

## EDUCATING NATIONAL CULTURAL VALUES FOR STUDENTS FROM PERSPECTIVE BUILDING AND DEVELOPING CULTURAL

### EDUCAR VALORES CULTURAIS NACIONAIS PARA ALUNOS NA PERSPECTIVA DE CONSTRUÇÃO E DESENVOLVIMENTO CULTURAL

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**Abstract.** Culture is the spiritual foundation of society, the goal and driving force of national development. Culture is important in forming human personality, national identity, and character. Culture is identified as one of the factors that play a decisive role in the strength and position of each country and nation. Therefore, building and developing Vietnam's culture in response to the need for sustainable development of the country is one of the most important tasks of the Vietnam revolution today. Building the right cultural policy will help promote cultural development and is significant for cultural value education for today's students. To clarify the policy of building and developing national culture and its role in educating national cultural values students, a qualitative study was conducted; at the same time, a survey was conducted with 175 people including policymakers, managers, lecturers and students at universities. Based on the results achieved, this study proposes solutions for policy development as well as future educational measures.

**Keywords:** Policy, construction and development, national culture, education, students

**Resumo.** A cultura é a base espiritual da sociedade, o objetivo e a força motriz do desenvolvimento nacional. A cultura é importante na formação da personalidade humana, identidade nacional e caráter. A cultura é identificada como um dos fatores que desempenham um papel decisivo na força e posição de cada país e nação. Portanto, construir e desenvolver a cultura do Vietnã em resposta à necessidade de desenvolvimento sustentável do país é uma das tarefas mais importantes da revolução do Vietnã hoje. Construir a política cultural certa ajudará a promover o desenvolvimento cultural e é significativo para a educação de valores culturais para os alunos de hoje. Para esclarecer a política de construção e desenvolvimento da cultura nacional e seu papel na educação de alunos de valores culturais nacionais, um estudo qualitativo foi conduzido; ao mesmo tempo, uma pesquisa foi conduzida com 175 pessoas, incluindo formuladores de políticas, gerentes, professores e alunos em universidades. Com base nos resultados alcançados, este estudo propõe soluções para o desenvolvimento de políticas, bem como futuras medidas educacionais.

**Palavras-chave:** Política, construção e desenvolvimento, cultura nacional, educação, alunos

## 1. INTRODUCTION

Educating traditional national values for students in the university is an important content and measure of innovating and improving the quality of education and training to link teaching “letters” with teaching “people”, training to create high-quality human resources that are “vừa hồng” and “vừa chuyên” (people who have both revolutionary ethics and talent to serve the revolution) for the country. Educating traditional cultural values for students in the current period plays a particularly important role. The XIIIth Congress of the Communist Party of Vietnam (2021) determined: “Strengthening education of patriotism, national pride, national traditions and history, and a sense of social responsibility for all classes of people, especially young people”.

On the one hand, arousing the good traditions and ethics of the nation, on the other hand, setting strict requirements and tasks for students - those with knowledge and qualifications who need to preserve and promote traditional cultural values. national system, to develop the country's economy and society stably and sustainably; contributing to building and developing Vietnamese culture and people, meeting the requirements of the period of accelerated



industrialization and modernization, developing a prosperous, happy, powerful and prosperous country, for the goal of “rich people, strong country, democracy, fairness and civilization”.

The history of human development shows that humans are a cultural entity that always plays a decisive role in the production process in any country. Human qualities are decisive in creating the strength of culture in each country - nation. When talking about the development potential of each country, people do not only talk about natural resources, but also about the decisive factor which is culture, expressed through creative capacity, intelligence, talent, and human virtue. The development of each nation can only become dynamic, effective, and sustainable when that country achieves a harmonious combination of economics, education, and culture in the development process.

General Secretary Nguyen Phu Trong (2021) has clearly pointed out the important role of culture in the country’s development: “Culture is the spiritual foundation of society, endogenous strength, driving force for national development and preservation defend the Fatherland; determining synchronous cultural development in harmony with economic growth, progress, and social justice is a basic orientation of the process of building socialism in Vietnam”. Therefore, the country’s development requires enhancing the role and position of culture in educational activities. Culture awakens all human creative potential, determining growth and sustainable development. And therefore, in modern society, people are facilitated by society to build the foundational elements of culture which are understanding, knowledge, experience, behavioral style, etc., in the process of study and work to maintain and develop life (Trung, et al., 2020; Van, et al., 2023). These factors, if exploited and promoted, will become a great driving force for social development.

There is a dialectic relationship between cultural policy and national cultural value education for students. As an element constituting the legal foundation, cultural policy has the role of promoting national cultural value education for students, if that policy is appropriate. If the policy is not appropriate, it will hinder or even cause the opposite effect in the process of educating national cultural values for students.

With that meaning, this study focuses on clarifying the following basic issues: (i) Firstly, clarify the concepts of culture, national culture, and cultural policy; (ii) Secondly, policies on building and developing culture and educating traditional national cultural values; (iii) Thirdly, the role of cultural policy in educating national cultural values for students today; (iv) Fourthly, solutions to perfect cultural policy and national cultural value education for students today; (v) Fifthly, solutions to enhance the role of cultural policy in educating traditional cultural values for students.

## 2. LITERATURE REVIEW

### Concept of cultural

Culture is all the tangible and intangible values created by humans based on the natural world. Culture is a product of humanity, created and developed in the interaction between people and society. However, culture itself participates in creating people and maintaining sustainability and social order. Culture is a system of true values, norms, and goals that people agree on in the process of interaction and creative activities; preserved and transformed for subsequent generations; reproduced and developed in the process of human action and social interaction. Culture is the level of development of people and society, expressed in the types (forms) of organizing life and actions as well as in the material and spiritual values that people create.

Talking about culture is talking about people, about promoting people’s natural abilities to perfect people and perfect society. Culture is the environment to forms and nurtures

personality, and at the same time, culture also has its fields of activity, which are activities of producing and creating spiritual values to educate people about good things, towards the future.

In 1943, when talking about culture, President Ho Chi Minh raised the opinion that: “For survival as well as the purpose of life, humans create and invent language, writing, ethics, law, science, religion, literature, art, daily living tools of clothing, food, shelter and methods of use. All of these creations and inventions are culture. Culture is the synthesis of all modes of living along with their expressions that humans have produced to adapt to the needs of life and the requirements of survival” (Minh, 2011, p. 458).

Material and spiritual are two aspects of social life in general and each person’s life in particular, so if the economy is considered the material foundation of society, meeting material needs, then culture is the spiritual foundation of society, meeting the spiritual needs of people and society. A country cannot develop stably and sustainably if it only focuses on economic growth and forgets cultural values.

Developed along the long history of the Vietnamese people’s struggle to build and defend the country, the Vietnamese national cultural identity has new values, formed and accumulated in the process of integration and acculturation between cultures. Therefore, for culture to become an important source of endogenous strength for the development of the country and people of Vietnam in the context of the 4.0 Industrial Revolution, it is necessary to focus on promoting dynamism, creativity, continuous innovation and knowledge enrichment of every Vietnamese people through appropriate cultural policies.

With the above viewpoints, culture is understood as everything created by a community or nation in the historical process, but is not identical with history. Culture is the sum of crystallized values that become the identity and spiritual foundation of a community, distinguishing one nation from another. Those are eternal values!

### **National culture**

Vietnam’s national culture was formed and developed in association with the nation’s history of building and defending the country and is a massive and rich whole that includes knowledge, ideas, beliefs, arts, religion, virtues, laws, customs, practices, traditions, etc., form the value system of truth - goodness - beauty, a universal value system of national culture in the country and the human community.

That value system is the values of national traditions such as patriotism, solidarity, community cohesion, humanity, optimism, diligence, etc., which have been crystallized. converge in the family life activities of Vietnamese families, etc., manifesting into psychology and consciousness, customs and lifestyle, forming the personality of each person in the family and community nation.

### **Cultural policy**

A country’s cultural policy is the totality of perspectives, principles, standards, goals, solutions and tools that the state uses to influence the cultural field to protect, build and develop the country (Trang & Hoang, 1999). Cultural policy is an integral part of general socio-economic development policy and has great significance to most effectively use all human resources to develop the country (Cohen, 2006). The content of cultural policy is to outline goals and directions to build and develop culture, and at the same time point out ways and methods to implement those goals. The goal of cultural policy is the state’s expected and necessary state for the cultural field in the country’s development stages.

Compared to the economic, political, and social fields, culture is a specific, sensitive, and delicate field, directly related to the creative process of individuals and communities. Along with the process of renewing thinking and awareness of culture, especially awareness of the role of culture in socio-economic development and the building and formation of human

personality, the system of cultural policies is gradually being improved, meeting practical requirements and the needs and demands of the people.

### 3. METHODS AND MATERIALS

#### Methodology

Marxism-Leninism; Ho Chi Minh's Ideology; Policy and guidelines of the Communist Party of Vietnam on culture and education.

#### Theoretical research method

This study focuses on researching and clarifying the policies and guidelines of the Communist Party of Vietnam; State policies and laws on culture and traditional cultural value education for students in the university.

#### Practical research methods

First, observation method: The author will observe traditional cultural values and education activities at several universities.

Second, the survey method, specifically: Number of surveys: 175 people (including policymakers, managers, lecturers, and students at some universities); Space: Some universities in Ho Chi Minh City; Time: From November 2023 to February 2024; Questionnaire: Designed to assess the importance of the position and role of cultural policy in educating traditional cultural values for students in the university.

### 4. RESULTS

#### Policy on building and developing culture and educating traditional national cultural values for students in the university:

In 1998, the Communist Party of Vietnam issued the Resolution of the 5th Plenum of the VIII Central Committee "On building and developing an advanced Vietnam's culture imbued with national identity", which affirmed that "Vietnam's culture is the sum of the material and spiritual values created by the community of Vietnamese ethnic groups during the process of building and defending the country, etc., and is the result of exchanges and absorption of the quintessence of many civilizations. world to constantly improve ourselves. Vietnam's culture has molded the soul, spirit, and bravery of Vietnam, brightening the nation's glorious history". "Culture is the spiritual foundation of society, both the goal and the driving force of socio-economic development".

The Platform for Building the Country in the Transitional Period to Socialism (supplemented and developed in 2011) also defines: "Building an advanced Vietnam's culture, rich in national identity, for global development. representation, unity in diversity, deeply imbued with the spirit of humanity, democracy, and progress; make culture closely linked and penetrate deeply into all social life, becoming a solid spiritual foundation and an important endogenous strength of development.

People are the center of the development strategy and at the same time the subject of development. The Platform also clearly states, that respecting and protecting human rights, linking human rights with the rights and interests of the nation and the country; harmoniously combining and fully promoting the role of society, family, school, labor collective, unions and residential communities in taking care of building a patriotic Vietnamese people, have a sense of mastery, civic responsibility, knowledge, health, good work, a cultured life, love, and a truly international spirit; building a prosperous, progressive, happy family is truly a healthy cell of society, an important environment that directly educates and shapes personality.



Next, the Resolution of the 9th Plenum of the XIth Central Committee of the Communist Party of Vietnam (2014) continued to point out “In terms of building and developing culture, the Vietnamese people meet the requirements of sustainable development of the country”, which emphasized building a comprehensively developed Vietnam’s culture and people, towards truth - goodness - beauty, imbued with national spirit, humanity, democracy, and science. The culture truly becomes the solid spiritual foundation of society, an important internal force to ensure sustainable development and firmly protect the Fatherland for the goal of wealthy people, a strong country, democracy, justice, and civilization. Culture is the spiritual foundation of society, the goal and driving force for the sustainable development of the country.

The resolution of the 9th Plenum of the XIth Central Committee (2014) also emphasized: Continuing to affirm the viewpoint of building culture to truly become a solid spiritual foundation of society, an important endogenous strength to ensure the sustainable development and steadfast defense of the Fatherland for the goal of wealthy people, strong country, democracy, fairness and civilization; building an advanced Vietnamese culture, rich in national identity, unified in the diversity of the Vietnam ethnic community, with national, humanistic, democratic and scientific characteristics. The resolution also emphasizes the task of preserving and promoting the cultural heritage of ethnic minorities, especially their languages, writing, costumes, and traditional festivals; proactively accepting development opportunities, and overcoming challenges to preserve and perfect national cultural identity.

Directive No. 31-CT/TW (2019) on enhancing education, ethics, and lifestyle for students clearly states: “The majority of students have good ethics and respect their grandparents, teachers, elders, have a spirit of solidarity, actively study, practice, and cultivate; Have a good sense of law observance and a beautiful, healthy lifestyle; have patriotism and national pride; Participate in activities for the social community”. Directive No. 31-CT/TTg (2019) requires: “Continue to review and innovate the content and teaching methods of moral education, core subjects and other related educational activities, etc., innovate methods of ethical assessment, reward, and discipline for pupils and students. Accordingly, in terms of content, regularly updated and supplemented; attach importance to connecting theory with practice, using evidence and examples to prove that the lecture content is close to reality. Regularly update new information and content about world, regional and domestic situations into lectures.

Continuing to develop perspectives on cultural development, the XIIth Congress (2016) and XIIIth Congress (2021) of the Communist Party of Vietnam have emphasized the view that culture is the spiritual foundation of society, the strength of Internal factors mold the qualities and character of the Vietnamese people throughout the long history of building and defending the country. Emphasizing the building of an advanced Vietnamese culture rich in national identity in the context of a socialist-oriented market economy and international integration. Documents of the XIIIth Congress of the Communist Party of Vietnam (2021) also emphasize the development perspective: “Arousing the desire to develop a prosperous and happy country, the will to be self-reliant and promote the strength of the great bloc unite the nation, etc., taking Vietnamese cultural and people values as the foundation and important internal strength to ensure sustainable development”

Thus, the concept of the Communist Party and the State of Vietnam on culture affirms that “Culture is the totality of material and spiritual values”, but at the same time affirms the role of culture “as a need”. essential of human life”, “is the field of spiritual production, creating values, products that enrich and beautify life”, “is the spiritual foundation of society, endogenous strength”, “ is the goal and driving force for sustainable development of the country”. At the same time, clearly pointing out the position of culture - “Culture must be placed on par with economics, politics, and society”.

Assessing the results achieved, the XIIIth Party Congress of the Communist Party of Vietnam (2021) pointed out: “Awareness of culture, society, and people is becoming more

comprehensive and deeper. Cultural fields, types, and products are increasingly diverse, meeting the multifaceted needs of social life. Many traditional cultural values and cultural heritage are inherited, preserved and promoted. Culture in politics and culture in education were initially respected and promoted effectively and practically. Cultural exchange, cooperation and international integration activities have flourished. The comprehensive development of Vietnamese people gradually becomes the center of the socio-economic development strategy. Criticizing, fighting, repelling bad things, evil, backwardness, and opposing wrong views and behaviors that harm human culture and lifestyle are emphasized.

### The role of cultural policy in educating national cultural values for students in the university:

To evaluate the role of cultural policy in educating national cultural values for students today, the author surveyed 175 people (including policymakers, management, lecturers, and students in the universities) according to convention: (1) Not important. (2) Less important. (3) Rather important. (4) Important. (5) Very important. The results are shown in table 1.

**Table 1.** Assessment of the role of cultural policy in educating national cultural values for students today

Evaluating	Frequency (people)	Ratio (%)	Valid ratio (%)	Cumulative ratio (%)
Not important	8	4.57	4.57	4.57
Less important	22	12.57	12.57	12.57
Rather important	36	20.57	20.57	20.57
Important	75	42.86	42.86	42.86
Very important	34	19.43	19.43	19.43
<b>Total</b>	<b>175</b>	<b>100</b>	<b>100</b>	<b>100</b>

(Source: Author's survey results, 2023 and 2024)

The survey results in Table 1 show that the assessment level focuses on the "Important" level, reaching 42.86% (with 75/175 respondents); Next is the level of "Very important" reaching 19.43% (with 34/175 respondents), "Rather important" reaching 20.57% (with 36/175 respondents). However, there are still 12.57% (with 22/175 respondents) answered "Less important" and 4.57% (with 8/175 respondents) answered, "Not important".

The above survey results show that cultural policy's role in educating current students about national cultural values is of interest and appreciation. However, some people still pay little attention and take this activity lightly, even very lightly when rating it as "Not important".

To more clearly determine cultural policy's role in educating students about national cultural values today, the author surveyed 175 people (including policymakers, managers, lecturers, and students in the universities) with 05 contents (according to Cronbach's Alpha table survey results), according to convention: (1 point) Not important; (2 points) Less important; (3 points) Rather important; (4 points) Important; (5 points) Very important.

The study uses Excel and SPSS software to analyze, evaluate, then compare and contrast with previous research results. The results obtained are relatively reliable.

$$\bar{X} = \frac{\sum_{i=1}^k X_i K_i}{n}$$

Processing survey data: Use the formula to calculate the average score:

$\bar{X}$ : Medium score.  $X_i$ : Score at level  $i$ .  $K_i$ : Number of participants rated at  $X_i$  level.  $n$ : Number of people participating in the assessment. The results are shown in table 2.

**Table 2.** The specific role of cultural policy in educating national cultural values for students today

Oder	Content	Level		
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		1	2	3	4	5	$\bar{X}$	Cronbach's Alpha
1	Helps raise awareness and responsibility of subjects in universities about the importance of educating traditional cultural values for students.	6	22	31	77	39	3.69	.698
2	Help universities flexibly and creatively apply content, forms, and measures to educate traditional cultural values for students.	7	23	33	74	38	3.65	.703
3	Help promote the strength of organizations and forces in educating traditional cultural values for students.	11	26	37	71	30	3.47	.687
4	Building a clean and healthy cultural environment to educate traditional cultural values for students.	8	22	32	75	38	3.65	.679
5	Create a legal framework and necessary foundations for universities to design content, programs, and measures to teach traditional cultural values to students.	12	23	39	68	33	3.50	.712
<b>Total</b>		<b>8.80</b>	<b>23.20</b>	<b>34.40</b>	<b>73.00</b>	<b>35.60</b>	<b>3.59</b>	<b>x</b>
<b>Ratio (%)</b>		<b>5.03</b>	<b>13.26</b>	<b>19.66</b>	<b>41.71</b>	<b>20.34</b>	<b>x</b>	<b>x</b>

(Source: Author's survey results, 2024)

The survey results in Table 3 show that: With an average total  $\bar{X} = 3.59$ , it is in the range of  $3.41 \leq \bar{X} \leq 4.20$  equivalent to the "Important" rating. Examining each survey content shows that there is no survey content within the range of  $2.61 \leq \bar{X} \leq 3.40$ , (the "Less important" level) and the range of  $4.21 \leq \bar{X} \leq 5.0$  (the "Very important" level). Thus, all content is also in the "Important" level, no content is in the levels of "Not important", "Less important", "Rather important" and "Very important".

### **Solutions to perfect cultural policy for national cultural value education for students in the university**

Firstly, continue to promote building Vietnamese people with passionate patriotism, national self-reliance, the spirit of solidarity, community, discipline, compassion, tolerance, respect for morality, diligence, creativity in work, a simple lifestyle, rich in intelligence, healthy, moral qualities, healthy lifestyle, civilized, thrifty, honest, obey the law; know how to think independently, dare to think, dare to do, dare to take responsibility, have a spirit of cooperation, and work effectively; have innovative, dynamic, creative thinking, are not afraid of difficulties and hardships, have the will to rise, and are determined to bring the country out of poverty and backwardness.

Secondly, focus on researching and building the national value system, cultural value system, and human standards associated with preserving and developing the Vietnamese family value system in the new era. Vietnam's culture must be placed in a dialectical relationship with all areas of social life, especially with economic development. If we only care about economic development, it will form a pragmatic lifestyle of a consumerist society. On the contrary, if we only pay attention to cultural values, society will be poor, material life will be difficult, and

spiritual life will lack richness. Therefore, we must constantly pay attention to building a culture in economics, business culture, corporate, and entrepreneurial culture with standards of honesty, respect for trust, and responsibility. At the same time, implement breakthrough solutions to effectively prevent the deterioration of morality and lifestyle, and repel social negativity and social evils. Protect and promote good and sustainable values in Vietnamese cultural traditions. Promote education to raise awareness, a sense of respect and compliance with the law, protect the environment and preserve national cultural identity, especially the younger generation. Step by step overcoming limitations; building Vietnamese people in a new era, closely linked and harmonious between traditional values and modern values.

Thirdly, build the comprehensive development of the Vietnamese people, closely connecting and harmonizing traditional and modern values, focusing on building a new lifestyle, and new cultural standards, building and developing and creating new cultural values based on preserving and promoting traditional cultural values, inheriting and promoting the diversity and cultural identity of peoples, regions and regions. Developing a mechanism to appropriately and harmoniously resolve the gap between preserving, embellishing, and promoting cultural heritage values, and historical and cultural relics with socio-economic development and serving education. traditional culture and tourism development. Direct cultural, educational, scientific, and technological activities toward the values of truth - goodness - beauty. Integrate the building and training of ethics with the implementation of human rights, civic rights, and obligations. Improving intellectual capacity and fostering knowledge for Vietnamese people to meet the requirements of the knowledge economy and learning society. Summarize and build a standard value system for Vietnamese people in the period of industrialization, modernization, and international integration. Comprehensive and synchronous development of cultural fields to both promote the good values of the nation and absorb the cultural quintessence of humanity so that culture is truly a spiritual foundation and endogenous resource and a breakthrough driving force for socio-economic development and international integration.

Fourthly, there are mechanisms, policies and solutions to build a truly clean and healthy cultural environment, improving people's conditions for enjoying culture. Promoting the self-awareness of the entire population to build and implement sanctions, regulations, and social conventions, ensuring equality in opportunities and cultural enjoyment. Overcome disparities in development levels and cultural life between regions, regions, and social strata, paying special attention to remote areas, and ethnic minority areas, etc. Overcoming performance diseases and form diseases. Promote the role of the family in nurturing and educating the young generation. Promoting positive and humane factors in religions and beliefs. Criticize and prevent negative expressions, superstitions and superstitions. Build and implement cultural standards in leadership and management. Focus on building a healthy, democratic, united and humane office cultural environment; repel bureaucracy, factionalism, disunity, opportunism and pragmatism.

Fifthly, proactively and actively integrate into international culture, expand cultural exchanges, and build Vietnam into an attractive address for international cultural exchanges. Selectively absorb the quintessence of human culture following Vietnam reality and enrich the national culture, while proactively enhancing the resistance of all classes of people, especially young people, teenagers are exposed to harmful foreign cultural products; gradually bringing Vietnam's culture to the world (Thuy, 2019; Trung et al., 2020). Proactively cooperate in culture with other countries, diversify forms of foreign culture, and deepen cultural foreign relations to achieve practical results (Van, 2023).

Sixthly, comprehensive human development and building an advanced Vietnamese culture imbued with national identity so that Vietnam's culture and people truly become an endogenous strength, a driving force for national development and protect the Fatherland



(Tham, 2007). Increase investment in cultural and educational development (Communist Party of Vietnam, 2021). Build, develop, and create the most favorable environment and social conditions to arouse patriotic traditions, national pride, faith, and aspirations to develop a prosperous and happy country; the talent, intelligence, and qualities of Vietnamese people are the most important center, goal, and driving force of the country's development (Vuhong, 2022).

### **Solutions to enhance the role of cultural policy in educating traditional cultural values for students:**

Firstly, raise awareness and responsibility of subjects about the importance of cultural policy in educating traditional national cultural values for students.

The Communist Party of Vietnam (2021) emphasized: "Strengthen the education of the young generation about revolutionary ideals, ethics, cultural lifestyle, enhance patriotism, national pride, nurture dreams, ambitions, and aspirations; uphold the spirit and responsibility to the country and society". With this spirit, party committees, party organizations at all levels, faculty leaders, student management offices, and lecturers thoroughly grasp, disseminate, and propagate to students the policies on building and cultivating Vietnamese people. new era, meeting requirements, tasks, international integration, and developing a socialist-oriented market economy. Integrate traditional cultural value education content into each subject; attach importance to propaganda and education work, do not be subjective, negligent, superficial, or formalistic.

General Secretary Nguyen Phu Trong (2021) emphasized: "Continue to persevere, attach importance to propaganda, education, study, research and apply the Party's policies, guidelines and resolutions into practice". Lecturers, when teaching students every day, must focus on arousing traditional national moral values through historical events and representative figures (Trung, et al., 2020; Van, 2023). Organize activities for students to participate and develop their abilities, strengths, and strengths in each specific job and task.

Doing a good job of testing and evaluating the quality of students' learning and training is an important method in implementing cultural policies. For students with good or average conduct, there needs to be a private meeting and discussion to find out the cause and propose directions and remedies (Luongngoc, et al., 2022; Thanh, et al., 2023). For students with difficult circumstances but who strive to study and practice, achieve high results, and actively participate in school activities, society praises, rewards, and spreads actions and work of that student's example throughout the university.

The entities that lead, manage, foster and educate students promote spirit and responsibility; promoting the pioneering and exemplary character of cadres and party members, not only teaching literacy but also teaching people, teaching how to treat people, and knowing how to appreciate traditional national moral values.

Secondly, flexibly and creatively apply the content, forms, and measures of traditional national moral education for students according to the State's cultural policies.

Directive No. 31-CT/TTg requires: "Continue to review and innovate the content and teaching methods of moral education, major subjects and other related educational activities... methods of moral assessment, reward, and discipline for pupils and students". Accordingly, in terms of content, regularly updated and supplemented; attach importance to connecting theory with practice, using evidence and examples to prove that the lecture content is close to reality. Regularly update new information and content about world, regional and domestic situations into lectures.

Lecturers at universities are an important force that decides to improve the quality of education and training in general and traditional cultural value education in particular according to the regulation: "College and university lecturers have a master's degree or higher

and must be trained and fostered in pedagogical skills”. Accordingly, lecturers need to actively and proactively innovate teaching content; and have the capacity, methods, and good pedagogical style to teach traditional national moral values to students; thereby stimulating, arousing, and brightening the spirit and enthusiasm for learning in students; lecturers need to smoothly combine traditional and modern teaching methods, flexibly and creatively use communication language.

In terms of form and methods of education need to attach importance to practical activities, bringing students into problematic, difficult, and complex situations so that each student can experience and understand the hardships and hardships of workers, especially in remote areas, soldiers on borders and islands. The Youth Union organizes volunteer activities: “Green Summer”, “Spring Volunteer”, “Supporting Exam Season”, “Red Sunday”, etc. The contests give students the opportunity and conditions to demonstrate their talents and strengths; General Secretary Nguyen Phu Trong (2021) emphasized: “It is necessary to attach importance to education through movement practice, choosing appropriate educational methods for each age group”; promote the application of information technology in sharing, connecting and spreading examples of “good people” and “good deeds” among students in studying, training, and participating in social activities.

Thirdly, promote the strength of organizations and social forces in educating traditional national ethics for students.

Educating traditional ethnic ethics for students is the responsibility of the entire political system, family, school and society. Family education is very important, it is the indispensable initial foundation in the process of growth and development of students. If the family is well-ordered, the children will be obedient and progressive; on the contrary, if the family is not harmonious, disunited, or has no respect among members, the children will be affected.

Accordingly, building an increasingly prosperous and happy family is truly a solid spiritual support for students; family members often care, encourage, and share joys and sorrows in work and life; respect and listen to members’ opinions; families need to coordinate closely with training institutions to grasp the situation of all aspects of their children’s learning and training, and promptly remove difficulties and problems arising from real life.

For universities, strictly manage students during class hours, strengthen inspection, reminding, and correcting students who do not comply with school rules such as eating, dressing, speaking, and relationships social, etc. Inform parents of students about the learning and training results of each school year, grasp the psychological and ideological developments of students, and promptly coordinate with agencies, departments and branches to resolve matters. Promoting the core role of the Youth Union in the universities in accompanying students, creating a useful, interesting and humane playground for students to be trained and honed in all aspects.

Fourthly, creatively apply cultural policies in building a clean and healthy cultural environment to educate traditional cultural values for students.

Building a clean and healthy cultural environment to adjust student behavior according to current national traditional ethical values and standards. Negative phenomena, obsolescence, backwardness as well as the emergence of new progressive factors all have a strong impact on students' ideology, ethics, and lifestyle (Trung, et al., 2020). Accordingly, there needs to be adjustments in laws, mechanisms and policies to create a clean and healthy cultural environment so that students can best develop their abilities and enjoy their achievements. of society, in which each individual contributes.

The XIIIth Congress of the Communist Party of Vietnam (2021) clearly stated: “Building an environment and conditions for learning, working, entertainment, and training for healthy, comprehensive, and harmonious intellectual development, the physical and aesthetic value”. Building relationships in family, school, and society that are clean, healthy, simple, and rich in

humanity; Negative phenomena and social evils are gradually eliminated from life, evil is condemned and repelled, and good and beautiful things flourish and develop. Universities have appropriate mechanisms and policies for students to participate in social activities, contribute their talents and intelligence to learning, and build a clean and strong cultural environment. In particular, there are special mechanisms and policies for poor students to overcome difficulties, students with disabilities but with strong will and determination, spreading traditional national moral values throughout the school.

Fifthly, promote students' positivity and initiative in approaching cultural policies in educating traditional national cultural values.

General Secretary Nguyen Phu Trong (2021) emphasized: “Each student must always cultivate revolutionary ethics, be humble, simple, and seek progress; cultivate a clear mind, bright mind, and great ambitions. Strive to fight against negative manifestations, social evils and false allegations of hostile forces”. Each student is a dynamic and active subject in school and social activities. Each student must set high requirements for himself in self-improvement and training in knowledge, capacity, moral qualities, and lifestyle; not satisfied or satisfied with current results.

Each student must always strive to accept the traditional moral values of the nation and carry out the tasks of studying, training, and solving reasonable and reasonable social relationships. Self-examined and evaluated my knowledge, and found it weak, with nowhere to focus on research, exploration, and learning; not only have low self-esteem, but also not arrogant, conceited, or arrogant, always being humble, simple, sincere, eager to learn, seeking progress, listening to the opinions of teachers, friends, and adults; regularly put yourself in the organization, think carefully and consider before acting; “self-reflect”, “self-correct” attitudes, behaviors, and thoughts following the living, studying, and working environment; not afraid of difficulties or suffering, promoting the impulsive and creative spirit of youth in innovation. Every student regularly cultivates morality and is not discouraged by difficulties; ready to go anywhere, do anything when the Fatherland needs it; and always nurture big dreams and ambitions in life.

## 5. CONCLUSION

Besides resources, hard power is economy, defense, science - technology, etc., culture with its advantages and strengths also promotes its hidden strengths capable of regulating the sustainable development of the country. Today's cultural resources are clearly showing their superiority because the good goals they bring are the values of truth, goodness, and beauty, all for human happiness.

Completing Vietnam's cultural policy with national and scientific characteristics, along with appropriate cultural development strategies of the Party and the State of Vietnam, will help the culture develop brilliantly and achieve many achievements. proud achievements, becoming an important endogenous resource - a “soft power” in the process of sustainable development in Vietnam. At the same time, with correct and appropriate cultural policies, it will promote educational activities of traditional cultural values, contributing to the comprehensive education of Vietnam's students; creating resources that are both professional and ethical, and serving the cause of industrialization, modernization and international integration of Vietnam.

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