

THE ROLE OF THE SOFT POWER OF VIETNAMESE CULTURE IN THE DEVELOPMENT OF THE COUNTRY

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Abstract

In the current context of integration and globalization, the soft power of culture plays a particularly important role in creating the position and influence of each nation. Vietnam is a country with many attractive cultural resources to become a soft power. On the basis of outlining the content of soft power of Vietnamese culture, the article analyzes and clarifies the role of soft power of Vietnamese culture in the development of the country. This role is reflected in the following basic contents: The soft power of Vietnamese culture is the spiritual foundation for the development of the country; Favorable conditions are created for international integration to develop the country; the soft power of Vietnamese culture combines with the hard power of Vietnam to develop the country, promoting the country's rapid and sustainable development.

Keywords: *Culture, development, soft power.*

1. Introduction

In 2002, J.Nye, an American researcher published a book titled *The Paradox of American Power: Why the world's Only Superpower Can't Go It Alone*, in which he introduced the concept of soft power. He believes that a country can achieve the results it wants in international political relations, because other countries want to follow them, follow their values, learn and follow the model. their own, hoping to achieve the same level of prosperity and openness as theirs [2, p.154]. From above this meaning can be understood that, in international political relations, through institutions, policies and culture to attract others. That is soft power. That is, soft power is opposite, in contrast to "hard" power - which is coercion by military power, economic power, etc. Soft power is power through attraction, not attraction, not by violence or coercion to force other people or other nation to follow them. Culture is a very broad concept and has many different approaches. But it can be agreed that culture is material and spiritual values created by humans. Thus, it can be understood that the soft power of culture is the cultural values of a nation, which have the power to attract other peoples and cultures of other peoples by oneself, not by way of "assimilation", "coercion", "forced" of the culture of another nation. In the current international integration conditions, promoting the soft power role of Vietnamese culture to develop the country is a matter of great theoretical and practical significance.

2. Method

The author applies the interdisciplinary approach of cultural philosophy, combined with the method of comparison and contrast to explain the soft power of culture in comparison with the hard power and the soft power role of Vietnamese culture for the development of the country.

3. Results

3.1. Soft power of Vietnamese culture

As we all know, the strength of culture is one of the basic components constituting the soft power of a country. It is the values of Vietnamese culture such as the tradition of patriotism, love of peace, the spirit of solidarity, tolerance, altruism, the spirit of peace, the importance of humanity, diligence, love of labor, Self-reliance, self-reliance, the desire to rise up of Vietnamese people, of Vietnamese culture has been, is and will continue to be an attraction for many other peoples.

In addition to spiritual cultural values, Vietnam also has extremely valuable tangible cultural values. Although located in a tropical climate, monsoon, unfavorable weather, many storms, floods, thunderstorms, but Vietnam is a country with many attractive natural landscapes, recognized by UNESCO as the top-ranked natural heritage of mankind such as Sapa ancient rock; Dong Van Plateau; Ha Long Bay; Phong Nha - Ke Bang Cave; many beautiful beaches such as Non Nuoc, Lang Co, Nha Trang.; unique system of rivers, canals and gardens in the South; there are many beautiful islands such as Cat Ba, Con Dao, Phu Quy, Phu Quoc; etc. There are also tangible cultural heritages such as the architecture of Hue ancient capital, Cham towers, relics of My Son holy land, Imperial Citadel of Thang Long;etc. All these tangible cultural heritages contain many attractions, creating cultural attraction for other peoples, other cultures.

The soft power of Vietnamese culture is also reflected in the attraction of other ethnic groups with a unique culinary culture, associated with tropical agricultural products, associated with an elegant, eco-environmental culture. own flavor and color, good for health. Different from Eastern culinary culture and Western culinary culture, in Vietnamese culinary culture, there are dishes such as pho, fried spring rolls, rice vermicelli, rice noodle roll, Hue pancakes, etc. Along with culinary culture Food, culture of healing by methods of traditional medicine and Vietnamese herbs also attracts many foreign tourists. With a tropical climate, Vietnam has many valuable traditional medicines that have the effect of curing diseases, nourishing the body, and enhancing physical health. On that basis, the Vietnamese have created traditional medicines with Vietnamese brands and characteristics. This is also an attraction, attracting tourists and foreign investors. If we can promote the culinary culture

and the culture of oriental medicine, we will certainly contribute to promoting this power of culture to increase Vietnam's soft power, on that basis to develop the country.

3.2. The role of the soft power of Vietnamese culture in the development of the country

Firstly, the soft power of Vietnamese culture is the spiritual foundation, the spiritual foundation for the development of the country.

This means that the soft power of culture “determines the direction, manner, and appearance of development. That is, no matter what level of development, people and communities of each society can only feel safe and progress when development does not separate from their traditional identity, inseparable from history, not turning away from universal human values, and not far from humanitarian tendencies” [3, p. 23]. It is based on traditional cultural values that Vietnam chooses the development path for a society "Rich people, strong country, democracy, justice and civilization", in which people are the center, the goal is also the driving force of development.

The soft power of culture is also shown as a basis for creating consensus in society, supporting truth - good - beauty, fighting evil, evil, falsehood, inhumanity, not because human. In particular, it is cultural soft power that will arouse and bring into play the hidden strength in each people and the whole nation in protecting the integrity of territorial sovereignty, peace and peace of the Fatherland. At the same time, cultural soft power also arouses and multiplies the aspiration for development, making this aspiration become the psychology of all classes of people and in the Government, to create unity and consensus in land development. country. On that basis, promote the country to develop for the people, for the people.

Second, the soft power of culture facilitates international integration to develop the country.

The soft power of culture is like knowledge, the more information spreads, the more it is replicated, the more it is promoted, the more it multiplies its power, the more it develops inexhaustibly like commodity consumption. Therefore, in the context of deep and wide international integration, promoting the soft power of culture in foreign affairs is extremely important. By culture, through culture, the acquisition, attraction, sensibility, ethnicity, and other countries will be effective and sustainable. From surprise to admiration and admiration, they learn about Vietnamese culture in general and the soft power of Vietnamese culture in particular. On the basis of cultural understanding, the soft power of culture combined with feelings of admiration and love will only allow them to receive, feel it, enjoy it, and gradually transform that perception, that knowledge becomes their own culture. At that time, culture

has successfully performed the function of persuading, attracting and attracting other people and ethnic groups. Our Vietnamese culture has inherent human values similar to the cultural values of humanity. Therefore, Vietnamese culture has more and more bases and conditions to perform the function of persuading, attracting and attracting other people and other ethnic. In the current international integration, together with political diplomacy, economic diplomacy, cultural diplomacy plays an important role in realizing the soft power of Vietnamese culture. It is no coincidence that the XIII Congress of the Communist Party of Vietnam set the task: *"To ensure the highest interests of the nation - the ethnic on the basis of the basic principles of the United Nations Charter and international law, equality, cooperation, mutual benefit"* [1, p.110], *"proactively and actively integrating into the world comprehensively and deeply; Vietnam is a friend, a reliable partner and an active and responsible member of the international community"* [1, p.162]. When we respect the basic principles of the Charter of the United Nations, respect international law, respect equality, cooperation and mutual benefit of nations and peoples, we have shown the soft power of Vietnamese culture. Vietnam respects other cultures, respects other ethnic groups, values equality and mutual benefit with other ethnic groups, and in foreign affairs we are friends, reliable partners and active members. and responsible in the international community. This motto fully expresses the value of Vietnamese culture and Vietnam's soft power in the foreign policy of our Party and State. Because, in order to admire and attract other people and other ethnic groups, we must first respect them, respect equality and mutual benefit. In political cooperation we clearly represent friends, not *objects*. In economic cooperation we represent a reliable business partner, not their *object*. In international relations, we represent an active and responsible member. In the spirit of being a friend, a partner in economic activities, an active and responsible member of the international community, has shown power in culture, power of the nation and power in the policy of nation. That is the soft power of Vietnamese culture. Like knowledge and information, culture is not exclusive, but pervasive and resonant. The more culture is spread, used and followed, the more the value of culture increases, not *"wears out"* like other consumer goods. Therefore, we must promote the soft power of culture in foreign affairs, serving the development of the country.

Third, the soft power of Vietnamese culture combines with the hard power of Vietnam to develop the country.

In relation to hard power, under the conditions that allow it, the soft power of culture acts as an influence, complement, support, and substitute for hard power. Hard power must use economic power, military power, etc. to force other people, other peoples to follow. Meanwhile, cultural soft power attracts, sensitizes, on the basis of similarities, mutual understanding and consensus among the parties. In international integration, each country has the opportunity to express themselves, each has the right to choose their own

development path, the soft power of culture plays an increasingly important role. The hard power of a country may decline over time, but the country's soft power can still be maintained and effective. The soft power of culture has always existed, reflected in the spiritual and cultural values, the material cultural values as well as through the people and policies of that country or nation. The spread of the soft power of culture is through the spread of material cultural values, cultural and spiritual values, and through people and policies of nations and nations. This pervasiveness depends on the level of civilization, humanity, science and practice of cultural values; depends on the quality and personality of people as a representative representative of the soft power of culture. If the similarity of cultural values and human qualities (representing the soft power of culture) of ethnic groups is higher, the spread and exchange of soft power becomes stronger, wider and deeper.

In the current trend of international integration, each country and each ethnic group has the opportunity to spread and spread the soft power of their own culture. However, this opportunity also includes the challenge, the problems of the risk of being "assimilated", attracted by the soft forces of another culture. Therefore, the 13th Party Congress set out the task: "Building Vietnam into an attractive place for international cultural exchange. Selectively acquire the quintessence of human culture in accordance with Vietnamese practice. At the same time, actively raise the resistance of people of all classes, especially young people, to foreign and toxic cultural products; step by step bring Vietnamese culture to the world" [1, p. 147). The fact that the struggle to protect our country's sovereignty over the sea and islands as well as the fight against the Covid-19 epidemic has shown that it plays an important role in the soft power of national culture. We have aroused the love of the motherland, the spirit of solidarity, mutual affection, love, care, etc... of each Vietnamese people, we have enlisted the support of the cause, the support of the cause. compliance with the 1982 United Nations Convention on the Law of the Sea worldwide. Therefore, we are not alone in defending our sovereignty over seas and islands, although this is a problem for Vietnam.

Fourth, the soft power of culture promotes rapid and sustainable development of the country.

The reality of our country's development today has made us realize that the development model based on natural resources and cheap labor has revealed certain limitations. Because natural resources are increasingly depleted, along with that, unpredictable climate and weather changes have adversely affected production; Competitive advantage in cheap labor is also lost. Therefore, Vietnam is transitioning to an inclusive development model - this model is people-centered, with the slogan that everyone is involved, everyone benefits, no one is left behind, no one is back behind. It is a model of

growth and development based on the power of creative intelligence of people, for people, for people, which means based on the soft power of culture. It is no coincidence that the 13th Party Congress set the orientation: "Developing a comprehensive human being and building an advanced Vietnamese culture imbued with national identity so that Vietnamese culture and people become endogenous strength, driving force for national development and defend the Fatherland" [1, p.116].

As we all know, our country's economic growth in recent years has mainly relied on natural resources and is reaching its limit, unable to grow more. If we continue to implement this growth model, it will be difficult for us to avoid the middle income "*trap*". While we are striving to turn our country into a high-income developed country by the middle of this century. To achieve this goal, we must transform the growth model based on innovation and application of science and technology. That is, we must innovate the growth model based on the power of people, the soft power of culture. The limitations of natural resources can only be limited and overcome by human innovation, by the successful application of achievements of modern science and technology. Among the factors of production force, human resources are the most basic and core factor, the driving force of development. Humans play the role of activating and determining factors for other factors such as capital, resources, science and technology, etc. These factors can only be effective when used by humans (with a combination between physical strength, mental strength, and potential for innovation) to exploit and use effectively. All these things belong to the soft power of Vietnamese culture and people.

Rapid development is an objective requirement for our country, otherwise we will fall into the middle-income "*trap*" like many countries and ethnic groups have fallen into. But the important thing is, the humaneness of development and the healthy level of social life are the cultural measure of the development process of a country. This poses the requirement that cultural and humanistic criteria must be taken as the criterion to evaluate development. Therefore, development is fast but must be sustainable. Sustainable development requirements require promoting the soft power of culture in sustainable economic development, sustainable development in culture, people, society and sustainable development in the environment. To do so, there is no other way but to rely on the soft power of the national culture. Practice shows that the cultural values of the soft power of culture (such as truth - goodness - beauty, love for people, tolerance, love for labor, hard work, study, etc .) once violated nothing in society is developed. If there is development, it is only temporary, unsustainable and will definitely have to pay a heavy price. Therefore, the 13th Congress of the Communist Party of Vietnam set out the task to thoroughly grasp the point of view: "Arousing the patriotic spirit, the will to self-reliance of the nation, the strength of the great unity of the whole nation and the aspiration to develop a prosperous and happy

country; promote socialist democracy, the synergy of the whole political system and of Vietnamese culture and people, ..." [1, p. 110].

It is not a coincidence that our Party considers "arousing patriotic tradition, national pride, belief and aspiration to develop a prosperous and happy country; Talents, intelligence and qualities of Vietnamese people are the most important center, goal and driving force of the country's development" [1, p. 116].

The practice of fighting against the Covid-19 epidemic as well as against natural disasters and floods over the past time shows that the Party and State of Vietnam have actively sacrificed the economy for people, not for the economy but for people. Therefore, it has aroused, multiplied the soft power of Vietnamese culture, brought the soft power of Vietnamese culture to a new level, created a Vietnamese patriotism, love, care, sympathy, mutual sharing of Vietnamese people, Vietnamese culture with new signs. Surely other countries and peoples will forever admire, enjoy and recognize the invention and invention of "Rice ATM", "Book ATM", "Free Supermarket"; about the joint efforts, solidarity, consensus and synergy of the people with the Party and State of Vietnam in combating the Covid-19 epidemic, as well as fighting floods, floods and natural disasters. The free help and successful treatment for many foreigners suffering from influenza in Vietnam, while the conditions in Vietnam are not rich in economy, not strong in science and technology; not very modern in terms of the health system... will make many countries and peoples around the world admire and admire. That is the soft power of Vietnamese culture, because Vietnam is a country rich in compassion, love, sympathy and understanding of people! That is the soft power of Vietnamese culture - if we can promote this strength, we will have the basis and conditions to develop the country quickly and sustainably.

.4. Conclusion

Through the above analysis, it can be seen that the soft power of Vietnamese culture plays a huge role in the development of the country. In order to promote the values of the soft power of Vietnamese culture, we need to well implement the Resolution 9 of the XI Party of the Party on building and developing Vietnamese culture and people to meet the requirements of sustainable development. steady the country. At the same time, well perform the task of building and promoting the cultural values and strength of the Vietnamese people set out by the 13th Congress of the Communist Party of Vietnam: "Focus on research, identification and construction implementation. national value system, cultural value system and human standards associated with preserving the Vietnamese family value system in the new period" [1, p.143]. Because these are the elements of the soft power of Vietnamese culture that need to be promoted.

5. References

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