

## Section 4. Political science

<https://doi.org/10.29013/EJHSS-22-2-41-45>

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### THE ROLE OF PROPAGANDA AND TRAINING, IN THE STRATEGY TO PREVENTION OF MEDICAL DANGER, LIFETIME OF OFFICERS AND PARTY MEMBER

**Abstract.** Propaganda and training plays a particularly important role, directly spreading Marxism-Leninism, Ho Chi Minh's thought, and the Party's political line to cadres, party members and the masses. Thereby, ensuring the leadership of the Party in all areas of social life, especially in the fight against moral degradation and lifestyle of current cadres and party members.

**Keywords:** Propaganda; against moral degradation, lifestyle.

#### 1. Problem:

Propaganda and training is the voice of the Party, honestly reflecting and promoting new, positive factors, bravely fighting against backward and negative moral phenomena, life style; Practically building a healthy public opinion, encouraging the masses to actively participate in the fight against deterioration in morality and lifestyle, especially among cadres and party members. In addition, the work of propaganda and propaganda also actively contributes to improving the spiritual life, building a new moral foundation and a new way of life in society.

In the current period, under the impact of the Fourth Industrial Revolution (Revolution 4.0), the new requirements of the task of building and defending the socialist Vietnamese Fatherland, the opposition of the forces hostile to the Vietnamese revolution, with the strategy of "peaceful evolution", riots and subversion, propaganda and propaganda work were constantly renewed in both content and form to meet requirements. mission. In the fight against degradation in morality and lifestyle, associated with the

implementation of Directive No. 05-CT/TW dated May 15, 2016 of the Politburo on "Promoting learning and following the ideology of the Communist Party of Vietnam". Ho Chi Minh's ideology, morality and style", Central Resolution 4 (Term XII) on strengthening Party building and rectification, preventing and repelling the deterioration of political ideology, morality, lifestyle, and expressions self-evolving, self-transforming internally. The work of propaganda and propaganda has made many positive contributions, fully demonstrating its leading role in detecting, fighting to condemn the phenomena of degradation in morality and lifestyle, doing well the task of social criticism, expressing positive factors, good examples, good examples, good deeds. "Strengthen the propaganda of the Party's lines and guidelines, the State's policies and laws; actively orient the Party's propaganda information and fight and oppose false and hostile views. Strongly and widely deploying information and propaganda on Party building work" [2, P. 214].

However, in practice, there are times when, on the front of the fight and prevention of moral

degradation, the lifestyle still reveals many limitations and inadequacies that are not commensurate with the requirements and tasks set out by the real situation. The practicality, predictability, and detection of complex issues in the evolution of political thought and public opinion have not been really active, and their sensitivity has not been fully promoted. The quality of political education, study, and grasping of the Party's resolutions and directives is sometimes not high enough, and advanced examples and models are not enough to repel negativity. The management of information is still loose, there is a lack of strong enough solutions to fight effectively with false information, counter misrepresentations, etc., promoting the role and responsibility of propaganda and propaganda. The effectiveness of training in the struggle and prevention of deterioration in a part of party cadres and people is not high. "The work of information and propagation of a number of lines and guidelines of the Party, policies and laws of the State is not timely, the form is not diversified. Fighting against false and hostile views is sometimes, in some places, not highly combative, still passive and confused. The forecasting and grasping of the ideological situation of cadres and party members, the people's thoughts and aspirations, and the orientation of public opinion are sometimes not timely. The results of the implementation of a number of Party guidelines on management of press, communication, publishing, internet and social network management have not met the requirements" [2, P. 172].

The decline in political ideology, morality and lifestyle of a part of party cadres has not been reversed, complicated developments, wasteful and negative corruption still take place in many places. focus on the number of party members with positions and rights in the state apparatus. Hostile, reactionary forces and opportunistic elements fully exploit the manifestations of moral degradation and lifestyle of a part of party cadres and members to distort, fabricate and oppose the revolutionary cause. and the national renewal process initiated and led

by our Party. "A part of cadres, party members and civil servants degraded in morality and lifestyle and violated public service ethics. There is no consensus in awareness and action about Vietnam's cultural and human value system and the link between economic development and national defense and security, cultural and social development, and environmental protection [2, P. 78].

## **2. Research content**

In order to properly promote the role of propaganda and propaganda work in the fight against moral degradation and current lifestyles in the Party as well as in society, it is considered that public employees are considered public employees. Propaganda and training activities need to be carried out synchronously and comprehensively with many solutions. In which, focusing on effective implementation of a number of key solutions as follows:

*Firstly*, officials in charge of propaganda and training need to raise awareness of the task of preventing and combating moral degradation. ethics, lifestyle. This is the solution of primary importance, determining the quality and effectiveness of fighting against degradation in morality, lifestyle and dominating other solutions. Perception is the basis of action, right perception is the condition for right action in practice.

To be effective, propaganda cadres have a close and synchronous coordination of the whole political system, creating consensus among the people to promote the role of propaganda in the struggle and prevention of recession. ethics and lifestyle. Constantly innovating the content and mode of operation, further improving the combatability, uniformity and effectiveness of ideological work. "Improve the efficiency of ideological work, create unity in the Party, consensus in society; attach more importance to the struggle to protect the ideological foundation of the Party, and to oppose wrong and hostile views. Resolutely and persistently struggle to prevent and repel the deterioration of political ideology, morality, lifestyle, internal "self-evolution" and "self-transformation" manifestations [2, P. 229].

Carry out political tasks appropriate to each revolutionary period, propagate and educate to create unity in the Party and consensus in society. Focus on effectively implementing Directive No. 05 of the Politburo, Resolution TW4 (term XII) of the Central Executive Committee, Directive No. 42-CT/TW of the Secretariat. At the same time, thoroughly grasp and effectively implement Conclusion No. 23-KL/TW dated November 22, 2017 of the Secretariat on strengthening direction and management, promoting the role of the publishing press in preventing and promoting reverse the degradation of political ideology, ethics, lifestyle, “self-evolution”, “self-transformation” internally; Resolution No. 35-NQ/TW dated October 22, 2018 of the Politburo on “strengthening the protection of the Party’s ideological foundation, fighting against wrong and hostile views in the new situation” in order to create changes and new spillovers in society. At the same time, doing well in ideological work must combine “construction” and “anti”, taking “construction” as a basic, strategic, long-term task, making progressive and active thought permeate the whole social life, has the effect of correcting deviant expressions, reforming outdated ideas, and repelling wrongdoings. Continue to strongly renovate the contents and methods of ideological work, ensuring the partyness, science, combat, practicality, timeliness and efficiency; improve the quality of propaganda, education and study of Marxism-Leninism and Ho Chi Minh’s thought.

*Two is*, regularly pay attention to training and fostering staff engaged in propaganda and propaganda work. This is a solution that directly determines the effectiveness of the fight and prevention of current moral and lifestyle degradation. “Officers are the root of all work; All success or failure is due to good or bad cadres” [3, p.269]. “Officers are the chain of the apparatus. If the chain is not good, if it is not running, the engine, even if it is good, even if it runs the whole machine, will be paralyzed. Cadres are those who carry out the policies of the Government and of mass organizations among the people. If cadres

are bad, good policies cannot be implemented” [3, p. 54–55]. Comprehensive training, on the ability to identify, courage in the fight against degradation in morality, lifestyle, bravery in professional ethics, courage to face, recognize and expose the manifestations degradation in morality and lifestyle of the contingent of Party cadres with positions and rights in the locality, in agencies and units.

Propaganda officers must be people with political bravery, firm political ideology, and healthy lifestyle. This is an important criterion for propaganda cadres to carry out their mission of bridging the gap between the people and the Party, improving the Party’s character, the combativeness and the persuasion of the propaganda work; do well in setting an example, promptly advise ideological work to create unity within the Party and consensus among the people; the propaganda officer must have passion, dedication to the profession, always improve speaking and writing skills; Propaganda officers are always oriented towards the grassroots, sticking to reality and closely associated with the people; Propaganda officers need to have scientific working methods and styles. These are the necessary qualities of a propaganda and propaganda officer, which are the basis for conducting training with the best quality and effectiveness.

In order to improve, it is necessary to implement many solutions synchronously, such as: For propaganda agencies at all levels from the central to local levels, it is necessary to make long-term and annual plans, urgently perform the task of training and fostering teams. cadres engaged in propaganda work to ensure that full-time cadres engaged in propaganda work must be well-trained and regular, capable of long-term professional development, and at the same time create resources for Party cadres, the State and the whole political system.

Implement the rotation well, creating conditions for the propaganda staff to be trained and mature through practice. Propaganda agencies must also actively create resources and plan staff to avoid generational and structural imbalances. The most important

task of propaganda is to consolidate and protect the ideological foundation of the Party and make that foundation deeply permeate social life. Therefore, propaganda agencies, especially the Central Propaganda Department, need to focus on fostering and training a contingent of professional reporters on Ho Chi Minh's ideology, morality and style. For propaganda officers themselves, it is a very special profession: it is both political, science and art. Therefore, the mind, virtue and reach and talent of the propaganda cadres must be expressed into specific and specific criteria for the cadres to strive accordingly. Therefore, the propaganda and propaganda cadres themselves must constantly strive to self-study and strive for progress.

*Third*, diversify contents and modes of operation of propaganda and training in the fight against degradation in morality and lifestyle. This is an indispensable solution, making an important contribution to improving the quality of the fight against moral and lifestyle degradation. Especially in the current revolutionary period, in the face of rapid developments in the world and in the country, the content, form and mode of operation of propaganda and training in the fight against anti-corruption must be renewed morality, style, guidelines and policies of the Party, and laws of the State continuously, timely and directly. direct, direct, highly persuasive and engaging. Proactively and promptly provide essential information and receive feedback from the people in the fight against moral degradation, lifestyle, information on corruption, waste, bureaucracy and evils. society; praising positive factors, advanced examples, good examples, good deeds.

Applying diverse and creative forms of propaganda to orient and attract a large number of people from all walks of life to participate in the struggle against deterioration in ideology, morality and lifestyle, to form a new movement to fight against effective. Actively fight against, counter wrongly by hostile forces, political opportunities. Participating in the fight against corruption, waste and negativity, orienting political and ideological content on important, complex and sensitive issues of special interest to the public. Pro-

actively provide timely information to dominate and control information, take positive and official information to overwhelm false, malicious and reactionary information. To encourage exploitation and development on the advantages and benefits of the internet (social networks) and other forms of communication in the fight against moral and lifestyle degradation. "Strengthening and improving the efficiency of application of new communication technologies and social networks in external information and public opinion struggle" [3, P. 155].

*Fourth*, strictly observe the regulations on discipline and discipline in the work of propaganda and training, management and rational use of the contingent of cadres engaged in propaganda and propaganda work. This is the solution to maximize the strength in the fight against moral and lifestyle degradation. Paying attention to and creating conditions to promote the potential of experienced staff, combining the dynamism and creativity of the young team, ensuring timely, direct and direct combat in the fight against the enemy. against degradation in morality and lifestyle. To promote and set an example of good people, good deeds, new factors, and advanced examples in the fight against degradation in morality and lifestyle. If you perform well the basic tasks as mentioned above, firmly believe that the propaganda and propaganda work in each locality and unit is really a sharp ideological weapon of the Party and State committees, a The link between the Party, State and the people is an important means of propagating socio-economic development, building the Party and the political system, and is a forum for the People to participate in social management, monitor rights and interests. force, is an important basis contributing to building our Party to be truly ethical and civilized, a genuine revolutionary political party that continues to lead the cause of building and defending the socialist Vietnamese fatherland.

### **3. Conclusion**

It can be seen that propaganda work as a particularly important component in the entire leadership

activities of the Party, is an important field for building and fostering the foundation of private thought. political ideology of the Party and the regime; is the key means in the propagation of Marxism-Leninism and Ho Chi Minh's thought, as well as in the struggle against moral degradation and lifestyle of current

cadres and party members. At the same time, it is the basis for affirming and improving the Party's pioneering role in politics, theory, culture and morality, paving the way for the cause of firmly building and defending the socialist Vietnamese Fatherland. meaning in the new situation.

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