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**DEMOCRACY IN PROPAGANDA WORK IN THE  
MEKONG DELTA REGION AT PRESENT**

**Minor: Ideological work**

**Code: 9310201**

**SUMMARY OF DOCTORAL THESIS IN POLITICAL SCIENCE**

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- National Library of Vietnam;
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## INTRODUCTION

### 1. Rationale

During the revolutionary leadership, the Communist Party of Vietnam has always identified democracy as both the goal and the motivation of the country's development. Promoting socialist democracy, ensuring the people's mastery is essentially the people's mastery over all fields of social life; including ideological work in general and propaganda work in particular.

Propaganda work - one of the three parts of ideological work, plays an important role in providing and orienting information; contributing to creating unity in the Party and consensus in society. Democracy in propaganda work ensures subjects and objects to express and exercise initiative, self-discipline and creativity in propagating, educating and absorbing and perceiving Marxism-Leninism and Ho Chi Minh's ideology, the program, lines and undertakings of the Party and the policies and laws of the State, etc. This is a very necessary and urgent issue in the current context; this issue should be raised as a point of view, a policy in propaganda work.

The Mekong Delta region has a very important position in the strategy of socio-economic development, security - defense of our country. This is also one of the key areas to fight against hostile forces at home and abroad. In the face of complicated developments in the international and domestic situation, hostile and reactionary forces are trying to sabotage and distort Marxism-Leninism, Ho Chi Minh's ideology, lines and undertakings of the Party and State with the aim of reducing the People's confidence in the leadership of the Party and the management of the State on a national scale in general and in the Mekong Delta in particular. Therefore, protecting the Party's ideological foundation and fighting against wrong and hostile views are extremely important tasks of the entire Party, army and people in the Mekong Delta; it requires the propaganda work to be really quality and effective. Therefore, implementing and promoting democracy in propaganda work in the Mekong Delta has become more and more important and urgent.

In recent years, democracy in propaganda work in the Mekong Delta has undergone a renewal and achieved important results. Subjects and objects express and exercise the spirit of self-discipline, initiative, positivity and creativity in the propaganda work, from the stage of leadership and management to the process of implementation organization and efficiency evaluation; through which, the quality and effectiveness of regional propaganda are improved; The people trust and support the views, guidelines, policies and laws of the Party and State, maintain socio-political stability, and better promote the people's mastery role in all areas of social life. However, the implementation of democracy in propaganda work in the Region still has limitations and weaknesses such as: leadership and management activities of the Party committees and authorities at all levels are sometimes loose and formal; the determination of content and selection and use of methods, forms

and means of propaganda are sometimes not really suitable to the target audience and local circumstances; the evaluation of the efficiency of propaganda is sometimes still superficial and formal.

Stemming from the above theoretical basis and practical situation, the author realizes that the study of democracy in propaganda work in the Mekong Delta is a necessary and urgent issue. Therefore, the author decided to choose the topic "*Democracy in propaganda work in the Mekong Delta at present*" to be the doctoral thesis in political science, minoring in ideological work.

## **2. Objectives and missions of the research**

### **2.1. Objectives of the research**

On the basis of clarifying theoretical and practical issues of democracy in propaganda work in the Mekong Delta region; thesis proposes viewpoints and solutions to promote democracy in propaganda work in the Mekong Delta in the coming time.

### **2.2. Missions of the research**

To achieve the research objectives, the thesis focuses on clarifying the following tasks:

- Reviewing scientific works related to the thesis topic, commenting on those research works, identifying issues that need further research;
- Analyzing and clarifying theoretical issues about democracy in propaganda work;
- Overviewing, analyzing the situation, clarifying the problems posed to democracy in propaganda work in the Mekong Delta region;
- Proposing, interpreting, analyzing the scientific basis of viewpoints and solutions to promote democracy in propaganda work in the Mekong Delta in the coming time.

## **3. Object and scope of the research**

### **3.1. Object of the research**

The research object of the thesis is democracy in propaganda work in the Mekong Delta region.

### **3.2. Scope of the research**

About the content: The thesis researches about democracy in propaganda work.

About the space: The thesis researches about democracy in propaganda work in the Mekong Delta. The thesis selects the following 5 provinces for research: Can Tho, Ben Tre, An Giang, Soc Trang and Kien Giang.

About the time: The reality of democracy in propaganda work in the Mekong Delta has been studied since 2015, and the proposed solutions are meaningful to apply until 2030.

## **4. Theoretical basic and research methods**

### **4.1. Theoretical basic**

To clarify research issues, the thesis applies the theory and methodology of Marxism - Leninism, Ho Chi Minh's ideology; the views and

lines of the Communist Party of Vietnam on democracy in propaganda work; theory of democracy and theory of propaganda work.

#### **4.2. Research methods**

*The methodology* of the theme is dialectical materialism and historical materialism. The thesis uses *interdisciplinary research methods* of the sciences: Politics, Party Building, Scientific Socialism, Sociology, Jurisprudence, in which the methods of Politics are dominant. *Specific research methods* are: logical and historical method, practical summarization and theoretical research, analysis and synthesis, induction and deduction, statistics, comparison, information collection, data processing,....

#### **5. New scientific contributions of the thesis**

- From the perspective of ideological work, clarifying theoretical issues about democracy in propaganda work: systematizing and clarifying basic concepts, especially the concept and content of democracy in propaganda work; analyzing the impact objective and subjective factors and the necessity for promoting democracy in propaganda work.

- Surveying the current state of democracy in propaganda work in the Mekong Delta; assessing the advantages and limitations, specifying the causes and identifying the problems posed in the leadership and management capacity of the subjects, in the nature and extent of the subjects' participation in the propaganda work, in the quality of content, in the use of methods, forms, and means, and in the establishment of an environment and favorable conditions for the promotion of democracy in propaganda work in the Mekong Delta today.

- Proposing and interpreting the scientific basis of viewpoints and solutions to promote democracy in propaganda work in the Mekong Delta in the coming time.

#### **6. Theoretical and practical significance of the thesis**

*In terms of theoretical side:* This is a systematic and in-depth research on democracy in propaganda work in the Mekong Delta. Therefore, the research results of the thesis will contribute to supplement the theoretical issues of democracy in propaganda work in the Mekong Delta.

*In terms of practice:* The research results of the thesis are the basis for leaders, managers, propaganda officers in the Mekong Delta region in particular and the whole country in general to consult, plan plans, programs, policies, determine the content, choose methods, forms and means that are suitable for the audience and the actual situation in propaganda activities. At the same time, this work can be used as a reference, research and teaching document for the majors of Politics, Party building, especially research and teaching in the minor of Ideological work in research and training institutions.

- Making reference, researching and political science teaching materials, especially researching and teaching specialized ideological work in research and training institutions.

## 7. Thesis structure

In addition to the introduction and conclusion, list of references and appendices, the thesis has the structure of 4 chapters, 11 parts.

### Chapter 1 OVERVIEW OF RESEARCH WORKS RELATED TO THE THESIS'S TOPIC

#### 1.1. Research works on democracy

The issue of democracy in general and socialist democracy in particular has long been interested by domestic and foreign scientists, studied with many different angles and approaches, specifically The book “*Capitalism, Socialism, and Democracy*” (2008) by Joseph Schumpeter; The book “*About the process of socialist democratization in Vietnam today*” (2011) by Le Minh Quan; The book “*Ho Chi Minh's democracy ideology*” (2014) by Pham Hong Chuong and Doan Thi Chin; Textbook “*Democracy and the democratization of historical and modern social life*” (for master's degree in philosophy) (2016) by Tran Thanh; The book “*Democratic practice in conditions of the ruling one-party*” (2017) by Pham Van Duc (editor); The book “*Democracy - a life*” (2018) by Paul Cartledge; The book “*New Perceptions of Socialist Democracy in Vietnam in the period of innovation*” (2018) by Nguyen Anh Tuan (editor); Monograph “*Implementing democracy in the Party in our country today: Situation and solutions*” (2020) by Nguyen Dinh Hoa (editor);...

#### 1.2. Research works on propaganda and democracy in propaganda work

*Research works on propaganda*: Training curricula for propaganda officers “*Ideological propaganda work in the new period*” (2005) of the Central propaganda and training section of the Communist Party of China translated by Tran Khang and Le Cu Loc; Doctoral thesis in Political Science “*Quality of ideological work of the Party Committees of the Central Delta province of the Lao People's Democratic Republic in the current period*” (2008) by Bun Duong Cay Xon; The book “*Principles of ideological work*” (volume 1) and “*Principles of ideological work*” (volume 2) (2008) by Luong Khac Hieu; the Article “*Ideological basis of economic reform in China*” (2009) by B.Mozia; the book “*Ideological work in the cause of industrialization and modernization*” (2009) and “*Ideological work and the issue of training cadres to do ideological work*” (2014) by Tran Thi Anh Dao; Doctoral thesis in Political Science “*Renovation of economic propaganda in the process of international integration in Vietnam today*” (2014) by Nguyen Thi Thu Ha; Doctoral thesis in Political Science “*Innovating the Party's propaganda to meet the requirements of international integration in Vietnam at present*” (2016) by Le Mai Trang; The article “*Innovating propaganda work to meet the requirements of protecting the ideological foundation of the Party*” (2020) by

Nguyen Thanh Hoang; The article "*Propaganda work defends the ideological foundation of the Party, fights against false and hostile views in political theory journals*" (2021) by Tran Thi Thuy Linh and Ha Thi Anh Tuyet ; The article "*Study and follow Uncle Ho's teachings on propaganda work*" (2022) by Bui Dinh Phong; The article "*China's experience in promoting the role of propaganda, contributing to protecting the foundation of the Party*" (2023), by Nguyen Thi Truong Giang;...

*Research works on democracy in propaganda work:* The article "*Democratic practice in ideological work*" (2006) by Nguyen Thi Thu Hoai; Key grassroots-level scientific topic "*Innovation of ideological and theoretical work in Vietnam at present*" (2017) by Pham Huy Ky (director); The book "*Theoretical basic of ideological work of the Communist Party of Vietnam*" (2017) by Luong Khac Hieu; the book "*Quality of leadership in ideological work of the Communist Party of Vietnam*" (2019) by Tran Thi Anh Dao and Phan Sy Thanh collective of authors(co-editors); The article "*Some lessons of ideological work in the renovation period*" (2020) by Do Khanh Tang; Grassroots-level scientific topic "*Oral propaganda: Theory - Organization - Method*" (2021) by Luong Khac Hieu; monograph "*Propaganda of the Communist Party of Vietnam in the new period*" (2021) by Luong Ngoc Vinh (editor), Ngo Van Thao and Nguyen Chi My collective of authors;...

### **1.3. Research works on propaganda and democracy in propaganda work in the Mekong Delta**

*Typical research works on propaganda work in the Mekong Delta:* Doctoral thesis in political science "*The mobilization work of Khmer people by the Party committees of communes, wards and towns in the Southwest region in the current period*" (2012) by Dang Tri Thu; The book "*Propaganda work among Khmer people in Can Tho at present*" (2019) by the Can Tho Publicity and Education Department of Party Committee ; the book "*Improving the quality of propaganda work among the Khmer people in Can Tho at present*" (2021) by Tran Viet Truong and Nguyen Ngoc Quy (editor) collective of authors;...

*Typical research works refer to the issue of democracy in propaganda work in the Mekong Delta:* Doctoral thesis in Political Science "*Quality of political - ideological education for cadres and party members in the Mekong Delta at present*" (2016) by Nguyen Van Ut; the article "*Strengthening the oral propaganda and activities of the team of speakers and propagandists to meet the requirements and tasks in the new situation*" (2016) by Tran Binh Trong; Doctoral thesis in Political Science "*Quality of activities of speakers in the Mekong Delta at present*" (2018) by Pham Tuyet Le;...

### **1.4. Assessments on researched projects and directions for further research**

Research works partly show us the important role of implementing democracy in propaganda work to improve the quality and effectiveness of

propaganda. These are important contents, suggesting to the thesis author to research the topic in accordance with the actual conditions of the Mekong Delta. Therefore, choosing the topic "Democracy in propaganda work in the Mekong Delta today", the thesis author has absorbed the research results of previous authors; at the same time, has systematized, generalized and added additional opinions and suggestions to clarify the issue; contributing to improving the quality and effectiveness of propaganda work in the Mekong Delta in particular and across the country in general.

On the basis of theory and practice of democracy, theory and practice of propaganda work, some research directions on democracy in propaganda work in our country can be stated as follows: Research on the nature of democracy in propaganda work and the manifestations of democracy in each element that constitutes propaganda work such as subject, object, purpose, content, method, form, means and effectiveness; Research on democracy in leadership and management of propaganda work; in advising, directing, and inspecting propaganda work; in organizing and carrying out propaganda work; Research on democracy in propaganda work for each target group, for each area (locality, region); Research on the dialectical relationship and interaction between democracy in propaganda work and democracy in other parts of ideological work such as theoretical work and advocacy work; Research at the theoretical level, practical level, research on the current situation and perspectives, directions, tasks, and solutions of the above issues.

From the above directions and from the urgency of the thesis topic, the thesis "Democracy in propaganda work in the Mekong Delta today" intends to research the following key issues:

*Firstly*, based on the theoretical basis of research works on democracy and propaganda work, the thesis focuses on clarifying theoretical issues about democracy in propaganda work, specifically building the concept of democracy in propaganda work; clarifying democratic content in propaganda work; at the same time, analyzing the influencing factors and the need to promote democracy in propaganda work in our country today;

*Secondly*, on the basis of researching theoretical issues about democracy in the Party's propaganda work, the thesis researches, surveys, synthesizes and analyzes and evaluates the current state of democracy in propaganda work in the Mekong Delta today with achievements, limitations and causes. At the same time, the thesis determines that it is necessary to focus on solving problem to be solved in the process of implementing democracy in propaganda work in the Mekong Delta today.

*Thirdly*, from the achievements, limitations and problems to be solved in propaganda work in the Mekong Delta today, the thesis proposes main viewpoints and solutions to further promote democracy in the propaganda work in the Mekong Delta in the coming time to increasingly improve the

effectiveness and quality of the Mekong Delta 's propaganda work, contributing to protecting the Party's ideological foundation in the current context.

### **Sub-conclusion of Chapter 1**

Due to the novelty and complexity of democracy issues in ideological work in general and in propaganda work in particular, the research works are few and the mention lacks the basic, systematic, intensive level. Therefore, the issue of democracy in propaganda work has many gaps, many problems, many research directions in theory and practice. Successfully fulfilling the purpose and research tasks of this thesis, the author hopes to contribute a voice, help fill a part of the theoretical gap on the issue of democracy in propaganda work and contribute a part of effort and wisdom to the study of an urgent topic of propaganda work in our country in general and in the Mekong Delta region in particular.

### **Chapter 2**

## **DEMOCRACY IN PROPAGANDA - SEVERAL THEORETICAL ISSUES**

### **2.1. Concept and content of democracy in propaganda work**

#### **2.1.1. Concepts of propaganda and democracy in propaganda work**

##### **2.1.1.1. The concept of propaganda work**

Concept of propaganda: *Propaganda is a special social activity, with purposeful persuasion, aimed at disseminating and explaining a theory, an idea, a point of view, etc., towards forming and consolidating in the subject a certain worldview, life view, ideology and stimulating and encouraging the subject's actions in accordance with that worldview, human life, and ideology.*

Concept of propaganda work: *Propaganda work is an integral part of ideological work aimed at spreading Marxism-Leninism, Ho Chi Minh's ideology, political program, Party's lines and undertakings and State's policies and laws, cultural quintessence of the nation and humanity to cadres, party members and people of all strata in order to create unity of awareness, will and action in the Party, consensus in society, to encourage and motivate cadres, party members and people to successfully implement the Party's goals and ideals.*

##### **2.1.1.2. The concept of democracy in propaganda work**

From a scientific perspective of ideological work, democracy is necessary to approach from many aspects: Democracy as the right of subjects in propaganda work; democracy as a principle of organization and operation, the operating mechanism of the propaganda work system; democracy as a style, a working method.

Concept of democracy in propaganda work: *Democracy in propaganda work means the right to be informed, the right to discuss and debate, the right to decide and the right to participate in the processes, activities and operation of the elements constituting propaganda, from leadership and management to the organization to carry out the propaganda work of cadres, party members and people.*

### ***2.1.2. Democratic content in propaganda work***

#### ***2.1.2.1. Democracy in leadership and propaganda management***

##### ***- Democracy in leadership activities of Party for propaganda work:***

In order to ensure democracy and to promote democracy, policies, views, tasks and solutions on propaganda work are built on the basis of the following requirements: *First*, stemming from the people's thoughts, aspirations, needs and legitimate interests; *Second*, to ensure the people's right to be provided with information and to participate in the process of discussing, exchanging and expressing views, attitudes and opinions on propaganda policies, tasks and solutions; *Third*, democracy in directing and coordinating elements inside and outside the propaganda system in the process of organizing propaganda activities; *Fourth*, democracy in the mechanism and policy of selecting, training, fostering, treatment and employing and managing the Party's propaganda officers; *Fifth*, democracy in inspection and supervision activities for propaganda work.

##### ***- Democracy in state management for propaganda work:***

State's management activities for propaganda work on the basis of democracy, including democratic content, will ensure highly effective propaganda that is expressed in the following specific contents: *First*, the State institutionalizes the Party's guidelines and views on propaganda work into legal documents, builds sanctions to ensure the people's legitimate rights and interests in propaganda work; *Second*, the State and government apparatus at all levels create an environment and conditions for encouraging two-way information, discussion, debate and cooperation between subjects, between subjects and propagandized objects; *Third*, the State creates legal conditions for people to have the right to receive information, discuss, exchange and make dialogue on issues in propaganda related to people's needs and interests; *Fourth*, promptly and strictly handling organizations and individuals that take advantage of democracy to cause disorder, disorder, social safety, information security, and handling rumors, distorted & erroneous information.

#### ***2.1.2.2. Democracy in the organization implementing propaganda work***

***- Democracy in defining and implementing propaganda content:*** *First*, the propaganda content must be directed at meeting the information needs and interests of the target audience or target group; *Second*, the propaganda content must reflect the political tasks of the target, effectively serve the completion of the political tasks of the target audience; *Third*, the content of propaganda must contribute to raising awareness, forming trust, encouraging the subjects to fulfill their civic obligations and fulfill their responsibilities as officials and party members.

***- Democracy in the selection and use of propaganda methods and forms:*** *First*, the selection and use of propaganda methods & forms must be derived from the characteristics of the objects of the propaganda; *Second*, the

selection and use of propaganda methods and forms must be based on the purposes, contents, tasks and specific conditions of the propaganda work; *Third*, methods and forms of propaganda must promote the ability to exchange and dialogue between subjects and objects, among subjects and objects; *Fourth*, methods and forms of propaganda must promote the initiative, self-discipline and creative potential of subjects and objects in communicating, absorbing and applying propaganda contents; *Fifth*, do not use brainwashing, imposition, undemocratic methods and forms.

- *Democracy in the selection and use of propaganda media*: *First*, the selection and use of propaganda media are regulated by the audience; *Second*, the means must be appropriate and suitable to both the audience, subject and contents of the propaganda work; *Third*, the means of propaganda must create favorable conditions for the process of two-way interaction, back and forth between subjects and objects, among subjects and objects together.

#### 2.1.2.3. *Democracy in evaluating propaganda effectiveness*

Democracy in assessing the effectiveness of propaganda is shown as follows: *First*, the evaluation of propaganda effectiveness is determined in the change in awareness, attitude, and behavior of the target audience, measured on the target audience side; *Second*, the needs, interests, thoughts and aspirations of the target audience expressed in the propaganda results are the basis and the starting point for the formulation of strategies, campaigns, plans, for determining directions, tasks and solutions for the next stage.

## **2.2. Factors affecting the implementation of democracy in propaganda work and the necessity of promoting democracy in propaganda work in our country at present**

### **2.2.1. Factors affecting the implementation of democracy in propaganda work**

#### 2.2.1.1. *Objective factors*

*First, the process of globalization and international integration*: The process of globalization and international integration has brought many modern and effective contents, methods, forms and means of propaganda to serve the propaganda work. However, it is also the cause of psychological insecurity, anxiety and skepticism among cadres, party members and the people in terms of ideology.

*Second, the status of socio-economic development and people's intellectual level*: Socio-economic development and people's intellectual level are the important driving force for the process of implementing and promoting democracy in propaganda work. However, under certain conditions, it is also the ground for individualism and pragmatism to flourish.

*Third, the status of the political system and the process of social democratization*: The results achieved in the renewal of a political system and the process of social democratization are the conditions that ensure and motivate the implementation of social democracy in the propaganda work.

However, limitations and inadequacies in political system innovation and social democratization process are obstacles to the democratic process in propaganda work.

*Fourth, the fourth industrial revolution, new media and social networks:* The achievements of the industrial revolution 4.0, the development of new media and social networks create favorable conditions for the democratic process in propaganda work. However, hostile forces take advantage of the internet, new media and social networks to carry out the plot of "peaceful evolution" in the ideological field.

#### *2.2.1.2. Subjective factors*

*First, the structure, operation and operating mechanism of the system of organizing and implementing propaganda work:* The elements of propaganda do not exist in isolation but always affect and regulate each other, serve as premise and conditions for each other, forming a chain of cause and effect, in order to constantly improve the effectiveness of propaganda. When considered as an operational system, whether democratic activities in propaganda can be implemented and promoted depends more or less on the operating mechanism of this system.

*Second, people's perception and thinking as the target audience of propaganda work:* At present, people as the target audience of propaganda work not only receive the impact of the propaganda work passively but also actively towards propaganda work, and also affect back and even dominate the subject of propaganda work. However, the object's level of awareness of ideological and reasoning issues is uneven.

*Third, the leadership, management and administration capacity of the leaders and managers and the qualifications, capacity and experience of the propaganda officer:* Leaders and managers play an important role in formulating guidelines and policies for propaganda work. Propaganda officers are "vanguard soldiers" for the Party on the ideological front; therefore, if building a team of propaganda officers sufficient in quantity and high in quality, it is an important factor for the implementation and promotion of democracy in propaganda work.

#### **2.2.2. The necessity of promoting democracy in propaganda work in our country at present**

*First, promoting the initiative, self-awareness and creativity of subjects, forces and people of all classes in propaganda work:* Democracy in propaganda is the basic condition for promoting the initiative, self-discipline and creativity of the subjects, forces and people of all classes; especially arousing creative potential, rubbing opinions and political opinions, encouraging propaganda officers, contributing to improving the quality and effectiveness of the Party's propaganda work.

*Second, contributing to exploiting the strengths of propaganda methods and forms in the Socialist Democratic system:* The mode (method

and form) not only determines the quality and effectiveness of information transmission to change the audience's perception, but also contributes positively to guiding the actions of the propaganda officers.

*Third, overcoming the tendency to be passive, imposing, and lacking in democracy in propaganda work:* In propaganda, discussion, debate, criticism and opposition are very important and necessary if such contributions are constructive. Because only debate and commenting will make the issue clear and bring the highest efficiency in propaganda work.

*Fourth, preventing plots and countermeasures of hostile and reactionary forces on the ideological front, contributing to protecting the ideological foundation of the Party:* The hostile forces clearly publicize their purpose of taking advantage of the democracy issue to sabotage socialism and national renewal process in Vietnam. Therefore, we need to look sharp, to recognize their diabolical purposes and intentions using the guise of "democracy" in the strategy of "peaceful evolution" against Vietnam.

### **Sub-conclusion of chapter 2**

Democracy in propaganda work needs to be approached from many aspects. That is, democracy as the right of subjects in propaganda work; democracy as a principle of organization and operation, the operating mechanism of the propaganda work system; democracy as a style, a working method. The content of democracy in propaganda work includes democracy in the Party's leadership activities, the State's management activities, in the organization and implementation and in the evaluation of propaganda effectiveness. Democracy in propaganda work is influenced by many objective and subjective factors. Clearly identifying these factors will create more theoretical and practical bases for determining solutions to strengthen and further promote democracy in propaganda work.

## **Chapter 3**

### **DEMOCRACY IN PROPAGANDA WORK IN THE MEKONG DELTA - THE CURRENT SITUATION AND PROBLEMS TO BE SOLVED**

#### **3.1. Natural and social characteristics of the Mekong Delta related to democracy in propaganda work**

##### **3.1.1. Natural characteristics**

The Mekong Delta is the southernmost region of Vietnam (also known as the Southwest or the West); is one of six socio-economic regions of Vietnam, including 13 provinces and centrally-run cities (Can Tho, An Giang, Bac Lieu, Ben Tre, Ca Mau, Dong Thap, Hau Giang, Kien Giang, Long An, Soc Trang, Tra Vinh, Tien Giang, Vinh Long). The Mekong Delta has relatively low terrain, the average altitude is 3-5m, some places are only 0.5 - 1m high above sea level.

### **3.1.2. Social characteristics**

#### **3.1.2.1. Socio-economic situation**

The Mekong Delta's economy is currently experiencing good growth. The region's GRDP scale in 2020 reached 596 trillion dongs, ranking fourth among regions in the country, contributing 11.95% to the country's total GDP. However, the region's economic growth has slowed considerably. In the period 2016-2020, the average GRDP growth rate of the whole region was 5.8%, lower than the whole country (6.2%), ranking fifth compared to other regions.

The population of the Mekong Delta region is more than 17 million people (accounting for nearly 17.6% of the country's population) and is diverse, including many different ethnic groups such as Kinh, Khmer, Champa, Chinese, etc. Over the years, the region's culture and society has achieved significant achievements. However, socio-cultural development still has many shortcomings.

#### **3.1.2.2. The political system and the democratization of all spheres of social life**

##### **- Political system in the Mekong Delta region**

Party building and rectification, and political system building in the Mekong Delta region have been focused, and achieved quite comprehensive results. However, besides that, there are still limitations, the effectiveness of state management in some areas is still weak and inadequate at some stages.

##### **- Democratization of areas of social life in the Mekong Delta region**

In the past years, the process of democratizing all spheres of social life in the Mekong Delta region has achieved important results: Democracy in the political field is one of the important bases for the implementation of democracy in propaganda work; Democracy in the economic field promotes cadres, party members and people to actively and creatively participate in propaganda work; Democracy in the field of culture - society directly affects the implementation of democracy in propaganda in a positive direction. However, the limitations and weaknesses of the democratization process in all areas of social life in the Mekong Delta have hindered the implementation of democracy in propaganda work.

### **3.2. The reality of democracy in propaganda work in the Mekong Delta**

#### **3.2.1. Advantages and causes**

##### **3.2.1.1. Advantages**

##### **- Democracy in propaganda leadership and management**

##### **+ Democracy in leadership activities of the Party Committees at all levels**

First, Party committees at all levels in the provinces and cities of the region plan strategies, programs and propaganda plans based on the thoughts, aspirations, needs and legitimate interests of cadres, party members and the people.

*Second*, cadres, party members and the people in the provinces and cities of the region are basically provided with information and participate in the process of discussing, exchanging and expressing their views, attitudes and opinions on the policy, tasks, solutions for propaganda work.

*Third*, Party committees at all levels in the provinces and cities of the region often demonstrate democracy in directing and coordinating elements inside and outside the propaganda system in the process of organizing propaganda activities.

*Fourth*, mechanism and policy of recruiting, training, fostering, treatment and using propaganda officers in the provinces and cities of the region is basically public, transparent and democratic.

*Fifth*, Party committees at all levels in the provinces and cities of the region regularly demonstrate democracy in inspecting and supervising propaganda work.

+ *Democracy in management activities of governments at all levels*

*First*, governments at all levels in the provinces and cities of the Region have basically concretized the Party's guidelines and views on propaganda work, ensuring the legitimate rights and interests of cadres, party members and people in propaganda work.

*Second* governments at all levels in the provinces and cities of the Region have basically created an environment and conditions to encourage two-way information, discussion, debate and cooperation among subjects, between subjects and propagandized objects.

*Third*, governments at all levels in the provinces and cities of the Region have basically created legal conditions for the people to have the right to receive information, discuss, exchange and make dialogue about the issues in propaganda work related to people's needs and interests.

*Fourth*, governments at all levels in the provinces and cities of the Region have basically promptly and strictly handled organizations and individuals that cause social disorder and information safety, and handle rumors, distorted & erroneous information.

- *Democracy in organizing propaganda work*

+ Democracy in defining and implementing propaganda content: Propaganda contents and outlines are developed in a diverse, attractive, persuasive manner and gradually improve the quality of grassroots information work in accordance with the information needs of each target group and suitable to the actual conditions of each unit and locality.

+ Democracy in the selection and use of propaganda methods and forms: Methods and forms of propaganda have many innovations in the direction of promoting two-way information in the direction of democratization, associating communication with dialogue by each object; timely grasping thoughts, thoughts, interests and aspirations to reflect with leaders of the Party and State

+ Democracy in the selection and use of propaganda media: The selection and use of media in propaganda activities have made good changes in the direction of democratization; the staff working in propaganda work actively use multimedia to propagate and disseminate essential information to the people

*- Democracy in evaluating the effectiveness of propaganda work:*

*First*, the awareness, attitude and behavior of the majority of cadres, party members and people after conducting a plan or propaganda campaign are often higher and deeper than the awareness, attitudes and behavior of the previous object.

*Second*, the Party committees, authorities and propaganda staff at all levels regularly base on the needs, interests, thoughts and aspirations of cadres, party members and people expressed in the results of propaganda to serve as a basis, starting point for developing strategies, campaigns, plans, defining tasks, solutions for propaganda work for the next period.

*3.2.1.2. Cause of advantage*

*- Objective cause*

*First*, Our Party has set forth, led and directed the implementation of many guidelines, lines and policies on democracy implementation and the Regulation on democracy at grassroots nationwide in general and in the Mekong Delta region in particular seriously and effectively.

*Second*, the legal system in general and the law on democracy, the implementation of democracy, the implementation of the Regulation on democracy at the grassroots level has made certain progress and is relatively complete, synchronous and increasingly complete.

*Third*, Party committees and governments at all levels in the provinces and cities of the Mekong Delta have always been closely involved in the implementation of democracy in all areas of social life, including ideological work in general and propaganda work in particular.

*Fourth*, the trend of globalization, international integration along with the development of the industrial revolution 4.0, especially in the field of information and communication, has created very favorable conditions for the implementation of democracy in propaganda work.

*- Subjective cause*

*First*, Party committees and governments at all levels in the provinces and cities of the Mekong Delta are increasingly aware of the meaning and importance of democracy in propaganda, identifying this as one of the core issues to improve the quality and effectiveness of propaganda work.

*Second*, close and flexible coordination between functional agencies and departments, agencies and branches in the political system of provinces and cities in the Mekong Delta has created favorable conditions for the exercise of rights and responsibilities of cadres, party members and the people in propaganda work.

*Third*, the staff working in propaganda work in the provinces and cities of the Mekong Delta have professional qualifications, high level of political

theory, dedication to the profession, the good ability to interact and dialogue with the propagandized objects.

*Fourth*, the awareness, education level and political positivity of the propagandized objects in the Mekong Delta are increasingly enhanced.

### **3.2.2. Limitations and causes**

#### **3.2.2.1. Limitations**

- *Democracy in leadership and propaganda management*

+ *Democracy in leadership activities of party committees at all levels*

*First*, Party committees at all levels in the provinces and cities of the region have not really paid attention to and grasped the situation of ideology, needs and interests of cadres, party members and people at times.

*Second*, cadres, party members and people in the provinces and cities of the Region are sometimes not fully provided with information and have not participated in the process of discussing, exchanging, expressing their views, attitudes and opinions on policies, tasks and solutions of propaganda work.

*Third*, Party committees at all levels in the provinces and cities of the Region sometimes have not implemented democracy in directing elements inside and outside the propaganda system in the process of organizing propaganda activities.

*Fourth*, mechanisms and policies for recruitment, training, fostering, treatment and use of propaganda officers of Party committees at all levels in some provinces and cities in the Mekong Delta in some places sometimes have not been fully public and transparent; some propaganda officers have limited capacity.

*Fifth*, activities of inspecting and supervising propaganda work of the Party Committees at all levels in the provinces and cities of the Mekong Delta are sometimes not really democratic in some places.

+ *Democracy in management activities of governments at all levels*

*First*, the authorities at all levels in some localities of the Mekong Delta region have sometimes not done well in institutionalizing the policies and views of the Party Committees at all levels on the propaganda work.

*Second*, governments at all levels in the provinces and cities of the region have at times, in some places, not yet implemented and managed well the creation of an environment and conditions to encourage two-way information, discussion, debate, and cooperation between subjects, between subjects and propagandized objects.

*Third*, governments at all levels in some localities of the Mekong Delta region sometimes handle individuals and collectives not really seriously in cases of disorder, social disorder, information security, gossip, misinformation, misrepresentation.

- *Democracy in organizing propaganda work*

+ *Democracy in defining and implementing propaganda content*: The propaganda content of Party committees at all levels are sometimes general,

not specific and practical; not focused on pressing issues arising from reality, not suitable for each group of people.

+ *Democracy in the selection and use of methods and forms of propaganda*: Propaganda methods & forms are slow to improve, not diverse, not close to the needs of each audience, propaganda is still monologue, one-way; has not been exchanged and discussed much nor combined with the use of modern technical means to serve practically in propaganda work, especially at the commune level.

+ *Democracy in the selection and use of propaganda media*: The conditions of equipment and facilities serving propaganda work in some places have not yet met the requirements and tasks of propaganda work. The investment in construction of facilities, procurement of equipment and means of propaganda work has not really been paid due attention.

- *Democracy in evaluating the effectiveness of propaganda work*

*First*, some district Propaganda Department, especially the grassroots Party Committee Propaganda Department, when assessing the results and effectiveness of propaganda work, did not assess the change in awareness, attitudes, beliefs, and the positivity and self-discipline of cadres, party members and people.

*Second*, a number of Propaganda Department at district and provincial levels in the Mekong Delta region have shown subjective and imposed expressions in the formulation of plans, determination of guidelines, views, tasks and solutions of propaganda work.

### 3.2.2.2. *Causes of limitation*

- *Objective causes*

*First*, the domestic and international situation has had many unpredictable developments, leading to complicated socio-political issues that have significantly affected the ideology of cadres, party members and people.

*Second*, bourgeois democratic thought movements have been introduced into our country through the way of international integration and globalization and influenced the ideas of propagandized objects.

*Third*, hostile forces use the guise of "democracy" to carry out the plot of "peaceful evolution" in all areas of social life in general and in the ideological field in particular.

*Fourth*, the system of legal documents on democracy in general and democracy at grassroots level in particular still has some inadequate, incomplete and inconsistent regulations; there is no specific document on democracy in propaganda work.

*Fifth*, the material and spiritual life of a part of the people in the Mekong Delta region is still difficult; their awareness and intellectual level are still limited.

- *Subjective causes*

*First*, some levels of party committees, authorities, Fatherland Front and socio-political organizations in provinces and cities in the Mekong Delta region do not have the correct awareness of the role of democracy in propaganda work.

*Second*, the implementation of democracy within some functional agencies in the propaganda apparatus is still limited and inadequate.

*Third*, the qualifications and capacity of a part of the staff working in propaganda work have not met the requirements of the implementation of democracy in propaganda work.

*Fourth*, a part of cadres, party members and people as propaganda officers are not really fully aware of their rights and responsibilities for the implementation of democracy in propaganda work.

### **3.3. Issues about democracy in propaganda work in the Mekong Delta region at present**

*First*, Democracy in propaganda requires the improvement of leadership and management capacity of the Party, the State and the contingent of cadres while the capacity of some Party committees, authorities and propaganda officer staff in the Mekong Delta region is still not up to par with the requirements of reality in some aspects.

*Second*, democracy in propaganda work requires an increasingly high quality of propaganda content while there are some limitations and inadequacies in the content of propaganda in the Mekong Delta region.

*Third*, democracy in propaganda work requires methods and forms of propaganda to be constantly renewed and diversified in the direction of enhancing dialogue and interaction while the use of methods and forms of propaganda in the Mekong Delta region is usually one-way, imposing.

*Fourth*, democracy in propaganda work requires modernizing and synchronizing the means of propaganda while the technical facilities and means of propaganda in the Mekong Delta region are still backward and unsynchronized.

*Fifth*, democracy in propaganda work requires the wide, active, self-conscious and creative participation of the propagandized objects while the awareness and actions of people in the Mekong Delta region still have many limitations and inadequacies.

*Sixth*, democracy in propaganda work requires a favorable and appropriate economic, political, cultural and social environment, while social realities in the Mekong Delta region still have some shortcomings and have a negative impact on democratic process in propaganda work.

### **Sub-conclusion of chapter 3**

In recent years, the implementation of democracy in propaganda work in the Mekong Delta has achieved important results such as: Party committees and authorities at all levels pay attention to and well implement democracy in leadership and propaganda management activities; the

organization and implementation of propaganda work in line with reality, meeting the requirements of each local situation; the evaluation of propaganda effectiveness is relatively objective. In addition to the advantages, due to different conditions and reasons, the implementation of democracy in the propaganda work in the Mekong Delta still reveals limitations, inadequacies and some problems about the process of implementing democracy in propaganda work, which need to be addressed in order to promote democracy in propaganda work in the coming time.

### **Chapter 4**

## **VIEWPOINTS AND SOLUTIONS TO PROMOTE DEMOCRACY IN PROPAGANDA WORK IN THE MEKONG DELTA REGION IN THE COMING TIME**

### **4.1. Viewpoints on promoting democracy in propaganda work in the Mekong Delta region in the coming time**

#### ***4.1.1. Well solving the relationship between the principle of party nature and democracy, between democracy promotion and discipline assurance***

In propaganda work, the Party nature and democracy are two different categories, but closely related to each other. This is a dialectical relationship, interacting with each other, unifying relationship that regulates the development of democracy in propaganda work. At the same time, promoting democracy in propaganda work needs to be associated with law and discipline. The law aims to guide awareness, regulate and control the behavior of both the subjects and the propagandized objects.

#### ***4.1.2. Promoting democracy in propaganda associated with and based on the development of democracy in all fields of social life***

Democracy in propaganda is operated in the Party and political system at all levels. Democracy in the economy ensures the people's mastery over the process of production, circulation and distribution. Democracy in culture - society creates a democratic atmosphere for propaganda work. Democracy in all of the above fields creates the basis, foundation, promotion and demands for democratic development in propaganda work.

#### ***4.1.3. Promoting democracy in propaganda is the responsibility of the whole political system and of all propaganda officers***

Party committees at all levels need to do well forecasting; ensure that cadres, party members and each citizen are involved according to their responsibilities and powers in leading and directing work. Governments at all levels are responsible for institutionalizing the views and leadership of the committees. Political organizations, notably the Fatherland Front, play an important role in implementing democracy and strengthening social consensus. The contingent of officials in charge have an important and direct responsibility for promoting democracy in propaganda work.

***4.1.4. Attracting the participation of all classes of people must be both the goal and the driving force of the process of promoting democracy in propaganda work.***

Party committees and authorities at all levels need to create conditions for officials, party members and people to participate, discuss and make decisions on propaganda work. The authorities and staff working in propaganda need to arouse the people's voluntariness when participating in local propaganda work; at the same time, cadres, party members and the people themselves must voluntarily and actively participate in propaganda work.

**4.2. Solutions on promoting democracy in propaganda work in the Mekong Delta region in the coming time**

***4.2.1. Renovating and strengthening the leadership and direction of the Party Committees, the management of the authorities at all levels, perfecting the current legal system related to democracy promotion in propaganda work***

***4.2.1.1. Renovating and strengthening the leadership and direction of the Party Committees at all levels in promoting democracy in propaganda work***

*First*, further improving the leadership capacity of Party committees at all levels in the provinces and cities of the Mekong Delta region in order to meet the requirements of promoting the mastery of cadres, party members and the people in propaganda work. In the coming time, the Party committees at all levels need to: *First of all*, accurately and specifically determine the propaganda content suitable for each stage of the revolution, suitable for each audience on the consistent basis of Marxism-Leninism and Ho Chi Minh's ideology. *Secondly*, institutionalize, "legalize", and concretize guidelines into specific policies and regulations for cadres, party members and the people. *Thirdly*, carry out the task of regularly inspecting functional agencies and staff working in propaganda. *Fourthly*, regularly review reality to see what problems are being raised, which problems need to be learned from in the democracy implementation and promotion in propaganda work. *Fifthly*, regularly study and retrain to master the nature of Marxism-Leninism, Ho Chi Minh's ideology, and Party's lines, viewpoints and new knowledge of the times.

*Second*, renewing the content and leadership of the Party in the implementation of democracy in propaganda work in the Mekong Delta. In the coming time, the Party committees at all levels need to: *Firstly*, develop the right propaganda lines, guidelines and policies on a solid ideological foundation and in line with the reality of the Region. *Secondly*, be consistent with the situation and practical requirements of each locality and facility. *Thirdly*, improve their working style in accordance with their defined functions, duties and powers. *Fourthly*, regularly capture ideological developments through the results of public opinion polls. *Fifthly*, pay attention and consider this a regular task for ideological struggles in propaganda work.

*4.2.1.2. Renovating and strengthening the management of governments at all levels, perfecting the current legal system related to the democracy implementation and promotion in propaganda work*

In order to improve the management effectiveness of the authorities at all levels for the propaganda of the Mekong Delta region in the coming time, it is necessary to: *Firstly*, renovate the organization and operation of the government apparatus with the function of managing propaganda work; *Secondly*, governments at all levels must ensure and promote the real ownership rights of cadres, party members and the people, especially the right to directly participate in the Party's leadership and propaganda activities; *Thirdly*, build a contingent of staff working in propaganda sufficient in quantity and high in quality.

Law is a tool, the main and most important means of the state to perform the management function. Therefore, in the coming time, it is necessary to: *Firstly*, review the content of democracy in ideological work in general and democracy in propaganda work in particular in legal documents in provinces and cities of the Region; *Secondly*, focus on building a legal corridor to ensure the implementation of democracy in the process of perfecting the legal system related to the propaganda of the Region; *Thirdly*, the development and implementation of legal documents related to propaganda must be suitable to the specificity of each locality; In addition, there should be specific and reasonable regulations in each region and each locality on standards, conditions, functions, tasks, benefits, reward and discipline regimes for staff working in propaganda, especially speakers and propaganda officer.

***4.2.2. Improving the quality of content associated with propagandized objects, building a multi-dimensional information mechanism, implementing transparency and publicizing information, meeting the right to be informed of cadres, party members and people***

In order to further promote democracy in propaganda work in the Mekong Delta, it is necessary to reform the content, build a multi-dimensional information mechanism, implement transparency, publicize information, and meet the right to be informed of cadres, party members and the people. Specifically as follows: *Firstly*, diversifying information and increasing the amount of useful information to meet the increasing information needs of officials, Party members and classes of people; *Secondly*, building a multi-dimensional information mechanism, and at the same time orienting information orientation; *Thirdly*, information must be made transparent and public, meeting the right to information of officials, party members and people.

***4.2.3. Diversifying methods and forms of propaganda in the direction of increasing dialogue, exchange and multi-dimensional interaction in accordance with the characteristics of the audience***

In order to diversify methods and forms of propaganda in the direction of increasing dialogue, exchange and multi-dimensional interaction in accordance with the characteristics of the propagandized objects, in the coming time, it is necessary to: *Firstly*, build a rich and diverse system of methods and forms that can be applied promptly, appropriately and effectively to all content and all objects and in all circumstances and conditions for conducting propaganda work; *Secondly*, combine the use of methods and forms together appropriately, creating all favorable conditions for the interaction between the subject and propagandized objects; *Thirdly*, strengthen the use of the method of together exchanging ideas and debating between the subject of propaganda work and the propagandized objects to clarify ideological issues, methods of raising problems, discussion, and question and answer. ... in propaganda activities; *Fourthly*, staff working in propaganda at all levels need to go deeply into reality, listen to the officials, party members and the people, be sensitive to new problems arising in life to propose issues to be solved in terms of theory and policy; *Fifthly*, develop a regulation on management of discussions, debates, etc. on the content of propaganda in order to ensure the improvement of quality and effectiveness, and to promote the wisdom of cadres, party members and people.

***4.2.4. Modernizing communication means, material and technical facilities and using more and more modern propaganda means with many functions, services, utilities, interaction and share suitable to the characteristics of the Region***

The development of science and technology has been and will create favorable conditions for the promotion of democracy in propaganda work in the Mekong Delta region. Therefore, in the coming time, it is necessary to: *Firstly*, provide modern means, equipment, material and technical facilities for propaganda officers, especially reporters at all levels; *Secondly*, increase selective, focused budget investment in building material and technical facilities to serve the propaganda work towards synchronous development and modernization in provinces and cities in the Mekong Delta; *Thirdly*, ensure security and safety in the use of means and material and technical facilities for propaganda work in the provinces and cities of the Mekong Delta; *Fourthly*, continue to pay attention to, invest in and apply new technologies to propaganda activities in provinces and cities in the Mekong Delta.

***4.2.5. Thoroughly overcoming the manifestations of undemocracy, authoritarianism, imposition, formal democracy and undiscipline in propaganda work***

In order to promote democracy in propaganda work in the Mekong Delta region, it is necessary to: *Firstly*, the Party committees at all levels must apply measures that are truly democratic, persuasive, and encouraged to be creative and must not order or impose opinions; *Secondly*, governments at all levels need to create conditions and an environment to unleash the spirit of

freedom of thought and respect for the subjects in debates and dialogues; *Thirdly*, staff working in propaganda at all levels of provinces and cities in the Mekong Delta need to go deeply into reality, listen to the officials, party members and the people, be sensitive to new problems arising in life; *Fourthly*, cadres, party members and the people as propaganda officers need to carefully study propaganda issues; *Fifthly*, fighting against anti-democratic rhetoric is also a measure to practice democracy in propaganda work.

***4.2.6. Raising people's intellectual standards, developing economy, culture - society, creating favorable conditions for promoting democracy in propaganda work***

In order to raise the people's intellectual standards, it is necessary to: *Firstly*, promote the role of the mass media, strengthen the propaganda of the Party's views and lines, and the State's policies and laws on democracy, implement democracy, on propaganda work, implement democracy in propaganda work for cadres, party members and the people in the Mekong Delta; *Secondly*, strictly implement the viewpoints of the Party and the State's policy "Education and training is the leading national policy" of our country and the content of Resolution No. 29-NQ/TW "on fundamental and comprehensive innovation education and training, meeting the requirements of industrialization and modernization in the context of a socialist-oriented market economy and international integration".

*For economic development, it is necessary to: Firstly*, shift the economic structure towards increasing the proportion of non-agricultural values and develop commodity agriculture, high technology, ecology, responsibility, sustainability, and high value added and value chain development; *Secondly*, develop the Mekong Delta into a modern, dynamic and efficient agricultural economic center at the national, regional and international levels; *Thirdly*, focus on developing green industry, developing renewable energy; developing the agricultural, aquatic and food processing industry in association with the region's raw material production areas; *Fourthly*, develop the service industries of the region in the direction of improving export quality, increasing the content of deep processing for exports and diversifying types of services.

*For building and developing culture and solving social problems, it is necessary to: Firstly*, create changes in the quality and effectiveness of education and training, increase access to quality education for poor households and near poor households with standardized and modernized education and training systems; *Secondly*, achieve the goal of multi-dimensional and sustainable poverty reduction, limit re-poorness and poverty generation; *Thirdly*, improve both physical and mental health and quality of life of people in the region; *Fourthly*, strengthen the leadership and direction of Party committees at all levels on ethnic affairs in the new situation, maintain national defense, security, politics, social order and safety; *Fifthly*, ensure everyone's right to freedom of belief and

religion; *Sixthly*, develop the culture of the Mekong Delta in a comprehensive, advanced and imbued with national identity.

#### **Sub-conclusion of chapter 4**

On the basis of the theory of democracy in propaganda work, the reality of democracy in propaganda work in the Mekong Delta region in recent years; In order to promote the achievements, overcome the limitations and weaknesses and solve the problems posed to the process of democracy implementation in the propaganda work in the Mekong Delta region in the coming time, it is necessary to implement a basic, practical and effective system of views and solutions in order to contribute to improving the quality and effectiveness of the Region's propaganda in the coming time. In which, special attention is paid to leadership and management solutions; solutions to improve content quality; solutions for diversifying methods and forms; solutions for vehicle modernization; and solutions to establish favorable conditions for the promotion of democracy in propaganda work in the Mekong Delta region.

#### **CONCLUSION**

Propaganda work - one of the three parts of ideological work - is important throughout the leadership activities of the Communist Party of Vietnam from the people's democratic national revolution to the socialist revolution in our country. Therefore, in the process of leading the revolutionary cause, our Party has always paid attention, focused and regularly improved the quality and effectiveness of propaganda work, especially in the current period. One of the conditions to improve the quality and effectiveness of propaganda is to promote democracy in propaganda work.

The Mekong Delta - the southernmost region of the country - is a very important position in the strategy of socio-economic development, security and defense of our country, requiring the propaganda to be really quality and effective. To achieve that requirement, democracy in propaganda work is a very necessary and urgent issue. Over the years, the implementation of democracy in propaganda work in the Mekong Delta has achieved important results; however, besides that, there are still limitations, weaknesses and some problems that need to be solved such as: (1) Democracy in propaganda work requires improving the leadership and management capacity of the Party, State and cadres, while the capacity of some Party committees, authorities and propaganda staff in the Mekong Delta region is still not up to the requirements of reality in some aspects; (2) Democracy in propaganda work requires increasing quality of propaganda content while propaganda content in the Mekong Delta region still has some limitations and inadequacies; (3) Democracy in propaganda work requires methods and forms of propaganda to be constantly renewed and diversified in the direction of enhancing dialogue and interaction while the use of methods and forms of propaganda in the Mekong Delta region is often one-way, imposing; (4) Democracy in

propaganda work requires modernizing and synchronizing the means of propaganda while the material - technical facilities and means of propaganda in the Mekong Delta region are still backward and lack of synchronization; (5) Democracy in propaganda work requires the wide, active, self-conscious and creative participation of the audience in propaganda while the awareness and actions of people in the Mekong Delta region still have many limitations and inadequacies; (6) Democracy in propaganda work requires a favorable and appropriate economic, political, cultural, and socio-cultural environment while the social reality of the Mekong Delta still has some shortcomings, which have not had a good influence on the democratic process in propaganda work.

In order to promote the achievements, overcome the limitations and weaknesses and solve the problems posed in the propaganda work in the Mekong Delta region in the coming time, the thesis presents the views and proposes some basic solutions: *First*, renew and strengthen the leadership and direction of the party committees and the management of the authorities at all levels, and improve the current legal system related to democracy promotion in propaganda work; *Second*, improve the quality of content associated with propagandized objects, build a multi-dimensional information mechanism, implement transparency and publicize information, and meet the right to receive information of officials, party members and the people; *Third*, diversify methods and forms of propaganda towards enhancing dialogue, exchange and multi-dimensional interaction in accordance with the characteristics of the audience; *Fourth*, modernize the means of propaganda, material and technical facilities and use more and more modern propaganda means with many functions, services, utilities, interaction, sharing suitable to the characteristics of the Region; *Fifth*, thoroughly overcome the manifestations of non-democracy, authoritarianism, imposition, formal democracy and undiscipline in propaganda work; *Sixth*, raise people's intellectual level, develop economy, culture - society, creating favorable conditions for promoting democracy in propaganda work.

The above solutions have a dialectical relationship, interacting with each other; therefore, it is necessary to do it in a synchronous manner, not to pay too much attention to or overlook any solution. This is so cadres, party members and people in the Mekong Delta region can promote their rights and responsibilities in propaganda work; contribute to protecting the ideological foundation of the Party, successfully implement the regional development strategy and the cause of building and defending the socialist Vietnamese Fatherland.

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