

The Cultural Development of Vietnam: Updating Policy for 2020

Dung Nguyen Manh⁺ (Vietnam)

Abstract

The officials and resolutions of the Party and the State of Vietnam stress to continue to renew Vietnam's culture within a contemporary context. However, points just try to focus on the relationship between culture and sustainable development, that is, it seeks to clarify the role of culture in economic development and environmental protection with general comments. Culture is guided as a foundation of politics and society, even further than economy and environment, in which the center of the center is human. Nonetheless, how has cultural policy evolved during the past two or three decades, at present and in the coming time? Given analyzing party documents, especially the brainstorming of both 12th party's documents and the political report draft for the 13th party congress (in 2021), the purpose of the article is to propose the updated and updating policy on culture of Vietnam for 2020. In doing so, it is to review the policy making process of the top leadership for a new culture which would harmony with the economic and social transformation today and the future.

Keywords: Vietnamese Culture, *Đổi Mới*, Cultural Globalization, Cultural Policy, Cultural Industry, Cultural Development, Economization of Culture

⁺ Dung Nguyen Manh, Vice-Director, Associate Professor, Vietnam National University, Hanoi, Vietnam.
voice: 084 9832 12569 email: nmd@ussh.edu.vn website: <http://ipam.edu.vn/vn/>.

Background

Since 1986 Vietnam has launched the *Đổi Mới* (Reform). *Đổi Mới* has changed the face of the Vietnamese economy. Nonetheless, economic growth with social and cultural development were not really proportionate. In addition to a large amount of achievements, the macro policy on culture over the past 30 years has revealed some shortcomings in the orientation of development and perhaps, in what some may term, an alarming deviation in values. So has this been caused by policy or is it due to Vietnam's extensive international integration? Does culture obstruct development? Or is development hindering culture? How has the relationship amongst economy, culture, society and humanity changed?

In an effort to search for a philosophy of cultural development, the Party and the State have issued a number of guidelines and policies aiming at bringing culture into a balanced and harmonious development with economy with the goal of sustainable development. This is even more crucial when Vietnam is summarizing the resolutions of the Party's Central Committee on culture, cultural development strategies of the State Government. More importantly, this is a cornerstone for the content building of the political report of the 13th Party Congress (To take place in early 2021). The political report is the central document of Vietnam's development orientation (including cultural development) with a long-term vision to 2030 (100 year anniversary of the establishment of the Communist Party of Vietnam), and to the year 2045 (100 year anniversary of the establishment of the Socialist Republic of Vietnam), namely (i) by 2030, being a developing country with modern industry and high average income; (ii) by 2045, becoming a developed country with a high income.

Introduction

Over thirty years of implementing the *Đổi Mới* process (1986 - present), Vietnam has made many profound and powerful changes and gained great achievements in all areas of social life including cultural development.

Accordingly, the theoretical aspect is the addition, update and the perfection in order to suit the national development and the international integration process. In the Political Report of the 6th Party Congress in 1986, the thesis still stated a tough point "Against the ruins of feudal, colonial and bourgeois culture." (Communist Party of Vietnam, 1986). The 7th Party Congress (in 1991) affirmed that culture plays a role as the spiritual foundation of society, both as a driving force and a goal of the country's development in association with the foreign strategy "Vietnam wants to be friends, to have friendly and cooperative relations with people all over the world." (Communist Party of Vietnam, 1991).

The 5th Meeting of the Central Executive Board of the 8th Party Session (in 1998) identified "Building and developing an advanced Vietnamese culture imbued with national identity, absorbing the cultural quintessence of mankind." (Communist Party of Vietnam, 1998). "The national identity includes the sustainable values and the elite values of the Vietnamese ethnic community, built up over thousands of years of struggle for national building and defense." (Communist Party of Vietnam,

2013; Communist Party of Vietnam 2015). By the 10th Party Congress (in 2006), as for external viewpoint, it was developed in a more comprehensive manner with the motto “Vietnam is a friend, a reliable partner of countries in the international community, actively participating in international and regional cooperation process.” (Communist Party of Vietnam, 2006).

As for culture, on May 6th 2009, the Prime Minister signed a decision to promulgate a Strategy on cultural development up to 2020, aiming at concretizing and institutionalizing the Party’s views and guidelines on cultural and goals, tasks and key solutions (Government, 2009). Historically, the party political report of the 7th Party Congress in 1991 set out a comprehensive renovation for the society. For the first time, the goal of building “Vietnamese culture with modern features imbued with national identity” has been formally formulated, and at the same time, culture is also considered “the spiritual foundation of society.” Culture is both a driving force and a development goal of the country. In the process of *Đổi Mới*, with a broad vision and thinking about international relations, from the policy of “want to be friends” to “readiness to be friends,” “be a friend, a reliable partner,” and a “responsible member” of the international community, from the focus on breaking the siege and embargo, Vietnam has gradually integrated with others, proactively and positively integrated with the world (Communist Party of Vietnam, 2015:131-132).

After more than 10 years of renovation, the Resolution of the 5th Meeting of the 8th Central Committee of the Communist Party of Vietnam on culture was issued in 1998. The resolution took over and developed the cultural views and policies of the Communist Party of Vietnam and Ho Chi Minh’s thoughts on culture. The Resolution also shows reasoning thinking and capacity of summarizing the knowledge from reality while clearly defining development directions, plans to preserve, promote achievements and national cultural heritages, absorb cultural quintessence in the world, prevent and limit negative effects of the outside on our country’s cultural and social life in the context of regionalization and globalization. The Resolution also outlines a bright, colorful overall picture of culture.

Over the past three decades, although there have been many important cultural achievements, Vietnam’s social and cultural life still faces many difficulties and challenges.¹ Looking back at the social life and current Vietnamese culture can understand more about the social and cultural changes in Vietnam over the past time, especially in more than three recent decades. When assessing the changes in Vietnamese culture and the impacts of cultural acculturation over the past 15 years, the Resolution of the 5th Meeting of the Party Central Committee summarized some recommendations to be considered. On the one hand, the summary emphasized that many very important results were achieved when doing the task of building and developing culture. New cultural values and ethical standards gradually formed in accordance with the development trend and the international integration of the country. However, the summary confirms the fact that during the years 1998-2013, the moral degradation and lifestyle of a large number of officials and members of the Communist Party are affecting the spiritual life of the

society. The disease of “insensibility” in society appears, the traditional cultural valued system is turned upside down, while good new values have not been affirmed.

Based on the evaluation of achievements and restrictions of the Communist Party of Vietnam’s renovation process more than 30 years with the cultural renovation, which was seriously and logically summarized (Communist Party of Vietnam, 2015: 91-104; Nguyen Manh Dung, 2019), the article seeks to revisit the Vietnamese cultural changes which are seen from updated policies that witness the awareness process of the top leadership on cultural tendencies in a contemporary context.

Vietnamese Culture in the International Context

In order to have a comprehensive growth and an inclusive renovation process (Communist Party of Vietnam, 2016: 76) including the cultural renovation, the first thing to be aware of is that entering the 21st century, the human civilization has strongly shifted to a new era. For thousands of years (the period when forming the ancient cultures and civilizations), people mainly based on the exploitation of natural resources and human labor to live and develop culture and civilization. Today, in the era of “Post-Industrial Civilization” and “Knowledge Civilization” the decisive factors for development are intellectual capacity and creativity, scientific and technological achievements, information, and constant innovation to create tangible and intangible values, cultural products with high intellectual quality. In this context, although Vietnam has not yet become an industrialized country and has not yet reached the level of a developed country, it is necessary to be aware of the modern development trends in order to formulate the *general development strategy* and the *adequate cultural strategy*.

In order to integrate with these modern developments, Vietnam cannot go back and follow the stages of development that the humankind has experienced. Despite many difficulties and challenges (avoiding extreme tendencies and “leap-taking” measures), Vietnam needs to focus strongly on building a *knowledge-based economy*. In this economy, factors such as information, knowledge, and cultural potential of a nation have become important in the production process and in the way of working creatively. The high level of knowledge that economic and cultural products carry (as a result of the cooperation between Vietnamese culture and human culture) will become a driving force for the country’s development and the orientation for the development of Vietnamese culture in the future.

The conclusion remarks of the Politburo on 5 June 2020 (Party Central Committee, 2020) reaffirm the activeness of the international integration of culture, acquiring the quintessence of human culture and spreading Vietnamese culture to the world. The culture is expanded the cultural exchanges and the cooperation with other countries, diversifying forms of foreign cultural relations, bringing international cultural relations into depth.

New Awareness: The Comprehension of Culture

In the development process, Vietnam has set out strategic cultural orientations. It is a whole process of developing and continuously building awareness started

when a motto was defined in the Second National Congress of Culture in 1948 as “Ethnicity - Science - People” which practically serves for and attached to the cause of resistance war and nation-building until recently, a target of “*Building an advanced culture imbued with national identity*” has been set with the following characteristics: *ethnicity, humanities, democracy, and science*. The political report of the Communist Party in 1991 provided a long-term cultural strategic orientation of building a modern culture imbued with national identity. That goal is generalized, reasonable but carefully analyzed, and needs more discussion and agreement (Communist Party of Vietnam, 1991).

To develop a culture, *creativity* must be considered a core element. Culture shall be understood and regarded as being synonymous with creativity. Without creativity, culture is no longer culture. With creativity, bravery, openness, and humanity, the culture can proactively and confidently absorb new values as well as be able to involve and interface with movements, cultural pressure of the region and the era. In other words, it is necessary to build a *creative culture* on the basis of inheriting and promoting the available values and national personality and having selectively absorbed the values of world culture and civilization.

In the context of globalization,² developed countries often exhibit an attitude of superiority complex about the “mission” of “central” cultures and those cultures can “determine” major issues in the global cultural flows. Therefore, a wise way of behaving is to maximize the harmonious relationships to have the support and minimize the hostile relationships that can create obstacles, obstructing the implementation of goals and development speed (Hy 2015: 435). In the current development of Vietnam, the protection of national culture’s interests is an integral part to form the national interest. *The protection of national interests of culture shall be considered the same as the protection of national interests of politics, security, and economy in the overall interests of the nation*. Preserving and promoting the cultural identity and cultural status of the nation in the global cultural community must be seen as an important task. There is no phrase like “Communist Party of Vietnam Culture” or “The culture of Communist Party of Vietnam” in documents of the Tenth National Congress of the Communist Party of Vietnam (2006), 11th Party Congress of the Communist Party of Vietnam (2011), and 12th National Congress of the Communist Party of Vietnam (2016), especially in the section on creating and developing the culture.

The 12th Congress of the Communist Party of Vietnam (in 2016) emphasized the goal of comprehensively developing Vietnamese culture and people towards the true, the good, and the beautiful and to be imbued with the national spirit, humaneness democracy, and science. A culture truly becomes a solid spiritual foundation of a society or an important endogenous power that ensures sustainable development and fully protects the motherland with the goal of *rich people - strong nation - equitable, democratic and civilized society*.

So far, under external changes, there has been strong affects and changed the management mind in Vietnam. The Resolution No 52-NQ/TW on 27 September

2019 of the Politburo about a number of guidelines and policies to actively participate in the Fourth Industrial Revolution affirms that Vietnam is actively adapting to a new world context. The Fourth Industrial Revolution requires innovation in thinking about economic and social management, building and perfecting institutions and policies accordingly (Party Central Committee, 2019).

In the documents of the Central Committee of the Party (12th session), three strategic breakthroughs are mentioned: (i) Improvement of development institutions; (ii) Development of human resources, especially high-quality human resources; (iii) Building of infrastructure system. The political draft submitted to the 13th Party Congress (it will be held in early 2021) has a number of highlights in defining the development vision and goals of the country with important milestones: By 2025: As a developing country with industry in the current direction, overcoming a low middle income level; By 2030, celebrating the 100th anniversary of the Party's establishment: Being a basic developing country with modern industry, high middle income; By 2045, the 100th anniversary of the country's founding: To become a developed country with high income.

Relationship Between Culture and Economy

Alternatively, Resolution 33/NQ-TW on 9 June 2014 of the Party's Central Committee at the 11th Session on the Building and the development of Vietnamese culture for national sustainable development affirmed first "Culture must be on a par with economy, politics and society." (Party Central Committee, 2014).

Regarding the relationship between economy and culture and the way of positioning culture in ethnic groups, many cultural experts and managers in the world are often particularly interested in the multidimensional impacts of political, economic, social factors on cultural development. In the context of globalization, developing countries often face difficulties in developing and promoting cultural heritage. It is necessary to recognize and adequately appreciate the cultural values, roles, and contributions of developing countries' cultures to human civilization. On the other hand, people should avoid having a biased view on the "mission" of countries that consider themselves as ones having "central cultures" to "determine" the great problems of global cultural life.³

Over three decades of *Đổi Mới*, the economic development and diplomatic achievements have created many favorable and practical conditions and become factors promoting the process of cultural exchange, integration, and acculturation.

The political report of the 12th Party Congress (in 2016), then the political report draft for the 13th Party Congress (in 2021) together emphasize to increase resources for cultural development, in corresponding with economic growth. More specifically, the report draft clearly promotes the development of corporate culture, entrepreneurship, building a team of good entrepreneurs, doing business in accordance with the law, and responsible contributions to the community and society. Culture is a spiritual foundation of the society, both the goal and the driving force to promote the socio-economic development. This viewpoint is concretized in the

policy of combining economic growth with cultural development, realizing social progress and equity in each policy and each development path.

As for the development of today's global culture (especially in developed countries such as the Nordic, some Western European countries and Japan, South Korea...), the cultural development has the combined achievements in economy, social policies with remarkable advances in science and technology (Ha and al, 2015: 53-69), (Truong, 2019). In recent years, many countries around the world have determined to eliminate the exploitation in the economy as well as outdated technologies with low productivity, the causes of pollution, etc. and switch to utilize and promote cultural potentials and advanced science and technology. Science and technology fields such as *Life Sciences, Materials Science, Energy Sciences, and Management Sciences combining with the strong development of electronics and telecommunications, information technology, etc.* have created the trigger for the formation of *Knowledge-based Economic Societies and Information Societies* in the modern world.

In a general perspective, I think that Vietnam perseveres in implementing and handling cultural and economic relations from the viewpoint of President Ho Chi Minh. It is the dialectical relationship of the spiritual foundation and the material foundation of a social life. President Ho pointed out that culture is one of the four main issues in social life, namely political, economic, social and cultural issues. These four issues are equal to each other and have a closely together and inseparable relationship. Politics and society are liberated, and then culture can be liberated and economic construction to facilitate cultural development. Otherwise, culture must serve the political task, promoting economic development.

Cultural Industry & Market Culture

Obviously, the achievements of science and technology in the world have been making important contributions to promoting the culture development and the cultural industry, which allows cultural products' quality to be assured while the products' value constantly contributes to improving the quality of life. Furthermore, the development of science and technology promotes the rapid expansion of cultural influence on many areas of life and the formation of the *Market Culture* within the 6 level linkages: Local, District, Cross-District, National, Zone, and Global.

After *Đổi Mới*, the awareness of the relationship between culture and economy has been increasingly raised indeed. The two economic and cultural fields are not only emphasized because of their performance of specialized functions but also become factors that simultaneously promote the development of education and training, science and technology, and develop the *Cultural Industry* and cultural services, sports activities, and tourism.⁴ Culture has become an important resource for socio-economic development. Facing new development requirements, it requires Vietnam first to mobilize resources to build the *Cultural Economy* with a focus on the *Cultural Industry* to build *Knowledge-based economy*.⁵ It is an important preparatory step towards the development of a *Knowledge-based economy* rich in intelligence and humanity. In order to build and develop culture, it seriously con-

siders culture as a driving force or a factor ensuring sustainable development. It is necessary to strongly promote the development of the *Cultural Industry*, which is in close connection with the *Creative Industry* in modern society.

In recent years, Vietnam has implemented economic policies in the culture sector, developed the culture in the economy sector, focused on promoting activities of the *Cultural Industry*. The culture sector is trying to create and complete the *market of cultural products* so that attractive and high-quality cultural products can soon be produced. With deep and unique cultural values, Vietnam is regarded as one of the countries with rich cultural potentials in Southeast Asia. Vietnam can exchange and export many cultural products in the global market, even “export” culture even in the domestic market. According to T. L. Friedman, that is a way of enriching the glory (Friedman, 2006) with the very resources of knowledge and cultural potential of the nation.

Those in charge of managing culture are aiming at an open mind to build a humanistic and modern *Cultural Market* on the basis of developing a *chain of products of Cultural Industry*. In the process of promoting the strengths of the *Cultural Market* and *Cultural Industry*, it is necessary to take into account the early construction of a *Commercial Civilization* and a *Business Culture* where business philosophy, professional ethics, honesty, humanistic thought, and business culture are respected and honored. “Building business culture, entrepreneurship culture with a sense of respect, observance of the law while maintaining prestige, keeping healthy competition for the sustainable development of the country, to build and protect the country.” (Communist Party of Vietnam, 2016:128).

Entrepreneurs are required to become *cultural entrepreneurs*, a large and powerful force in implementing the *People’s Diplomatic Strategy* and encouraging the socialization of resources and investment capital of enterprises and society. Nowadays, people are especially interested in cultural characteristics, content containing knowledge in consumer products. An entrepreneur can be considered as one of the *cultural forces* to create cultural production that plays an important role in the *spiritual life* of a nation.

In fact, in the latest conclusion of the Politburo on 5 June 2020 on the Building and the development of Vietnamese culture for national sustainable development urges to create the deep awareness of the whole society on role of the cultural industry and to promote the active side of the market, enhancing and diversifying resources of investment for cultural development “Comprehensive solution, effective implementation of the Strategy for the development of cultural industries in Vietnam” (Party Central Committee, 2020). The cultural industry of Vietnam is the *digital cultural industry* (Party Central Committee, 2019).

The Heart of Cultural Creation

The conclusion remarks of the Politburo No76-KL/TW on 5 June 2020 stresses that culture is the core of the nation, a solid spiritual foundation of the society, an important endogenous power to ensure the sustainable development and solid

protection of the country for the goals of the rich people, strong country, democracy, justice and civilization (Party Central Committee, 2020).

When it comes to culture and the motivations of cultural development, human must be given special attention as they are subjects creating culture. Humans always play a dominant role and determine every development. As regards to the current development of Vietnam, national culture has become an important national resource, a “*soft power*” (Nye, 2004) of the country.⁶

First of all, in order to develop the cultural economics and also to enhance the cultural strength, it requires to create a team of experts with in-depth knowledge and understanding of the cultural fields of Vietnam and the world. Vietnam also needs to have a plan to build *a new generation of cultural creators* who have great management skills, technical expertise, and great creativity.

Getting a team of highly competent intellectuals with creative minds together is an urgent requirement, which is extremely important in preserving and multiplying the unique values of Vietnamese culture in regional culture and the world culture. According to the General Statistics Office of Vietnam, the percentage of labor who has received long-term training and short-term training programs (3 months or more) of Vietnam is low. This will inevitably lead to low labor productivity. Low labor productivity will make Vietnam less competitive globally and the economic growth will also be unstable. According to the International Labor Organization (ILO), Vietnam’s labor productivity is among the lowest in the Asia-Pacific region. According to data recorded in 2013, Vietnam’s labor productivity is 15 times lower than the one of Singapore, 11 times lower than the one of Japan, and 10 times lower than the one of South Korea.⁷

On the other hand, the environment with open and creative cultural management mechanism will arouse and multiply the intellectual potentials of human, mobilize the great endogenous human power for the development of the society and nation. Indeed, the political report of the 11th Meeting Party Central Committee in the 12th Party Congress stated “Associating the task of building culture and people with the task of building and developing nation; associating building cultural environment with building people; initially creating new values of people with the sense of social responsibility, civic responsibility, democracy, initiative, creativity, and aspiration to rise up.” (Communist Party of Vietnam, 2016: 123). When developing the culture, the team of intellectuals, artisans, artists... increasingly plays an important role in the process of preserving, disseminating, and creating a culture based on national traditions. The cause of national development as well as the cause of cultural development in the past, now or in the future, has always been associated with the role of intellectuals, writers, cultural creators, artisans, artists. Vietnam is implementing a number of policies and mechanisms to conserve, train and encourage the creativity of talented intellectuals, cultural creators, artisans, and artists so that they can create great cultural products and works, achievements that can be compared to the feat of arms, achievements of our nation (Communist Party of Vietnam, 1998: 47). That is the thinking, the view of a cultur-

ally rich country. In that sense, Ho Chi Minh's view on the mission of "lighting the way" of culture is the foundation for the orientation of implementing the current cultural strategy.

Conclusion

Vietnamese culture has possessed a lot of researches and innovations with reflection content in many fields and has experimented with many new modes and forms of expression. Many new types of culture and artwork were born. UNESCO's world-class cultural and natural heritages have affirmed Vietnam's position in the international arena, enriched the multicolor picture, the fundamental values and depth of Vietnamese culture along with unique contributions and values of Vietnam's natural heritage, people and culture. *Vietnamese culture has moved beyond the national borders and is trying to establish a new position on the map of regional and world culture.*

A country with a unique culture, friendliness, and rich humanity will be attractive to countries around the world (Viet and al, 2012: 15). With unique cultural values and specific characteristics of the cultural spaces of the North - Central - South areas in Vietnam, islands and coastal areas, midlands and high mountains, geological landscape, natural and social environment, deep and rich tradition certainly allow Vietnamese culture to have many advantages when participating in binding culture, economy and foreign economic activities and global cultural exchanges (Kim, 2011:11-16). On the other hand, it is a need to value the peculiarities and cultural identities of the nation, preserve and promote the traditional values, *oppose the tendency of assimilation*, and the *risk of cultural homogeneity* due to the impact of the science and technology revolution as well as integration and globalization trends (Fukuyama, 2013:300-303).

Now, the culture not only is a cornerstone of spiritual life but also involves the production process, creates motivation for the production process. Each cultural product contains the value of material - economy, imprints and level of development of an economy and the strength of a country. The general development in the world today shows that the trends, such as *economization of culture* and *acculturation of the economy*, have been taking place. Therefore, it can lead to the trend of *unifying economy and culture* to really create a new field with the emergence of knowledge-based economy in modern society.

Culture not only accompanies the nation and joins the common development of the nation but also plays a leading role in promoting the country's development in many ways. The problem is that if not looking towards the broad development goals, not reaching the pace and making integration with the common development like the way many countries in the world have done.

Finally, as in the political report draft for the 13th Party Congress, on the way of "aspiration for prosperous and happy national development," six key tasks are outlined, of which the first 3 tasks are related to politics, economic model innovation, security, defense, international integration, and as for the task No 4, the re-

port draft emphasizes “to arouse the aspiration to develop a prosperous Vietnam, promote cultural values and human strength.” Also, the draft sheds new lights such as “people to supervise, people to be a beneficiary,” “people’s happiness criteria,” ensuring the reciprocal movement between personal interests and people-national interests as a legal norm and ethical/moral norm - the core of culture.

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Endnotes

- 1 Compared to the 6th Party Congress, the issue of culture in political creed proposed in 1991 was more open and specific. Culture is not only regarded as a tool, a weapon of the dictatorship of the proletariat in the battle of “who wins who” but also the foundation for fostering people towards universal values “the true, the good, and the beautiful.” With the motto of building and developing “an modern culture imbued with national identity,” the leaders and managers of culture have tried to achieve a balance between “tradition and modernity” and “inheriting the value of national culture while absorbing the quintessence of human culture.” Nevertheless, the implications of these concepts are still the subject of debate among managers and researchers, especially cultural experts.
- 2 The Covid-19 global pandemic causes skepticism about the global process “it is entirely possible that COVID-19 will precipitate the ‘waning of globalization’ (WEF). However, globalization is a dominant trend, covering all aspects of life in the near future.
- 3 Léopold Sédar Senghor commented “Today, as they say, Northern countries represent one-quarter of the world’s population. Finally, among the 3 billion people in the Third World, about 800 million are extremely poor, with an annual income of at most \$ 200” (Senghor, 2007: 253).
- 4 In today’s world, cultural products are increasingly considered special goods and have become a super-profitable business. The trend of cultural production and consumption with industrial methods is an objective trend of modern society. Each nation must have appropriate policies to develop this industry, otherwise, it will depend on the strength of the cultural industries of other countries (Hiep, 2009: 28-32; Party Central Committee, 2013).
- 5 As a country with a lot of success in developing the cultural industry, over the past years, South Korea has made the KPOP which has become the greatly attractive music genre of Hallyu 2.0. This genre of music brought the earning of 80,900,000 USD to South Korea in 2010. It was increased by 15,9% compared to South Korea’s earning in 2009. In 2011, the South Korean export value of music industry was increased by 11,2%, with the total amount of USD 177,000,000, making South Korean music and games have become the two most important fields of the country’s cultural industry (Ngan, 2015: 39-42).
- 6 In the promotion of the cultural industry to serve economic growth, Vietnamese cultural soft power is also focused on strengthening and taking place in practice. It also mentions on a number of examples of prolific Vietnam-based contemporary artists and cultural workers leading the international stages (Richard STREITMATTER-TRAN), visual art practices, writer Nam Le (Lê Nam) a

Vietnamese-born Australian writer he won the Dylan Thomas Prize for his book *The Boat*, or building a crowded Vietnamese community oversea in France, USA.... On the global business stage, Vietnam Vinfast automobile (newly appeared and biggest automobile company) industry dominated the spotlight at Paris Motor Show in 2018 (David Beckham, a soccer superstar as brand ambassador at that event). In fact, evaluating the economic development level of a country, an automobile industry is considered a very important indicator. Vinfast (Vingroup) is a good example of how Vietnam is bringing the network of best minds of the automobile industry to work together in Vietnam. Automobile industry involves the ideological balance between aesthetically pleasing appearance alongside reliability and new technologies... The author thanks anonymous reviewer for suggesting additional comments on this.

- 7 According to the ranking of the World Economic Forum, Vietnam's competitiveness was ranked 70th out of 148 countries (2013/2014), 75th out of 144 countries (2012/2013), 59th out of 144 (2010/2011) and 65th out of 144 (2011/2012) (Kim, 2016; Nguyen Manh Dung, 2019).

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