

HO CHI MINH NATIONAL ACADEMY OF POLITICS

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**COMMUNIST PARTY OF VIETNAM
LEAD CULTURAL DIPLOMACY
FROM 2006 TO 2016**

SUMMARY OF THE PHD THESIS

MAJOR: HISTORY OF COMMUNIST PARTY OF VIETNAM

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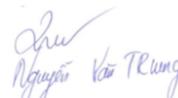
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INTRODUCTION

1. Urgency of the topic

In the process of leading the building and development of culture, especially during the renovation period, the Communist Party of Vietnam had issued a number of documents, including policies on culture and cultural diplomacy, significantly the Resolution of the 5th plenum of the 8th Party Central Committee (1998) on "Building and developing an advanced Vietnamese culture deeply imbued with national identity"[54]. This is considered the Party's cultural strategy during the period of promoting industrialization and modernization of our country. Thoroughly grasping that spirit, the 25th Conference of the Foreign Affairs Sector (2006) agreed and synchronously implemented a foreign policy based on 3 pillars: Political Diplomacy, Economic Diplomacy, and Cultural Diplomacy. Realizing the importance of cultural diplomacy, after the 25th Conference of the Diplomatic Sector, along with promoting political diplomacy and economic diplomacy to new heights, the Ministry of Foreign Affairs (MOFA) also simultaneously implemented many measures to make cultural diplomacy truly become one of the three pillars of Vietnam's diplomacy.

Along with political diplomacy and economic diplomacy, cultural diplomacy had actively promoted the image of the country and the Vietnamese people. In addition, promotional activities aim to arouse and develop the love for the homeland, the country, and national pride of the Vietnamese people; thereby, encouraging the preservation, conservation, and promotion of cultural values and traditions of the Vietnamese people. This is truly an effective information channel contributing to the overall success of foreign affairs activities, gradually enhancing the prestige and position of Vietnam in the international arena.

However, in reality, while political diplomacy, as well as economic diplomacy, is always mentioned with many great achievements contributing significantly to the cause of national building and development, cultural diplomacy is a new field and did not received due attention. Cultural diplomacy

is still a new content that needs to be further studied to further clarify the policy of the Communist Party of Vietnam in expanding cultural diplomatic relations, contributing to orienting the implementation of the Party's cultural diplomacy policy to make cultural diplomacy capable of becoming a driving force of development, contributing to building an advanced Vietnamese culture with strong national identity. Therefore, the doctoral student chose to research the topic: "*The Communist Party of Vietnam led cultural diplomacy from 2006 to 2016*" as the topic for his doctoral thesis in history, with a major: History of the Communist Party of Vietnam.

2. Research objectives and tasks

2.1. Research objectives

Clarifying the leadership of the Communist Party of Vietnam on cultural diplomacy from 2006 to 2016, achievements and limitations of cultural diplomacy; summarizing some valuable experiences for reference.

2.2. Research tasks

To achieve the above objectives, the thesis has the following tasks:

- Analyzing and clarifying the factors influencing the planning of cultural diplomacy policies of the Communist Party of Vietnam from 2006 to 2016.
- Systematically presenting the viewpoints, policies, and directions of the Communist Party of Vietnam on cultural diplomacy from 2006 to 2016 and pointing out some typical activities to implement this policy in practice.
- Evaluating the achievements and limitations of cultural diplomacy activities from 2006 to 2016 and summarizing some valuable lessons for reference.

3. Research object and scope

3.1. Research object

- Viewpoints, guidelines, policies of the Communist Party of Vietnam and policies of the State of Vietnam; the process of direction by the Communist Party of Vietnam related to cultural diplomacy from 2006 to 2016.

- Subjects implementing the guidelines, directives, and policies of the Communist Party of Vietnam and the State of Vietnam related to cultural diplomacy from 2006 to 2016.

3.2. Research scope

- Spatial scope: Cultural diplomacy activities take place in a large space both domestically and internationally, with many countries, so it is difficult to count up them all, especially the process of directing the implementation of cultural diplomacy activities in the countries. Therefore, depending on each period of time, the author chooses appropriate spaces and typical activities to express the content of cultural diplomacy.

- Scope of time: Focus on the period from 2006 to 2016, with research on the period before 2006 and after 2016. The starting point is 2006 (the 10th National Congress of the Communist Party of Vietnam), the ending point is 2016 (the 12th National Congress of the Communist Party of Vietnam).

- Scope of main content: The thesis studies the policies of the Communist Party of Vietnam on cultural diplomacy. The process of directing in the fields: Building mechanisms and policies of cultural diplomacy in foreign information activities, promoting the image of Vietnam in the world; cultural diplomacy activities through work with Vietnamese people abroad; cultural diplomacy activities through cooperation with international organizations.

4. Theoretical basis, sources of documents, and research methods

4.1. Theoretical basis

The thesis is based on the dialectical materialism and historical materialism methodology of Marxism-Leninism, Ho Chi Minh thought, the viewpoints of the Communist Party of Vietnam on foreign affairs, cultural diplomacy, international cultural exchange, and cooperation.

4.2. Source of documents

- Documents of the Party and the State of Vietnam related to foreign affairs, culture, cultural diplomacy, international cultural cooperation and exchange, tasks and goals of industrialization and modernization.

- Summary reports on culture and information; Statistical yearbook of the Foreign Affairs, Culture, and Information sector; Documents related to cultural exchange and cooperation activities with foreign countries are filed at National Archives Center III. Research works, published books, magazines, theses, dissertations, essays, ministerial-level topics, websites, etc., related to information on foreign affairs, cultural diplomacy, and international cooperation in the cultural field related to the topic.

4.3. Research methods

The main research methods used in this thesis are historical and logical methods. The historical method aims to present and analyze events related to the leadership of the Communist Party of Vietnam on the issue of cultural diplomacy in the historical process. The logical method is used in this thesis to generalize, evaluate the advantages and limitations, and draw basic experiences of the Communist Party of Vietnam in the process of leading cultural diplomacy.

5. New contributions of the thesis

- Providing a system of documents on Vietnamese cultural diplomacy from 2006 to 2016.
- Clarifying the policies and directions of the Communist Party of Vietnam on cultural diplomacy from 2006 to 2016;
- Clarifying the implementation process of the Communist Party of Vietnam on cultural diplomacy activities in the period 2006-2016
- Making comments on achievements, limitations, causes and summarizing valuable experiences

6. Scientific and practical significance of the thesis

- Scientific significance

Through researching, reproducing, and interpreting the leadership in cultural diplomacy work of the Communist Party of Vietnam, the thesis contributes to portraying the overall historical picture of the Party's leadership in cultural diplomacy in this period; contributing to making the research and

propaganda work on the history of the whole Party in the renovation period more comprehensive and profound.

- *Practical significance*

The research results of the thesis, especially the experiences drawn from the practical leadership in cultural diplomacy of the Communist Party of Vietnam, can be used as arguments and references in cultural diplomacy.

The thesis can be used as a reference in research and teaching about the Communist Party of Vietnam's leadership in cultural diplomacy during the renovation period.

7. Structure of the thesis

Thesis structure: in addition to the Introduction, Conclusion, References, Appendix, List of published scientific research works of the author related to the thesis topic, the thesis is structured with 04 chapters.:

Chapter 1: Overview of research works related to the thesis topic

Chapter 2: Policies and guidelines of the Communist Party of Vietnam on cultural diplomacy (2006-2010)

Chapter 3: Policies and guidelines of the Communist Party of Vietnam on cultural diplomacy (2011-2016)

Chapter 4: Comments and experiences.

CHAPTER 1

OVERVIEW OF RESEARCH WORKS RELATED TO THE TOPIC

1.1. RESEARCH WORKS RELATED TO THE THESIS TOPIC

1.1.1. Group of cultural research works

The book *"The Clash of Civilizations"* by Samuel P. Huntington (2007). The book *"Why Nations Fail"* discusses the picture of wealth and poverty in the world, including the impact of culture. Francois Jullien in his book *"The Intelligibility of Culture"* affirms the "reign" of culture, is the spiritual engine that fosters and motivates the masses to move and choose the direction of survival.

The book *"Power in International Relations - History and Issues"* deeply mentions the power and the use of power - the core issue in international relations, in which the book mentions some content about soft power, directly related to cultural diplomacy. The book *"Modern International Relations, New Issues Raised"* provides new approaches to some prominent issues in international relations after the Cold War, when confrontation has been gradually replaced by dialogue, foreign policies of countries and relations among countries, leading factors, impacts, including cultural content, some points about cultural diplomacy. The book *"Global issues in the first two decades of the 21st century"* provides an overview of global issues, and their impacts on international political life, including the cultural field. Regarding the cultural identity and traditional cultural values of Vietnam, there are many research works, notably: *"Traditional Values of the Vietnamese People"*, *"Basis of Vietnamese Culture"*; *"Cultural Communication and its Role in the Law of Renovation of traditions in the Culture of Vietnamese and Southeast Asian ethnic groups"*; *"Seeking for the cultural identity of Vietnam"*.

In general, in the group of cultural research works, each research work discusses a number of different aspects of culture and the laws of cultural development. The contents directly related to this topic are expressed in the issues of concepts, inevitability, roles, forms, and contents of cultural exchange,

as well as foreign affairs in the field of culture or cultural diplomacy.

1.1.2. Group of research works on cultural diplomacy, Vietnamese cultural diplomacy

There are many research works that both clarify the concept of cultural diplomacy and affirm the role and position of the cultural field in implementing foreign policy and cultural policy of countries in the world in general and in Vietnam in particular.

Cultural diplomacy is a topic that attracts the attention of both international relations researchers and international organizations. The concept was first introduced by Joseph S. Nye in his book: *"Bound to Lead: the Changing Nature of American Power"* in 1990. Cummings, Or the Demos group

Regarding textbooks, there are some typical books such as *"Government Public Relations Textbook in Foreign Culture"* (2011) edited by Le Thanh Binh; *"Diplomacy and Diplomatic Work"* (2009) by Vu Duong Huan. *"Contemporary International Issues and Vietnam's foreign relations"* by the Institute of International Relations (Diplomatic Academy), the book *"Cultural Diplomacy: Theoretical Basis, International Experiences, and Application"* (2012) by Pham Thai Viet.

Research works on cultural diplomacy as well as foreign policies of countries around the world and experiences with Vietnam such as "Foreign policy of France under the Fifth Republic"; "Research issues on the United States"; "Foreign policy of the United States after the Cold War"; "People's diplomacy in US foreign relations"; "Strategy and foreign policy of China"

The works mention and research the process of cultural cooperation between Vietnam and countries around the world: "Cultural Diplomacy in the Context of International Integration"; "Responses of Countries and Territories in Northeast Asia on the Increase of soft power"; "Chinese Cultural Soft Power - Impact on Vietnam and some East Asian countries". Workshop "ASEAN: 40 years looking back and looking forward"

Cultural diplomacy research: there have many works written about the

fields of cultural diplomacy as well as the tools to conduct cultural diplomacy such as "Cultural Diplomacy - Theoretical Basis, International Experience and Application"; and "Cultural Diplomacy and Foreign Cultural Communication in the context of International integration". Notably, in addition to such books, there are also articles published in prestigious scientific journals, articles published in specialized journals on cultural diplomacy such as: "Information and Communication and Promoting cultural diplomacy" by Do Qui Doan, Communist Review No. 797, March 2009; "*Cultural diplomacy and foreign cultural communication in the context of international integration*" by Dang Thi Thu Huong, International Studies Journal No. 1, March 2009; "*Cultural diplomacy through Festivals in Vietnam*" by Do Thi Minh Thuy, Culture and Arts Magazine No. 335, May 2012;

Research projects propose solutions to improve the effectiveness of Vietnam's cultural diplomacy.

"Cultural Diplomacy and Increasing the "soft power" of the Vietnamese People in the Process of Integration and Development" by researcher Song Thanh is quite an interesting article, reflecting relatively honestly the problems that Vietnamese cultural diplomacy encounters.

The articles "*Promoting Cultural Diplomacy in International Integration*", and "*Cultural Factors in Modern International Relations*" review the main points in international relations with cultural factors as the center and on that basis, propose some policies on cultural diplomacy for Vietnam in the new period.

Some other research works have discussed in depth how to make international cultural exchange and cooperation more effective in the renovation process, notably the article by MOFA Minister Pham Gia Khiem: "*Modern Vietnamese Diplomacy in the Integration period*

Workshop chaired by the Faculty of Culture and Development of the Academy of Journalism and Communication: "*Culture and Development in the*

Context of Globalization in our Country Today” (December 30, 2011); Workshop: “*Foreign Culture in the World of Integration* ” (held on November 30, 2011 at Hanoi University of Culture).

Looking at the overview of the group of research works on cultural diplomacy, and Vietnamese cultural diplomacy, it is found by the thesis author that there have been quite a few research works on culture, cultural diplomacy, and cultural policies of Vietnam in the period of renovation as well as international integration. At different levels, these works have described the current situation, the main features of the contents of cultural diplomacy; some aspects that have been achieved, the limitations, and directions to improve the effectiveness of cultural diplomacy activities in Vietnam.

By studying the works in this group, the author of the thesis has obtained an overview of the current state of cultural diplomacy before, during, and after the period within the scope of the research topic: "The Communist Party of Vietnam led cultural diplomacy from 2006 to 2016". This has a direct impact on solving the tasks set out by the thesis.

1.1.3. Group of research works on the Party’s leadership in the fields of culture and cultural diplomacy

Research on the Party's leadership in the field of cultural diplomacy is the topic of many works that deal with different aspects and levels, which are closely related to the topic of the thesis "The Communist Party of Vietnam Led Cultural Diplomacy from 2006 to 2016". Specifically, it is shown in the following contents:

Regarding Vietnam's foreign policy and cultural diplomacy, there are many separate works, or have been mentioned in a number of works, notably the books "*Vietnam's Foreign Policy Strategy Orientation*"; "*Ho Chi Minh's Diplomatic Thought*" [167] by former Minister of MOFA Nguyen Di Nien analyzing and highlighting President Ho Chi Minh's diplomatic thought; "*Modern Vietnamese diplomacy for the cause of Renovation (1975-2002)*" [88] edited by Dr. Vu Duong Huan

In the doctoral thesis *"The Communist Party of Vietnam led foreign affairs activities in the cultural field during the period of promoting industrialization and modernization in the period of 1996 - 2006; "Cultural diplomacy in contemporary international relations"; "Ho Chi Minh's cultural diplomacy and its application by the Communist Party of Vietnam in the process of international integration "*,

The research works compiled in group 3 are more in-depth research works (compared to groups 1 and 2) on the issue of the leadership by the Communist Party of Vietnam in cultural diplomacy activities. However, the research purposes, spatial scope, time, and objects of these works are different. Although they mention the Party's policy on expanding international cooperation in the fields of culture as well as cultural diplomacy, they are not systematic or do not analyze deeply according to the purpose of clarifying the Party's leadership in cultural diplomacy.

1.2. OVERVIEW OF RESEARCH RESULTS OF PUBLISHED SCIENTIFIC WORKS AND ISSUES THAT THE THESIS FOCUSES ON IMPLEMENTATION

1.2.1. Research results

Researching the issue of *"The Communist Party of Vietnam led cultural diplomacy from 2006 to 2016"* and surveying works related to the topic, through the 3 groups of works above, the author realizes that this is an issue that is receiving a lot of attention from researchers and is explained in different aspects; different levels. Previous research works all have great reference values. These works have helped to clarify the role of culture in international relations in general and as an important tool in foreign policy, and national diplomacy; theoretical works have developed the connotation of the concept of cultural diplomacy as a foundation for subsequent studies, even though they are still not completely unified; systematizing a part of the process of the Party leading cultural diplomacy in different historical periods.

In addition, these works are not systematic or do not in-depth analyze

according to the purpose of clarifying the Party's leadership in cultural diplomacy; have not clarified the direction of implementing the cultural diplomacy policy; have not deeply assessed the advantages and limitations of the Party in leading and directing the implementation of cultural diplomacy activities; have not drawn experiences from the Party's leadership in this issue. These works and articles are suggestions and reference materials to help the author have conditions to describe, evaluate, and solve problems related to the content of the topic.

1.2.2. The issues focused on by the thesis

Within the framework of the thesis, the author focuses on researching and solving the following contents:

- Analyzing the factors influencing the Party's policy planning in the period from 2006 to 2016.

- Clarifying the Party's policies and implementation process on cultural diplomacy from 2006 to 2016 in the following areas: cultural diplomacy through foreign information activities; promoting the image of Vietnam; Overseas Vietnamese affairs; and Cultural diplomacy through cooperation channels with international organizations.

- Evaluating achievements and limitations and summarizing some valuable experiences for reference, providing scientific arguments for policy-makers to refer to, contributing to improving the effectiveness and quality of cultural diplomacy activities.

CHAPTER 2

POLICIES AND GUIDELINES OF THE COMMUNIST PARTY OF VIETNAM ON CULTURAL DIPLOMACY (2006-2010)

2.1. Some concepts

2.1.1. Concept of Diplomacy

Diplomacy is an important activity to realize national interests in resolving international relations. With such importance, the diplomacy of countries today is not only limited to the political field as before, but it is carried out in all fields: politics as well as economics and culture, etc.

2.1.2. Concept of Diplomacy

Cultural diplomacy is a specific field of diplomacy related to establishing, developing, and maintaining relations with other countries in the cultural field to promote, exchange culture, and develop the soft power of culture to achieve the country's foreign policy goals.

2.1.3. The relationship between culture and diplomacy

It is clear that culture and diplomacy have an interactive and mutually supportive relationship. It can be said that cultural values are sustainable spiritual support for foreign affairs activities, which can be promoted with partners to effectively implement policies such as politics as well as the economy and culture of the country.

2.1.4. Concept of cultural diplomacy

Cultural diplomacy is a special field of diplomatic activities, related to the use of culture as an object and means to achieve the basic and important goals of a country's foreign policy, create a good image of the country as well as promote the national culture and language.

2.2. FACTORS INFLUENCING THE PARTY'S POLICY DETERMINATION ON CULTURAL DIPLOMACY

2.2.1. Ho Chi Minh's thought on cultural diplomacy

In the abundant and valuable treasure of ideas that President Ho Chi Minh left for posterity, none of his works or articles directly mention cultural

diplomacy. However, studying Ho Chi Minh's thought, we can clearly see his extremely profound arguments on cultural diplomacy. Throughout his life of revolutionary activities, he not only creatively applied and developed Marxism-Leninism into the Vietnamese revolutionary practice, but also inherited and creatively promoted the quintessence of Eastern culture, selectively absorbing the quintessence of Western culture, making his thoughts brilliant and profound.

2.2.2. International context and domestic situation

2.2.2.1. *International context*

Firstly, the strong development of scientific and technological revolution

The scientific and technological revolution has had a strong impact on cultural diplomacy, contributing to fundamentally changing the form of operation as well as improving the effectiveness of cultural diplomacy activities. If in the past, a cultural diplomacy activity could only influence a certain number of audiences in a country, nowadays, thanks to information technology, a cultural diplomacy activity not only influences the majority of audiences in that country but can also influence audiences in many countries, even globally. Science and technology to optimize the effectiveness of cultural diplomacy activities.

Secondly, the globalization and trend of increasing cooperation and interdependence

The impact of globalization on the cultural life of countries is one of the factors that motivate countries to promote cultural diplomacy. In the context of globalization, culture is an area that is easily influenced, in which cultural identity and traditional culture are most easily influenced. Properly handling the relationship between protecting national cultural identity and selectively absorbing the quintessence of human culture would enrich the country's culture and promote cultural and social development.

Thirdly, the growing role of soft power in international relations

The efforts of countries in implementing cultural diplomacy strategies and activities to achieve their foreign policy goals, to spread national values to

the world through performances, introductions, displays, and exhibitions of images of the country, people, types, and fields of culture, etc., are contributing to bringing national soft power to the world. In other words, cultural diplomacy activities contribute to bringing the country's cultural values into power in the international arena.

2.2.2.2. Domestic situation

Firstly, the country has achieved many achievements in all aspects, its position and power are increasingly enhanced in the international arena.

At this stage, in the trend of peace and development of all mankind, Vietnam is actively integrating deeply into the great ocean of international integration. After 20 years of renovation, with important achievements made in politics and economy, open and stable diplomatic relations, the country's position and strength have been enhanced, becoming an important potential for Vietnam to be completely confident to go further in the great ocean of the world.

Secondly, traditional culture deeply imbued with national identity

In the context of strong development of cultural integration and exchange, the Vietnamese culture with its long-standing and rich characteristics creates a valuable comparative advantage, creating favourable conditions for Vietnam to successfully integrate into the world. It can be seen that Vietnam has a great source of cultural strength, which is a solid foundation for implementing cultural diplomacy, enhancing the position, and consolidating the soft power of the country.

2.2.2.3. The status of cultural diplomacy before 2006

Vietnam's cultural diplomacy during the resistance war against French colonialism and the resistance war against America to save the country (1945-1975).

In summary, during the two resistance wars, Vietnam performed well in the work of information and propaganda, so it received active support for the just war to defend the homeland from the international community.

Cultural diplomacy is the "glue" that strengthens political relations, strengthens

solidarity with countries in the socialist bloc, and peace-loving movements in the world; at the same time, it is a propaganda channel for the just war of the Vietnamese people.

Vietnam's cultural diplomacy (1975-1990)

In short, cultural diplomacy during this period played an important role in introducing Vietnam's policies and guidelines to international friends, gaining sympathy and increasing support from international friends, making an important contribution to breaking the embargo, paving the way for the success of the country's renovation, building and development.

Vietnam's cultural diplomacy in the period 1990-2005

Renovation and focus on cultural diplomacy activities is an important turning point marked by the Resolution of the 5th Central Committee, 8th tenure on building and developing an advanced Vietnamese culture deeply imbued with national identity (1998) which is considered the cultural strategy of the Communist Party of Vietnam in renovation, identifying the task of expanding international cooperation in culture. Cultural diplomacy at this time is considered an important content closely linked with political and economic diplomacy to serve the goal of national development and enriching national culture.

2.3. POLICY OF THE COMMUNIST PARTY OF VIETNAM ON CULTURAL DIPLOMACY (2006-2010)

Vietnam's diplomatic strategy in the 21st century was first proposed at the 10th National Congress of the Communist Party of Vietnam (2006).

Then, the "Cultural Development Strategy to 2020" was approved by the Prime Minister and issued together with Decision No. 581/QĐ-TTg dated May 6, 2009. The development of the "Cultural Development Strategy to 2020" is to concretize and institutionalize the Party's viewpoints and guidelines on cultural development, establish goals, tasks, and key solutions; as a basis for planning and formulating policies to implement the building of an advanced Vietnamese culture deeply imbued with national identity in the period of industrialization,

modernization and international integration. On that basis, the strategy "Cultural Diplomacy to 2020" was issued under Decision No. 208/QD-TTg dated February 14, 2011, of the Prime Minister.

2.4. IMPLEMENTATION PROCESS

2.4.1. Gradually perfecting mechanisms and policies

The 25th Conference of the Foreign Affairs Sector (November 2006) discussed cultural diplomacy and considered it one of the three important pillars of Vietnamese diplomacy, along with political diplomacy and economic diplomacy.

Directive No. 4252/2008/CT-BNG, dated December 23, 2008, of the Ministry of Foreign Affairs, on Strengthening cultural diplomacy to create new momentum for Vietnamese diplomacy in the process of international integration was issued on December 23, 2008.

Regarding State management in cultural diplomacy, on January 16, 2008, the Department of International Cooperation, Ministry of Culture - Sports and Tourism (MCST) was officially established on the basis of reorganizing the Department of International Cooperation, Ministry of Culture - Information (formerly), in Decision No. 23/2008/QD- BVHTTDL.

Identified as a product of foreign policy combined with cultural policy, MCST and MOFA signed a cooperation agreement in the field of foreign cultural affairs (the 2008-2015 period) on September 12, 2008, to coordinate actions in implementing cultural diplomacy.

When launching the 2009 Cultural Diplomacy Strategy, MOFA also identified issues surrounding Cultural Diplomacy: concepts; objects, goals, tasks, guidelines, and guiding viewpoints for cultural diplomacy,

2.4.2. Directing cultural diplomacy through foreign information activities

In the context of Vietnam's profound international integration, foreign information work plays a very important role, making the world understand clearly and correctly about Vietnam, thereby gaining international support to serve the cause of national building and defense. Recognizing that importance,

implementing the renovation policies and guidelines led by the Party, the information exchange mechanism, and coordination of actions between the Ministry of Foreign Affairs, the Central Propaganda Department and ministries and branches have been gradually improved, promoting efficiency in providing and orienting information, especially when facing complex issues. Foreign information work was actively, synchronously, and comprehensively deployed, with many diverse forms and increasingly rich content.

2.4.3. Directing the work of promoting Vietnam's image

2.4.3.1. Building Vietnamese cultural and historical facilities and works abroad

Vietnam has built a number of cultural and historical works abroad such as: Uncle Ho relic site in Thailand; Uncle Ho monument in the capital of Mexico. These works mark the presence of Vietnamese culture in other countries, attracting the attention and understanding of international friends about the country's culture; at the same time, they are also a recognition of the cooperative relationship between the two countries in the field of socio-culture.

2.4.3.2. Participating in international cultural and artistic exchange and cooperation activities at home and abroad

Vietnamese cultural and artistic exchange activities abroad are an important form of cultural diplomacy. Every year, Vietnam sends cultural and artistic delegations abroad to participate in performance activities to introduce the country, people, and culture of Vietnam to the world.

2.4.3.3. Cultural diplomacy through Vietnam Day Programs abroad

It can be said that the Vietnam Day Programs Abroad are one of the most important contents of cultural diplomacy in general, and cultural diplomacy between Vietnam and other countries. At the same time, the Vietnam Day Programs Abroad are also the highest expression of the combination of political diplomacy, economic diplomacy, and cultural diplomacy.

2.4.3.4. Combining cultural diplomacy activities with foreign affairs activities

Another important form of cultural diplomacy is the combination of

cultural and artistic programs with political activities, the most common ones are visits paid by high-ranking Vietnamese leaders to countries around the world.

2.4.3.5. Building a national brand

Through specific programs and activities, Cultural Diplomacy contributes to conveying to international friends the image of a peace-loving, friendly, open-minded Vietnam, a heroic, indomitable, humane Vietnamese people, a glorious history, a culture rich in identity, a country with many cultural and natural heritages, many beautiful landscapes, and so on.

2.4.3.6. Promoting Vietnam's image to international friends through tourism activities

During the period 2006-2010, the cooperation relationship of Vietnam tourism with countries around the world as well as regional and international organizations was promoted and strengthened.

2.4.4. Directing cultural diplomacy work through Overseas Vietnamese affairs

Carrying out cultural diplomacy activities related to the Overseas Vietnamese community is both a way to maintain national identity and, at the same time, through them, the image of the country and Vietnamese people will be promoted more widely and effectively to the international community.

2.4.5. Directing cultural diplomacy through cooperation channels with international organizations

2.4.5.1. UNESCO

Cultural diplomacy through UNESCO mainly aims to persuade this organization to recognize Vietnam's cultural heritage, natural heritage, cultural diversity, civilization, ethics in science and technology, etc. Thereby, based on UNESCO's influence, these heritages can be promoted to countries around the world.

2.4.5.2. ASEAN Organization

Besides UNESCO, ASEAN also plays an important role as an

international cooperation channel in Vietnam's cultural diplomacy activities in general.

2.4.5.3. EU Organization

2.4.5.4. Other organizations

Besides UNESCO, Vietnam also participates in other international organizations related to culture such as BIE (The Bureau International des expositions; English: International Bureau of Expositions), TFACCA (International Federation of Arts Councils and Cultural Managers), ICROOM (World Museum Organization), INCP (International Network on Cultural Policy), etc. Besides, there are also private organizations such as New7wonders, TV channels such as CNN, BBC, businesses such as London taxi company, and so on.

CHAPTER 3

POLICIES AND GUIDELINES OF THE COMMUNIST PARTY OF VIETNAM ON CULTURAL DIPLOMACY (2011 - 2016)

3.1. NEW FACTORS INFLUENCING THE PARTY'S POLICY PLANNING ON CULTURAL DIPLOMACY

3.1.1. International context

The world context in the period of 2011-2016 had many rapid, complex, and unpredictable changes. Major countries have adjusted their strategies, both cooperating, compromising, and competing, causing complicated situations in many regions and some countries. The scientific and technological revolution, knowledge economy, and globalization process have taken place strongly, deeply influencing the development of many countries. With the trend of globalization and deep international integration, cultural diplomacy is increasingly widely used in many diverse forms and plays a more important role in the diplomacy of each country because the strong influence of culture has a great impact on building trust, helping to deepen and tighten political and economic relations among countries.

3.1.2. Domestic situation

The achievements in economics, politics, and society, including cultural diplomacy, have contributed to bringing Vietnam to a new height in the region and the world, creating a position and strength for the country to enter a period of comprehensive integration. In that context, cultural diplomacy plays an increasingly important role in promoting a new image of the country and people of Vietnam, paving the way for the expansion of international relations. To achieve such result, the Communist Party of Vietnam continues to supplement and perfect the theoretical understanding of cultural diplomacy to suit the realities.

3.1.3. Some new requirements for cultural diplomacy

Entering a new phase, since 2011, the Communist Party of Vietnam has determined to further raise awareness of cultural diplomacy, clearly define

goals, tasks, and key solutions to develop cultural diplomacy as a true pillar in Vietnam's comprehensive and modern foreign policy, contributing to maintaining a peaceful environment, creating favourable international conditions for the renovation process, promoting economic and social development, industrialization and modernization of the country.

3.2. POLICY OF THE COMMUNIST PARTY OF VIETNAM ON CULTURAL DIPLOMACY (2011-2016))

In 2011, for the first time in the Congress Documents of the Communist Party of Vietnam, the phrase "cultural diplomacy" appeared, and determined to have an equal position with political diplomacy and economic diplomacy.

This is a new guideline on the cultural development policy and foreign policy of the Communist Party of Vietnam. This is the development of the thinking of the Communist Party of Vietnam on cultural diplomacy. This new policy has truly created a turning point for cultural diplomacy activities in the period of comprehensive industrialization and modernization of the country. Cultural development is identified as the core factor for developing cultural diplomacy in Vietnam.

At the 12th National Congress (2016), the Party continued to adjust and supplement the cultural theory system and reflect the common value orientation in building and developing the country's culture in the period of industrialization, modernization, and international integration.

3.3. PROCESS OF IMPLEMENTATION

3.3.1. Continue to direct the completion of mechanisms and policies

Resolution No. 33-NQ/TW dated June 9, 2014, on "building and developing Vietnamese culture and people to meet the requirements of sustainable national development" affirmed that culture must be placed on par with economics, politics, and society and requires proactive international integration in culture.

Implementing the Party's policy, the Foreign Affairs sector developed an

"Action Plan to implement the Cultural Diplomacy Strategy to 2020" signed by the Minister of Foreign Affairs (April 2013) which was seriously implemented and promoted by all units in MOFA and Vietnamese representative agencies abroad.

In February 2015, the Prime Minister signed a Decision approving *"Vietnam's Foreign Cultural Strategy to 2020, with a vision to 2030"*.

3.3.1.1. Objectives in policy making:

The goal is determined based on the document of Cultural Diplomacy Strategy to 2020, which is to promote cultural diplomacy activities to make the world understand more about the country and people of Vietnam, strengthen the building of trust with countries around the world, bring the relationship between Vietnam and its partners into depth, stability and sustainability, thereby enhancing the country's position in the international arena, creating conditions for socio-economic development.

3.3.1.2. Orientation of policy

In the Cultural Diplomacy Strategy to 2020, cultural diplomacy is identified, along with economic diplomacy and political diplomacy, as three pillars of Vietnam's comprehensive and modern diplomacy. These three pillars are closely linked and influence each other, contributing to the implementation of the Party and State's foreign policy.

3.3.1.3. Methods and measures of policy implementation

In the Cultural Diplomacy Strategy, in addition to policy measures such as strengthening theories and awareness of cultural diplomacy, continuing to build and perfect mechanisms and policies on cultural diplomacy, specific measures are applied including: First, promoting training activities and fostering human resources for cultural diplomacy; Second, ensuring resources for cultural diplomacy including establishing a cultural diplomacy fund managed by the Ministry of Foreign Affairs; Third, linking cultural diplomacy activities with the work of the Overseas Vietnamese community; Fourth, linking cultural diplomacy and political and economic diplomacy; Fifth, promoting the image of Vietnam; Sixth, diversifying types of international title campaigns.

3.3.2. Directing cultural diplomacy through foreign information activities

Implementing the Politburo's "Strategy for the Development of Foreign Information Work for the Period 2011-2020", ministries and branches have implemented foreign information strategies, including cultural diplomacy. The Politburo's strategy is an important guiding document on foreign information work, which sets out groups of tasks and synchronous solutions to overcome current limitations and weaknesses, so as to create a breakthrough in renovation and improve the quality of foreign information activities in the new development stage of the country.

3.3.3. Directing the work of promoting Vietnam's image

3.3.3.1. Building Vietnamese cultural and historical facilities and works abroad

Vietnam's cultural and historical facilities and works abroad have truly become bridges in foreign cultural relations, actively contributing to the overall success of Vietnam's diplomatic activities on the path of integration and development.

3.3.3.2. International cultural and artistic exchange and cooperation activities at home and abroad

Through international cooperation in organizing cultural events, cultural exchange activities will contribute to enhancing mutual understanding and strengthening relations between the Vietnamese people and other countries.

Through international art exchanges, Vietnam has shown its development in the art field, clearly demonstrating the view that culture is the foundation of society, permeating all aspects of human life and contributing to bringing the image of the country and people of Vietnam further afield.

3.3.3.3. Cultural diplomacy through Vietnam Day programs abroad

Vietnam conducted a series of cultural diplomacy activities with more frequency in close neighbouring countries such as Laos, Cambodia or large-scale activities to celebrate Vietnam Days in Japan (2013),

Vietnam Year in Italy (2013), Vietnam Days in the Netherlands (2014), Vietnam Days in Qatar and UAE (2014), Vietnam Days in the United States (2015), etc., Vibrant activities in Indonesia, India, Korea, France, Germany, England, Russia, Czech Republic, Chile, Australia, and so on. Thus, cultural diplomacy activities with the role of "catalysts" have contributed to promoting relations between Vietnam and countries, regional and international organizations, helping foreign friends to know about the country, people, achievements, policies, and desires of Vietnam; at the same time, helping Vietnam better understand its friends and partners in different fields.

3.3.3.4. Combining cultural diplomacy activities with foreign affairs activities

Cultural diplomacy activities, integrated into high-level visits and delegation exchanges between Vietnam and other countries. These activities have played a positive role in changing the perception of international partners towards Vietnam. The activities help enhance mutual understanding, thereby leading to friendliness and ultimately commitments to strengthen cooperation and promote friendship.

3.3.3.5. Building national messages and brands

For more than 5 years (2011-2016), Vietnam always made efforts to build product brands and export brands abroad. The National Brand Program is a government program launched in 2003, with the aim of promoting the national image and national brand through product brands (goods and services). This is a long-term trade promotion program to build and promote the national image through Vietnamese product brands in domestic and foreign markets.

3.3.3.6. Promoting Vietnam's image to international friends through tourism activities

Tourism is considered a spearhead economic sector with a high level of synthesis, playing an important role for every country in the world today. Nowadays, people have a high standard of living, and a high level of education, so tourists in other countries have the demand to explore and learn about other

cultures through tourism. It is tourists who bring Vietnamese culture, lifestyle, customs, and cultural habits to other countries and from other countries in the world to Vietnam.

3.3.4. Directing cultural diplomacy through working with Vietnamese people abroad

The Directive “On Strengthening Cultural Diplomacy, Creating New Dynamics for Vietnamese Diplomacy in the Process of International Integration” emphasizes an important task of Vietnamese cultural diplomacy: “Promoting the mobilization and support of the Overseas Vietnamese community, as both beneficiaries and subjects of Cultural Diplomacy activities, in order to preserve cultural identity, national traditions and actively participate in propaganda activities, promoting the image of the country, people and culture of Vietnam in the host country.”

3.3.5. Cultural diplomacy through cooperation with international organizations

3.3.5.1. UNESCO

During this period, the campaign for UNESCO to recognize Vietnam's cultural and natural heritages is still a major orientation in Vietnam's cultural diplomacy activities.

From 2011 to 2016, Vietnam was recognized by UNESCO for its 6 intangible cultural heritages.

3.3.5.2. EU Organization

Vietnam - EU relations from 2011 to 2016 continued to be promoted in many aspects.

3.3.5.3. ASEAN Organization

CHAPTER 4

COMMENTS AND EXPERIENCES

4.1. SOME COMMENTS

4.1.1. Advantages

Firstly, the Party's awareness of the position and role of cultural diplomacy has been enhanced compared to previous periods.

This is a period marking a remarkable development in the thinking of the Communist Party of Vietnam when it increasingly recognizes the role and importance of cultural diplomacy, placing it on par with political diplomacy and economic diplomacy in the overall foreign policy strategy of Vietnam.

In particular, the Cultural Diplomacy Strategy to 2020, the Vietnam Cultural Foreign Affairs Strategy to 2020, and Vision 2030 are the first two official documents shaping Vietnam's cultural diplomacy.

Secondly, the direction of cultural diplomacy must ensure focus, key points, and appropriateness to each specific time

To promote the development of Cultural Diplomacy, during the implementation process, the Party has promptly supplemented new and specific policies and guidelines on cultural diplomacy for approval to create a more favorable environment for Ministries, Departments, Branches, etc., to participate in cultural diplomacy activities at home and abroad

Thirdly, cultural diplomacy has achieved many important achievements.

Under the close direction of the Party, the coordination among relevant ministries, departments, branches, and localities, along with the focus on investing resources to develop cultural diplomacy, from 2006 to 2016, many cultural diplomacy activities have been implemented synchronously both domestically and internationally. These activities are diverse, rich in form, and have gained many achievements, on some of the following basic contents.

4.1.2. Limitations

In addition to the achievements, in the period 2006-2016, cultural diplomacy still faced some shortcomings and inadequacies. The following

contents are worth noting:

Firstly, the promotion of cultural diplomacy activities was not given due attention.

Secondly, the management mechanism and direction were not synchronous and unified.

Thirdly, the resources for cultural diplomacy were limited, the specialized staff was so small in quantity and inexperienced.

Fourthly, cultural diplomacy activities are not commensurate with its potential.

4.1.3. Causes of advantages and limitations

Firstly, the cause of advantages:

The success of Vietnam's cultural diplomacy during this period was thanks to the Party and State's recognition of the importance of cultural diplomacy.

Secondly, the cause of limitations:

Many cultural diplomacy activities were still considered as sideline activities. There was not an adequate investment to exploit the deep, longterm impacts created by the national cultural dimension.

4.2. SOME EXPERIENCES

4.2.1. Raising awareness of the entire Party and people about cultural diplomacy and constantly supplementing and perfecting the Party's guidelines and the Vietnamese State's policies on cultural diplomacy to suit reality

During the renovation period, especially the period of 2006-2016, the Communist Party of Vietnam outlined guidelines and viewpoints and focused on supplementing and developing theories on cultural diplomacy, including concepts, positions, roles, connotations, goals, tasks, directions, solutions, and basic contents of cultural diplomacy in the overall progressive diplomacy imbued with Vietnamese national identity; linking cultural diplomacy with political diplomacy, economic diplomacy, and overseas Vietnamese affairs to create comprehensive diplomatic strength.

4.2.2. Implementing the policy on socializing cultural diplomacy work

The consistent policy of socializing cultural diplomacy activities of the Communist Party of Vietnam is demonstrated through the development of mechanisms and policies to encourage the participation of social organizations and enterprises (domestic and foreign) to expand investment activities in the field of cultural diplomacy. Thoroughly grasping the viewpoint that cultural diplomacy is the responsibility of the entire political system and the people, the Party has pointed out the need for the active participation of departments, unions, organizations, enterprises, and people in this work.

4.2.3. Promoting the proactive and creative spirit of ministries, localities, and the entire population in thoroughly grasping and applying the Party's guidelines and the State's policies on cultural diplomacy

In planning and applying the Party and State's cultural diplomacy policies and guidelines, ministries, departments, and branches have been flexible and creative in building cultural diplomacy package programs including programs specific to each country and region, which is also one of the measures to improve the effectiveness of cultural diplomacy activities.

4.2.4. Develop a strategy for cultural diplomacy, improve the legal system, regimes and policies on cultural diplomacy in the work of the overseas Vietnamese community

In the period of 2006-2016, the Communist Party of Vietnam has directed relevant ministries, departments and branches to develop many models of practical cultural activities in the overseas Vietnamese community, notably such as:

- To step up the importance of the dissemination of the Vietnamese language abroad; actively implement the Project "Supporting the teaching and learning of Vietnamese for overseas Vietnamese", first of all, pilot in Laos, Cambodia, Russia, the Czech Republic, the United States and Canada... in order to preserve and develop the use of Vietnamese language and promote Vietnamese culture.

- The Government approves the establishment and management of activities of overseas Vietnamese cultural centers and cultural houses under the project "Building overseas Vietnamese cultural centers".

- The Communist Party of Vietnam also attaches great importance to consolidating and organizing overseas Vietnamese households, Vietnamese associations.

4.2.5. Closely linking cultural diplomacy with political diplomacy and economic diplomacy; preserving national cultural identity

In respect of political diplomacy.

During the implementation process, the Communist Party of Vietnam always directed to focus on improving the cultural content in the official visits of high-ranking leaders by increasing the "cultural material" for speeches; including in the trip schedule activities to visit typical cultural works of partners.

In respect of economic diplomacy.

Through strong political relations with important partners, cultural diplomacy contributes to creating many opportunities for economic cooperation between us and our partners. Cultural diplomacy activities such as promoting the country's image have attracted a large number of tourists and strengthened the confidence of investors in Vietnam such as the international fireworks competition in Da Nang, beauty contests hosted by Vietnam, and so on.

Preserving national cultural identity and absorbing the quintessence of world culture.

To effectively carry out cultural diplomacy, the Communist Party of Vietnam always identifies the development of the country's culture as the foundation for promoting Vietnamese culture to the world in general and for cultural diplomacy in particular.

CONCLUSION

After doing the research on the topic "*The Communist Party of Vietnam led cultural diplomacy from 2006 to 2016*", the thesis achieved the following results:

1. Based on the survey of typical research works, it can be seen that cultural diplomacy is an issue that has been, is, and will continue to receive much attention and research from scholars at home and abroad. The close and smooth combination of cultural diplomacy with political diplomacy and economic diplomacy creates a solid tripod, contributing to the overall strength of modern Vietnamese diplomacy to achieve a common goal of effectively contributing to the cause of building and defending the fatherland.

2. The thesis clarifies the theoretical and practical basis for the Communist Party of Vietnam to plan the cultural diplomacy policy for the period from 2006 to 2016 as well as systematically presents the Party's guidelines and the State's policies on cultural diplomacy from 2006 to 2016 and typical activities to implement the policy through the documents of the 10th, 11th, and 12th National Congresses of the Party, the Party and State's documents on cultural diplomacy, cultural development, foreign culture, and Resolutions of conferences of the Vietnamese Foreign Affairs sector from 2006 to 2016.

3. For more than 10 years, from 2006 to 2016, cultural diplomacy activities, Vietnamese cultural diplomacy activities were carried out in many diverse forms both domestically and internationally. In particular, cultural diplomacy activities were most clearly demonstrated through the following activities: (1) Information and communication work; (2) Building Vietnamese cultural and historical facilities and works abroad; (3) Participating in international cultural and artistic exchange and cooperation activities at home and abroad; (4) Combining cultural diplomacy activities with foreign affairs activities; (5) Building national messages and brands; (6) Overseas Vietnamese affairs; (7) Relations with UNESCO and other cultural cooperation institutions;

(8) Promoting the image of Vietnam to international friends through tourism activities.

4. The successful organization of many cultural diplomacy activities in various forms has contributed to strengthening the relationship between Vietnam and countries around the world, maintaining a peaceful and stable environment, enhancing the prestige and position of Vietnam in the international arena, promoting the country's image, honouring cultural values and the image of Vietnamese people in the world and absorbing the quintessence of human culture.

However, it can be seen that the implementation of the Party's guidelines and the State's policies on cultural diplomacy, from the practical results, still had some limitations and shortcomings, notably that by 2016, there were not any fundamental and clear changes in cultural diplomacy activities. This situation led to some cultural diplomacy activities being scattered, spread out, lacking depth, and not as effective as potential and desired.

To effectively carry out cultural diplomacy, it is necessary to focus on many issues, including some basic contents such as: raising awareness of cultural diplomacy at all levels and sectors to clearly see the importance of cultural diplomacy; there needs to be a national coordination mechanism to mobilize the total strength of the people at home and overseas Vietnamese for cultural diplomacy, closely connecting overseas Vietnamese with Vietnamese people at home; training and developing a team of professional and modern cultural diplomacy cadres to meet the requirements of the new form; further improving the quality of cultural diplomacy activities through the application of achievements of the revolution in science, technology and modern technology to diversify the forms of promotion and advertising of the image of the country and Vietnamese people to international friends.

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