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Promoting the Role of Youth in Preserving Ethnic Cultural Identity in Vietnam

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Abstract

In the current era, when the world is integrating economically, culturally and in many other fields, preserving national cultural identity has become extremely important. Vietnam is a country with many ethnic groups, with their own unique cultural values. It is these cultural values that create the unique beauty and appeal of Vietnamese culture. However, with the development of society, many cultural values are gradually being forgotten or erased to adapt to new changes. This forces us to have

new approaches to maintain and develop the nation's cultural values. As the young generation, the generation that succeeds their ancestors in preserving Vietnamese national identity, young people have important tasks and roles. The article researches and clarifies the basic features of Vietnam's national cultural identity, the role of youth in preserving national cultural identity, thereby offering solutions to promote the role of youth in preserving Vietnamese identity in the current period.

Keywords: National Cultural Identity, Role Promotion, Youth, Vietnam

Introduction

Youth is an important force, the future of the country. At each stage, each path of the country's progress is marked by the imprints and contributions of young people in each task. With impulsivity and creativity, "you don't need young people, it's difficult to have young people for everything", Vietnamese youth have accompanied the nation, promoting the talents and strengths of youth for the cause of fighting for national liberation, building and protecting the current socialist Vietnamese Fatherland, including the task of preserving national cultural identity. Our Party has affirmed: "Promote education to raise awareness, respect and compliance with the law, protect the environment, and preserve the national cultural identity of Vietnamese people, especially the younger generation"¹. Therefore, promoting the role of youth in preserving national cultural identity is important because youth are the largest force in society and the next source of national development.

Research Results

1. Some features of Vietnam's national cultural identity and the need to protect Vietnam's national cultural identity

1.1 Vietnamese cultural identity

"Identity" is originally a Sino-Vietnamese word. Original meaning is one's own, form means appearance. More broadly, we can understand identity as our inherent beauty. According to Ho Ngoc Duc's Open Dictionary, identity also has a similar meaning, which is a special inherent characteristic that creates one's own dignity.

Thus, national cultural identity can be defined as the unique cultural nuances and characteristics that create the unique beauty of a nation. Cultural identity is distinctive because it is a unique element that exists only in the spiritual culture of a nation.

National cultural identity is the unique and distinctive elements of a culture, expressing "national characteristics", creating a cohesive strength, maintaining and developing nation's life, the nation's preserved "genes", are the typical values that reflect the appearance, traditions, bravery, qualities, soul, lifestyle, way of feeling, way of thinking, the unique aspirations and symbols of each country and nation.

¹ Communist Party of Vietnam (2021), Documents of the 13th National Congress of the Party, Volume 1, Truth National Political Publishing House, Hanoi, pp. 115-116.

National cultural identity is the basic sign to distinguish the culture of one nation from another, one country from another. National cultural identity is expressed centrally in national cultural traditions. Cultural traditions are values passed down from history, inherited and promoted by subsequent generations in their time, creating a continuous flow of cultural history.

Vietnam's national cultural identity is the enduring values, the quintessence of the Vietnamese ethnic community, cultivated through a history of thousands of years of struggle to build and defend the country. "It is a passionate patriotism, a will for national self-reliance, a spirit of solidarity, a sense of community that connects individuals, families, villages, and the Fatherland; kindness, tolerance, respect for love, morality, diligence, creativity in work, sophistication in behavior, simplicity in lifestyle. National cultural identity is the basis for social connection and linking generations, creating the spiritual strength of the nation. Therefore, protecting and promoting national cultural identity becomes an objective requirement and the goal of the current cause of building and developing Vietnamese culture.

Referring to the Vietnamese national cultural identity, it is impossible not to mention a huge treasure gathered by the following elements:

Language: Language is the soul of a nation. A nation without speech or writing will become slaves to other nations. Vietnam's history of 1,000 years of Northern domination is clear evidence. The Vietnamese language is heavily influenced by Chinese characters. However, later Vietnam had its own script, Nom. By the 17th century, there was Vietnamese in Latin script, which served as a premise for the process of forming and developing the National Language.

Customs, traditions and religion: Customs in Vietnam include betel chewing, wedding customs, the Hung King death anniversary tradition, religious beliefs such as Buddhism, Catholicism, Protestantism... These are the ways of behaving, living, and moral, religious, and spiritual concepts that people of the same nation pass down from generation to generation.

Costumes: Vietnamese costumes are extremely diverse and rich through the ages. Women's costumes range from peach bibs, four-piece shirts, pants, turbans to Ao Dai (Vietnamese traditional costumes). Men's clothing ranges from blouses and pants to turbans, shirts, loose pants...

Cuisine: Vietnamese cuisine is known as one of the richest cuisines in the world. Throughout the length of the country, from North to South, each region has its own dishes and tastes. The North has pho, bun thang, fried rice... The Central region has banh xeo, Hue royal cuisine... The South has grilled snakehead fish, Nam Vang noodles...

Architecture: Vietnamese architecture is also an indispensable element in the national cultural identity. In particular, Vietnam has many architectures recognized by UNESCO as world cultural heritages such as: Thang Long Imperial Citadel, Hoi An ancient town, Ha Long Bay...

1.2 The need to preserve national cultural identity

Globalization has been creating a trend of increasingly deep international integration in all areas of social life, helping peoples and countries come closer together to cooperate, exchange, exchange, and develop together. However, developing in a new international context with rapid,

complex, and unpredictable developments, Vietnam's national cultural identity is also subject to opposite impacts, the most obvious being the negative side of the globalization process, market economy and the dominance of new media, the internet, and social networks. The nation's cultural and ideological borders are also challenged by the encroachment of cross-border platforms.

From practice, it has been shown that in the process of globalization, especially in the cultural field, if there is not a strong enough filter, lack of bravery and creativity will lead to passive, hasty absorption, massively, which can easily lead to a situation where the country's endogenous resources and strengths are overwhelmed and dominated by exogenous factors, thereby eliminating the nation's cultural diversity and losing its own identity, the roots and cultural traditions of our nation. Not to mention, nowadays hostile and reactionary subjects see culture as a new battlefield to fight against, so they constantly carry out sophisticated and unpredictable plots and tricks. Currently, in order to promote the soft power of culture, the widespread promotion of popular culture, consumer culture, fashion, cuisine, and entertainment is becoming more and more popular, leading to new trends, including negative trends that attract young people from many countries to participate. Many people rush to accept new things and then become worshipful and fanatical, rushing to follow different trends and lifestyles, gradually losing their identity and not being able to control themselves. In addition, the development of science and technology, the rise of social networks and online and cross-border platforms also pose problems that need to be resolved.

Developing a socialist-oriented market economy is the correct policy and policy of the Party and State of Vietnam. However, in the process of operation and implementation, there is still a mindset that emphasizes economic benefits, promoting and pursuing material goals and profits while forgetting the tasks of cultural development and ensuring equality and social progress. It is also an unbalanced and unsustainable development when some individuals, corporations, and private enterprises, for profit, are willing to violate the space of heritage and relics, destroy the environment, make deforming the natural ecological landscape, causing environmental pollution, seriously affecting human life and comprehensive development.

A challenge that is also being posed in cultural development is the downside of the process of industrialization - modernization and urbanization. Industrialization, modernization and urbanization are inevitable development trends aimed at narrowing the gap between rural and urban areas, creating a new look with constantly improving and improving the quality of people's lives. But the downside of this process is also having a significant impact on cultural and human development in today's society. The massive development of real estate projects, new urban areas, and the formation of factories and enterprises has narrowed the cultural space of many villages, changing the livelihood space and living space and performance environment, cultural practice of the community. The spontaneous and unplanned development of craft villages with large amounts of waste and dust discharged directly into the environment threatens people's health, longevity and long life.

This situation shows that in order to build, preserve, revive and develop national culture in the current context, in addition to promoting exchanges, learning, and selectively

receiving the quintessence of human culture, enrich national culture with a sense of initiative to both receive development opportunities, limit and overcome negative effects and negative aspects of cultural globalization. It is necessary to realize that absorbing world culture must be selective on the basis of traditional values and national cultural bravery. We must create cultural resistance with necessary filters and partitions to repel and resist the invasion of countercultural trends and streams of thought with harmful content. The work of promoting and spreading the image of the country and people of Vietnam to international friends needs to be promoted. Vietnam is proud to have a long-standing, diverse, rich, and rich culture. These are important advantages that need to be exploited and strongly promoted in the current conditions. Developing in the new context, national culture needs to promote its mission as well as its role and strengths so that culture not only raises awareness, educates, and meets the spiritual needs of the Vietnamese people but also an important endogenous resource contributing to socio-economic development, ensuring the country's rapid and sustainable development. National cultural identity is the proud beauty of a country, necessary preserved and continued for many generations.

2. Activities to preserve the national cultural identity of Vietnamese youth now

Youth - a large force of society, has an important position and role in the development process of the nation's history. During the two resistance wars against the French colonialists and the American imperialist invaders, young people enthusiastically "put up their pens and went to war", "Decided to die for the Fatherland and decided to live", regardless of fame and personal interests ready to devote his life and youth to the independence and freedom of the Fatherland. Therefore, the role of youth is increasingly greater along with the revolutionary requirements and tasks set at each specific period and historical moment. General Secretary Nguyen Phu Trong affirmed: "Throughout the country's history, young people have always upheld the patriotic tradition, heroic and indomitable spirit of the nation, and enthusiastically pioneered in all fields, making great contributions to the cause of building and defending the country"².

Regarding the activities of preserving national cultural identity, in recent times, young people have promoted their role, actively and proactively doing a good job of propaganda and mobilization of all viewpoints, guidelines of The Party and State's policy on building an advanced Vietnamese culture rich in national identity. In particular, in remote and difficult areas where many outdated customs and practices still exist, young people and student volunteers are the ones who stick close to the area and go door-to-door to analyze, prove, and explain to people better understand the value of traditional festivals, customs, lifestyle, and character of the Vietnamese people, from which people better understand and take seriously and actively implement. Not only that, young people can also promote their role on the cultural front, truly becoming cultural soldiers in the fight against bad and hybrid products that harm traditional

beauty of the nation. And it was they who together with the people made imperialism's peaceful evolution plot fail, making an important contribution to brightening Vietnamese culture in the Ho Chi Minh era, making it truly become an important goal and driving forces in the cause of industrialization and modernization of the country. At the same time, youth are the main force in organizing the activities of the Youth Union to unite and gather a large number of youth union members to participate in promoting and introducing the image, nature, and nature of the country and people of Vietnam to international friends. And, young people are also the main force fighting against the plots, tricks, and activities of "peaceful evolution" in the ideological and cultural fields of hostile and reactionary forces at home and abroad, firmly protecting the Party's ideological foundation.

Over the past time, under the leadership and direction of party committees and party organizations at all levels, heads of agencies, units, localities, Youth Union officials at all levels, the role of youth participating in preserving identity National culture is expressed in many different fields and activities. Along with implementing the movements "Youth build a family and start a career", "Youth join hands to build new rural areas", "Youth volunteer", "Youth firmly step under the Party flag"... Youth actively and proactively participate in activities such as: Propagandizing and mobilizing people to strictly comply with the Party's guidelines, policies, and laws on culture; establish groups to share information and images about the homeland on social networks; cultural, artistic, sports and physical exchanges between grassroots delegations; Meet artisans, village elders, village chiefs, and reputable people to learn experiences and methods of making traditional crafts, such as knitting, weaving, making banh Chung, banh Giay... Participate in writing political articles to fight against hostile views and mistakes on social networks; Contributing to repairing, renovating and renewing cultural architectural works in villages, communes, hamlets and hamlets, helping families in difficult circumstances and families with meritorious services to the revolution. In fact, there are many examples of young singers who have spread the value of Vietnamese cultural identity to the world community through cultural performances, with a harmonious combination of tradition and modern and highly appreciated by international friends, Vietnam is always an attractive address attracting tourists to visit, research and learn about culture. For example, in Thanh Son district (Phu Tho), to preserve the Muong ethnic cultural identity, youth union members have many ways and measures: Establishing the Muong ethnic cultural club; Actively respond to the contests "Young civil servants and public employees with public service culture", "Family meals with ethnic cultural identities", calling and mobilizing youth union members to actively participate in cultural and art programs, learn about the culture and history of ethnic groups, wear traditional costumes of ethnic culture in community activities... Or like in Dak Lak, to preserve national cultural identity, the Provincial Youth Union Standing Committee has directed the Standing Committees of districts, towns, and union cities to establish and develop youth gong, dance, and musical instrument teams, open classes on gongs, and instructions on how to use traditional musical instruments. As a result, in the past 10 years (2010 - 2020), Youth Union levels throughout the province have organized more than 150

² Nguyen Phu Trong (2022), Some theoretical and practical issues about socialism and the path to socialism in Vietnam, National Truth Political Publishing House, Hanoi, p.307.

training classes to teach gong playing and instruct on the use of traditional musical instruments for more than 4,500 children, union members and young people participate³. However, due to the impact of the negative side of the market mechanism, the introduction of Western culture, and the strong development of social networking sites, a part of young people have not actively participated, not fully aware of the importance of preserving national cultural identity, many young people are indifferent to national cultural identity, do not learning and inheriting traditional crafts; excessively idolizing singers and movie actors, who belong to youth music more than to red music, the nation's revolutionary music; living in a hurry, being pragmatic, selfish, not being able to maintain etiquette, rules, and order in the family, especially in relationships, behavior, communication...

The causes of the above limitations and shortcomings are: 1 - The awareness and responsibilities of some union levels in some places do not pay attention to propaganda and education; 2- The content, form, and organizational measures to preserve national cultural identity for young people are not flexible, creative, attractive, and attractive to union members and young people; 3 - Conditions to ensure activities to preserve the cultural identity of young people such as funding and facilities are still low; 4 - A part of youth union members are still afraid of difficulties, afraid of suffering, lack courage, have no purpose or motivation to strive for advancement in work and life; easily depressed, pessimistic, and hopeless when encountering difficulties or failures.

3. Solutions to promote the role of youth in preserving Vietnam's national cultural identity

The 13th Party Congress determined: "Protecting and promoting good and sustainable values in Vietnamese cultural traditions"⁴. Concluding remarks at the National Cultural Conference (November 2021) General Secretary Nguyen Phu Trong emphasized: "Highly promote the cultural values, strength and spirit of dedication of all Vietnamese people, creating endogenous resources and breakthrough motivation to successfully implement the country's development goals by 2025, 2030, and vision 2045 as a socialist-oriented, high-income developed country"⁵. To promote the role of youth in preserving national cultural identity, the following measures need to be taken:

Firstly, party committees, party organizations at all levels, heads of agencies, units, localities, and Youth Union officials need to strengthen propaganda and education so that young people are more deeply aware of their role in preserve national cultural identity. This is a basic solution to improve awareness, capacity and performance of young people in participating in preserving national cultural identity in current international integration. Implementing this solution helps young people deeply and fully understand the views of Marxism-Leninism, Ho Chi Minh's ideology,

and the Party's views and guidelines on traditional values and national cultural identity. The capacity and effectiveness of preserving national cultural identity depends greatly on the content of political education, ideology, traditional education and quintessential national cultural values. It is in the educational process that our young people acquire a system of scientific knowledge in all fields, along with cultural values and standards, social ethics, ensuring the formation and development and perfect the necessary personality qualities to meet the requirements, responsibilities, tasks and social development. On that basis, clearly define the position, role and tasks of youth in the revolutionary cause in general, preserve and promote national cultural identity in particular, and then strive to cultivate and forge cultivate the spirit of patriotism, self-respect, national pride, constantly improve the sense of responsibility, professional qualifications, revolutionary ethics, political bravery, maintain the traditional values of our ancestors, mobilize the intellectual and talented resources of youth, contribute a lot to the cause of building and protecting the socialist Fatherland, preserving and promoting national cultural identity in today's international integration.

Second, regularly innovate the content, form, and operating methods of the Youth Union to promote the role of youth in preserving national cultural identity. General Secretary Nguyen Phu Trong emphasized: "The Ho Chi Minh Communist Youth Union needs to continue to innovate further, further improve the quality of content and operating methods, and improve the effectiveness of the action movement revolution, expanding the solidarity front, rallying the youth".

With this spirit, the Youth Union focuses on educating and fostering young people in the good cultural values of the nation, which is love for the homeland and pride in the history of fighting against foreign invaders, the sacrifices of national heroes, Ho Chi Minh's ideology, ethics, and style; the virtues of diligence, tolerance, hard work, and always having the will and determination to strive for improvement of the Vietnamese people. Regularly organize practical activities to visit museums and traditional houses to educate and foster revolutionary ideals and social responsibility for young people. Develop practical and specific programs and action plans of the Union, suitable to the requirements, tasks, characteristics and situation of each agency, unit and locality, ensuring successful implementation of central political service. Building models of youth participating in activities to preserve national cultural identity associated with promoting and developing tourism economy, community tourism, protecting the environment, building a friendly youth image, confident, proactive, and creative attracts more and more tourists to Vietnam. Organize the Youth Union's programs and actions to integrate into political and ideological education for young people to always nurture aspirations and dreams, have "Clear hearts, bright minds, great ambitions" for a Vietnam is strong, prosperous, and has an increasingly high position and prestige in the international arena.

Third, build a clean and healthy cultural environment to promote the role of youth in preserving national cultural identity. A clean and healthy cultural environment is very important to promote the role of young people in preserving national cultural identity. It is a system of internal and external factors that influence young people's awareness and

³ Ngoc Huyen (2020), Dak Lak Youth are determined to preserve and promote national cultural identity, <http://www.thiduakhenthuong.org.vn>.

⁴ Communist Party of Vietnam (2021), Documents of the 13th National Congress of the Party, Volume 1, Truth National Political Publishing House, Hanoi, p.143.

⁵ Nguyen Phu Trong (2021), Concluding Remarks at the National Cultural Conference (November 2021).

actions. Reality shows that in recent times, despite being influenced by outside culture, most young people still retain the cultural beauty of the Vietnamese people. Many young people have spread the good cultural values of the nation through cultural and artistic performances, sports and physical training, displaying and introducing local tourism products, creating YouTube channels, Tiltok, Food channel... Accordingly, agencies, units and localities need to create favorable conditions for young people to develop in all aspects. We must believe in young people, support and help young people physically and mentally to achieve their goals and plans, and at the same time, support young people who have the motivation and desire to get rich, moving forward with his own talent and enthusiasm. Actively and proactively coordinate with relevant agencies and departments to find markets for products made by young people; Build and replicate advanced examples, examples of young people who are strong-willed and brave in work and life, not afraid of difficulties or suffering, have many contributions to social activities, and spread the image of beauty of youth union members to praise and reward. Fight to prevent bad and toxic cultures, do not let counter-cultural and uncultured behavior creep into agencies, units and localities; proactively attack toxic and bad culture, defeat plots, tricks, and "peaceful evolution" activities of hostile and reactionary forces to foster confidence in socialism and its path promote socialism for young people. General Secretary Nguyen Phu Trong affirmed: "It is necessary to focus on building an environment and conditions for learning, training, working, and entertainment so that young people can develop healthily, comprehensively, and harmoniously both physically and mentally, intellect and soul; have great love and high responsibility for family, homeland and country"⁶.

Fourth, promote positivity, initiative, and creativity in preserving the national cultural identity of young people. Every young person needs to actively and proactively research and learn about national cultural identity with specific content. In fact, there is a group of young people who do not know what national cultural identity is so that they can effectively and appropriately participate in activities to preserve national cultural identity. National cultural identity includes material cultural values and spiritual cultural values (tangible and intangible cultural values), which are natural cultural heritages and scenic spots in the country, each region and locality. Young people need to constantly study, practice, and improve their understanding of the nation's material cultural values and spiritual cultural values; promote impulsivity and pioneering in implementing movements organized by the Party, State, and Central Committee of the Ho Chi Minh Communist Youth Union; Consolidate and foster social and historical knowledge, have the obligation and responsibility to protect national cultural identity, fight and refute distorted and reactionary information from hostile forces.

Conclusion

In the current era of globalization, national cultural identity is an important value and needs to be protected and developed. Preserving national cultural identity not only

ensures the existence and development of traditional cultural values, but also has great significance for creating a civilized, diverse and respectful society each other. The fine traditional cultural quintessence values of the nation were built and recognized by the silent sacrifices of many generations of Vietnamese people. It is the crystallization of what is the most quintessential of the nation so that those values themselves shimmer and shine, illuminating the path we take. As long as culture exists, the country will still exist. That saying has meaning not only in the present and the future but also forever. It always reminds today's generation, including young people, to know how to preserve and appreciate the nation's culture while constantly adding, developing, and promoting the nation's future culture.

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⁶ Nguyen Phu Trong (2022), Some theoretical and practical issues about socialism and the path to socialism in Vietnam, National Truth Political Publishing House, Hanoi, p.313.