

**MINISTRY OF EDUCATION
AND TRAINING**

**HO CHI MINH NATIONAL ACADEMY
OF POLITICS**

ACADEMY OF JOURNALISM AND COMMUNICATION

TRINH THI THUY

**BUILDING VIETNAM'S CULTURAL IMAGE
IN THE CURRENT INTERNATIONAL INTEGRATION PROCESS**

FIELD : JOURNALISM

CODE : 92 29 001

SUMMARY OF DOCTORAL THESIS OF JOURNALISM

Scientific supervisor: Assoc.Prof, Dr Tran Hai Minh

PhD. Luu Thuy Hong

HANOI - 2024

**The research has been completed at
Academy of Journalism and Communication**

Instructor:

Reviewer 1:

Reviewer 2:

Reviewer

**The thesis will be defended before the Academy-level Thesis Judging
Committee meeting at the Academy of Journalism and Communication**

At :00 am on

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INTRODUCTION

1. The urgency of the subject

Building the image of Vietnamese culture to maximize the role of culture in the international integration process has now become an essential and objective need, because culture increasingly affirms its important role. When economic, political, cultural and social issues are experiencing many complex fluctuations. Culture becomes the spiritual foundation, the driving force and goal of stable and sustainable development, and the endogenous resource of countries and peoples.

With the strong development of science and technology in the current context of international integration, building Vietnam's cultural image is an urgent issue, so that culture becomes a driving force for economic development, political, social. Our Party has affirmed: "Inheriting and promoting the fine cultural traditions of the community of Vietnamese ethnic groups, absorbing the quintessence of human culture, building a democratic, civilized society for the benefit of all. genuine benefits and human dignity, with increasingly high levels of knowledge, morality, physical strength, and aesthetics" [36, tr.16]. Along with inheriting and promoting traditional cultural values in an advanced culture imbued with national identity, cultural exchange must become one of the basic and core activities to build people's cultural image. Ethnicity and absorb human cultural values.

Building a cultural image is a condition for Vietnam to comprehensively develop the country in the context of deep international integration, "overcoming all difficulties and overcoming all challenges to revive and successfully build a Vietnam's advanced culture, imbued with national identity, continues to bring glory to the nation and the race, creating unparalleled strength to build our Fatherland to become increasingly prosperous and our people to become more and more prosperous. The happier our country is, the more prosperous it is, worthy of the thousand-year tradition of civilization and heroism of a heroic nation, standing shoulder to shoulder with the powers of the five continents in the world" [124, tr.14]. With that deep awareness, on November 30, 2021, only 6 days after the Politburo and the Party Central Committee Secretariat organized the National Cultural Conference to implement the Resolution of the National Congress The 13th Party approved the Cultural Diplomacy Strategy until 2030, in parallel with

the review of Vietnam's Foreign Cultural Strategy until 2020 and vision 2030 approved in 2015 under Decision No. 210/QĐ-TTg. Also in 2021, the National Conference on Culture took place, implementing the Resolution of the Party's 13th National Congress, affirming that building a cultural image plays a very important role. However, we do not have a vision or strategy for building Vietnam's cultural image in the international arena. We have not accurately and specifically outlined the contents and determined the guidelines and methods for building a cultural image. Promote the image of Vietnamese culture in the current international integration process.

Based on the above reasons, the doctoral student chose the issue: **"Building Vietnam's cultural image in the current international integration process"** as his doctoral thesis topic.

2. The aim and assignment of thesis

2.1. The aim

On the basis of clarifying theoretical issues and analyzing the practice of building Vietnam's cultural image in the current international integration process, the thesis proposes a number of perspectives and solutions to continue building the image of Vietnam. Vietnamese culture in the process of international integration in the coming time.

2.2. Research mission

The thesis has the following basic tasks:

First: Overview of the research situation related to the topic, identifying issues that have been thoroughly researched and remaining open issues that need further in-depth research.

Second: Clarifying theoretical issues about building Vietnam's cultural image in the current international integration process.

Third: Analyze the implementation of building Vietnam's cultural image during the international import process, determine the causes of the current situation, and identify the problems that arise from the situation that need to be resolved.

Fourth: Proposing a number of solution groups to continue building Vietnam's cultural image in the coming time.

3. Subject and scope of research

3.1. Research subjects

The thesis researches the issue of building Vietnam's cultural image in the current international integration process.

3.2. Research scope

The thesis approaches the issues of building Vietnam's cultural image in the current international integration process. Building cultural images has a lot of content, which can be studied from the perspective of history, politics, international relations... The thesis approaches from the perspective of cultural philosophy, focusing on explaining and proving the problem. The core topic is the subject, content, and method of building cultural images in the process of international integration.

Scope of content: The thesis delves into the analysis of the current situation of building Vietnam's cultural image through cultural activities, through the cultural value system and national cultural symbols.

Time scope: The thesis has researched the issue since 2011, the time when the 11th Party Congress advocated moving from "proactive and active international economic integration, while expanding international cooperation in the world". other fields" to "proactive and active international integration". 2011 was also the year the Government issued the Cultural Diplomacy Strategy according to Decision No. 208/QĐ-TTg, demonstrating our Party's proactive and positive international integration.

4. Theoretical basis and research method of the thesis

4.1. Theoretical basis

The thesis is based on the perspective of Marxism-Leninism and Ho Chi Minh's ideology; Viewpoints of the Party and State of Vietnam on cultural development and building Vietnam's cultural image in the current international integration process.

The thesis is also based on the viewpoints of philosophical schools such as structuralism, functionalism, and constructivism to solve the research problem.

4.2. Research method

The thesis uses the methodology of dialectical materialism and historical materialism, especially the objective, comprehensive, developmental, historical-specific viewpoint, unity between theory and practice, history and logic. The thesis uses specific research methods such as: historical - logical method, analysis - synthesis method, statistical method, cultural philosophy method, comparative method, case analysis method, in-depth interview method... to evaluate the current status of building Vietnam's cultural image in the process of international integration, identify problems that need to be solved, and propose solutions to continue building Vietnamese cultural image in the process of international integration in the coming time.

5. New contributions of the thesis

The thesis has argued and clarified the theoretical basis of the issue of building Vietnam's cultural image in the current international integration process.

The thesis evaluates the current situation of building Vietnam's cultural image in the process of international integration, clarifies the causes of the situation, and identifies problems that need to be solved.

The thesis proposes a number of perspectives and solutions that contribute to continuing to build Vietnam's cultural image in the process of international integration in the coming time.

6. Theoretical and practical significance of the thesis

6.1. Theoretical meaning

The thesis contributes to clarifying the role and basic content of building Vietnam's cultural image in the process of international integration in terms of theory.

6.2. Practical significance of the thesis

The thesis can be used as a reference document for research, learning and teaching, and planning strategies for building and developing Vietnamese culture. This is also a reference document in the research and study of graduate students at cultural philosophy training institutions.

7. Structure of the thesis

In addition to the Introduction, Overview, Conclusion, List of References and Appendices, the thesis includes 4 chapters and 11 sections.

Chapter 1: Overview of research situation related to the topic

Chapter 2: Some theoretical issues on building Vietnam's cultural image in the process of international integration

Chapter 3: Building Vietnam's cultural image in the current international integration process - current situation, causes and raised issues

Chapter 4: Building Vietnam's cultural image in the current international integration process - current situation, causes and raised issues

Chapter 1

OVERVIEW OF RESEARCH SITUATION RELATED TO THE TOPIC

1.1. Research projects on Vietnamese culture and culture

These are typical works such as: Modern Vietnamese cultural issues by author Le Quang Trung, 1998, Education Publishing House; Tran Ngoc Them: Vietnamese cultural foundations, published in 1999, Education Publishing House; National Center for Social Sciences and Humanities, Institute of Philosophy, Traditional values facing the challenges of globalization, National Political Publishing House, 2002; Nguyen Huy Hoang, Some issues of cultural philosophy, Culture - Information Publishing House and Institute of Culture, 2002; The book Vietnamese Culture - exploration and reflection by author Tran Quoc Vuong, published in 2003; Pham Duy Duc has the book Challenges of Vietnamese culture in the process of international integration, Culture and Information Publishing House and Institute of Culture, 2006; Traditional Vietnamese cultural values by author Ngo Duc Thinh, Truth National Political Publishing House, 2010; Vietnamese Cultural Identity by author Phan Ngoc published in 2013; Vietnamese cultural values - traditions and changes by author Ngo Duc Thinh, National Political Publishing House - Truth, 2014; Vietnamese culture from a historical perspective by author Phan Huy Le, published in 2018, Hanoi National University Publishing House; The cultural value system and Vietnamese people by the collective of authors Nguyen Ngoc Thien, Tu Thi Loan, Hoang Chi Bao...,

National Culture Publishing House, 2018; History and culture - Multi-dimensional, interdisciplinary approach by authors Nguyen Van Kim and Pham Hong Tung, Hanoi National University Publishing House, 2018; The right to enjoy and access cultural values in Vietnam by author Ho Thi Nga, Truth National Political Publishing House, 2019; Cultural exposure and acculturation by author Nguyen Van Hieu published in 2021, Ho Chi Minh City National University Publishing House; Traditional cultural symbols of Vietnamese villages by many authors, National Culture Publishing House, published in 2021; ...

1.2. Research projects on building Vietnam's cultural image in the process of international integration

Nguyen Thi Hong Nam heads the ministerial-level research project at the Academy of Journalism and Communication: Public relations with building and promoting the image of Vietnam in the integration period, completed in 2009; Vietnam's cultural diplomacy: Theory and practice in the integration period by author Nguyen Thai Yen Huong, Culture and Information Publishing House, Hanoi, 2011; The book Party leadership to build and develop culture in the reform period by author Nguyen Danh Tien, Political Theory Publishing House, published in 2012; Nguyen Thi Thuy Yen has a PhD thesis with the topic Cultural Diplomacy of Vietnam with ASEAN during the integration period, Hanoi University of Culture, 2016; The book Promoting the cultural and ethical values of Vietnam's "soft power" in integration and development by author Song Thanh, Political Theory Publishing House, 2018; Luu Tran Toan has the book Propagating Vietnam's image to the world through foreign press at Information and Communications Publishing House, 2019; Culture and integration by author Nguyen Thua Hy, published in 2020, Information and Communication Publishing House; Vietnamese culture during integration by author Vu Nho, People's Army Publishing House, 2021; Some theoretical and practical issues about cultural security in Vietnam today by author Cao Thu Hang, Social Sciences Publishing House, published in 2021; Communication for social and cultural development, cultural diplomacy in the context of globalization and the 4.0 Industrial Revolution by author Le Thanh Binh, published 2021, National Political Publishing House Truth; Vietnam's cultural diplomacy in a decade of international

integration and some issues raised in the period 2021 - 2030 by author group Le Hai Binh and Tran Quoc Khanh, published 2022, National Political Publishing House Truth; Some theoretical and practical issues about socialism and the path to socialism in Vietnam, Truth National Political Publishing House, 2022 by Nguyen Phu Trong...

1.3. Value of research projects and issues that need further in-depth research

1.3.1. Value of research projects

First, the research works agree on the nature, role, function and structure of culture. Second, scientific works have carefully researched content related to the development of Vietnamese culture and people in the current context, when the country is in a period of accelerated industrialization and modernization. and develop a socialist-oriented market economy. relationship between culture, economics and politics; Preserving the values of traditional Vietnamese culture and building a national cultural value system in the current international integration environment are issues focused on research by the scientific community. Fourth, the issue of building Vietnam's cultural image during the period of international integration has also been researched, although incomplete.

1.3.2. Issues that have not been researched

Firstly, the thesis needs to continue to clarify the concepts of cultural image, building cultural images, as a theoretical basis for researching Vietnamese cultural images in the current international integration process. from the perspective of cultural philosophy. Analyze the content of building Vietnam's cultural image in the process of international integration, evaluation criteria and factors affecting Vietnam's cultural image, environment and conditions to ensure The process of building Vietnam's cultural image...

Second, the thesis needs to analyze some of the Party's views through Congresses and the State's policies and laws related to the development of Vietnamese culture and people and the building of Vietnam's cultural image. in the process of international integration.

Third, the thesis will analyze and clarify the current status of the content of building Vietnam's cultural image from 2011 to 2020 through material activities

(cuisine, costumes, architecture, transportation. ..) and cultural and spiritual activities (literature, art, religion, beliefs, holidays, festivals...); The current situation of building Vietnam's cultural image in the process of international integration associated with the country's innovation process, rich in unique values, expressed through cultural symbols... The thesis analyzes and clarifies current status of methods of building Vietnam's cultural image through cultural activities, preserving and promoting cultural values, building an image of community cultural life; through cultural diplomacy activities, political activities of Vietnam, cultural exchange activities and organization of cultural events...

Fourth, the thesis evaluates the basic successes and some limitations in the process of building Vietnam's cultural image over the past time; Analyze the causes of success and limitations, identify problems that need to be solved. Fifth, based on the theory and practice of the research problem, the thesis proposes perspectives and solutions to continue building Vietnam's cultural image in the process of international integration in the coming time.

Conclusion of chapter 1

Through analysis of related research works, it can be confirmed that the topic Building Vietnam's cultural image in the current period of international integration does not overlap with existing research. PhD students need to continue to research in depth the theoretical and practical basis of the research problem, to find feasible solutions, to build the image of Vietnamese culture in the period of international integration, contributing to building and developing an advanced Vietnamese culture, rich in national identity, and building a prosperous country.

Chapter 2

SOME THEORETICAL ISSUES ON BUILDING VIETNAM'S CULTURAL IMAGE IN THE PROCESS OF INTERNATIONAL INTEGRATION

2.1. Some tool concepts for building Vietnam's cultural image in the process of international integration

2.1.1. Culture

Culture is the entire material and spiritual value created and accumulated by humans in the practical, social and historical process, operated and transmitted in

social life from generation to generation through The principles of inheritance and exchange become standards and measures of development level and national identity.

2.1.2. Building national cultural image

Images is what people see through sight or recreated through linguistic/non-visual means, leaving a certain impression and reproducing in memory in a realistic and profound way. present a mental feeling about the object that the person has just acquired.

National cultural image is a set of values that reflect the appearance, structure, and nature of a culture with a certain impression, reproduced in people's memory directly or by the senses and senses. reason through cultural symbols, expressed through definite forms of expression.

Building a national cultural image means creating, shaping, and creating a set of values that reflect the appearance, structure, and nature of a culture with a certain impression, reappearing in people's memory. people directly or through the senses and reason through cultural symbols, expressed through definite forms of expression.

2.1.3. Vietnamese cultural image and building Vietnamese cultural image

Vietnamese cultural image is a set of values that reflects the appearance, structure, and nature of Vietnamese culture with a certain impression, reproduced in people's memory directly or indirectly through cultural symbols, expressed through definite forms.

Building Vietnam's cultural image is the entire creative activities of the subject that impacts on practice to create advanced cultural values, rich in identity through symbolic forms, containing specific and meaningful content. Actively promote the stable and sustainable development of the country according to the Party's orientation.

2.1.4. The relationship between international integration and building Vietnam's cultural image in the process of international integration

Building Vietnam's cultural image in the subject's creative activities aim to create advanced cultural values rich in identity through symbolic forms, containing specific content, with positive meaning, promoting development.

stability and sustainability of the country in the process of international integration according to the Party's orientation.

The relationship between building cultural image and Vietnam's international integration process: dialectical relationship, mutual promotion and determination, this content is a condition, a premise for the other content.

2.2. Basic elements of building Vietnam's cultural image in the process of international integration

2.2.1. The subject of building Vietnam's cultural image

Subjects of leadership and management: Party and State

Subjects implementing the construction of Vietnam's cultural image: agencies, departments and branches; a team of officials doing cultural work, a team of writers and artists; people...

The subject of building Vietnam's cultural image: the people

2.2.2. The content builds the image of Vietnamese culture

Building images of cultural life

Building a cultural value system

Building cultural symbols

Building national brand and corporate culture

2.2.3. Methods of building Vietnamese cultural image

Building Vietnam's cultural image through activities to preserve and promote cultural values

Building Vietnam's cultural image through foreign cultural activities, cultural diplomacy activities, and cultural exchanges

Building Vietnam's cultural image through press and media activities, especially foreign press

Building Vietnam's cultural image through national branding and corporate culture building activities

2.2.4. Environment and conditions for building Vietnam's cultural image in the process of international integration

The context of globalization has multi-dimensional impacts on building Vietnam's cultural image in the process of international integration

Building a cultural image in Vietnam's international integration process is proactive, based on an advanced culture, rich in identity and a socialist-oriented market economy.

Building Vietnam's cultural image takes place in the context of the country's fundamental innovation, affirming its position in the international arena.

Building a cultural image in Vietnam's international integration process on the basis of the unity of the Party's leadership role, the State's management and the people's consensus

2.3. The necessity and requirements of building Vietnam's cultural image in the process of international integration

2.3.1. The inevitability of building Vietnam's cultural image in the process of international integration

Building Vietnam's cultural image in the process of international integration is a decisive factor for Vietnam to proactively integrate without being dissolved, maintaining its national identity.

Building Vietnam's cultural image in the process of international integration is of particular importance to the stable and sustainable development of the country, and is the basis for Vietnam to continue to innovate and realize its aspirations. prosperity and happiness

2.3.2. Requirements for building Vietnam's cultural image in the process of international integration

Requirements for the content of cultural images: Firstly, the content of cultural images must be diverse and creative on the basis of ensuring political orientation. Second, the content of cultural images must connect and preserve national identity, while ensuring novelty and updating with the times. Third, the content of cultural images must be typical and associated with the cultural region.

Second, the content of cultural images must connect and preserve national identity, while ensuring novelty and updating with the times. Third, the content of cultural images must be typical and associated with the cultural region.

Requirements for the form of cultural images: Firstly, balance and harmony between elements must be ensured. Second, ensure nationality and modernity in expression. Third, ensure professionalism, creativity and uniqueness.

Requirements for the impact of cultural images: Firstly, Vietnamese cultural images must have a profound and widespread influence in the world. Second, the image of Vietnamese culture must change the perception and attitude of the international community about Vietnam. Third, change the international community's actions towards Vietnam. The image of Vietnamese culture changes the international community's actions towards Vietnam

Conclusion of chapter 2

Chapter 2 clarified the theoretical basis of building Vietnam's cultural image in the process of international integration. The thesis also explains the need to build Vietnam's cultural image in the current international integration process, when the objective and subjective impacts of the social environment have changed the value system. Traditional culture. The thesis has clarified the constituent elements of building Vietnam's cultural image in the process of international integration, identified the subjects conducting cultural image building, the content and methods of building cultural images. culture, paying special attention to the two elements of content and method of building the image of Vietnamese culture.

The thesis identifies the importance and requirements of building Vietnam's cultural image in the process of international integration. The author has identified basic requirements, which are requirements for the content of cultural images; requirements on the form of cultural images; about the spread of cultural images and changes in awareness and attitudes of the international community when receiving Vietnamese cultural images. Chapter 2 concretizes those requirements with specific content to measure the effectiveness of building Vietnam's cultural image in the current international integration process. The thesis also identified the political and legal basis of the research problem, which is the Party's guidelines and viewpoints and Vietnam's policies and laws on building the cultural image of the country during the integration period. international. The thesis analyzes the characteristics of Vietnam's international integration process and also identifies the objective and subjective factors that impact and influence the construction of Vietnam's cultural image.

Chapter 3

BUILDING CULTURAL IMAGE IN THE CURRENT INTERNATIONAL INTEGRATION PROCESS - CURRENT STATUS, CAUSES AND PROBLEMS

3.1. Current status of building Vietnam's cultural image in the current international integration process

3.1.1. The content builds the image of Vietnamese culture in the process of international integration

Activities of leadership and management entities: The Party and State are always important in building Vietnam's cultural image in the process of international integration. Right from the 11th Party Congress, this issue was raised. Since Vietnam proactively integrated into the world, the Party has emphasized the task of building and developing culture, serving as a foundation for building Vietnam's cultural image, issuing Resolution No. 22 dated October 10, 2019. April 2013 on international integration. The 12th Party Congress in 2016 emphasized: "Connecting and building the cultural value system and standard value system of the Vietnamese people regardless of industrialization, modernization and international integration" [39, pp. 126- 127] aimed at building the image of Vietnamese culture. The 13th Party Congress of the Party issues the following tasks: "Focus on researching, identifying and implementing the building of the national value system, cultural value system and human standards associated with preserving and developing the Vietnamese family value system in the new era" [13, p.53]. The Party advocates implementing "a foreign policy of independence, self-reliance, peace, cooperation and development; multilateralization and diversification of foreign relations" [39, p.101], requires: "Urgently deploy focused, focused development... Selectively absorb the cultural quintessence of the people type suitable to Vietnamese reality... gradually bringing Vietnamese culture to the world" [18, pp. 145-147] is to build the image of Vietnamese culture in the context of current international integration.

Activities of entities implementing the construction of cultural images: Entities implementing the construction of Vietnam's cultural image during the process of international integration have actively organized activities according to

the functions and tasks of me. For example, the Ministry of Culture, Sports and Tourism has directed the organization and implementation of many programs to preserve and promote cultural heritage values, and carry out many projects on ethnic cultures. Building Vietnam's cultural image through activities to preserve and promote national cultural values has been promoted. Activities such as organizing cultural events to raise community awareness, promotional campaigns through media such as television, radio, newspapers, social networks, and websites have been implemented, provides information about history, customs, art and cultural elements so that people better understand cultural values. Vietnam has increasingly organized cultural events such as festivals, exhibitions, performances, art exchanges... providing opportunities for people to explore, experience and engage the community, increasing awareness. and consensus on activities to preserve and promote traditional cultural values.

3.1.2. The content builds the image of Vietnamese culture in the process of international integration

First, build an image of cultural life

*Material cultural life: *Firstly*, in the process of international integration, encouraging cultural exchanges, recognizing and respecting international cultural values, creating conditions for exchange and learning Culture between Vietnam and the world has made Vietnam's material cultural life more developed. *Second*, Vietnam has focused on building a smart consumption culture. *Third*, Vietnam has focused on developing its national cuisine brand on the world map.

*Cultural and spiritual life: *Firstly*, the subjects building Vietnam's cultural image have focused on building a civilized lifestyle, eliminating outdated customs in weddings and funerals; Build a culture of Tet and festivals. Bad customs have been pushed back and good customs have been promoted. *Second*, the built cultural environment is increasingly healthier and better, meeting the people's needs for creativity and enjoyment of cultural values. *Third*, to build Vietnam's cultural image, Vietnam has focused on cultural and artistic work.

Second, building Vietnam's cultural value system: *Firstly*, Vietnam has proactively built its cultural value system in the process of international integration. *Second*, scientists have been very interested in the issue of building

the Vietnamese cultural value system in the new era. Third, there have been many scientific projects deployed to build the Vietnamese cultural value system, even though "over the past 20 years, efforts have been made to summarize and build the Vietnamese cultural value system". has been carried out meticulously, but so far has not reached consensus, and continues to open up new directions for conclusion and construction.

Third, building Vietnamese cultural symbols: Firstly, we have promoted the construction of sacred cultural symbols, symbolizing the strength of our roots and national cultural characteristics. *Second*, cultural symbols are focused on being closely linked to real life. *Third*, Vietnamese cultural symbols are not only cultural heritages, but also the nation's cultural celebrities, so in building cultural images, subjects have focused on spreading values. Ho Chi Minh's ideology, ethics, style and cultural celebrities.

Fourth, building national brand and corporate culture: The issue of building national brand and corporate culture has been carried out, contributing to building Vietnam's cultural image in the process of international integration. Vietnamese businesses have created the country's competitiveness, participated in the global value chain, and contributed to portraying the image of Vietnamese culture. Every year, the Government organizes conferences for the Prime Minister to listen to businesses' opinions, promptly amend and supplement and issue Resolutions to improve the investment and business environment.

3.1.3. Methods of building Vietnamese cultural image

Through activities to preserve and promote national cultural values

Through foreign cultural activities, cultural diplomacy and cultural exchange

Through the activities of the press and media, especially the foreign press

Through national branding and corporate culture building activities

3.1.4. Current environmental situation and conditions for building Vietnam's cultural image in the process of international integration

Vietnam builds an advanced culture, rich in identity and a socialist-oriented market economy to create the environment and conditions for building a cultural image in the process of international integration.

Vietnam builds its cultural image in the context of the country's fundamental innovation, affirming its position in the international arena

The unity of the Party's leadership role, the State's management and the people's consensus ensure the conditions for building Vietnam's cultural image in the process of international integration.

3.2. Advantages and limitations of the current situation of building Vietnam's cultural image in the current international integration process and the causes

3.2.1. Achievements and causes

**Advantage*

Firstly, about construction content

Second, about construction methods

Third, about the impact of cultural images

**Reasons for advantages*

Firstly, the leadership and management entities that build Vietnam's cultural image have paid attention to this activity.

Second, Vietnam has focused on foreign information work to build its cultural image.

Third, Vietnam has promoted cultural exchange activities in building cultural image.

Fourth, we have initially built a cultural industry.

3.2.2. Limited and causes

**Limit*

Firstly, the construction of Vietnam's cultural image smoothly combines national identity with the interference and acculturation of world culture.

Second, there is no consensus in the concept of cultural value system as a basis for building a national cultural image, and a clear national brand has not been built in the international community.

Third, some foreign cultural activities to build Vietnam's cultural image have not achieved their set goals.

Fourth, the current situation of building Vietnamese cultural symbols in the process of international integration is still inadequate.

**Cause of limitation*

Firstly, the awareness of building Vietnam's cultural image is not very deep and consensus.

Second, institutions for building Vietnam's cultural image in international integration have not been completed.

Third, the management of cultural and artistic activities is still inadequate, causing cultural values to change.

Fourth, the difficult-to-control development of social networking platforms, "difficulties still exist in fully and accurately expressing Vietnam's cultural image through the foreign press.

3.3. Issues raised by the current situation of building Vietnam's cultural image in the process of international integration Currently

3.3.1. The awareness and capacity of some subjects in building Vietnam's cultural image in the process of international integration is not deep and complete, while this is a vital issue for the country and people in the integration process. international

3.3.2. The national cultural value system is decisive in the content of building Vietnam's cultural image in the process of international integration, but currently Vietnam has not unified its definition and has not yet implemented it in practice.

3.3.3. Cultural industries have not yet developed their potential and advantages, while this is an important resource and a way to build Vietnam's cultural image in the process of international integration.

3.3.4. Building a cultural image associated with the digital transformation environment and in accordance with the cultural diplomacy strategy requires mobilizing all resources for implementation, while the conditions do not meet the requirements.

Conclusion of chapter 3

Chapter 3 analyzes and evaluates the current status of building Vietnam's cultural image in the process of international integration. The thesis analyzed the current status of building Vietnam's cultural image. In the construction content, the graduate students analyzed each specific aspect, which is the content of building a new cultural life as the foundation and material for building Vietnam's cultural

image; building the Vietnamese cultural value system and building Vietnamese cultural symbols, building national brands and corporate culture. The thesis analyzes the method of building Vietnam's cultural image through manifestations: through activities to preserve and promote national cultural values; through foreign cultural activities, cultural diplomacy activities, and cultural exchanges; through the activities of the press and media, especially the foreign press. The thesis also analyzes the environment and conditions for building Vietnam's cultural image during the process of international integration.

The thesis clearly analyzes the causes of the current situation of building cultural images, affirming that we have achieved many advantages in building Vietnam's cultural image. The content of Vietnamese cultural images is diverse and creative, ensuring political orientation and containing national cultural values; The form of expression of Vietnamese cultural images ensures balance and harmony between elements; ensuring nationality and modernity, professionalism, creativity and uniqueness. The image of Vietnamese culture has spread widely, changing the awareness, attitudes and actions of the international community. However, there are still some limitations that need to be overcome and some issues that need to be resolved. That is the awareness and capacity of some subjects; building a national cultural value system; develop cultural industries; Conditions to ensure the building of Vietnam's cultural image...

Chapter 4

VIEWPOINTS AND SOLUTIONS TO CONTINUE PROMOTE CULTURAL IMAGE BUILDING DURING THE CURRENT INTERNATIONAL INTEGRATION PROCESS

4.1. The viewpoint is to continue promoting the building of Vietnam's cultural image in the current international integration process

4.1.1. Building the image of Vietnamese culture, the process of international integration must be based on a steadfast political basis of the Party's guidelines and policies on innovation and comprehensive human development, building an advanced Vietnamese culture. progressive, rich in national identity

The document of the 13th Party Congress identifies cultural values and the strength of Vietnamese people as important endogenous resources, contributing to the national synergy to promote rapid and sustainable development of the country. water. “Urgently deploy focused and key development of the cultural industry and cultural services on the basis of identifying and promoting the soft power of Vietnamese culture, effectively applying the values and spirit new flowers and achievements of the world's culture, science, engineering and technology.

4.1.2. Building Vietnam's cultural image in the process of international integration, we must ensure the inheritance and development of the nation's traditional culture, and must selectively absorb human cultural values.

“Maximize the human factor; People are the center, the subject, the main resource and the goal of development. Building the Vietnamese people for comprehensive development, closely linked and harmonious between traditional values and modern values. Comprehensive and synchronous development of cultural fields, cultural environment, rich, diverse, civilized and healthy cultural life; both promoting the good values of the nation and absorbing the cultural quintessence of humanity so that culture can truly be the spiritual foundation, endogenous resource and breakthrough driving force for socio-economic development. and international integration”.

4.1.3. Building Vietnam's cultural image in the process of international integration must be associated with the task of socio-economic development, ensuring national defense and security of the Fatherland.

Building Vietnam's cultural image is not only an independent goal but also an indispensable part of socio-economic development, so it must be linked to the task of socio-economic development. Culture plays an important role in promoting research, creativity, entrepreneurship and the development of cultural, tourism, education and arts industries. At the same time, we must promote cultural activities that bring benefits and happiness to the people, contributing to enhancing civilized life, joy and happiness for everyone. Building Vietnam's cultural image needs to be done simultaneously with ensuring national defense and security. Protecting and developing the nation's unique cultural values is an important part in building the nation's cultural image. Security and defense ensure that these factors are not affected, and that the living conditions and cultural traditions of the Vietnamese people are maintained and developed.

4.1.4. Building the image of Vietnamese culture, the international integration process must be associated with a digital transformation environment, in accordance with the cultural diplomacy strategy "Vietnamese bamboo"

To continue building Vietnam's cultural image, it is necessary to connect with building a digital cultural environment suitable for digital transformation. This includes innovation, flexibility and creativity in cultural diplomacy and promoting the image of the country and people of Vietnam to the world. In the current era, information technology has made communication activities change the way of communication, interaction and access to information. Building a suitable digital cultural environment is necessary to create conditions for the development of Vietnamese culture. It is necessary to encourage the use of digital technology and social networks to spread cultural values, create a foundation for creativity and cultural exchange, and build Vietnam's cultural image.

4.2. Some solutions to continue building Vietnam's cultural image in the process of international integration

4.2.1. Raising awareness and capacity of subjects building Vietnam's cultural image in the current international integration process

Promote propaganda work about the need to continue building Vietnam's cultural image

Raising community awareness in building cultural development policies and building Vietnam's cultural image

Improve communication capacity to build Vietnam's cultural image

4.2.2. Innovate and perfect the content of building Vietnam's cultural image in the current international integration process

Perfecting the Vietnamese cultural value system

Completing the Vietnamese cultural symbol system

Develop evaluation criteria for value systems and cultural symbols

Strengthen the preservation and promotion of cultural heritage values to position Vietnam's image in the world cultural map

4.2.3. Innovating methods of building Vietnam's cultural image in the current international integration process

Promote tourism development to build the image of Vietnamese culture in the minds of domestic people and the international community

Promote international exchange and cooperation in building cultural image

Strengthen foreign press activities

Strengthen cultural diplomacy activities

4.2.4. Creating an environment to ensure favorable conditions for building Vietnam's cultural image in the current international integration process

Complete cultural development policies, have an overall and comprehensive strategy on building Vietnam's cultural image, suitable for each stage of the country's development.

Ensure favorable objective conditions and effective mobilization of resources

Enhance position, create an environment of trust, cooperation and development

Strengthen facilities and apply information technology

Build a suitable and effective communication platform

Conclusion of chapter 4

The thesis identifies the viewpoints to continue building Vietnam's cultural image as: (1) Continuing to build Vietnam's cultural image during the international integration process must be based on a steadfast political policy and policy. The Party's policy on innovation and comprehensive human development, building an advanced Vietnamese culture rich in national identity; (2) Continuing to build Vietnam's cultural image, the international integration process must ensure the inheritance and development of the nation's traditional culture, and must selectively absorb the good cultural values of Vietnam. mankind; (3) Continuing to build Vietnam's cultural image, the international integration process must be associated with the task of socio-economic development, ensuring national defense and security of the Fatherland; (4) Continuing to build the image of Vietnamese culture, the international integration process must be associated with the digital transformation environment, in accordance with the cultural diplomacy strategy "Vietnamese bamboo".

The thesis proposes basic solution groups to continue building Vietnam's cultural image in the context of international integration, which are: (1) group of solutions to raise awareness and capacity of construction subjects. build the image of Vietnamese culture; (2) a group of solutions to innovate content to build Vietnam's image, consistent with the context of international integration, especially perfecting the value system and cultural symbols of Vietnam; (3) group of solutions to innovate methods of building Vietnam's image; (4) group of solutions to create a cultural environment, ensuring favorable conditions to build Vietnam's cultural image. In each solution group, the thesis proposes specific solutions. These solutions need to be implemented synchronously to promote the advantages of each solution and achieve the desired results. Because this solution will be the implementation condition of the other solution and vice versa, viewpoints and solutions to continue building Vietnam's cultural image in the context of international integration in the coming time need to be implemented in the system. dialectical system, influencing and determining each other according to the principles of universal connection, movement and development.

CONCLUSION

The thesis researches the issue of building Vietnam's cultural image in the current international integration process. From the research results, PhD students draw the following conclusions:

1. Our Party always upholds the role of culture in the process of leading the Vietnamese revolution, always determining the need to inherit and promote traditional cultural values and absorb the quintessence of human culture. through various forms of cultural exchange, building a democratic and civilized society, serving the genuine interests of people. Along with preserving and promoting traditional cultural values, creating and developing an advanced Vietnamese culture rich in identity, the issue of cultural exchange is identified by our Party as one of the activities The basic and core factor for proactive and effective international integration is building Vietnam's cultural image. Political bravery in culture and national identity of culture are the basis and core element of cultural exchange in current international integration, so that we can proactively promote cultural exchange to premise for deep integration and comprehensive development of the country.

2. Building Vietnam's cultural image in the process of international integration is an issue of vital significance for the country and people in the current context, and is a key task contributing to promoting land development. prosperous and happy country in the spirit of the 13th Party Congress. Building Vietnam's cultural image is to turn cultural strength into an endogenous resource, so that Vietnam can proactively integrate without being dissolved, so that culture can truly become an endogenous strength and a driving force for development. country and protect the Fatherland in the context of deep and strong international integration. In recent times, the issue of building Vietnam's cultural image has achieved many positive results, changing the world's perception of Vietnam and strengthening Vietnam's position in the world. The content and methods of building Vietnam's cultural image have been flexibly applied by subjects, and the environment and conditions for building Vietnam's cultural image have basically been created.

3. However, in the context of international integration with many objective impacts, the country's renovation and development of a socialist-oriented market economy pose many problems that need to be further resolved. The current situation of building Vietnam's cultural image to promote the country's image to the world has not achieved the desired effect. The current situation of building Vietnam's cultural image since international integration until now and the causes of the situation have been analyzed, showing that we still have many issues that need to continue to be resolved, in order to promote positive results. overcome and overcome limitations from the current situation of building Vietnam's cultural image in recent times, continuing to build Vietnam's cultural image in international integration in the coming time.

4. To effectively build Vietnam's cultural image in the process of deeper and deeper international integration, we must have a strategy for building and promoting Vietnam's cultural image, clearly defining goals and tasks. , main solutions and conditions for implementing solutions to open relations with countries in the region and around the world, deepen established international cultural relations, and strengthen mutual understanding between countries, contributing to promoting Vietnam's cultural image to friends around the world. Take advantage of the advantages of science and technology, promote the combination with digital diplomacy and public diplomacy to promote the achievements of innovation, fight and refute false and distorted information about situation in Vietnam, taking advantage of the sympathy and support of the international community for the cause of building and protecting the socialist Fatherland of Vietnam./.

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