

**AWARENESS OF OFFICIALS ABOUT THE PEOPLE'S MOBILIZATION WORK OF THE HO CHI MINH COMMUNIST YOUTH UNION IN HO CHI MINH CITY****\*Nguyen Ngoc Hong Anh**

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**Abstract**

The article researches the awareness of Youth Union officials about the contents, methods and difficulties in the people's mobilization work in Ho Chi Minh City. The results show that the Youth Union cadres are basically aware of the core content of the people's mobilization work, which is to propagate and mobilize young people to participate in building a cultural life, obeying the law and accompanying the development of the locality. In terms of methods, many officials have approached a variety of forms of popular mobilization such as through social networks, volunteer movements, forums, contests, etc., but are still confused in flexibly applying methods suitable to the characteristics of youth in each region. However, the people's mobilization still faces many difficulties, such as: cadres lack the skills to listen and approach specific groups of youth; interdisciplinary coordination is not close; a part of cadres are still doing formal people's mobilization, which has not created a long-term influence. The article proposes to strengthen skills training, innovate people's mobilization methods, apply technology and make people's mobilization effectiveness a criterion for evaluating Youth Union officials. The study emphasizes that raising awareness and capacity of the Youth Union is a key factor for the Youth Union to play a good role in the new context.

**Keywords:** Cadres, Civil affairs, Ho Chi Minh City Communist Youth Union, Ho Chi Minh City.**INTRODUCTION****Ask the problem**

In the process of the Vietnamese revolution, the people's mobilization work has always been identified by our Party as an organic part of the Party's building work, a bridge between the Party, the State and the people, in order to promote the strength of the great unity of the whole nation. In the political system, the Ho Chi Minh Communist Youth Union holds a special position, representing a young, energetic and creative social force – a force expected to play a key role in the cause of industrialization and modernization of the country. For the Youth Union, the people's mobilization work is not only a propaganda and mobilization activity for youth but also a process of organizing, leading, educating and arousing civic responsibility, patriotism and revolutionary ideals among young people, contributing to creating a brave and Wisdom and Ethics. President Ho Chi Minh once affirmed: "The people's forces are very large. The people's mobilization is very important. If the people's mobilization is poor, everything is bad. If the people's mobilization is skillful, everything will be successful" [1], a thesis with profound methodological value, pointing out the dialectical relationship between the people's mobilization work and the effectiveness of the performance of political tasks. In particular, in the context of rapid social changes due to the impact of globalization, urbanization and digital transformation, young people are subject to many multidimensional impacts on cognition, behavior and life values. This poses an urgent requirement to improve the quality of the Youth Union's people's mobilization work, starting from the correct and comprehensive awareness of the Youth Union's cadres about the contents, methods and

specific difficulties in implementing the people's mobilization at the grassroots level. In Ho Chi Minh City – the leading economic, cultural, scientific and technical center in the country, there is an increase in the number of young people, in which the proportion of migrant youth, unskilled workers and young people outside the organization accounts for a large proportion – the people's mobilization work of the Youth Union is facing many challenges. Some manifestations show that the awareness of union officials about the people's mobilization work is still limited, lacks depth, and has not caught up with the requirements of innovating approaches in the digital era, especially for disadvantaged youth groups, young people at risk of falling away from the organization. This practice poses an urgent requirement to systematically and scientifically study the awareness of the Youth Union cadres towards the people's mobilization work – in order not only to identify the gaps in thinking and approaches, but also to create a theoretical and practical basis for improving the people's mobilization capacity of the Youth Union organization in the new period. Towards building a democratic, fair and civilized society in which youth play a central role in sustainable development.

**THEORETICAL PERSPECTIVE****Looking back at the views of previous authors**

When discussing the content of the people's mobilization work of the Ho Chi Minh Communist Youth Union, it can be seen that a number of typical works have deeply mentioned this issue. In the work "Ho Chi Minh Communist Youth Union – Development Journeys" (Vu Quang Hien, 2012), the author has portrayed the process of formation and development of the Youth Union, and at the same time emphasized the specific contents that cadres need to implement in the process of

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mobilizing union members youth [2]. In addition, the book "Important professional skills to know for Youth Union cadres" (Thuy Linh and Viet Trinh, 2012) not only systematizes the development stages of the Youth Union organization but also mentions in detail the necessary skills in mobilization, gathering youth and arousing the active and creative role of young forces in modern society [3]. This work also provides information related to the organizational structure, operation regime as well as policies for current Youth Union officials. In terms of the method of organizing the people's mobilization work in the Youth Union, La Thi On's research work with the topic "Methods of solidarity gathering youth and organizing the Youth Union in Bac Giang district – Ha Giang province" (La Thi On, 2010) has provided a comprehensive and specific view of effective methods in the process of connection, leading young people. This study emphasizes that the success of the people's mobilization work will significantly determine the improvement of the position and operational efficiency of the Youth Union organization at the grassroots [4]. Similarly, in the study "The current situation of youth in Ca Mau province, necessary solutions and policies for youth in the face of socio-economic development requirements" (Pham Van Uynh, 2010), the author not only analyzes the practical characteristics of local youth but also emphasizes the role of civil mobilization in the implementation of youth development policies effectively [5].

In particular, in the research project "Solutions to strengthen the solidarity and gathering of Buddhist youth of the Ho Chi Minh Communist Youth Union – Vietnam Youth Union in Da Nang City today" (Da Nang Youth Union, 2006), the authors approached the problem from a rather specific aspect – youth mobilization in the Buddhist community. This work clearly analyzes the method of organizing the people's mobilization work of the Youth Union cadres in order to increase the participation of religious youth, thereby making recommendations suitable to the specific socio-cultural context [6]. In general, the above-mentioned studies have contributed to creating an important foundation for assessing the level of awareness of Youth Union officials about the content and methods of carrying out civil mobilization work, and at the same time opening up more in-depth approaches in the current context. In the context of modernization and integration, the Ho Chi Minh Communist Youth Union needs to constantly innovate in terms of organizational structure, mode of operation, and content of activities to adapt to the life of young people and the requirements of the new Communist Party. Typical works reflecting this trend include: Nguyen Thi Mai Huong (2018), "Renewing the content and mode of operation of the Ho Chi Minh Communist Youth Union in Hanoi today", Doctoral thesis, University of Social Sciences and Humanities, Hanoi National University [7]; Le Van Ri (2017), "Renewing the organization and operation of the Ho Chi Minh Communist Youth Union in promoting the industrialization and modernization of the country", Doctoral thesis, Ho Chi Minh National Academy of Politics [8]; Nguyen Thi Mai Lan (2015), "Ideological work of the Ho Chi Minh Communist Youth Union of the University of Social Sciences and Humanities, Hanoi: The current situation and solutions", Master's thesis, University of Social Sciences and Humanities [9]; Nguyen Thi My Trang (2001), "Building a contingent of party members who are young students in universities and colleges in Hanoi", Doctoral thesis, University of Social Sciences and Humanities [10]; Nguyen Thi Thu Ha (2020), "Renewing people's mobilization work in the northern

mountainous provinces according to Ho Chi Minh Thought", Ph.D. thesis, University of Social Sciences and Humanities [11]; Le Cao Thang (2022), "Applying Ho Chi Minh Thought to the training and fostering of trade union cadres to meet the requirements of new tasks", Communist Magazine, No. 1 (1981), pp. 45-50 [12]. The above works all agree on the requirements to renew the Youth Union organization in the direction of flexibility, close to the reality of youth, associated with the Party's political tasks in each specific historical period. In particular, the thesis of Nguyen Thi Mai Huong (2018) has made a comprehensive assessment of the limitations in the traditional mode of operation, and at the same time proposed a modern and effective model of Youth Union activities in the urban environment. From the overview of the studies, it is shown that the people's mobilization work of the Ho Chi Minh Communist Youth Union has been interested from many angles, but there is still a lack of in-depth research on the awareness of the Youth Union cadres – a key factor determining the effectiveness of the work. In the context of innovation and integration, improving theoretical awareness and practical skills for Youth Union cadres is an urgent requirement. Therefore, it is necessary to focus on a deeper survey of the awareness of the content and methods of the people's mobilization work. This will be a scientific basis for proposing solutions to improve the effectiveness of people's mobilization among young people.

## RESEARCH METHODS

The author used the method of questionnaire survey and in-depth interview. The research on the implementation of the questionnaire survey method is described as follows:

1. Regarding the sample selection process: the author selected a non-probability sample of 443 objects that are officials working at the levels of City, District/District, Commune/Ward
2. Regarding the design, the questionnaire consists of 2 parts, part one: Respondents' characteristic information; part two: The current situation of officials' awareness of the people's mobilization work of the Ho Chi Minh Communist Youth Union.
3. Regarding the respondents to the questionnaire: In order to ensure the accuracy of the information, this number of respondents is the subjects of officials working at the levels of cities, districts, communes/wards.
4. Regarding the processing of survey results: After the investigation, the questionnaires are checked, encrypted, cleaned and data entered and processed according to the requirements of the topic on SPSS software version 20.0.

## Research questions and research hypotheses

### Research Questions

How is the awareness of the officials of the Ho Chi Minh Communist Youth Union in Ho Chi Minh City about the content and methods of the people's mobilization work expressed? What difficulties are hindering the implementation of the people's mobilization work in the activities of the Youth Union? How to raise awareness and effectiveness in the implementation of people's mobilization work of Youth Union cadres in the context of current strong urbanization and social transformation?

## Research hypothesis

The awareness of the officials of the Ho Chi Minh Communist Youth Union in Ho Chi Minh City about the people's mobilization work is still formal, not comprehensive and uniform, affecting the quality of implementation in practice. The difficulties mainly stem from limited skills, lack of support resources and no specific mechanism for evaluating effectiveness. Raising theoretical awareness, equipping people's mobilization skills and strengthening support from organizations will contribute to improving the efficiency of people's mobilization in the activities of the Youth Union.

## Conceptualization

In the article "Awareness of cadres about the people's mobilization work of the Ho Chi Minh Communist Youth Union in Ho Chi Minh City", the basic concepts that need to be clarified include: 1) Cadres; 2) Civil mobilization work; 3) The Ho Chi Minh Communist Youth Union and (4) The awareness of officials about the people's mobilization work of the Ho Chi Minh Communist Youth Union. *Regarding cadres*, they are people who have responsibilities and powers in the organization, are responsible for administering, managing, and performing tasks related to the development of the organization, community, and society. Cadres play an important role in carrying out political tasks, administrative management, organizing social work, and promoting sustainable development activities. Cadres not only need to have professional capacity but also moral qualities, strategic thinking and leadership and organizational ability to solve social problems.

Regarding the people's mobilization work, it is a political and social activity to mobilize, persuade and create consensus among the people to implement the guidelines and policies of the Party, the State, and socio-political organizations. The people's mobilization work includes propaganda and education activities, creating a close relationship between cadres and the people, and at the same time solving social problems of the community. In particular, the people's mobilization work of the Ho Chi Minh Communist Youth Union especially focuses on youth mobilization, propagating social values, educating patriotism and the spirit of social responsibility. About the Ho Chi Minh Communist Youth Union is a socio-political organization of Vietnamese youth, under the leadership of the Communist Party of Vietnam, which plays an important role in gathering and uniting young people, educating revolutionary and moral ideals, and promoting the spirit of shock, creativity of youth in building and defending the Fatherland. The Ho Chi Minh Communist Youth Union is the core force in propagating and mobilizing young people to participate in revolutionary movements, community activities, and protect the legitimate interests of young people.

From the above concepts, we have the central concept of the awareness of cadres about the people's mobilization work of the Ho Chi Minh Communist Youth Union. This is the understanding, evaluation and awareness of the Youth Union cadres about the content and methods of civil mobilization work. The author has concretized this in Figure 1 as follows:

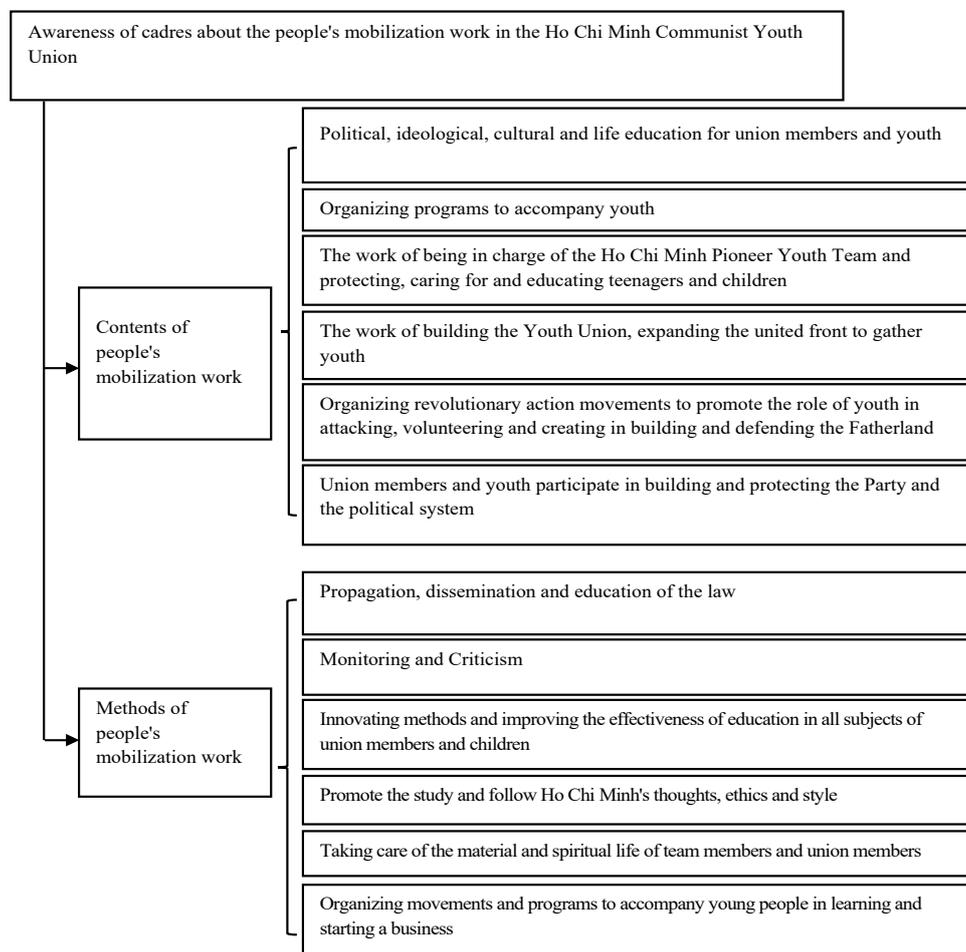


Figure 1: Awareness of cadres about the people's mobilization work in the Ho Chi Minh Communist Youth Union

## RESULTS AND DISCUSSION

### Results of the study on the awareness of cadres about the content of the mass mobilization work of the Ho Chi Minh Communist Youth Union

The awareness of officials about the content of the people's mobilization work of the Ho Chi Minh Communist Youth Union is of key significance in ensuring the quality and efficiency of the Youth Union's activities. This is the factor that guides the thinking, attitude and action of the cadres in propagating, mobilizing and promoting the role of young people in social life. When cadres clearly understand the content, nature and methods of civil mobilization work, they will be more proactive and creative in performing their tasks. This not only improves the prestige of the Youth Union organization but also contributes to strengthening the relationship between youth and the Party and the government. Therefore, studying this issue is an important basis for proposing solutions to improve the quality of people's mobilization work in the current Youth Union organization. Table 1 shows that the awareness of cadres about the content of the people's mobilization work in the Ho Chi Minh Communist Youth Union by groups at all levels is relatively good. Specifically, in indicator 4/ Youth Union building, expanding the united front to gather youth, the city-level group accounted for 85.9%, the district/district group accounted for 81.5% and the lowest was the commune/ward with a rate of 80.8%. This difference not only reflects the practical conditions of work at each level, but also shows the relationship between awareness level and practical organizational capacity. City-level cadres often have early access to new guidelines and resolutions of the Central Youth Union and the political system, and at the same time receive more intensive and methodical training. In addition, they regularly participate in professional forums and seminars, thereby raising awareness and the ability to concretize the contents of the people's mobilization in accordance with the new context. This requires a policy of continuous training and refresher, combining reasonable decentralization and authorization and appropriate practical support mechanisms to improve the effectiveness of awareness and action in grassroots people's mobilization work – where they are directly deployed and have the most contact with young people. The survey results show that the awareness of cadres about the people's mobilization work in the Ho Chi Minh Communist Youth Union is generally positive, especially at the city level. However, there are still significant disparities between levels, especially at the grassroots level. The difficulties mainly come from part-time work pressure, limited time, resources and professional qualifications. This directly affects the ability to concretize the people's mobilization policy into practice. Therefore, it is necessary to strengthen professional training and fostering and have an appropriate support mechanism for grassroots officials. This is a key factor to improve the effectiveness of comprehensive and sustainable people's mobilization.

### Results of the study on the awareness of officials about the mode of mass mobilization work of the Ho Chi Minh Communist Youth Union

The results of the study on the awareness of cadres towards the mode of mass mobilization work of the Ho Chi Minh Communist Youth Union reflect the level of understanding,

evaluation and application of cadres in the political system on how to implement the mass mobilization activities of the Youth Union. This is an important factor, because the right awareness will contribute to orienting effective actions, improving the quality of coordination between levels and sectors in implementing youth mobilization. This awareness survey not only helps to assess the current situation, but also serves as a basis for proposing solutions to foster and improve the capacity of cadres in the context of innovating the current operation mode of the Youth Union. Table 2 shows that the awareness of cadres about the mode of mass mobilization work in the Ho Chi Minh Communist Youth Union at all levels is relatively good. Specifically, in indicator 2 / Monitoring and criticism, the city-level group accounted for 48.4%, the district/district group accounted for 31.5% and the commune/ward group with a rate of 36.8%. The root cause of this difference comes first of all from the conditions of access to information and the professional and theoretical qualifications of officials at all levels. At the city level, cadres often have a better theoretical foundation, have access to regular political training and fostering programs, and have the opportunity to participate in the process of policy-making or social criticism on a large scale. On the other hand, the legal mechanism and specific process for the Delegation to participate in criticism at the grassroots level are still lacking, making officials confused in implementation, thereby affecting the level of awareness and practice of this method in practice.

### Discussion on the trust of cadres in the mass mobilization work in the Ho Chi Minh Communist Youth Union

The confidence of cadres in the people's mobilization work of the Ho Chi Minh Communist Youth Union is a key factor determining the effectiveness of the implementation of the contents and methods of the people's mobilization in practice. When cadres believe in the role, function and capacity of the Youth Union organization in gathering and leading young people, they will actively support, coordinate and create favorable conditions for people's mobilization activities to be effective. On the contrary, if there is a lack of trust, the people's mobilization work is easily formalized, lacks depth and is difficult to spread. In the current context, strengthening this belief requires not only from the actual results of the Youth Union's activities, but also from the innovation of thinking and approaches of officials at all levels, to better identify the potential and strategic value of the Youth Union organization in the political system. People's mobilization plays a key role in building and consolidating the relationship between socio-political organizations and the people, especially in the context of the transformation of modern society. The Ho Chi Minh Communist Youth Union, as the Party's shock force in youth mobilization, plays a special role in effectively implementing the people's mobilization work nationwide, including Ho Chi Minh City – the economic center, the largest culture and politics in the country. The survey chart on the level of trust of cadres in the people's mobilization work of the Ho Chi Minh Communist Youth Union in Ho Chi Minh City has provided important quantitative data, clearly reflecting the awareness and attitude of the cadres towards the performance of the Youth Union. The survey results show that up to 82.6% of officials rated the Youth Union's people's mobilization work as reliable, showing a wide recognition and firm belief in the current methods of approaching, organizing and implementing people's mobilization activities.

**Table 1. Awareness of cadres about the content of mass mobilization work in the Ho Chi Minh Communist Youth Union by groups at all levels**

Awareness of officials about the content of people's mobilization work	Group of cadres at the level							
	Town		District		Ward/Commune		Sum	
	N	%	N	%	N	%	N	%
1. Political, ideological, cultural and life education for union members and youth	89	69,5%	53	42,7%	113	58,5%	255	57,3%
2. Organizing programs to accompany youth	92	71,9%	94	75,8%	160	82,9%	346	77,8%
3. The work of being in charge of the Ho Chi Minh Pioneer Youth Team and protecting, caring for and educating teenagers and children	78	60,9%	80	64,5%	132	68,4%	290	65,2%
4. The work of building the Youth Union, expanding the united front to gather youth	110	85,9%	101	81,5%	156	80,8%	367	82,5%
5. Organizing revolutionary action movements to promote the role of youth in attacking, volunteering and creating in building and defending the Fatherland	81	63,3%	75	60,5%	108	56,0%	264	59,3%
6. Union members and youth participate in building and protecting the Party and the political system	101	78,9%	92	74,2%	136	70,5%	329	73,9%
Sum	128	100,0%	124	100,0%	193	100,0%	445	100,0%

P = 0,000

**Table 2. Awareness of cadres about the mode of mass mobilization work in the Ho Chi Minh Communist Youth Union by groups at all levels**

Awareness of cadres about the mode of people's mobilization work	Group of cadres at the level							
	Town		District		Ward/Commune		Sum	
	N	%	N	%	N	%	N	%
1. Propagation, dissemination and education of the law	84	65,6%	53	42,7%	92	47,7%	229	51,5%
2. Monitoring and Criticism	62	48,4%	39	31,5%	71	36,8%	172	38,7%
3. Innovating methods and improving the effectiveness of education in all subjects of union members and children	118	92,2%	121	97,6%	184	95,3%	423	95,1%
4. Promote the study and follow Ho Chi Minh's thoughts, ethics and style	93	72,7%	85	68,5%	130	67,4%	308	69,2%
5. Taking care of the material and spiritual life of team members and union members	109	85,2%	99	79,8%	159	82,4%	367	82,5%
6. Organizing movements and programs to accompany young people in learning and starting a business	40	31,2%	42	33,9%	55	28,5%	137	30,8%
Sum	128	100,0%	124	100,0%	193	100,0%	445	100,0%

P = 0,002

This ratio is a positive indicator, reflecting the leadership, administration and adaptability of the Youth Union in the context of continuous social changes. In addition, 16.7% of the surveyors rated it at a "normal" level, showing the existence of a part of cadres who are still reserved or not completely satisfied with the way the Youth Union implements the civil mobilization work. This can be a consequence of differences in expectations, unevenness in the quality of cadres, or limitations in communication and audience access. Notably, 0.7% of officials expressed distrust in the Youth Union's people's mobilization work. Although this number is very small, it is still a sign that needs to be paid attention to, reflecting a small part that is still skeptical about the effectiveness or method of implementing the people's mobilization. From the above results, some outstanding advantages can be drawn. First of all, the high percentage of cadres trusting is a testament to the fact that the Ho Chi Minh Communist Youth Union has been performing well in the role of connecting youth with socio-political organizations, building consensus among cadres. This credibility reflects the Youth Union's efforts in approaching reality, innovating operation methods and improving the quality of the civil transport team. However, there are still certain limitations that need to be taken seriously. The fact that there is still a small percentage of officials who rate "normal" and "distrust" is not large, but it is a warning about the risk of declining trust if there are no timely adjustments. Potential causes may include a lack of synchronization in the method of mobilization between grassroots levels, the quality of communication has not met the requirements, or the inconsistency in the implementation of youth-oriented policies. From the above analysis, it can be concluded that the level of trust of cadres in the mass mobilization work in the Ho Chi Minh Communist Youth Union in Ho Chi Minh City is relatively high, showing the initial success in affirming the role and position of the Youth Union in socio-political life.

However, in order to further strengthen and enhance this belief, the Youth Union needs to continue to innovate the content and methods of people's mobilization in a practical direction, improve the quality of youth workers, as well as promote the active and creative participation of young people in community life. Only then will the Youth Union's people's mobilization work truly become a solid bridge between the youth and the Party and the government, contributing to building a united, progressive and sustainable society.

## Conclusion

Through the analysis of survey results and quantitative and qualitative indicators, it can be affirmed that the awareness of the Ho Chi Minh Communist Youth Union cadres in Ho Chi Minh City about the people's mobilization work, although it has achieved positive changes, is still generally formal. not really comprehensive and uniform between levels. This disparity clearly reflects the inadequacy in theoretical approaches, practical skills and implementation conditions between the city, district/district level and the commune/ward grassroots. Specifically, a part of cadres still do not properly and fully understand the strategic role of the people's mobilization work in youth work; many methods of mass mobilization such as supervision, social criticism or mobilization of forces have not yet been focused on implementation. These difficulties mostly stem from limited practical capacity, lack of intensive training programs, lack of specific effectiveness evaluation mechanisms and especially the lack of support resources from the Youth Union and the political system. This situation, if not overcome in time, will directly affect the quality and depth of people's mobilization activities in the Youth Union, reducing the effectiveness of spreading to youth – the central object of mobilization work. Therefore, in order to improve the efficiency of the people's

mobilization work, it is necessary to focus on raising theoretical awareness for cadres at all levels, fully equipping them with modern people's mobilization skills and establishing a system for evaluating and supervising the effectiveness of implementation in a scientific way. At the same time, the strengthening of resource support, policies and coordination mechanisms between the Youth Union at all levels is also a key factor to help the people's mobilization work really go deep, promote the leading role and orientation of the Youth Union in the youth work in the new era.

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