



The influence of the social policies on the development of traditional culture in Vietnam

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Abstract:

Traditional culture plays an important role in the sustainable development of a country. The long-standing culture of some localities today in Vietnam is gradually being transformed in the era of global integration and trade. Whether these changes are sustainable development or the loss of national identity will depend a lot on the country's social policy system. In order to find out about the current situation of traditional culture development and the influence of social policies on traditional culture in Vietnam, the study conducted in-depth interviews with 54 leaders of ministries, departments and agencies; and group interviews with 34 artisans from different cultural fields and 85 members of traditional cultural clubs. The results show that despite the state's attention and implementation of cultural preservation programs, many national beauties are still gradually being lost. Limitations in the implementation of social policies will be clarified to propose recommendations to effectively and sustainably preserve and develop national cultural values.

Keyword: Social policy, Traditional culture, Development of traditional culture, Vietnam.

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1. Introduction

Building and developing an advanced, modern Vietnamese culture rich in national identity is a major policy of the Party and State. This policy requires appropriate steps with the participation of many different means and institutions such as economy, politics, ethics, law, state, and social organizations by different methods. In particular, social policy plays an important role in preserving and promoting the good traditional cultural values of the

nation, in order to ensure the successful implementation of the goals of building and developing a culture.

Vietnam's social policy system initially institutionalized the Party's views on building and developing an advanced, modern Vietnamese culture rich in national identity; created a basic legal framework for activities of preserving, promoting and developing traditional culture, contributing to education and



raising awareness for people as well as improving the efficiency of state management of culture. However, the role of social policy in preserving and promoting the national culture is still limited, so it has negatively affected the policy of building an advanced, modern and rich Vietnamese national identity and failed to promote traditional cultural values in the realization of economic, cultural and social goals. In fact, in some localities today, there is a situation where traditional cultural festivals are widely held, wasting time and money, causing social disorder and safety, causing frustration among the people. Even some traditional cultural values are commercialized.

On the international level, joining the ASEAN economic community and deeper international integration in the economic, cultural and social fields requires social policies on culture which ensures compatibility with other countries' cultures, in accordance with international law and the contents of relevant international treaties. In such conditions, due to lack of attention to proper preservation, or failure to stand up to the massive onslaught of new cultural phenomena, many traditional cultural features are in danger of being lost. How to preserve and promote the traditional cultural identity effectively to meet the increasing requirements of economic development, political stability and social health is an urgent issue in Vietnam today, especially among ethnic minorities. The above-mentioned problems, in fact, have been and are being paid attention by all

levels of government, mass organizations and people of different ethnic groups, and have plans to solve them. However, what can actually be done is still too small compared to the harsh, objective and legitimate requirements from reality. The preservation and promotion of national cultural identity on a national scale is still a matter of great urgency. Therefore, the task of systematically studying theoretical and practical issues, the role of social policy on culture in general and the role of social policy in preserving and promoting traditional cultural values is especially urgent in the current context of Vietnam.

2. Literature

2.1. Traditional culture

2.1.1 Definition of traditional culture and development of traditional culture

Traditional culture plays a role in shaping the identity of a nation, reflecting the spiritual life and internal development of the country over thousands of years. It can be said that traditional culture is the cradle that supports the spiritual values of the people and is the premise for the future development of all nations. Therefore, preserving and promoting traditional cultural values to suit modern society is an urgent requirement in the context of Vietnam's extensive integration.

Regarding the concept of traditional culture, so far, although it has been mentioned and studied in many works and theses, there is still no general concept that covers its essence. First of all, about culture, according to the statement of UNESCO (1988): "Culture is a form of



reflection and expression of all aspects of human life that has taken place for centuries, both in the past and in the present. From there constitutes a system of values, traditions, aesthetics and lifestyles on which each nation asserts its own identity. In terms of domestic research, President Ho Chi Minh in the volume "Diary in Prison" (1942-1943) expressed the concept of culture that it is the synthesis of all modes of living along with the expression of culture: mankind has produced to meet the needs of life and the requirements of survival. Author Dao Duy Anh believes that culture is all means of human life (Vietnam culture history, 2006). Along with the concept of culture, the concept of tradition is also considered in the movement of historical flow. In the work "Traditional cultural values of Vietnam", Prof. Dr. Ngo Duc Thinh mentioned the concept of tradition in the Soviet encyclopedia, which states that tradition is: "The elements of traditional social and cultural heritage from generation to generation and preserved in societies, classes and social groups over a long period of time, traditions are reflected in social institutions, norms and standards. and behaviour, values, ideas, customs and lifestyles". As for Prof. Dr. Ngo Duc Thinh himself, he said that traditional culture is from Sino-Vietnamese, tradition is the power of social customs handed down, it exists in the whole social system, ideology, culture and morality. Through the viewpoints of domestic and foreign researchers, the study understands the definition of traditional culture in a simple way as follows: Traditional culture includes good values drawn through the

development of traditional culture, development of human life and is handed down among class and social groups for a long time. Traditional culture exists in all aspects of life and has long-lasting vitality.

Any material or spiritual element has development, this is a general rule of life and traditional culture is no exception to that rule. If you just keep holding on to the old without earning income and creating new ones, cultural values, no matter how good, will become somewhat outdated, lack lasting vitality and even be forgotten. Cultural factors exist in both material and spiritual forms but are mainly spiritual values. Traditional culture is born from people's life and develops in association with the progress of mankind. According to the flow of history, traditional culture does not only exist at the time it was born, not only includes all the old values but has continuity, expansion and integration through each period based on humanity's creativity. A human life can only last for about 100 years, but the traditional cultural elements that last for thousands of years prove themselves to have both external and internal movements to suit each era. No document can confirm when traditional culture originated, in the past it existed in the daily life of the ancient Vietnamese, in folk art, and in worshiping rituals. In the early days when there were no writing and recording tools, traditional art was singing, singing, proverbs, folk games, performances and was mainly transmitted orally. According to the movement of time, traditional art was continued and expanded: from works of poetry, painting, sculpture to elegant music. A clear



example for the development of traditional art and culture is the heritage of Bac Ninh "Quan ho" folk song. Originating only from the delicate self-love of boys and girls, Quan Ho develops the melodies and meanings of the lyrics that are not only confessions of love but also voices of love for the country, expressing pride in the homeland and a warm greeting to anyone who comes to Kinh Bac land.

Identity is understood as the uniqueness, the difference of an object from other objects that cannot be mixed. According to the Vietnamese Dictionary (2013), identity is the definition that refers to "the good elements that create a particular and general character" and is always associated with culture. The identity of the nation is formed and nurtured from traditional cultural elements. Each ethnic group has its own culture and is continuously followed so their identity is distinct. Although there is still cultural interference between neighboring countries or common ideologies in the development process, no two countries are exactly alike. That very small difference is the identity. The identity of the country reflects the character, style, lifestyle, bravery of the people in that country and even creates the vitality of the nation. In the history of Vietnam, there have been many wars of invasion and colonization, typically the period of 1000 years of Northern domination when the country was under the domination of the Northern enemy. During that period, the enemy tried to "assimilate" the Vietnamese, that is, to erase the identity of the South of that day. They destroyed architectural works, forced

people to learn kanji, rejected practices from many generations such as betel nut eating, tattooing, dyeing their teeth black, etc. From then on, the Vietnamese would no longer exist, but would become part of another nation that had invaded them. With their unyielding nature, the Vietnamese people constantly struggled against the invaders despite many defeats and losses. But without struggle, the existence of the nation will forever be buried in the flow of history. When the French colonialists entered Vietnam, the national culture had an encounter with a new culture - a Western culture very different from the traditional Asian culture. The French actively spread French culture through language, writing, fashion, and sports. In that context, when the Vietnamese feudal government was weakened, they did not have the orientation to selectively absorb and protect the national identity. This leads to many parts of the people rejecting the old traditional values and following the Western culture that they consider "modern" including the bad aspects of that culture, thereby appearing bad actions, ugly, ridiculous due to half-season cultural absorption. Later, President Ho Chi Minh in the book " Culture and art is also a front" (1951) emphasized the importance of education, national cultural traditions, Vietnamese culture and cultural absorption. world progress etc. According to him, the struggle and liberation lies not only in the physical aspect, but also in the national spiritual front. We also need to fight against the evil that the enemy is propagating and selectively absorbing



human culture associated with preserving its own identity.

2.1.2. The role of traditional culture in socio-economic development

Traditional culture in terms of research is considered a part of the social sciences, any aspect of life that wants to be developed needs a root foundation, so is social life. Humans cannot think of an immediate institution and social life to live without going through the process of formation and development over tens of thousands of years. In that development process, the limiting and backward factors have been eliminated, the remaining spiritual and cultural values mostly have positive meanings and are valued by the community for a long time. Therefore, the role of the foundation for the development of a better and more advanced modern society of traditional culture is undeniable. In fact, not every traditional culture consists of only old values, in human history there have appeared cultures that have developed far beyond its time and even remained mysterious unexplored to this day as the Renaissance culture flourished in Europe in the XIV-XV centuries. Besides, traditional culture is also a valuable source of research materials, through which researchers can identify the social stages it goes through. It can be said that the daily life of a nation through the centuries has been partly reflected through traditional culture so that modern people, even though they have never seen it, go through those stages of recognizing and understanding the life of their ancestors. Derived in part from the

nature of culture, when these are material and spiritual values created by mankind to meet their needs for existence and development in the upswing of history. Therefore, building culture is building all aspects of social life and paying attention to the level of human development. Based on the good cultural values handed down and absorbed by the state, there will be a basis to orient society to better promote the existing values and expand and combine with the cultural values of the country's new age and human civilization. From there, a civilized, beautiful society imbued with national identity, was built.

On the economic side, traditional culture even creates a new development direction in parallel where economic development is associated with cultural development. In fact, traditional culture has become an industry in itself. Investments in the arts industries to popularize a country's culture can actually yield huge returns. With the research object being cities with developed cultural industries in the US such as New York and Los Angeles, Pratt (1997) asserts that the cultural industry helps diversify the economic base of cities and in the de-industrialized area, the study of Florida (2002) found that the presence of cultural services and artists attracted other companies as well as residents with high human capital, some other studies (Bianchini et al. 1988; Landry et al. 1996) have shown that physical investments in the arts and culture help to magically develop large cities. It is clear that the development of the cultural industry has led to huge investment capital, jobs for millions of people and the accompanying



profits from the by-products that have significantly boosted the development of the economy. Another closer example of culturally-driven economic development is Korea's "Hallyu" wave, which President Kim De-jung called a "chimney-free industry." This Asian country has attracted the attention of the world through music (Kpop) and movies (Kdrama), the popularity of Korean dramas has helped the country to promote its image, traditional cultures. Many traditional dishes such as: kimchi, rice cakes (Tteok), cold noodles (Naengmyeon) become extremely popular with young people around the world when their idols eat them deliciously through movies and TV shows. The same story goes with this country's traditional dress (Hanbok). Even wearing Hanbok and taking pictures at Gyeongbokgung palace to recreate the famous scenes in the movie has become a must-do for many tourists when coming to Korea. From the strong rise of the Hallyu wave, Korea earned huge economic profits through tourism development and related product release.

Thus, traditional culture significantly promotes the rapid and effective development of the socio-economic life of each country. In a reciprocal relationship, the interest of the domestic public and investment in economic terms is also a driving force for the vitality and development of traditional culture. Each ethnic group has its own culture, how to make good use of these factors for common development goals is a problem that governments of different countries must focus on clarifying. Only then can

traditional culture have sustainable development in today's "flat world".

2.1.3. Traditional culture of Vietnam

Vietnam is a country with a rich and diverse traditional culture. Partly stemming from its unique geographical position, Southeast Asia is a bridge between the two continents of Eurasia, so there is cultural interference between many different ethnic groups. Part of it comes from the long history of development and the large number of ethnic groups living in this country. Vietnam has 54 ethnic groups, each ethnic group has its own cultural traditions, which contributes to the diversity of traditional Vietnamese culture in general. Initially, traditional culture was expressed through customs and habits such as: eating betel nut, welcoming the Lunar New Year, worshipping ancestors, heaven and earth, etc. Gradually, traditional culture was deeply ingrained in people's lives, developing more diversely through art, ideology and professions. In general, it is impossible to divide and fully name all elements of traditional culture because the complexity and coverage of this concept is too broad. In a more specific perspective, it is possible to divide traditional culture according to the aspect of cultural heritage, including:

+ Intangible cultural heritage includes products of historical and cultural value, handed down from generation to generation by word of mouth, profession, and performances such as Hue royal court music and folk songs, Bac Ninh Quan Ho folk, Ca Tru; making Dong Ho folk



paintings, Hang Chieu paintings; fairy tales, myths; wood carving, mother-of-pearl inlay, traditional martial arts, etc.

+ Physical cultural heritage includes historical and cultural relics, scenic spots, relics, antiquities and national treasures: Thang Long imperial citadel, Hoi An ancient town, Hue ancient capital, literary works study, research is recorded and handed down, etc.

In addition, in terms of ideology, Vietnam's traditional culture is also expressed through patriotism, humanity, love of justice, national spirit, industriousness, tolerance, and hard work. These beauties in the lifestyle of the Vietnamese people have helped the country overcome difficult times and raised the image of Vietnamese people in the eyes of international friends.

2.2. Social policies

2.2.1. Concept

Social policy is often viewed as a governmental instrument primarily aimed at the realization of public goals or the welfare of citizens. Paul Spicker (2015) argues that social policy begins with the study of social welfare and services. It includes guidelines, principles, laws and related activities that affect living conditions in favor of people, such as quality of life. Professor Lucinda Platt (The London School of Economics and Political Science) argues that social policy is concerned with how governments around the world meet people's needs for security, education, employment, health and well-being. Social policy deals with

how countries and societies respond to global challenges. In Vietnam, although the concept of social policy has not been specified, the government has set the core goal of social policy to be for the people, to bring about a good life, to bring about justice and democracy. per person, not egalitarian. Social policy often focuses on issues: health, education, culture, security and some other welfare. Thus, through many assessments of the nature of social policy, it is understood as the state's policy to solve problems arising from social relations, related to human interests and development, communities, those are the core political issues of each country.

2.2.2. The role of social policy

Because the goal of social policy is to focus on people's lives, for many years, this has been considered an effective measure to social security, create jobs, ensure human rights and improve the quality of life of the people. Normative social policies are clearly specified in official documents and announcements of the state and government agencies. It is thanks to the state's patronage that social policies are implemented on a large scale with many diverse objects in the population system. Regarding the role of social policy, the Party and State of Vietnam in the Resolution of the 5th Central Committee (term XI) clearly stated: "Social policy has a particularly important role, is the goal and the driving force for rapidity and sustainability in all stages of development". Indeed, social policy towards the core goal is people, of which the people are the root of the



country; only if people can live in comfort and happiness, have health care and access to education, can they build a prosperous and strong country. The concept of "rich people, strong country" has always been upheld by the State of Vietnam since the founding of the country. Besides, social policy also has a close and dialectical relationship with economic development and human rights. From the economic perspective, the level of economic development is a premise for the development of social policies and vice versa, the rationality, fairness and progress made through social policies create strong motivations for the realization of economic goals to make the people rich and the country strong. In the context of the socialist-oriented market economy with many forms of ownership, many economic sectors, social policies must be towards social justice, must ensure equality of interests and obligations between economic sectors before the law. Reasonable social policy is to create conditions for sustainable economic development, pay attention to the interests and promote the creative labor potential of all classes and classes of people in society on progressive and humanitarian social policies, ensuring the comprehensive development of Vietnamese people. From a human rights perspective, good implementation of social policies is one of the important guarantees of human rights, because human rights are always closely linked with the basic rights of the nation, with citizenship; depending on the socio-economic, historical, cultural and ethnic development conditions. Implementation of social policy is the process of

concretizing human rights that have been recognized and protected in the Constitution and laws of the State as well as international legal agreements. Through social policies, human rights, basic rights and obligations of citizens are ensured more and more fully and completely, contributing to creating a great motivation in the cause of building a socialist Vietnam meaning "rich people, strong country, democracy, justice and civilization".

In terms of culture, besides the most important roles discussed above, social policies in this area have differences associated with the nature of culture. Traditional cultural heritages (both tangible and intangible) in fact do not attract the attention of young people due to many reasons such as: difficulty in access, lack of understanding of these cultural elements, the massive introduction of foreign culture, etc. While the costs to maintain and develop traditional cultural values are enormous. Specifically, for traditional music forms such as: Ca Tru, Tuong, Cheo, Cai Luong, etc., artists have to spend a lot of effort and must meet strict standards to perform smoothly. However, the audiences who love and are interested in these art forms are mainly older people and the audience is shrinking. Because there are not enough audience files, the theater, drama; performance venues are also decreasing. Hence, the number of young artists who are passionate and love traditional cultural music is not large. This leads to the risk of losing the unique cultural features that have been honored by UNESCO in Vietnam. Therefore, the main role of social policy for culture is to



specifically shape universal principles and guidelines, including: actively propagating and disseminating cultural values to people, especially the young generation; provide training, employment and welfare opportunities for traditional cultural artisans; restoration and effective management of intangible cultural works. Law is also mentioned as an element of social policy. This is the most mandatory tool, helping to institutionalize the ruling Party's lines and policies on preserving and promoting traditional cultural values, ensuring that those lines and policies are implemented effectively on a societal scale. At the same time, the law creates a legal basis, clearly stipulates the rights and obligations of the subjects in the legal relationship in terms of preserving and promoting traditional cultural values, thereby contributing to education and promotion to raise human consciousness. In the era of globalization and the strong development of the scientific and technological revolution today, along with the strong integration of exchanges in the field of culture, cultural assimilation is posing requirements on building and perfecting a system of specific and radical social policies in order to effectively ensure its role in preserving and promoting the values of traditional culture.

2.2.3. Social policies related to culture in Vietnam

From the basis of clearly defining the role of social policy to all aspects of human life in general and the development and preservation of traditional culture in particular, the Vietnamese government has

issued a number of remarkable policies, which means:

In terms of legislation, laws on specific fields of culture have been formulated, promulgated, and brought into full play in social life, typically: *the Law on Cultural Heritage* (issued in 2001, revised 2009), *Law on Cinema* (issued in 2005, revised in 2022), *Law on Intellectual Property* (issued in 2005, revised in 2019), *Law on Publication* (issued in 2005, revised in 2019), etc.

- + In addition to formulating and promulgating laws, the Government and ministries, branches and local authorities have developed circulars, decrees, strategies, schemes, programs, plans, decisions according to their competence in the field of culture, in order to uniformly deploy from central to local levels.
- + The State's policies in the field of culture ensure inclusiveness, comprehensiveness, and unity on the basis of respecting the specificity of cultures of regions and ethnic groups. Mobilize all resources and participate in all classes of people to build and develop culture. Policies such as: Economic policy in culture, Cultural policy in economy, Policy on socialization of cultural activities, Policy on conservation and promotion of national cultural heritage, Policy to encourage creativity created in cultural



activities, policy of international cooperation on culture.

- + Concretize many major strategies, programs and projects, such as: Cultural development strategy to 2030; Strategy on development of cultural industries in Vietnam to 2020, vision to 2030; Cultural Diplomacy Strategy to 2030; National target program for socio-economic development in ethnic minority and mountainous areas in the period of 2021-2030; Project on development of reading culture in the community to 2020, orientation to 2030; Plan to develop the system of grassroots cultural and sports institutions; Project on planning and plan to upgrade and build new cultural works (theatre, cinema, literary and art exhibition house) period 2012-2020, etc.

3. Methods

The study conducted interviews with three groups of subjects: state officials, artisans and artists and members of traditional art and culture clubs. First, with the target group of state officials, the study made contact with officials and leaders of 5 ministries, including the Ministry of Culture, Sports and Tourism (accounting

for 34%); the Ministry of Information and Communication (34%), Ministry of Finance (14%), Ministry of Justice (11%), and Ministry of Planning and Investment (7%). The objective of the interview of this target group is to find out their perception of the role of traditional culture. From there, the ideas and policies of the state on the development of traditional culture are now and in the future. For the subjects who are artisans and artists, the research was supported by the Ministry of Culture, Sports and Tourism to get information and contact 34 artisans and artists in different provinces such as PhuTho, Bac Ninh, etc, are famous for their performances (64%) and Vinh Phuc, Ninh Binh, Phu Yen, etc - famous places for traditional handicraft products system (accounting for 36%). This is a group of subjects with deep connections to traditional culture and state policies. Therefore, the process of interviewing artisans and artists aims to understand their assessments of the influence of social policies on the development of traditional culture. In addition, the study also conducted interviews with a group of 85 members of different traditional arts and culture clubs and associations in Hanoi to collect their opinions on the change in current Vietnamese culture.

Table 1. Statistics of interviewees

Subject	Quantity	Ratio
<i>State officials</i>		
<i>Ministry of Culture, Sports and Tourism</i>	20	37%
<i>Ministry of Information and Communications</i>	17	31%



<i>Ministry of Financial</i>	8	14%
<i>Ministry of Justice</i>	6	11%
<i>Ministry of Planning and Investment</i>	4	7%
Total	54	100%
Artists		
<i>Performing Arts</i>	22	64%
<i>Crafts</i>	12	36%
Total	34	100%
Members of traditional arts and culture clubs		
<i>Male</i>	38	45%
<i>Female</i>	47	55%
Total	85	100%

Source: Interview data

4. Results

4.1. Perceptions of local government officials about the role of traditional culture

The government officials interviewed all confirmed that traditional culture is important to the history and sustainable development of the country. First, national culture is considered as the identity, the unique features of the country are the identifying characteristics of a country with other countries in the world. Media culture is considered by government officials as the spiritual face of the country, contributing to the formation of patriotism and national pride. Traditional culture helps people realize the deep spiritual beauty of the nation. It represents the height and depth of each nation, which is a factor for the world to understand the

nation's nature. It is these cultural traits that nurture the soul and personality of each person, towards perfection and a better society. Traditional culture is also a bridge to strengthen the friendly cooperation between Vietnam and other countries.

“Culture - art is a very important field, an essential need to express the aspiration of truth, goodness and beauty of people, has a special effect in cultivating and fostering the soul, emotions and personality. Moral, intellectual bravery for generations of people, is one of the factors to create sustainability and also protect the country's sovereignty.” – An official of the Ministry of Culture, Sports and Tourism.

“Traditional culture is the crystallization of the best of a people. Therefore, it is



necessary to be cherished and preserved more than ever.” – An official of the Ministry of Finance.

Appreciating traditional values helps each person better understand their roots, homeland and country. That is also how we nourish our souls to become rich, to live a good life, to live a beautiful life.” - An official of the Ministry of Culture, Sports and Tourism.

"It is thanks to the traditional cultural values of the nation that the masses can promote their own capacities and strengths in all fields of social life.”– An official of the Ministry of Information and Communications.

“The formation of Vietnamese national identity also confirms the existence of Vietnamese national character and national psychology; spiritual values of the Vietnamese national character, typically the patriotic spirit of steadfast attachment to the homeland, namely the village, the country, the home, as a common cell; deep sense of self, spirit of community cohesion; industrious, tolerant, hard-working, good at enduring hardship, gratitude; flexible behavior, easy to adapt and integrate.”- An official of the Ministry of Culture, Sports and Tourism.

“Weeks of cultural exchange between Vietnam and other countries such as Cambodia, China and Japan have introduced and spread the unique and traditional features of Vietnamese art to the world, thereby contributing to the growth of Vietnamese art, strengthening

solidarity and friendship between Vietnam and other countries and friends.”- An official of the Ministry of Information and Communications.

“The new culture directly contributes to personality development, creates a beautiful, rich and diverse spiritual life with humanitarian, democratic, progressive and creative content” - An official of the Ministry of Justice.

“Appreciating traditional values is the foundation for creating the right way of life and morality.”- An official of the Ministry of Finance.

It is from these basic roles that traditional culture has formed the national spirit, transforming the people's pride and patriotism into determination and action towards the country and a spirit of dedication for the society. It is the link between the people, the Party and the State, creating consensus and like-mindedness, contributing to promoting the effective implementation of the government's policies and goals. In other words, traditional culture contributes to the realization of political goals and creates a development direction for the country.

“The endogenous strength of a culture depends heavily on the achievements of the national culture.” – Officer of the Ministry of Culture, Sports and Tourism.

“Building a healthy cultural environment, creating conditions for building Vietnamese people who are beautiful in terms of personality, morality, and soul; high in intelligence, capacity, and creative



skills; physically healthy; raise social responsibility, civic duty, sense of respect and observance of the law, and bring into play the role of creative subject in the cause of national construction and defense.” - Officers of the Ministry of Justice.

“Over time, those values are shaped and play a role in guiding the goals and action directions of the community, the country and each individual in society.”- Officials of the Ministry of Culture, Sports and Tourism.

Not only contributing in terms of politics and society, traditional culture also plays a great promoting role in the economic development of the country. Many say that culture can be exploited commercially, as an industry. Officials believe that if properly exploited, traditional cultural values have the ability to contribute directly to the national economy.

“The role of culture is not only the position of spiritual resources, but culture is also a direct driving force for economic development.”- Officials of the Ministry of Culture, Sports and Tourism.

“Culture in production, culture in management, culture in lifestyle, culture in communication, culture in family activities, in society, culture in international exchange and cooperation. In other words, the higher the intellectual and cultural content in the fields of human life, the more realistic the possibility of socio-economic development becomes.”-

An official of the Ministry of Planning and Investment.

“A culture imbued with identity will create unique and distinctive products. It is also one of the characteristics that make Vietnam's economy attractive to foreign partners.”- An official of the Ministry of Information and Communications.

“Traditional culture is the conduit to connect economic growth with social progress and justice.”- An official of the Ministry of Culture, Sports and Tourism.

“Traditional culture is a factor regulating the economy of a country in the direction of humanity and imbued with national identity.”- An official of the Ministry of Finance.

“When national cultural values permeate the entire social life, including economic activities, it will have the effect of orienting and adjusting the activities of economic actors in the direction of humanity. , for the right, the good, the beautiful. At this time, economic actors are not only interested in profits, but also in the interests of employees, responsibilities to the community, the environment, and the country.” - An official of the Ministry of Finance.

In summary, traditional culture has been viewed from many different angles and is considered to play an important and diverse role in the long-term development of the nation. The influence of culture lies not only in building a beautiful national spirit, towards truth, goodness and beauty, but also as a link to create cohesion



between the people and the state, as well as a motivating factor to develop national socio-economic. This shows that our Party and State have had a deep and diverse awareness of traditional culture, upholding the role of traditional culture in national construction and development.

4.2. The development orientation of the state's traditional culture

According to state officials, the development of traditional culture has become an important content in the orientation and formulation of national policies. Accordingly, the mentioned development orientation of traditional culture includes the following objectives: Raising awareness about the role of traditional culture, preserving and preserving national culture, developing traditional traditional culture, and developing traditional culture. Through international exchange, cultural development is associated with economic development. In addition, social policy orientations to develop traditional culture were also discussed.

Firstly, for cultural policies to be implemented effectively, the whole society's awareness of the role of traditional culture needs to be enhanced. The raising of awareness is based on the development of traditional culture, especially art and culture, creating all conditions for the research and creativity of the artistic team to have many valuable ideology and art works, imbued with the spirit of humanity, nation, democracy and progress, reflecting truthfully, vividly and deeply the national life, history and

national renewal. This awareness needs to be started to improve in the state apparatus itself, promoting awareness and attention of leaders at all levels to the cadres of each unit. From there, promoting propaganda activities and spreading awareness about traditional culture in other communities and social actors. Accordingly, the mass media plays an important role as a bridge between the government and the people, in addition to traditional arts and festivals.

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“The State has paid attention to education and propaganda to raise community awareness about the importance of understanding the national cultural identity, thereby forming a sense of preserving national cultures in an active, positive and self-conscious manner.”– An official of the Ministry of Information and Communications.

“The awareness of traditional culture and its role should be raised for all cadres, party members and the masses about the goals and orientations of building an advanced Vietnamese culture imbued with national identity.”- An official of the Ministry of Justice.

“Continue to strengthen the propaganda, dissemination and education of the law on conservation and promotion of cultural heritage values. In addition, it is necessary to propagate, educate and raise awareness for the community who are the subject of the heritage or live on the heritage. Strengthening the dissemination of law, equipping them with knowledge and understanding about the value of heritage, principles of dealing with heritage to



contribute to overcoming the situation of commercialization, monumentalization and de-sanctification. heritage.”- An official of the Ministry of Culture, Sports and Tourism.

Next, the development of traditional culture, which has been affirmed by state officials, should be built on the principle of *"preserving and spreading the values and national cultural identity associated with constantly absorbing the quintessence of human culture; actively contributing to building the country for comprehensive and sustainable development."* Accordingly, the preservation and preservation of traditional culture is the protection of the national culture from extinction, and at the same time eliminating outdated customs that adversely affect people's lives and image. country. This is especially emphasized for the culture of ethnic minority communities.

"Continue to preserve and promote the traditional cultural values of the ethnic minorities, the good values in the culture, religion and belief. Attaching and promoting the advantages of culture in tourism development is at the same time protecting and preserving cultural resources for future generations." - An official of the Ministry of Information and Communications.

"Focusing on researching and implementing the building of a national value system, a cultural value system and human standards associates with preserving and developing the Vietnamese

family value system in the new period. Strengthen the promotion of patriotism, national pride, tradition and national history, and a sense of social responsibility for all classes of people, especially young people ." - An official of the Ministry of Culture, Sports and Tourism.

"Step by step to overcome the limitations of the Vietnamese people; building Vietnamese people in the new era, closely and harmoniously linking traditional values with modern values". – An official of the Ministry of Information and Communications.

"In cultural construction, the focus is on building people with good character and lifestyle, with basic characteristics: patriotism, solidarity, courage, intelligence, diligence, compassion, affection, peace, tolerance, and building a synchronous cultural environment, focusing on the role of family and community." - An official of the Ministry of Culture, Sports and Tourism.

"Promote the role of the family and community in building a healthy cultural environment, repelling customs and superstitions contrary to the nation's fine customs and traditions."- An official of the Ministry of Finance.

Regarding the development orientation and diversification of traditional culture, all officials agree that this is an indispensable factor in the integration period. By exchanging cultures with other countries and accepting the introduction of new identities, cultures will be able to



interfere, combine and form new, more diverse and more modern cultural products.

“International cooperation and exchange is not only to promote the Vietnamese people and develop the country, but also to absorb the cultural quintessence of all mankind, to enrich and deepen traditional cultural values. Through communication activities, behavior, sightseeing tours to inform, promote and spread the image of the country, people and culture of Vietnam with international friends.” – An official of the Ministry of Information and Communications.

“The cross-cultural interference, acceptance of new cultural forms and standards will promote creativity in preserving national cultural identity and economic development, preventing conservatism and stagnation in development of nations.” – Officials of the Ministry of Culture, Sports and Tourism.

However, officials do not see cross-cultural activities one-sidedly in the integration period, but the reverse side of the market economy and globalization also threatens to overwhelm domestic culture. That is why the introduction and cross-cultural need to be selective and reasonably managed.

“During the process of global integration and trade, although the country's economy has grown quite rapidly, the negative side of the market economy has not been effectively controlled and handled; The content of "socialist orientation" in the

economy has not been properly and fully understood, and it also adversely affects the field of culture and people.” - An official of the Ministry of Planning and Investment.

“Today, international integration brings both great opportunities but also significant challenges for the development of national culture. Those challenges are both for the preservation, preservation and promotion of national cultural values, as well as for the consumption, appreciation and enjoyment of the cultural values of mankind.” - An official of the Ministry of Finance.

“The period of accelerating industrialization, modernization, urbanization, and international integration creates a mix of positive and negative factors in the construction and development of culture and people. Besides the new ethical standards that are forming, there is the appearance and impact of deviant, deviant, even toxic cultural products and behaviors; influence from negative, social evils; the disparity between the rich and the poor in society.” - An official of the Ministry of Culture, Sports and Tourism.

“The development of national culture must have appropriate methods and methods, go into the essence, fight against the disease of form, follow the movement that disrupts the diversity, richness and national cultural identity.” - An official of the Ministry of Information and Communications.



“It is necessary to actively cooperate internationally, regularly exchange and learn experiences in managing social networks with countries around the world. But at the same time, functional agencies need to actively cooperate internationally, grasp the situation, detect anti-sabotage activities early, and prevent false and hostile views on social networks as well as other forms of propaganda.” - An official of the Ministry of Justice.

“In order to be proactive in managing and developing traditional culture, the state has actively cooperated, grasped and required media corporations such as Google, YouTube, Facebook, Twitter, etc., to comply with them. Vietnamese law when participating in activities in our country. State management agencies have coordinated with social networking services to remove clips and articles with content that distort and denounce Vietnamese traditional culture in cyberspace.” -An official of the Ministry of Information and Communications.

The development of traditional culture is affirmed to be associated with economic and social development goals. A prominent feature in this theme is the investment in traditional cultural industries. The common goal of developing cultural industries in our country includes: advertising, architecture, software and entertainment games, handicrafts, design, publishing, fashion, expressive arts performance, fine arts, photography and exhibitions, television and radio, etc.

“Performing arts in recent times in our country have been valued as one of the cultural industries, given priority to encourage and attract social resources for development.”- An official from the Ministry of Culture, Sports and Tourism.

“Developing the cultural industry in order to exploit and promote the unique potentials and values of Vietnamese culture, encourage the export of cultural products, and contribute to the promotion of Vietnamese culture to the world.”- An official of the Ministry of Finance.

“Cultural industries have a focus and roadmap towards professionalism and modernity, bringing into play the advantages of Vietnam, in accordance with the basic rules of the market economy associated with the promotion of image of the country and people of Vietnam, contributing to the protection and promotion of national identity in the process of international integration.”- An official of the Ministry of Culture, Sports and Tourism.

“Developing a cultural market to create conditions for cultural products to operate according to market principles and market laws, such as supply and demand, price or competition, thereby, orienting producers' culture to meet diverse needs, serving the masses of the people.”- An official of the Ministry of Planning and Investment.

In addition, specific orientations on welfare for individuals working in the field of traditional arts and orientation on education are also discussed. From an



educational perspective, officials believe that cultural education should be carried out at all levels. In particular, education in traditional arts is considered as one of the important goals of all levels of education.

"Strengthening art education, contributing to building a new person with basic characteristics: patriotism, compassion, gratitude, honesty, solidarity, industriousness and creativity."- An official from the Ministry of Culture, Sports and Tourism.

"Art education helps to form people who love art, love beauty, thereby having resistance to evil and bad deeds, and at the same time forming a public for the future art market."- An official of the Ministry of Communications and Information.

"Focus on training activities for cultural and artistic activities with high ideological and artistic value."- An official of the Ministry of Planning and Investment.

Accordingly, from the perspective of approaching social welfare, traditional culture is also recognized in the cultural rights of people and communities. *"Cultural rights here are understood in three aspects: the right to enjoy culture - art, the right to create culture - art and the right to respect the expression of cultural diversity."* - An official of the Ministry of Justice.

"Cultural welfare is a form of social welfare. Accordingly, the people, or to a greater extent the community, need to be satisfied with issues of cultural rights."-

An official of the Ministry of Culture, Sports and Tourism.

"The State's cultural policies should aim to ensure that the poor, women, disabled, ethnic minorities, people in remote and disadvantaged areas access to cultural products and services, so that they do not fall behind, are not too far away from more advantageous regions and communities, and ensure fairness in access to and enjoyment of culture and art.." An official of the Ministry of Information and Communications.

Officials also said that the state has policies to support individuals operating in the fields of traditional culture and arts in career development, finance and pensions.

"Policies for people engaged in cultural and artistic activities are increasingly being improved, such as salaries, royalties, fostering professional workers, and retirement benefits for artists and artists."- An official of the Ministry Finance.

"There is a mechanism to encourage writers and artists and artisans to promote their talents and composing capacity, and to promote literature and art in parallel with upholding a sense of social responsibility and civic duty."- An official of the Ministry of Culture, Sports and Tourism.

"There is a policy of ordering cultural and artistic works."- An official of the Ministry of Finance.



“Utilizing intellectuals, writers and artists with special policies, creating favorable conditions for overseas Vietnamese intellectuals, writers and artists, and foreigners to study, compose and perform cultural and artistic works. Vietnam at home and abroad.” - An official of the Ministry of Planning and Investment.

“Implementing democracy and freedom of thought in research and cultural, literary and artistic creation activities go hand in hand with fulfilling the civic responsibility of intellectuals, writers and artists.”- An official of the Ministry of Culture, Sports and Tourism.

In summary, the key orientations and solutions to build and promote Vietnamese traditional cultural values have been emphasized by state officials in the following contents: (1) Continue to raise awareness about the position and role of cultural development and human development in innovation and sustainable development of the country; (2) Focusing on building the national value system, cultural value system and Vietnamese human standards in association with preserving and developing the Vietnamese family value system in the new period; (3) Developing cultural markets and cultural industries to meet the consumption and enjoyment needs of consumers and foreign markets; (4) Building an advanced Vietnamese literature and art imbued with national identity; building Vietnamese people's personality to meet the increasing and diverse demands of truth, goodness and beauty of all strata of the People; (5) Concentrating resources from the State and

economic sectors to invest in cultural development and human development; (6) Developing human resources for the culture and arts industry, especially high-quality human resources; prioritize human resource development for leadership, management and key and specific fields.

4.3. Assessing the influence of the state's social policies on the development of Vietnamese traditional culture

The results of interviews with individuals who are active in the field of traditional culture and art show that social policies have contributed to the development of traditional culture in a sustainable way. This is done through the forms of promoting cultural and artistic activities, investing in the field of traditional culture, supporting the lives of artisans and artists, thereby encouraging the contribution of artists, and enriching the national culture. Regarding the cause of education, social policies have obtained important achievements in the development of traditional culture. It is to contribute to improving the educational level of the people, thereby creating favorable conditions for the process of receiving and promoting the unique cultural image of Vietnam to international friends. The artisans are the core people, organizing activities, teaching, promoting and promoting the value of intangible cultural heritage, forming local clubs, which are honored by the community. This community has made a significant contribution to the protection, transmission, promotion and promotion of Vietnamese cultural values.



"Currently, many elaborate collections from Vietnam's cultural treasures over many centuries have been published, creating a basis for the study, preservation and promotion of the nation's core values." – An artist in Cao Bang province.

"A large number of artists have been trained and tested in revolutionary practice, have a living capital, and are rich in patriotism; The mass media plays an increasingly important role in social spiritual life, and cultural exchanges with foreign countries are gradually expanded." - An artist in Bac Ninh province.

Folk artisans have been considered as subjects that play an important role in preserving, transmitting and promoting traditional cultural and artistic values, specifically for talented artisans and artists making contributions and dedication to the protection, preservation and promotion of intangible cultural heritage values. Accordingly, the law stipulates that the State has the responsibility to honor and have a treatment policy for them.

"I feel very happy when Xoan singing becomes a UNESCO heritage site. The local government has paid attention and invested in the singing activities of the province. This folk art has been spread strongly here. Many officials, civil servants, students, students and people in the province now know how to sing Xoan singing." - An artist in the field of folk music of PhuTho province.

"We love the heritage and are ready to teach it without demanding high pay, but when we receive the material and spiritual attention from the provincial authorities, we find the effort, my enthusiasm over the years has been recognized, it's a pleasure to receive such attention, to see the heritage that we love like our own flesh and blood have a chance to escape the situation in urgent need of protection in 2015, there is no reason why we should not give all our guts to the Bac Ninh mandarin." - An elite artist in Bac Ninh.

"We have received artisan compensation, support for teaching to spread and improve the capacity of folk culture and art for the community." - An artist in Cao Bang province.

"The title of People's Artist is my goal in my artistic career. I want to contribute more to society, create soulful lyrics, bring love and positive thoughts to people." - An artist in Bac Giang province.

"I have received financial support to teach artists. For Outstanding Artist, it is 300,000 VND/session. This support has contributed significantly to help me have more income and pursue my passion for art." - An artist in PhuTho province.

However, the policies to support artists still have many shortcomings. According to the interview, the artist, even though he has received the title of People's Artist, Excellent Artist, has not yet received reasonable remuneration.

"There have been 3 rounds of title awards, artists across the country are happy but



still guarding their hearts with common worries. Who will inherit when we die? It is a pity that there is no system of respect for talented people.” - An artist in PhuTho.

These artists cite a few countries with clear compensation policies such as Korea, China and Indonesia. *“Korea is a country with a very clear treatment regime. Whenever they are considered artisans, the state builds houses for them to do training work. Students are given scholarships, free musical instruments, and are given all conditions to learn.”* - An artist in Hanoi.

“Many times when I look at my honorary degree, my heart breaks. I don't want to hang a degree just to look at it. The state should immediately have policies to jointly preserve and promote, not let the profession be lost to folklore due to loss of tradition.” - An artist in Bac Ninh province.

“The state does not have a long-term strategy for preserving traditional cultural values through artisans. What we are interested in now is not how many artisans are awarded with honors or subsidies monthly, but more importantly, after being awarded the title, how will we live, operate, and contribute?” - An artist in Soc Trang.

Furthermore, support and compensation policies are not uniformly implemented across all cultural sectors and in different localities. This makes it difficult for artists to make a living, affecting their passion and cultural activities.

“I don't want a title, I just need a monthly salary, enough money to buy rice to eat to have the strength to pass on the profession. Ball dancing has been mistreated for many years, the policy for artisans is not available, children and grandchildren do not follow the profession because they see poor.” - An artist in Soc Trang province.

“State policies are not easily accessible to them, especially having to go through mandatory local administrative procedures. In some places, leaders also do not understand this policy for artists. As a result, many artisans are still not receiving subsidies.” - An artist in Cao Bang province.

In addition, the artists said that the current folk art forms are difficult to transmit. This is one of the factors causing the disappearance of the traditional cultural and artistic features of the nation. Most of the artisans think that the reason why later generations do not continue this tradition is because they are "poor", although they have passion, they have to prioritize other jobs to make a living.

“Currently, there are still a lot of artists who have been awarded the title who are living in old age, without benefits, without a good life guarantee to be able to transmit their craft.” - An artist in PhuTho province.

“Most of the good artists across the country are poor, old people, living in remote areas.” - An artist in Ha Giang province.



In addition to policies to directly support the lives of artisans and artists, the government has implemented support policies for the production and export of traditional handicrafts in particular. Traditional workers and people working in craft villages, traditional craft villages and people working in rural trade establishments are supported with vocational training according to current regulations. The artisans in the field of rural trades are supported by the State with funding to organize professional training in vocational pedagogy, teaching skills; and receive remuneration according to regulations when participating in vocational training for rural workers. When the artisan directly transmits the profession, the student's tuition fee is collected on the principle of agreement.

“The establishment and implementation of various types of training and retraining by the government has helped villagers improve their pottery production skills. In addition, foreign techniques and machines have now been applied, creating favorable conditions for potters to create and improve product quality.” - An artisan in Thach That district, Vinh Phuc province.

“Since implementing a tourism program associated with traditional craft villages, this place has become a place that attracts many tourists. The crafts, customs and long history of the village are well known.” - An artisan in Bac Ninh.

“Policies to support training funding have helped the carving profession attract more people.” - An artisan in Bac Ninh.

“Producing handicrafts from bamboo and bamboo Do Xuyen is one of the bright spots in vocational training and transmission, creating jobs for redundant workers. Not only creating jobs, bamboo handicraft products have become a feature associated with the lives of people in Do Xuyen.” - An artisan in PhuTho province.

The limitation in the development of folk products and the development of traditional craft village products is that education and training activities to improve skills in the production, research and innovation of traditional cultural products has not been effective. These fields still lack high-quality human resources. In addition, the market access of these craft villages is still low, showing that propaganda and marketing activities have not been effective. In addition, the application of new technology in production is limited, so the product lacks uniqueness.

“Handcraft products need to be promoted more widely and effectively.” - An artisan in NinhThuan.

“Products have difficulty finding output. Therefore, we hope that the functional agencies of Hanoi city will support the design, as well as promote the product in domestic and foreign markets.” - An artisan of Vinh Phuc province.

It can be seen that the state has introduced social welfare policies for artisans and artists to support and encourage them in spreading, propagating and teaching skills and knowledge about traditional culture



for the community. In addition, the state has implemented various measures on education, investing in traditional handicraft products. In fact, these policies have brought positive effects, motivating artisans and artists to continue to be passionate about their work, participate in the labor market about traditional culture and be motivated to spread national cultural values to the community. However, the policy still has some limitations, has not been implemented comprehensively and effectively, has not reached many cultural communities, and the transmission and renovation work is still inadequate.

4.4. Awareness of the change in traditional culture past and present

The results of the interviews with the group members who are members of cultural clubs and communities show that the traditional culture of Vietnam today has many differences compared to the past, both positively and negatively. Regarding the positive comments, Vietnam currently retains many traditional cultural features imbued with national identity, such as festivals, folk music, traditional handicraft products, etc. In addition, Vietnamese culture Viet has caught up with the modern lifestyle, becoming richer and more diverse.

“In the past, there were folk dances, fan dances to nourish life, today there are more modern sports activities, such as aerobics, gym.” 48 years old female .

“Vietnamese cuisine has now become diverse and appears in many places across

the country, even in rural areas, not just urban areas. Korean, Japanese and Chinese dishes have appeared more and more on the streets of Vietnam.”- Female, 24 years old.

“Entering the gallery is now full of paintings of all styles, traditional, contemporary, each with its own look.”- Female, 32 years old.

“Despite many shortcomings, Vietnamese cinema is increasingly spreading internationally. The rural landscape of Vietnam was poetically brought to the screen in Black Buffalo Season, which won the first prize for visuals at the Asian Film Festival, contributing to spreading the image of the Vietnamese countryside and children. Vietnamese to the world.”- Male, 45 years old.

However, the process of developing traditional culture in the integration period cannot avoid negative effects. With the massive import of international products, the rapid development of the media, many cultural features are increasingly being lost. Especially among today's young people, many individuals refuse to accept traditional cultural values to follow foreign trends, losing their efforts and passion in traditional arts from older generations. This situation appears in many types of basic traditional cultures such as languages, customs, costumes, traditional arts, etc.

Language is one of the basic elements of national culture, but according to the interviewees, the national voice is



currently in danger of disappearing. *“At present, the Bo Y people in Lao Cai no longer remember their mother tongue, have switched to speaking Quan Hoa, while the Bo Y people in Ha Giang mainly speak Giay and Tay languages.”* - Female, 34 years old.

Not only language, but other cultural elements such as costumes, architecture, customs, festivals, etc., of these ethnic groups have all been seriously lost. *“In the Northwest now, only ethnographers, or those with a deep understanding of ethnic culture, can distinguish the stilt houses of the Khang and La Ha people from the Thai people.”* - Male, 41 years old.

“The children are not interested in the traditional culture of their ancestors. The same goes for the Mong trumpet, up to now, few people still know and can play the full range of Khen dances. Everyone said it was difficult, only attended a few classes and quit.” - Female, 54 years old.

“The development of the economy, along with the pursuit of material needs, it is easy to forget the meaning and importance of ethnic minority culture.” - Female, 37 years old.

In short, Vietnamese culture has changed from the past. Positive changes have been noted by the community. However, the work of preserving and preserving traditional cultural values is still not good, people are no longer interested in preserving traditional culture. At the same time, the information explosion caused by modern technology, the cultural exchange

took place very quickly and strongly, and many cultural products from all over the world landed. Communities, especially ethnic minorities, easily absorb new cultures, but lack selection, thus adversely affecting the traditional culture of ethnic minorities. Ethnic people gradually shy away from wearing traditional costumes and no longer like to sing songs, dances, and music of their own nation.

5. Conclusions

5.1. Discussion

From the practical results obtained in part 4 of the research paper, some outstanding issues in the impacts of the state's social policy on preserving and developing Vietnam's traditional culture lie in all three aspects. Objects in society: the state (the government's perception and guiding role when promulgating social policies associated with culture), artisans (the treatment provided by social policies), who enjoy culture (how to understand traditional culture in the context of extensive cultural integration).

Assessing the directional role of the state in traditional culture, the highest legal document, the Constitution (1992), clearly stated: “The State and society preserve and develop the Vietnamese culture first progressive, imbued with national identity; inherit and promote the values of the culture of the Vietnamese peoples, Ho Chi Minh's ideology, morality and style; absorb the quintessence of human culture; promote all creative talents among the people” (Article 30). Later, the Resolution of the Fifth Conference of the



Central Committee of the Communist Party of Vietnam, term VIII "on the strategy of building and developing an advanced Vietnamese culture, imbued with national identity" proposed seven main cultural policies, including the policy of preserving and promoting the good traditional cultural values of the nation; that is, the cultural values that are not deformed in the integration of human culture. Thus, since the policy of renewing the country and actively integrating into the world, the Vietnamese government has paid special attention to the nation's traditional culture, considering it an important endogenous source in the construction and development of the country. Vietnamese cultural development. According to statistics from 1986 to 2018 15 laws, codes, 02 ordinances and a large number of Decrees and Circulars were issued with provisions related to the preservation and development of traditional culture of Vietnam ethnic. All of these documents are aimed at orienting and specifying the action direction of each individual, organization and management agency at all levels for the development of traditional culture on the basis of preserving the values of traditional cultural positives. Thereby, it can be seen that the guiding role of the State on cultural issues has been built and shaped throughout the development process of the country. The State considers culture as the core issue in the new era, constantly making efforts to realize the goals and policies of preserving the good cultural features. Recognizing the impact of financial resources in supporting and disseminating cultural images, the State also gives priority to allocating

budget sources for investment in the cultural sector in order to: restore, embellish and preserve historical sites, tangible and intangible cultural heritages; cultural works; building a system of cultural institutions; producing entertainment programs, publishing books, newspapers and magazines; organizing cultural and artistic activities and movements; investment in the field of composing, practicing, performing and cultural transmission; the training and fostering of cultural cadres, etc., aiming to improve the quality of material and spiritual life for the people.

At a smaller level, the element of culturally knowledgeable, capable human resources in local units also plays an important role in the implementation of social policies on culture. Action always starts with awareness, must raise the awareness of local officials about traditional culture, then the process of propagating, campaigning and implementing these policies among the people will be most effective. Today, the contingent of cultural cadres at all levels is constantly supplemented and enhanced in number; professional qualifications; support to improve the material and spiritual life of the people. In the current globalization context, besides the task of economic development, the creation of a healthy cultural environment and comprehensive human development is considered one of the key tasks. In order to arouse and promote cultural values to meet the requirements of sustainable development of the country, the development and improvement of the



quality of cultural cadres at all levels is of great significance. However, in reality, the status of art and culture information sites is not professional and thorough in content, while tabloid pages, which are false, can reach many readers, showing the lack of content. There is a shortage of staff with knowledge, enthusiasm and ability to manage and propagate culture - art of relevant agencies. Besides, the capacity to train and provide enough high-quality human resources with good cultural awareness to localities is still difficult. This is understandable, because the career of fostering people cannot be fruitful in a short time.

An important link in efforts to preserve traditional culture are artisans, who operate in all fields of culture from performing arts, folk craft villages, tool making, carving, etc. Without the participation of these artisans, specific and diverse social policies on culture are difficult to implement. However, in today's modern cultural context, art and culture forms gradually lose their attraction, and artisans do not have the opportunity to perform in public due to limited tastes, training costs, etc. Practicing and maintaining the cultural form they pursue also puts a lot of pressure on the lives of these artisans. Many meritorious and people's artists in the field of folklore, despite being honored by the State, still have to live in poverty, without the opportunity to pass on their knowledge to the next generation. Therefore, the State's support is essential. Through the promulgated social policies, the state determines that it will facilitate and

partially support the costs of creative activities, performance, display, introduction and product consumption for artisans. Artists with merit in preserving, popularizing and promoting traditional cultural values. At the same time, the law also stipulates preferential policies for artisans and artists who are conferred with state honorary titles when they have difficult circumstances such as: favorable in terms of space and premises for organizing activities of teaching, creating, performing, displaying and introducing products; b) To be entitled to tax reduction or exemption for activities of protecting and promoting the value of intangible cultural heritage in accordance with the provisions of tax law; c) To be entitled to monthly living allowance and other incentives if they have low income and difficult circumstances (Article 10 of Decree No. 98/2010/ND-CP).

From the perspective of people who enjoy culture, the hustle and bustle of modern lifestyles and the introduction of new cultures make many people no longer interested in traditional culture, and Vietnam is facing the endangerment of some traditional cultural features. Many traditional forms of performance such as: Cheo, Xam, Southern amateur music are facing the situation that the teacher is old and the next class of students is increasingly lacking. It is sad that these are all traditional art forms recognized by UNESCO as intangible world cultural heritage. The break in these cultural features can happen at any time. Now it is difficult to maintain the vitality of traditional culture, creating and developing



it is many times more difficult. Besides the above reasons, today's young people themselves do not have the opportunity to directly approach traditional culture is also an important reason, although knowledge about national culture is still mentioned and taught in school but only in words, dry images. Without experiencing and seeing firsthand how these traditional cultures are at the present time, students will not be able to understand and be interested in that culture. Information technology has exploded across the globe, the geographical distance between countries has been partially erased, leading to the rapid absorption and lack of selection of foreign cultural elements. Accompanying that is the idea of being born abroad of a part of the people, following and studying other cultures regardless of its good or bad nature and whether it is suitable with the inherent culture of the Vietnamese people or not. It is very clear that preserving and promoting heritage values in some places is not good, especially in big cities; many ethnic cultural activities were deformed under the strong impact of the market mechanism and foreign culture; a number of good cultures, languages, customs and practices of some ethnic minorities have been lost; the purity of Vietnamese language is being violated.

5.2. Solutions

On the basis of the theory and assessment of the achievements and limitations that the study points out in the relationship between social policy and the development of traditional culture in

Vietnam, the following are some recommendations that the study proposes:

- + Improving the efficiency of state management of culture

Developing and implementing cultural development programs and strategies must focus on traditional cultures, considering them as the source of endless cultural values, forming the spiritual foundation of society. Therefore, it is necessary to perform well the tasks of preserving and promoting the values of cultural heritage according to current regulations, such as protecting cultural heritages of ethnic minorities, especially their voices, writing, pages, and languages, dress, and good traditional festivals, and simultaneously, make efforts to propagate and eliminate outdated customs, superstitions, and resolutely deal with intentional violations. In addition, in terms of policy, it is necessary to have a coordination mechanism in the implementation of cultural program and strategic objectives in state management activities between the cultural sector and other sectors and levels; between state agencies and organizations and individuals at home and abroad in order to strengthen international cooperation activities on culture, promote the image, country, people and culture of Vietnam. Thereby, consolidating resources for the development of the cultural industry, contributing to economic growth and social stability in order to create a stable internal resource to realize the goals of preserving and promoting traditional culture.



- + Continue to uphold the guiding role of the state

Cultural integration also leads to the breakdown of the traditional value system, forming a new value system; the contradictions between the new and the old, between tradition and modernity are intertwined; relationships in all areas of social life are increasingly diversified and complex. Therefore, the state needs to take timely actions, clearly reflecting the operational direction for efforts to develop traditional culture. In addition, the state needs to clearly show its position in selectively absorbing foreign cultural elements, eliminating elements that are not suitable with fine customs and traditions and unhealthy. Emphasizing the acquisition of human culture in association with the preservation and development of traditional culture, the harmony between the cultural features of Vietnam and other countries in the spirit of integration, not dissolution.

- + Actively propagate traditional cultural forms to the younger generation

Actively promote teaching methods that promote students' discovery, extracurricular activities such as visiting historical sites, watching folk art performances, making products from traditional craft villages by hand instead of just listening to the teacher and through the pages of a book. This is a way to help enhance students' interest in traditional culture. In addition, management agencies should tighten standards on culture and art

in the media, in order to limit false and unhealthy information about Vietnam's cultural policies. The approach of closeness through social networks that young people love such as Facebook, Tiktok, Youtube, etc is also a positive solution. Only with short videos that restore or explain cultural and artistic forms integrated in new expressions, humorous sentences, and capturing youth trends, cultural organizations and agencies attract a lot of attention and research of young people about national heritages. Hoa Lo Prison Relics Fanpage is a clear demonstration in propagating historical culture and heroic traditions through humorous and extremely trendy content. This fan page has earned more than 200,000 followers and received a 4.9-star rating on the Facebook platform. The numbers are too impressive for a page of historical culture. In recent times, Vietnam Literary Museum is implementing a new mode of visiting that emphasizes the experience for the visitors. Visitors will be directly transformed into characters in famous literary and artistic works to experience and better understand the people, stories and messages that the authors send in them.

Conclusion

Thus, through the process of researching and evaluating the influence of the state's social policies on the development of traditional culture in Vietnam, the study once again affirms the important role of the traditional culture system in the sustainable development of the country. In order for this process to



take place more smoothly, social policies need to be developed and supplemented to suit each period, harmonizing the compulsory nature with people's preferences with traditional cultural values that are gradually fading away. Other influencing factors such as financial resources, people, and means of propaganda also need to be invested and given proper attention.

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