile forces. The method must be democratic, sincere and not be forced, imposed or ordered; must be very subtle, going to the hearts of people (Nguyen Phu Trong, 2018), will bring the best quality and effectiveness in implementing democracy in propaganda work. If staffs who are assigned the task of organizing and carrying out propaganda work have not received theoretical training, are weak in qualification and still have doubt and ambiguity about the ideology of the working class, they will not dare to dialogue with people, be very embarrassed in dealing with situations that propaganda work poses, or make propaganda work ineffective. They may even be shaken by the complicated fluctuations of the revolutionary process, easily pessimistic and depressed to the immediate difficulties and temporary failure of the revolution as well as easily succumbed by sophisticated ideology offensive tactics sabotage of hostile forces.

Thus, propaganda work led by the Party is carried out by specific people, who are cadres, Party members and a team of those who perform propaganda work. Therefore, in the process of carrying out propaganda work, whether the democratic spirit can be promoted or not also depends greatly on the leadership, management and administration capacity of the leaders, managers and qualification, capacity, experience and bravery of propaganda staffs. And more than ever, we are living in a world full of changes and complications, quality, political bravery as well as the operational capacity of the propagandizing subjects are very important, contributing to implement democracy in propaganda work as well as orient right ideology for the whole society.

### III. CONCLUSION

Propaganda work is a field with high specificity because its object is the extremely complex awareness, thoughts and feelings of people; therefore, our Party pays close attention to the issue of democracy in propaganda work. The actual situation requires us to grasp quickly and promptly the strong impacts of objective and subjective factors on the implementation of democracy in propaganda work; thereby, they can make use of opportunities and advantages, and overcome challenges and difficulties in order to further promote the democracy and creativity of both the subject and object of propaganda work. Only then can we build a system of synchronous and practical solutions to further promote democracy in propaganda work in particular and improve the quality and effectiveness of propaganda work of the Communist Party of Vietnam in general in the coming time.

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