

## DOCTORAL THESIS IN BRIEF

DOCTORAL THESES IN CULTUROLOGY  
NGUYỄN THỊ THÙY YÊN. ***Cultural Diplomacy of Vietnam with ASEAN in Integration Era****Speciality: Culturology**Serial number: 62 31 06 40*

Since the beginning of 21<sup>st</sup> century, when globalization has developed strongly, cultural diplomacy is applied more and more widely under rich forms and has the more important role in the diplomacy of every country, this because the spread of culture has a great role in the creation of mutual faith between countries, helping to deepen and tighten the political and economic relations. Given the increasingly great role of cultural diplomacy, study of its various aspects in international relations, especially in relations between countries of the region, proves to be very important in current situation.

On the basis of this situation, the postgraduate Nguyễn Thị Thùy Yên has chosen the topic of “*Cultural diplomacy of Vietnam with ASEAN in integration era*” as a research issue for her doctoral thesis.

The thesis has contributed to clarify theoretic system of cultural diplomacy; studied the relations between Vietnam and ASEAN, the factors impacting on cultural diplomacy of Vietnam with ASEAN; surveyed the real deployment of cultural diplomatic activities of Vietnam with ASEAN; studied the movement trend and problems to enhancement of efficiency of cultural diplomacy of Vietnam with ASEAN in integration era.

Besides the introduction, conclusion and reference list, principal contents of thesis consist of three chapters.

Chapter 1: *Theoretic basis of cultural diplomacy and summary of relations between Vietnam and ASEAN*

The thesis has contributed to clarify *theoretic basis of cultural diplomacy* with the notions such as: culture, relation between culture and diplomacy, cultural diplomacy, foreign affair cultural policy, diplomatic culture, international integration, and other related notions; referring also to acculturation and soft power theories. The thesis shows clearly that today culture affirms more and more its bridge role between the nations worldwide, proves to be the goal and driving force of development, the foundation for maintaining and protecting the peace, a factor promoting the development of other activities. In the world there are little countries that are able to transform their identity into power in economic, political and social relations with other countries in the region. *Cultural diplomacy is a specific diplomatic sphere related to establishment, development and maintenance of cultural relations with other countries in order to diffuse and exchange the culture and promote the soft power of culture with the target at implementation of foreign policy of country.*

*In summarizing the relations between Vietnam and ASEAN*, the thesis emphasizes that South-East Asian culture is an unified in diversity culture. The birth of ASEAN is considered as a foundation for development

of new co-operation in South-East Asia, affirming the determination of founder-members of ASEAN to take in charge the future development of each country as well as of the whole region. Vietnam has played an important role in determining the direction of co-operation and the great decisions of ASEAN such as the 2020 Vision, Hanoi Action Plan, Hanoi Declaration on Narrowing the Development Gap,... Together with other ASEAN members, Vietnam has also contributed to promote the mechanisms of ensuring the region security.

Chapter 2: *Current situation of cultural diplomatic activities of Vietnam with ASEAN in integration era*

The thesis considers that renovation achievements have created and are creating the new potentials and powers for Vietnam to enter in the new development period. Position of Vietnam more and more consolidated and affirmed on international arena is a necessary premise for the enterprise of industrialization and modernization of country. Vietnam Party and State always take special interest in foreign affair cultural activities in general and in cultural diplomacy in particular.

*In evaluating cultural diplomatic activities of Vietnam with ASEAN*, the thesis points out: Domestic and foreign factors such as globalization, international cultural exchange, formation of ASEAN socio-cultural community, interest of Party and State in cultural diplomacy, have influenced and determined the reality of cultural diplomatic activities of Vietnam with ASEAN in the last time. These activities have been deployed in various spheres such as culture and art exchanges and co-

operation, cultural exhibitions, organization of cultural events, festivals, food art, communication, activities of Vietnam Cultural Centre in Laos, organization of Vietnam Day/Week abroad..., all these activities having the co-ordination of many departments and ministries in order to diffuse comprehensively the image of country, men and culture of Vietnam. Besides that, the image of a Vietnam that loves peace is also propagandized to ASEAN countries through deployment of the project on “Honouring in foreign countries President Ho Chi Minh, *hero of national liberation and great man of culture*”, with emphasizing point such as the inauguration of Ho Chi Minh statues in Singapore and Philippines...

Cultural diplomatic activities of Vietnam with ASEAN bring to every member country the mutual cultural understanding, closing more and more with each other...

Now Vietnam is standing the great chances of promoting cultural diplomacy. Through cultural diplomacy, the image of country, culture and men of Vietnam is transmitted to friend countries in the region, making Vietnam more understood and loved by ASEAN countries. But on the other side, this fact might lead to loss of national identity. So we must pay attention to the principle: “integrating and not dissolving”. This challenge might lead the Vietnamese culture to the risk of lagging of cultural industry, losing cultural market and missing the chance of creating the “soft power” of culture.

Chapter 3: *Movement trend of cultural diplomacy of Vietnam with ASEAN and some problems*

\* *Movement trend of cultural diplomacy of Vietnam with ASEAN*: In the recent

time, cultural diplomacy has confirmed the efficiency of realizing the targets of foreign policy of Vietnam with ASEAN countries. Active effects of cultural diplomacy for the country, as well as increasingly important role of culture in international relations, are the foundations for affirmation that Vietnam will continue to promote cultural diplomatic activities with ASEAN countries in coming time in order to shape the national image, enhancing its position and prestige in the region through mechanism of multilateral co-operation with ASEAN countries. For this target, Vietnam cultural diplomacy must be carried out with more diverse and rich forms. So we see a more obvious trend to intensify the application of scientific and technological achievements for optimizing efficiency of cultural diplomatic activities. Vietnam also respects national identity of ASEAN countries in order to affirm their cultural position in the world, protecting together with them the national identity in the whirlwind of globalization.

*\* Some problems put for enhancement of efficiency of cultural diplomatic activities of Vietnam with ASEAN:*

- Problem of awareness: It must intensify the theory and enhance awareness of cultural diplomatic activities of Vietnam with ASEAN; pay importance to intensification of people's awareness of great role of cultural diplomacy in globalization era. For that, it must promote the propaganda and introduction of the importance and contributions of cultural diplomacy to the country not only in Ministry of Foreign Affairs, Ministry of Culture, Sport and Tourism, but also

nationwide; intensify the studies of cultural diplomacy of Vietnam with ASEAN, because this issue has a very important role in making strategy for all activities.

- Problem of programme and policy: We are lacking a national comprehensive strategy of propaganda for national image abroad. So it must create National Commission for Direction of Cultural Diplomacy for general co-ordination, in which the Ministry of Foreign Affairs plays the leading role of principal coordinator. It must create a mechanism of coordination between ministries, departments, activities and related local authorities in deployment of cultural diplomatic activities.

- Problem of human resources: Development of human resources is important focus of sustainable development. Human resources are one of top important problems of cultural diplomacy of Vietnam with ASEAN. Cultural diplomacy is a new activity in Vietnam, therefore it lacks the personnel both in quality and quantity. For realizing effectively the tasks of cultural diplomacy, the personnel must well know not only the diplomacy, politics, economy and foreign language, but also the culture. So promotion of training the personnel for cultural diplomacy is extremely necessary.

- Problem of financial resources: To facilitate cultural diplomatic activities of Vietnam with ASEAN, it needs the firm material and financial bases. In the short term, the Ministry of Finance must increase the budget of Ministry of Foreign Affairs and of other related ministries and departments for deployment of cultural diplomatic activities. It must consider to

create the Foundation for Cultural Diplomacy for being proactive to deploy cultural diplomatic activities. It must construct the mechanism and policy for promoting the socialization of cultural diplomatic activities, encouraging the participation of social organizations and businesses (domestic and foreign) in order to diversify the “resources” for cultural diplomacy.

- Problem of concrete activities of cultural diplomacy of Vietnam with ASEAN: To promote propaganda of Vietnam cultural

values to ASEAN countries (that is to promote the national soft power); develop the network of foreign affair communication; enhance efficiency of organizing the domestic and foreign cultural events; associate cultural diplomatic activities with political and economic diplomacies.

The thesis was successfully defended in front of Jury of Hanoi University of Culture, in 2016.

*Introduced by*  
*TRẦN AN*