

Ho Chi Minh Ideologies on Public Propaganda and Organization

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Abstract

Ho Chi Minh's thought on public propaganda and organization is the basis for the Communist Party of Vietnam to build and implement the line of public propaganda and organization work, thereby creating a revolutionary force for the whole nation, making the revolution a successful one publicity, national liberation, and nation building for the sake of a rich people, a strong country, democracy, justice and civilization. In this article, the author summarizes Ho Chi Minh's thought on public propaganda and organization on some basic contents: purpose, content, method, and subject of public propaganda, mobilization and organization.

Keywords

Ho Chi Minh's thought, public propaganda and organization

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Introduction

Ho Chi Minh's Thoughts is a comprehensive and profound system of views on the basic issues of the Vietnamese revolution, a great and valuable spiritual asset of the Communist Party and the Vietnamese nation. In that system, the idea of public propaganda and organization is an important content, including arguments about the purpose, content, method, and subject of public propaganda and organization. Applying Ho Chi Minh's thought on public propaganda and organization, the Vietnamese revolution has achieved great victories. In the current period, continuing to research and creatively apply Ho Chi Minh's thought on public propaganda and organization has become increasingly necessary, especially in the context of Vietnam's deeper international integration. The author uses literary, analytical, and synthetic methods to study the original texts of Ho Chi Minh's works in the Ho Chi Minh Tomb, published by the National Political Publishing House in 2011; research on the Ministry of Ho Chi Minh's biography published by the National Political Publishing House in 2006 to analyze and clarify theoretical perspectives from Ho Chi Minh's activities.

Methodology

The method used in this research is qualitative analysis, synthesis and inductive methods and explanatory research. The analysis process was carried out by using historical information and with historical and dialectical materialism methods.

Main findings

Contents of Ho Chi Minh's thought on public propaganda and organization

Purpose of public propaganda and organization

Public propaganda and organization contributes to the overall success of the revolution

Ho Chi Minh said that the support of the masses determines the success of the revolution. "When the people help us a lot, they will succeed a lot, help us a little, they will succeed little, if they help us completely, they will have complete victory" (Pingping, 2021). Therefore, the Party needs to gather a huge force of people from all walks of life, and must do a good job of mobilizing the masses. It must be made clear to the people that the ideal goal of the Party is to serve the interests of the class and the nation. "Apart from the interests of the Fatherland and the people, our Party has no other interests" (Hien, Huy, & Hoa, 2021; Huy, 2021). Doing well in mobilizing the masses will create unity and unanimity between the Party and the masses, creating great strength for the revolution. Therefore, the Party must mobilize the people to actively participate in Party building. The participation of the people will help the Party gain more material, spiritual and intellectual strength because having the people means having everything, on the contrary, losing the people means losing everything. Party organizations from the central government to cell branches must take the mobilization and care of the people's interests as a main content in their activities. All cadres and party members must do the work of mobilizing the masses, propagating the guidelines, lines, policies and laws of the Party and the State and mobilizing the people to fulfill their obligations and interests according to their responsibilities mine. According to Ho Chi Minh, in order for the Party to lead properly, including decision-making, implementation, and control, it is necessary to help the people, or in other words, to do well in campaigning. People. The effectiveness of public propaganda and organization contributed to the success of the revolution led by the Communist Party of Vietnam.

The work of public propaganda and organization strengthens the close relationship between the people, the Party and the State

The Communist Party of Vietnam was born as a product of the combination of Marxism-Leninism with the workers' movement and the patriotic movement. Therefore, the Party has the nature of the working class, and at the same time this nature is united with the people and the nation.

Therefore, the Party belongs to the working class, the working people and the entire Vietnamese nation. The Party has the role of leading the cause of national liberation, bringing prosperity, freedom and happiness to the people. The birth of the Party is one of the successes of public propaganda and organization, while continuing to mobilize the masses is a way to maintain the support of the people with the Party, strengthen the blood relationship between the people and the Party. People with the Communist Party of Vietnam. The Party comes from the people, the people are the source of the Party's strength. The Party must rely on the people and must not be separated from the people because if it is far from the people, it will fail. On the contrary, when the people are attached to the Party, the discrete strength of each individual will be transformed into the great strength of the great national unity bloc under the leadership of the Party. To create a close relationship between the Party and the people, the Party must strengthen the work of public propaganda and organization. Ho Chi Minh affirmed that in everything you do, you must have the masses. Without the masses, it is impossible to succeed. Therefore, after the August Revolution (1945), when the Communist Party of Vietnam became the ruling Party, Ho Chi Minh paid special attention, considering public propaganda and organization as an urgent task. Regarding the relationship between the State and the people, Ho Chi Minh emphasized: "Without the people, the Government does not have enough force. Without the Government, the people would have no one to lead the way. Therefore, the Government and the people must unite as one" (Huy, Thach, et al., 2021). The state belongs to the people, by the people, for the people, so it is responsible for taking care of the people from the great national affairs to the small things, associated with the people's daily lives like tomato sauce. salt sauce. The State must mobilize and organize the masses to build a new life, increase production, practice thrift, and contribute human and material resources to the cause of both resistance war and national construction. We must attach importance to the work of propaganda, advocacy, and explanation; we must be enthusiastic, persistent, hard-working, and at the same time, we must be careful, clever, and soft. It is necessary to make it clear to everyone how useful the new life is, how to practice the new life. Say it once, they don't understand, then say it many times, until people understand, people just do it. The staff must both enthusiastically propagate and set an example, they will definitely be able to do it.

Contents of public propaganda and organization work

Propagating and mobilizing for the public to understand their rights and obligations

Ho Chi Minh said that the revolution must first make the people enlightened because "if the masses are not enlightened and automatic, they cannot do it, it will fail, because they will not be enthusiastic. But if they are propagated, explained, enlightened, and lead them to do it, the work will have good results" (Hang et al., 2021; Huy, Hanh, et al., 2021). In Ho Chi Minh's thought, the people are the subject of all power in the State and society, the one who plays a decisive role in all fields, from economy and politics to culture and society. People have the right to physical protection, freedom of movement, freedom to practice, freedom of speech, freedom to study... within the framework permitted by law. The people have the right to elect and remove members of the National Assembly and People's Councils if they fail to fulfill their responsibilities. Officials from the central government to officials at all levels and branches are all serving the people. Why do people have such great powers? Ho Chi Minh explained: the people are the origin of the country. People are people who have spared no blood and bones to build and protect the country. Therefore, the people are the masters of the country. The people have provided the Party with the best children. Whether the Party's forces can grow or not is by the people. The people are the builders, at the same time they are the defenders of the Party and the Party's officials. People are like water, officials are like fish. The people are the force that turns the Party's policies and guidelines into reality. The people are the force that builds the country, the force that composes, nurtures and protects political organizations, so the people have the right to master the country, the regime, and all fields of social life. The Party must lead and build a State of the people, by the people, for the people; with the legal system, taking the protection of the people's interests as the top goal, building a contingent of cadres and party members worthy of being leaders and faithful servants of the people. The State recognizes and creates conditions for the people to exercise their freedom and democracy. However, rights must go hand in hand with obligations. According to Ho Chi Minh, today everyone must recognize themselves as the master of the country. If you have the right to be an owner, you must fulfill the obligations of the owner.

That is the obligation to build the country, the duty to work, the obligation to protect the Fatherland and strictly abide by the Constitution and the law. Rights go hand in hand with duty, democracy must go hand in hand with discipline. Living in a democratic society everyone must follow the general rules of a democratically built society. A democratic society is an orderly society that guarantees everyone the same freedom and democracy.

Discuss with the people to practice democracy

According to Ho Chi Minh, in order for the guidelines and policies of the Party and State to be implemented, it is necessary to bring them to the public for discussion. Because "the people know how to solve many problems in a simple, quick, and complete way, but talented people and large groups can't think of it" [3, p.335]. Discussing, asking for opinions and experiences of the masses is also for the people to exercise their mastery. Only by discussing with the people will the people's wisdom be gathered into the formulation of guidelines, policies and laws of the Party and State, and at the same time, people can implement guidelines, policies and laws. guidelines, policies and laws into life. He reminded party organizations, cadres and party members to listen to the people because "The people who obey are strong (Hang et al., 2020). In order to discuss with the people, it is necessary to provide information to the people in a complete and timely manner because the people know, the people will discuss. Besides, it is necessary to practice democracy, really listen to all opinions of the people, and eliminate narrow prejudices, bureaucracy and orders. Ho Chi Minh severely criticized cadres who refused to discuss with the people, did not allow the people to express their opinions, and even sought to drown out the people's valid opinions. The consequence of this way of working is to make people suspicious, resentful and dissatisfied. Therefore, he asked cadres and party members to believe in the people. "Everything must be learned and discussed with the people and explained to the people" (Hang et al., 2020). Must explain to the people clearly, so that the people are happy to emulate. Must gather ideas, experiences, initiatives and will of the masses, arrange it into a system, and then apply it to the masses. Doing this will help you learn from good experiences, avoid bad experiences, and make policies and resolutions consistent with objective laws and people's hearts.

Mass organization to build all new social aspects, improve material and spiritual life

After having propagated, explained and discussed with the people, the next content of public propaganda and organization is to organize for the masses to build all new social aspects, constantly improve their material and spiritual lives. According to Ho Chi Minh, people only understand the value of independence and freedom when people are well fed and clothed. If the country is independent but the people are not free, happy but still hungry, then that independence has no meaning. Therefore, taking care of economic development in order to improve the material and spiritual life of the people has always been a matter of concern to Ho Chi Minh. According to him, the task of the Party and the Government is to give the people food, clothing, shelter, education, health care, and medical examination and treatment. "If the people are hungry, the Party and Government are at fault; if the people are cold, it is the Party and Government's fault; if the people are ignorant, the Party and Government are at fault; if the people are sick, it is the Party and the Government's fault" (Hien et al., 2021; Nam & Huy, 2021). Even the seemingly small everyday things like soy sauce, tomato, fish sauce, salt of the people, the Party has to take care. The masses who have followed the Party, overcome many hardships and sacrificed to gain independence for the Fatherland, they deserve to enjoy freedom and happiness. When the country had just gained independence, at the first meeting of the Provisional Government of the Democratic Republic of Vietnam, he clearly identified urgent tasks to focus on solving. It is to fight hunger and poverty and eradicate social evils; eliminate personal tax, market tax and boat tax; exercise the right to freedom, democracy,... These are important contents to take care of the people's material and spiritual life step by step. When the North entered the period of building socialism, becoming the rear of the great front line of the South in the resistance war against the US and saving the country, Ho Chi Minh affirmed, taking care of the people's life and happiness. is one of the important goals of the cause of building socialism that our Party and State are aiming for. He said that socialism is to make people have enough to eat, enough clothes, more and more happy, everyone can go to school, sick have medicine, old people can not work, then take a break. Society is getting more and more advanced, material is

increasing, spiritual is getting better and better. Only in the socialist system, individual interests, State interests and collective interests are unified. Therefore, in order to improve the people's living standards and give them a prosperous, free and happy life, there is no other way but to advance to socialism.

Together with the people, learn from experience, criticize and reward

Together with the people to comment, learn from experience, criticize and reward after completing the work is the final content of the process of organizing and implementing public propaganda and organization. Ho Chi Minh said that testing and learning from experience are extremely important and necessary to help us continue to perform well in other tasks. People inspect cadres, cadres inspect people, people and cadres jointly check all activities and working practices so that they are democratic, superiors must regularly check subordinates, subordinates must criticize superiors, especially bottom-up criticism. The issue of people's inspection and comments is extremely important in the process of building the Party as well as the political system in general. The content of inspection, comments and criticism includes both people and things, that is, to check how the Party and State's guidelines and policies are implemented, what is right and what is not appropriate to reflect for the Party and State to amend and adjust in a timely manner. At the same time, examine and give suggestions to cadres, party members and internal people on the implementation of the guidelines, guidelines, policies and laws of the Party and State. Giving the people the right to check is to show the Party and government's trust and respect for the people. The masses of people are very quick to discover strengths and weaknesses, good people and bad people. Reality shows that, where the people's inspection, criticism and suggestions are well done, there the revolutionary movement is strong, the Party and government organization is clean and strong, the cadres, Party members are regularly supervised, so they rarely make mistakes and shortcomings. Ho Chi Minh regularly called on the people to supervise the work of the Government from the central to the grassroots. Besides the inspection and supervision of the people, the discipline and inspection work of the Party and state agencies must be really strict. Only then will the people's inspection and supervision be effective. Therefore, Ho Chi Minh pointed out that from the central to local levels, it is necessary to firmly grasp the inspection work. Whenever there is a problem, it must be solved immediately, if there is a mistake, it must be promptly corrected. At the same time, consider inspection and experience as regular work. The purpose of the inspection and learning is to evaluate the Party's lines and guidelines, and the State's policies and laws so that cadres and party members will seriously correct their shortcomings and limitations sanctions if any, not to attack each other. Simultaneously with the inspection and supervision, President Ho Chi Minh also reminded the need to focus on summarizing each job, each cadre, each phase and each locality to clearly see right and wrong, learn from experience and praise reward role models, support those who are incompetent. He said: "After each job, you need to learn from experience. Individual experience of each officer, each locality. Common experience of all officials and localities. Experience failure and experience success. Then summarize and disseminate those experiences to all officials, all localities. Each cadre, each locality will learn good experiences, avoid bad experiences, and apply old experiences to new jobs" (Hang et al., 2021). According to Ho Chi Minh's point of view, the summarization of experience must be associated with reward work. Rewarding at the right time is also a practical "lever" to encourage the emulation movement. President Ho Chi Minh himself, in addition to signing the award decision, also has a badge to give or write letters of praise, send gifts to reward units and individuals with achievements.

Methods of public propaganda and organization

Propaganda

According to President Ho Chi Minh: "Propaganda is bringing something to people to understand, people remember, people follow, people do. If that goal is not achieved, the propaganda fails" (Hang et al., 2020). To achieve that goal, propagandists must have a suitable method. The propagandist must immerse himself in the people's life, grasp the local situation, lead by example, and learn to speak for the masses to understand. Propaganda officers need to understand the target audience and classify them in order to have appropriate propaganda methods. In particular, Ho Chi Minh emphasized that the most important thing in each propaganda officer is

revolutionary ethics, namely revolutionary enthusiasm, sincere love for ethnic people, the spirit of wholeheartedly serving the people ethnic groups. Ho Chi Minh City mainly used 3 methods of propaganda: oral propaganda, using visual media and using technical means as an intermediary (books, newspapers, leaflets). The outstanding feature of Ho Chi Minh's propaganda method is its authenticity, using many examples of real people and specific facts; concise, simple, easy to understand and very flexible use of idioms and proverbs. When he himself propagated, whether by direct speech or books, he always spoke briefly, wrote briefly, and went straight to the main issue.

Being a model and a lesson for others

In Ho Chi Minh's thought, the method of setting an example is one of the most effective methods of mobilizing the masses because, according to him, "In general, Eastern nations are full of emotions, and for them a vital role model worth more than a hundred propaganda speeches" (Dat et al., 2020; Huy, 2015; Huy & Hien, 2010). In his speeches and articles, Ho Chi Minh repeatedly used the words "set an example", "set an example". A survey in the Ho Chi Minh Complete Collection showed that he mentioned the word "set an example", "set an example" 240 times. This shows that Ho Chi Minh attaches great importance to the "set an example" of all organizations, revolutionary forces and individuals, especially for cadres and party members. Following the example is a method of using good things, advanced typical people, to strongly influence others, making them admire, approve and follow. The essence of the method of setting an example from a psychological perspective is "imitation", a natural phenomenon of people, they consciously imitate each other, based on their understanding, intellectual development, and personal development. wisdom, moral experience and life capital of each person. Therefore, taking the example of good people and doing good deeds every day to educate each other is one of the best ways to build the Party, build revolutionary organizations, and build new people and new lives. Ho Chi Minh emphasized: "If we set an example and know how to lead, no matter how difficult the job, we can definitely do it" (Hoa et al., 2021). In order to mobilize the masses, to make the masses believe, participate and be ready to sacrifice for the revolutionary cause, it is a prerequisite for leading cadres, party members, and those in charge of mobilization work. the masses must be living examples, morally exemplary people, speaking in tandem with action, speaking less and doing more in the spirit of party members going first, the village following. We must fight strongly against the disease of saying without doing, saying one thing and doing another. Cadres and party members can't convince the masses with words alone, but with concrete actions, because it is not necessary to write the word "communist" on their foreheads to gain public trust. "The masses only love people with moral character. To guide the people, we must set a standard for others to imitate" (Hang et al., 2021).

Organize patriotic emulation movements

According to President Ho Chi Minh: "Emulation is patriotic, patriotism is emulation. And those who emulate are the most patriotic" (Pingping, 2021). He believes that emulation is a practical and positive way of patriotism. Organizing a patriotic emulation movement is the best way to arouse the latent patriotism in each Vietnamese person, turning it into a strength and a driving force for socio-economic development as well as in the defense of the country. Country. He also pointed out that emulation is not something that is too far, but is trying, trying to do better at the things that we have done before. According to President Ho Chi Minh, the purpose of emulation is: "Eliminate the hunger, destroy the ignorant, and destroy the foreign invaders. That is to make the people full, warm and literate, to make the Fatherland independent and free" (Pingping, 2021). Emulation is the duty of all Vietnamese people. Everyone must voluntarily and voluntarily participate in the patriotic emulation movement. Each person, based on age and profession, will have appropriate emulation methods. Ho Chi Minh said that the Party, Government and mass organizations need to plan, mobilize, urge, inspect, evaluate and summarize the emulation movement. The Party must lead the patriotic emulation movement. The movement's name must be set up with action slogans, sharp propaganda, close to the situation and aspirations and interests of the masses, in line with the requirements of promoting the implementation of revolutionary network. It is necessary to know how to use all forms of propaganda, explanation and moral encouragement throughout the Party and the whole people. Cadres and party members must be enthusiastic people who actively mobilize the masses to participate in emulation and join them in volunteering

to lead as an example for everyone. Detecting and disseminating, replicating typical examples, setting examples and rewarding. He pointed out the need to closely combine competition with reward. Competition is the basis of reward. Rewards must be to the right person, to the right job, and on time. Doing this, the reward will have the effect of motivating, educating, setting an example and promoting the emulation movement to develop continuously.

Discussion

Subjects doing public propaganda and organization work

According to Ho Chi Minh, the work of public propaganda and organization is not the responsibility of each individual or organization, but the responsibility of organizations in the political system, of all cadres, party members, civil servants, etc. officials, union members, members of people's organizations, officers and soldiers of the armed forces. He affirmed that all cadres and party members who come into contact with the people are Party propagandists. According to him: "Not only the people in charge of propaganda, those who write newspapers, write books, and artists are propagandists, but also all cadres, all party members, everyone who has contact with the people. are all propagandists of the Party" (Hang et al., 2020). He further explained: "Soldiers, police, workers in farms, forestry farms, construction sites, factories, commercial officials, health workers, teachers and all officials of all branches must see that everyone must be a propagandist of the Party's and State's policies" (Hoa et al., 2021; Tram & Huy, 2021). Ho Chi Minh mentioned government officials first because our Party is the ruling Party, government officials must make decisions and implement policies, and are responsible for facilitating and coordinating with political organizations. Socio-political to carry out public propaganda and organization work. Together with government officials, Party officials, and officials of socio-political organizations, they must all participate in public mobilization. Officials in charge of public propaganda and organization need to be educated, fostered and trained in a meticulous, serious and methodical manner in order to be qualified and capable of completing tasks. The weakest cadres, who are morally weak, cannot do public propaganda, mobilization and organization work and cannot lead the people. Officers who want to carry out public propaganda and organization must "think, see, listen, walk, speak, and do".

Conclusion

Ho Chi Minh's thought on public propaganda, mobilization and organization still retains its value and topicality in the current period. Therefore, it is necessary to study, apply and effectively conduct public propaganda and organization to bring into play the great strength of the people and successfully carry out the cause of building and defending the socialist Vietnamese Fatherland.

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