The impact of globalization on culture in Vietnam: Problems and solutions

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Abstract---Globalization is an inevitable and objective trend, strongly attracting the participation of all countries and regions in the world. With its vast and complex nature, globalization has strongly affected all countries, all areas of social life, especially culture. For Vietnam, globalization has been bringing opportunities and opportunities, while also creating real challenges and dangers in the preservation and development of culture. Therefore, the urgent issue now is to fully and deeply define and have a reasonable strategy, both taking advantage of opportunities and overcoming threats to promote the role of culture in society. The process of globalization has important theoretical and practical implications.

Keywords---Globalization, culture, impact, people, Vietnam

Introduction

Today, the world is undergoing a process of globalization along with the strong development of the digital technology revolution and artificial intelligence, which is rapidly increasing the connection between countries and people in many areas aspects of social life, including cultural issues. Globalization not only creates conditions for Vietnamese cultures to exchange and acclimate to each other, and enrich the common culture of the nation and nation; but it also poses nations and peoples facing the risk of fading cultures, such as falsely promoting purely scientific, technical, and technological civilizations, lifestyles that follow material interests trivial nature, forgetting or underestimating the traditional culture of the nation. Once these risks commonly take place, it will not only lead to monotony and poverty in the traditional cultures of nations but also monotony and poverty in the common culture of all mankind. Therefore, studying the impact of globalization on Vietnamese culture is of practical significance.
Research Questions

The study intended to address the following research question based on the research’s objectives.
- What are the impacts of globalization on culture in Vietnam?
- What are the problems for cultural development in the process of globalization?
- What are the solutions to develop literature in the process of globalization?

Literature Review

Regarding the topic of the article, there are typical works: 
*Cultural conservation and cultural expression* have focused on analyzing traditional culture and global culture, and the ability to preserve and promote cultural heritage. Based on the works of Eric Hobsbam and Terence Ranger (1983), the "invention of tradition", is the "construction of tradition". The author points out the principles and the relationship between culture and tradition (Salemink, 2002).

In this direction of research, there are also typical works such as *World Decade of Cultural Development* of the National Committee for International Decade of Cultural Development, Publication of the Ministry of Culture, Information and Sports, Hanoi, 1992; *Counterdevelopment at the cost of liberalism* by Richard Bergeson, Publishing House. National politics, Hanoi, 1995; *Creating a New Civilization of the Third Wave* by Alvin Toffler and Heidi Toffler, Publishing House. National politics, Hanoi, 1996;...

*In the Clash of Civilizations*, Samuel Huntington mentioned several issues about national culture and factors to recognize the cultural identity of each country and the need to preserve and develop the culture of the peoples (Huntington, 2003). *Conquering the cultural waves*, the authors analyzed the development process of modern Western society in terms of culture and cultural identity, pointing out that the gap is too far apart not only in poor countries, slow and developing, but also in developed countries. These are oppression, exploitation, injustice, despite disparity between rich and poor, and destruction and destruction of the environment (Trompenaars & Turner, 2006). *Some theoretical and practical issues of building and developing Vietnamese culture* have been summarized through articles published in journals on the theory and practice of cultural construction and development. Vietnam in the process of international integration such as building an advanced Vietnamese culture imbued with national identity, comprehensive development, unity in diversity, deeply imbued with the spirit of humanity and democracy improvement; making culture closely linked and permeable to the entire social life, becoming a solid spiritual foundation, an important endogenous force for development (Huong, 2011).

*Preserving the Vietnamese national identity in the current globalization context* has stated: The process of globalization is an inevitable and objective development trend of society, having a strong impact on the economic and political life culture of all countries and peoples in the world. Globalization is making profound changes, from awareness to practice of all countries in all fields, within each country as well as in international relations. Globalization opens up many
development opportunities, but also poses significant challenges for countries, especially developing countries. One of the challenges of globalization fading and loss of national identity (Ha, 2011).

The Vietnamese value system from tradition to modernity and the road to the future has focused on academic concepts, methods, and theoretical tools about common cultural values. The book also shows the good qualities of Vietnamese people such as decency, optimism, cheerfulness, love of life, gratitude, respect for face, and respect for women; At the same time, the author discusses Changes in the traditional Vietnamese value system in the modern period, according to which in the face of rapid and drastic changes in space, time, social context, speed, etc. changes in the economy... have made many "ugly" characteristics of Vietnamese people revealed (Them, 2016); the article Economic Growth With Improvement of People’s lives in Vietnam, said that, in order to improve people’s living standards in addition to the economic growth, the regulation on distribution of economic growth results by the government plays a very important role. In recent years, the achievements of economic growth have contributed to improving the quality of people’s lives, especially conditions for cultural development (Tri, 2022). It can be said that the above studies have mentioned issues related to the topic of the article from different angles with approaches, research methods, and content in cultural development.

Research Methods

Theoretical basis: This article is made based on the worldview and methodology of dialectical materialism and historical materialism, Vietnam’s perspective on cultural development and globalization

Research methods: This article uses a combination of research methods such as historical and logical methods, comparison, analysis and synthesis, induction and deduction, and statistical methods from reference sources to serve in the research and presentation of the article.

Research results: From analyzing the impact of globalization on culture in Vietnam, the article proposes some solutions to take advantage of the opportunities of globalization to develop a culture for socio-economic development in Vietnam today.

Results and Discussion

The concept of "culture" appeared quite early in the history of human thought, reflecting the material and spiritual values created by people in practical activities. Currently, there are many different views on culture, because depending on historical and social conditions and different approaches, the concept of culture is also different. However, it can be understood: Culture is the totality of material and spiritual values created by humans, accumulated in the process of practical activities, and is a core element that creates a community's own identity. A social community can dominate the psychological life and all activities of people living in that social community. Culture can be divided into two areas:

- Material culture is the totality of achievements and products that people create in the process of material production, including architectural works, palaces,
temples, pagodas, houses, specific objects to serve and satisfy the needs of human life, against nature, against enemies, for food, shelter, clothing, travel, production methods, labor... are an expression of culture.
- Spiritual culture is the totality of spiritual values and achievements created by people in production and practical activities to satisfy their spiritual living needs, including values, ideology, morality, lifestyle, customs, literature, art, science, education, beliefs, religion, festivals, mass media, etc.

However, the distinction between material culture and spiritual culture is only relative, because, in practical life, human beings have no purely material or purely spiritual values; moreover, in the material products themselves created by humans is the crystallization of thoughts, and aspirations, knowledge, emotions, lifestyle...; On the contrary, cultural and spiritual products must always be contained and conveyed in certain material forms. The above relativity stems from the fact that material culture or spiritual culture are products created by humans and are united in its subject, which is human. On the other hand, the process of creating a human material culture and spiritual culture is the process of dialectical unification between thinking and action, between practical and spiritual activities. The higher the unity between them, the more fully and deeply the values and meanings of culture are expressed.

Vietnam has 54 ethnic groups, each with its own unique culture. Due to its special geographical position, the cultural exchange in Vietnam has been rich and strong for thousands of years ago. During the period of international integration, Vietnamese culture and lifestyle continued to change. However, it is not only the transformation due to acclimatization from other cultures, but more complicated is the transformation from within the culture itself in both positive and negative directions as it goes deviation from standard cultural values.

**Some effects of globalization on culture**

*Globalization creates opportunities to develop Vietnamese culture*
- Globalization creates favorable conditions for the trend of peace, cooperation, development, and stability for development, thereby creating favorable conditions for the preservation and promotion of traditional Vietnamese culture. In recent years, humanity has been witnessing complicated developments with many potential uncertainties and unpredictable events. Tensions, religious and ethnic conflicts, secession, local wars, territorial disputes, political riots, interference, subversion, and terrorism will still take place sharply; non-traditional security threats, high-tech crimes in the fields of finance - currency, electronics - telecommunications, biology, environment, etc. tend to increase with increasing nature complex substance. However, the multipolar world political landscape is becoming more and more obvious; There are new points in international relations such as besides big countries playing the leading role, small countries are increasingly rising to assert their positions; together with political, military, economic, cultural, and social factors are revealed and increasingly important; the gathering of intertwined, loose, even temporary political forces based on interests. In which, countries both entice, take advantage of, and restrain each other.
Globalization contributes to the modernization of Vietnamese culture. Globalization makes today's world market larger and more complete in its operating mechanism. We have conditions to expand trade relations with countries and territories around the world. Globalization makes the world smaller as a “global village”; Countries around the world have drawn closer together, absorbing each other’s ideas and cultures, making the spiritual life of people increasingly diverse and rich. Globalization brings creative freedom to each individual (Tri, & Nhe, 2020).

The process of globalization also creates opportunities and possibilities for cultural contact and exchange between Vietnam and other countries around the world, absorbing human knowledge, and contributing to raising people's intellectual level. Through cultural, artistic, and sports exchanges, Vietnam has the opportunity to promote its image to the world, making the world know that Vietnam is a place that preserves almost intact architectural monuments. from streets, houses, assembly halls, communal houses, pagodas, shrines, ethnic churches, ancient wells, etc. to traditional dishes, the souls of the people here; and vice versa, Vietnam can also absorb the achievements and cultural quintessence of the world quickly and more selectively. It is through comparison and learning from advanced economies that we can perfect our traditional culture, and ensure successful cultural integration with the world, but also not lose our identity. National culture has been molded over thousands of years of history.

In addition, by participating in the process of globalization and traditional culture, Vietnamese people are no longer "framed" within the national-ethnic border, but have gone beyond the territory and integrated with the world, contributing to supplementing and enriching the common cultural treasure of mankind. Thus, globalization in preserving and promoting culture, in itself, contains positive factors.

Globalization is also a condition for Vietnam to rub, complete, and supplement the system of legal documents on the development of traditional culture signed between Vietnam and other countries and international organizations, ensuring equal international rights and obligations of Vietnam in the international arena. When working with foreign partners, Vietnam will learn a lot of experience in reorganizing the State management apparatus and human resources in the field of international cooperation in culture, and innovation scientific, fast, decentralized, and decentralized way of working, creating an initiative for specialized units and agencies in foreign affairs.

*Globalization also poses challenges to culture*

- Globalization poses challenges in preserving and promoting national traditions in Vietnam. That is the risk of fading and losing the traditional culture of the nation, because the current globalization has new development steps, along with the development of science and technology, which has accelerated the process of shaping. It has become an information society in which negative information has directly threatened the preservation and promotion of cultures of the world's peoples, including Vietnam. A few large countries are taking advantage of the process of globalization and international integration to find ways to spread their cultural values, languages, customs, and lifestyles around the world, with effective support of cross-platform media tools and media, to carry out their
scheme of "cultural hegemony", to fade traditional national culture. Many anti-
value, anti-cultural factors and toxic opinions and ideas easily penetrate and
distort traditional culture and morality. This is an existing and increasing risk for
Vietnam as well as localities throughout the country, especially its negative
impacts on the young people such as following a materialistic lifestyle mediocrity,
deviant moral standards, hybrid lifestyle, pragmatism, individualism, selfishness,
and foreign students, are far from traditional national values in the spiritual life
of a part of today's youth. It is not a small challenge for education and training in
the city to preserve and promote traditional values in developing countries.
- Globalization also poses challenges to preserving and promoting the traditional
culture of the Vietnamese nation, with the danger from the hostile forces' plots to
carry out a "peaceful evolution" to destroy our country with its enemy's new
expression, more drastic and sophisticated than before in the process of
globalization and international integration. This has led to a deterioration in
political ideology, morality, lifestyle, and manifestations of "self-evolution", and
"self-transformation", making the situation even more complicated for cadres and
party members. Globalization because developed capitalist countries dominate
the rules of the game in the style of "big fish eat small fish", developed countries
will be shared more opportunities than poor countries. And poor countries are at
risk of being squeezed and lost, easily facing risks in economy, culture, and
society. In particular, at present, Vietnam is a destination for many countries, so
the negative effects of globalization and economic integration have also had a
strong impact on preserving and promoting culture, such as cultural activities.
Hostile and reactionary forces can take advantage of the open-door integration
policy to promote activities to sabotage and pervert the achievements that the
Vietnamese people have achieved in the doi moi process, thereby promoting "self-
evolution", "self-transformation" and plotting "peaceful evolution", "deviating from
socialism" with new manifestations in terms of the subject of the process,
methods, contents, goals, etc. developed to the climax, to the point that it can be
considered a "technology", that is, a "subversive technology", with many different
scenarios in all areas, especially through culture with the main purpose. The
main factors that they target are the young people, causing them to lose
orientation in awareness, and ideology, change their will, and beliefs, degrade
morals, lifestyles, fade ideals, and socialism goals, thereby weakening role and
strength of youth, hindering the cause of renewal and the construction of
socialism in Vietnam. This is a risk that cannot be underestimated, that fact
requires us to have appropriate measures and ways to cope and overcome, not to
fall into a passive and unexpected situation.
- Along with that, through the globalization of depraved and reactionary cultural
publications, a wave of crimes and violence from abroad infiltrated our country,
increasing negative phenomena and social evils. The downside of globalization is
erasing many traditional spiritual values of the Vietnamese nation, giving rise to
bad habits such as self-interest, selfishness, pragmatic lifestyle following money,
absolutization material values, disregarding spiritual values, considering material
values as the expression of human values... In that context, it is required to
combine preservation and promotion of culture, with selectively absorbing the
cultural quintessence values of mankind, harmoniously combining traditional
culture and modern culture in building Vietnamese human personality to meet
the requirements of the Vietnamese people's construction of socialism.
Some problems arise

First, the cultural change of ethnic groups is inevitable in the process of exchange and integration. The degree of change depends on the cultural strength and the internal force of the country. If there is great endogenous power, cultural acculturation takes place on the active side; if the endogenous factor is weak, then passive acculturation and cultural values bearing national identity are easily lost or even lost even culturally assimilated.

Second, the global process is strongly affecting all aspects of social life in most countries around the world, and Vietnam is no exception. Vietnam has great opportunities to absorb values from many cultures but also faces the risk of losing its national cultural identity. The change in culture and lifestyle is inevitable, the problem is to direct that change in a positive direction; It is necessary to recognize and take advantage of the development of scientific and technological achievements as a favorable condition for the preservation, development, and dissemination of national cultural values to the world. Third, it is necessary to recognize and properly appreciate the great challenges facing Vietnamese culture in the context of extensive globalization to find ways to overcome and limit the negative impacts of the Second Industrial Revolution on the culture and lifestyle of the people.

Some solutions in the future

First of all, thoroughly and comprehensively grasping the Party’s viewpoints and guidelines on cultural development and the State’s policies towards cadres, party members and people is a factor in creating unity in the Party, the consensus in society, contributing to the successful implementation of political tasks of the Party and State; strengthen the capacity to apply scientific and technological achievements, to build an advanced Vietnamese culture imbued with national identity.

Second, perfecting the legal system, overcoming the situation that the law exists, but the sub-law documents and decrees guiding the implementation are slow, inconsistent, and not specific. Strengthen legal education, and renew legal education forms to suit each subject in each specific condition and situation. Do not let staff with no expertise, or low reputation in the party committee, move to be in charge of culture. This is one of the reasons why culture is not respected. Third, to develop culture, the State needs to invest all resources for cultural development equal to the investment in economic development. Because, in general, all development is by people, for people. If cultural values are changed in a negative direction, people will be degraded in terms of political thought, morality, and lifestyle, which will affect the development of the country. Therefore, the State needs to invest in both financial and material resources and have strict inspection and control to realize the current goal of building and developing Vietnamese culture. Regularly train and foster to improve research capacity, and ability to access and apply new technological achievements to promote the creative capacity of researchers and cultural managers (Tri, Hoang & Dung, 2021).
Fourth, build a healthy cultural environment to facilitate the development of Vietnamese culture and people. A healthy cultural environment at home, school, and society will be the place to form, nurture cultural personality and educate Vietnamese people's lifestyle so that they will be protected, multiplied, and evil and evil will be eliminated and condemned. Renovate education at all levels, with an emphasis on ethics, art, and creativity. From the knowledge and skills learned in school, cultural values will spread to the whole society (Tri, Dung & Minh, 2021).

Fifth, to build an advanced Vietnamese culture imbued with national identity in the face of the impact of globalization, it is necessary to ensure harmony between national interests and people's interests; must have high initiative, early orientation, scientific and national character; Standard traditional cultural values must be preserved, modern cultural values must be selectively absorbed, transformed into attitudes, motives, wills, actions, and crystallized into beliefs and development aspiration in every Vietnamese person.

**Conclusion**

Building and developing culture plays an extremely important role in the goals of development and social progress because it contributes to creating the spiritual foundation for the country; creating motivation and endogenous resources for the country's sustainable development. Cultural development must not only ensure the cultural integrity of the previous generation but more importantly, build national pride, and arouse the endogenous source of strength for the sustainable development of the country. Cultural development is not only one of the most important factors in the superstructure, but also plays a decisive role in sustainable socio-economic development, ensuring fairness and progress in society is the foundation and driving force in the process of innovation and international integration. Cultural development in the context of globalization in Vietnam today is under the influence of many factors, both positive and negative, both opportunities and challenges. The synchronous implementation of the above solutions will contribute to overcoming challenges and taking advantage of opportunities to promote Vietnamese culture to meet the requirements of sustainable development of the country (Tri, 2022).

**References**


