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THE PRESERVATION AND PROMOTION NATIONAL VALUES IN VIETNAM TODAY

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Abstract

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Vietnam's national values are a solid foundation that helps Vietnamese people build and develop the country. These values not only reflect a unique cultural identity but are also the driving force to overcome difficulties and challenges and move towards a better future. Vietnam's national values are the core elements that define the country's identity, shaping the country's cultural, social, and spiritual fabric. This research analyzes the preservation and promotion of national values in Vietnam, considering the current socio-economic context. It aims to examine how Vietnam has maintained its cultural identity while adapting to the pressures of globalization and modernization. Using dialectical materialism and historical materialism methodologies along with logical-historical, analytical, and synthetic methods, the article presents several issues about the process of exchanging and acculturation of human cultural values to enrich the Vietnamese national values based on absorbing and promoting progressive and positive factors as well as creating new and modern values in response to development requirements. At the same time, it also points out the need to preserve and bring into play national values in the new context. This study may guide strategies for cultural preservation and inform initiatives aimed at fostering national pride and identity in a globalized world.

Keywords: Culture, National, Preserving, Value, Vietnam.

Introduction

Vietnam's national values are cultural, spiritual, moral, and social values that have been formed and developed over thousands of years of history and have become the core of Vietnam's national identity. Vietnam's national values are a solid foundation that helps Vietnamese people build and develop the country. These values not only reflect a unique cultural identity but are also the driving force to overcome difficulties and challenges and move towards a better future. Vietnam's national values are the core elements that define the country's identity, shaping the country's cultural, social, and spiritual fabric. These values have been cultivated and passed down through generations, forming the moral foundation of the nation. Over thousands of years, Vietnam's national values have evolved to respond to both internal developments and external influences, becoming the guiding force for the country's resilience, unity, and progress. In essence, these values emphasize the importance of community, solidarity, and collective well-being, which are deeply rooted in Vietnam's historical struggle for independence and national sovereignty. They also include respect for tradition, ethical conduct, and a strong sense of family and social responsibility. Vietnam's national values are not immutable but have adapted to modern contexts, serving as the foundation for the country's development in an increasingly globalized world. Preserving and promoting these values is an essential task for every Vietnamese, as they play an important role in overcoming contemporary challenges and ensuring a prosperous future. Therefore, national values are both an inheritance from the past and an orientation for the future, strengthening Vietnam's cultural integrity and sustainable growth. Preserving and promoting these values is an important task for every Vietnamese person in the current period.

Research Objectives

1. To analyze the preservation and promotion of national values in Vietnam, considering the current socio-economic context.
2. To examine how Vietnam has maintained its cultural identity while adapting to the pressures of globalization and modernization.
3. To provide insights into the evolving nature of national values and recommend measures for preserving these values in the future.

Research Questions

1. What are the core traditional values that define Vietnam's national identity?
2. How are these values being preserved amidst the rapid development and modernization of Vietnam?
3. What are the new values that have emerged in Vietnam due to globalization?
4. How can the preservation of national values contribute to Vietnam's sustainable cultural and social development?

Problem Statement

As Vietnam navigates rapid economic growth, cultural integration, and technological advances, its national values—core elements of its identity—are facing significant challenges. The process of modernization and global integration threatens to dilute some of these traditional values. Preserving Vietnam's cultural integrity while embracing progressive values has become increasingly complex. This research addresses how Vietnam can safeguard its cultural identity in this rapidly changing context, ensuring that national values are not only preserved but also promoted in a way that contributes to the nation's future development.

Research Methodology

The article employs a dialectical materialism and historical materialism approach, combined with logical-historical methods, to analyze how Vietnam's national values have evolved. Both qualitative and quantitative data are reviewed, including official Party documents, historical texts, and contemporary research on Vietnamese cultural identity. This

analysis is supported by case studies of cultural programs, surveys, and interviews with Vietnamese scholars to understand how these values are being actively preserved and promoted today.

Significance of the Study

This research is significant in its efforts to document and understand the preservation of Vietnam's national values, particularly in a time of socio-economic transformation. The findings will contribute to ongoing discussions among scholars and policymakers about the role of national values in shaping Vietnam's future. The insights gained from this study may guide strategies for cultural preservation and inform initiatives aimed at fostering national pride and identity in a globalized world.

Literature Review

Values are things, phenomena, processes, or all that are meaningful to the movement and development of people and society. The concept of value is used in schools of philosophy, economics, ethics, and sociology. In philosophy, people discuss value as truth, goodness, and beauty. In ethics, people discuss value as right and wrong. In economics, people discuss value as exchange value and use value (Outhwaite, W, 2006, pp.718-721). Values include spiritual and material values, including both subjective and objective aspects. It is closely linked together and coexists with the movement and development of society. When a value is formed and shaped, people's way of thinking, acting, feeling, and believing will be governed by it. Values are abundant and diverse, including people's relationships with nature, with society, and with themselves, in which there are specific values, universal values, personal values, community values, national values, values of times, human values as well as cultural values, moral values, and aesthetic values. Talking about value is talking about the meaning of the material and spiritual world that each individual, social group, and community of people cares about to meet their certain

purposes and interests (Pham, M.H, 2012). Around the world, researching from a sociological perspective, Fichter, J.H. said: "Everything useful, desirable, and admirable to people or groups of people has a value" (Fichter, J.H., 1973, p.173). Encyclopedia of Russian Culture by Radugin, A. As the editor determined: "Value is the property of an object, a certain social phenomenon that satisfies a need, a desire, a benefit of a social subject (individual, social group, entire society)" (Radugin, A., 2002, p.165). Author Hoang Vinh has divided values based on different areas of human life into seven areas: Value belongs to the natural field; Value belongs to the economic sector; Value belongs to the field of knowledge; Value belongs to the political sphere; Value belongs to the aesthetic field; Values belong in the field of religion, belief (Hoang, V, 2006, pp. 56-57). According to the authors of the book "Preserving, enriching and Promoting the traditional cultural values of Vietnam in Innovation and Integration" (Ngo, D.T, 2010), values are the product of the mental thinking and creative processes of human beings. Value is a form of consciousness, of spiritual life, reflecting and crystallizing the values of both material life and spiritual life. The authors come to the definition of value: "Values are the system of subjective human assessments of any natural, social and mental phenomenon in the direction of what is necessary, good, good and beautiful, in the way of the Western philosophers of one time, which is what man considers to be good, fine, beautiful, which affirms and enhances the nature of man. Once these values are formed and shaped, they dominate the way people think, believe, behave and feel." (Ngo, D.T, 2010, p.22). The authors of the book "Guidance on the Value of Vietnamese People in the Period of Innovation and Integration" state that: "

1. Values are the spiritual products of people, groups, human communities, ethnic communities and human beings;

2. Values are the dignity, and qualities of people, groups, communities, peoples, and human beings;
3. Value is the expression of human relationships from the perspective of interest and appreciation for existence.

Professor Tran Ngoc Them in his book "The Vietnamese Value System from Tradition to Modernity and the Path to the Future" defines: "Values are the properties of objects that are judged as positive in comparison with objects of the same type in a specific space-time context." (Tran, N.T, 2016, p.39). Author Pham Minh Hac, in the book *Axiology - Theoretical Basis contributes to summarizing and building common values of Vietnamese people today* and has analyzed and clarified the fundamental concepts of value, value systems, value scales, and measures of value. He raises a human value system, including common human values (humanity, human love, values of truth, goodness, beauty); global values (peace, security, friendship, cooperation, non-infringement of sovereignty and national independence); national values (national spirit, taking national identity values such as patriotism and community responsibility as a standard); family values (harmony, filial piety, attaching importance to family education)); self-worth (personality value and personal value). According to him, the values of truth, goodness, and beauty; vital values; labor values; and family values are common values of mankind (Pham, M.H, 2012). In that common value system, national values always have an important position in the political, cultural, and social life of each country both in history and in the modern world. Because national values represent the spirit of a country, and take the values bearing the identity of that country as the standard. National values affect the stability, existence, and development of a country if it is not preserved and promoted effectively. "Value, firstly, is the national value which is recognized by the nation; and the highest national value can contribute to the

common capital of mankind" (Huy Can, 1994, p.8). Vietnamese national values were built thousands of years ago and have been promoted through the historical process of fighting to protect the independence and unity of the nation. In May 2014, the 9th Conference of the Party Central Committee (term XI) issued a Resolution on culture and people that identified the sustainable values that create Vietnam's national identity as:

- Passionate patriotism;
- National self-respect and self-strength;
- Community spirit of harmonious connection between individuals - family - community - Fatherland;
- Kindness, tolerance, respect for love and morality;
- Diligent and creative in work;
- Making noble sacrifices for the sake of national independence and the happiness of the people;
- Civilized and polite behavior;
- Simplicity and purity in lifestyle (Communist Party of Viet Nam, 2014).

Those national values must become each person's values so that each person can improve their personality on that basis. Professor Pham Minh Hac summarizes seven new national value systems including:

- National character, national spirit, national consciousness, patriotism,
- Adaptable and creative,
- Survival conservation,
- Work hard at business,
- Studious,
- Gratitude
- Connecting family to community and country.

According to him, these seven values are the core of Vietnam's cultural identity, the spiritual foundation of our nation's thousands of years of history, and also the spiritual foundation of contemporary Vietnamese society (Pham, M.H, 2015, p.273)

Methodology

Research on preserving and promoting ethical values in Vietnam today requires a

combination of many methods to gain a comprehensive and in-depth view. A logical-historical method is a scientific approach to studying the development and change of phenomena, thereby finding laws, trends, and valuable lessons. In this article, we use this method to identify national values that need to be researched, studied, and collected documents related to national values; Use the logical-historical method to clearly understand the structure, content, and meaning of national values, thereby determining their laws and development trends. The analytical method is an important tool in this research because it helps to gain a deeper understanding of the constitutive elements, roles, and changes of national values, helping to identify the constitutive and special elements, points, and changes of national values. Analyze factors affecting the preservation and promotion of national values. The generalization method is a scientific research method that helps synthesize specific data and events to make general statements and conclusions; find common characteristics of national values from specific data; and synthesize and systematize the identified common characteristics to make general judgments and conclusions about national values. The article also uses documents of the Communist Party of Vietnam on building an advanced culture imbued with national identity.

Data Analysis and Discussion

Over the past 90 years, under the leadership of the Communist Party of Viet Nam, national values in the Vietnamese value system have been oriented towards linking culture with politics, economy, and culture lies in politics and economy, towards protecting and promoting good traditional values, building a new rich, strong, democratic, fair and civilized society. National values, under the direction of the Party, have affirmed core values such as patriotism, community responsibility, tolerance, humanity, democracy, etc. From the

most typical values, national values skillfully combine traditional and modern values: patriotism, solidarity, self-reliance, affection and gratitude, honesty, responsibility, discipline, creativity, etc. National values are the basis for building an advanced culture imbued with the current national identity. By affirming that Vietnamese culture today is the result of inheriting culture of the entire history of nation and operating in the market mechanism with a development model that is advanced and imbued with national identity, the Resolution of the Fifth Conference of the 8th Central Committee of the Communist Party of Viet Nam determined that "the general direction of the cultural cause of our country is to promote patriotism and the tradition of great national unity, sense of independence, self-reliance in building and defending the socialist Fatherland, building and developing an advanced Vietnamese culture imbued with national identity, absorbing the quintessence of human culture, penetrating the whole life and social activities, each person, each family, each collective and community, each residential area, and all areas of daily life and human relations with culture, and creating in our country a high spiritual life, high intellectual level, scientific development in order to effectively serve the cause of industrialization and modernization for the sake of a rich people, strong country, fair and civilized society, taking a firm step forward to socialism" ([Communist Party of Viet Nam, 1998, pp. 54-55](#)). In the document of the 13th Congress, the Communist Party of Vietnam defined: "The motivation and important development resources of the country are to arouse strongly the spirit of patriotism, the will to strengthen national self-reliance, the power of great national unity and the aspiration to develop the country prosperous, happy" ([Communist Party of Viet Nam, 2021, p.34](#)) and "Strengthening the education of patriotic pride, national tradition and history, the sense of social responsibility for the strata of the people, especially the

youth" ([Communist Party of Viet Nam, 2021, p. 143](#)). Preserving and promoting national values is to take care of the cultural identity of the nation. Preserving and promoting national values in the new context is to affirm the miraculous vitality of each nation. In the current new context, many events are happening every day and every hour, and there are also a lot of pressures that impact and affect the lives of each person, each nation, and each country. The world has never encountered so many unpredictable events as it does now. The rapid development of science and technology, the effects of digital technology, the influence of biotechnology, the birth of a huge amount of information and knowledge, the power of military weapons, nuclear disasters, environmental pollution, climate change, and poverty,... are increasing pressure on countries and national groups, especially developing countries. In that situation, each nation still has to try to assert its identity and values and increase its vitality. The new context in which we live is a "flat world" in terms of economic, political, social, and cultural space. During the period with the impact of the process of globalization and extensive international integration, no country or nation did not participate. The process of globalization and international integration in this period is reflected in the number, frequency, diversity, richness in form, and scale of joint activities. The inevitable development trend of the world is that the countries and nations in the world are increasingly linked together more closely, become more and more indispensable parts constituting a system; and being linked, bound, and dependent on each other by general rules or principles. This at the same time promotes an environment of dialogue and cooperation, which is both a process of changing and shifting values, interweaving between nationality and internationality, between countries in the same region. The Vietnamese people have a heroic history, have affirmed our own identity, and demonstrated to the world our vitality. From

the very beginning of the country's construction up to now, the Vietnamese people have actively participated in the process of cultural exchange and acculturation with the region and the world to foster and enrich national cultural values. All attempts by the superpowers to assimilate, dominate, and subdue the Vietnamese people have failed. One of the eloquent proofs is the written word: "Nom script is the outstanding result of Chinese cultural integration of Dai Viet people... The creation and maintenance of the Vietnamese Nom script is an affirmation of the nation's solid cultural identity" ([Nguyen, C.B, 2010, pp. 73-74](#)). The vitality, optimistic spirit, heroic mettle, and belief in the Vietnamese national values are the important nucleus for Viet Nam to build its national identity in the new context. The Late General Secretary Le Duan said: "Vietnamese people have thousands of years of history, have our language, custom, business, way of life and long-standing culture. All of that forms the traditions, the personal feelings of our people." ([Phan, H.D, 2001, p.16](#)). Vietnamese people, from tradition to modernity, have always maintained their values for the sake of the nation, fulfilling the thousand-year-old aspiration of their ancestors to build a strong Vietnamese nation as well as the desire for Vietnamese national values to reach human values. The Vietnamese are very aware of the universal value system of each nation if it reaches the truth - goodness - beauty, it can reach the human values. The culture of each nation has never been a closed culture and there can not be a purely national culture. All nations develop their values by exchanging and acclimatizing with each other. A closed culture is a self-destructive culture. With an open nature and a sense of acculturation with the quintessence of human culture, the Vietnamese national values never refuse but always find ways to harmonize and integrate with all cultures to create their own identity. It can be seen that in history, it is much easier to receive Christianity in Vietnam than in

other countries in the region, especially compared to Japan where Shintoism prevails. Buddhism, Confucianism, and Taoism when introduced to Viet Nam, were all refracted through the prism of national culture, forming the three religions of Buddhism - Taoism - and Confucianism. As assessed by the authors of the book *Vietnamese Culture in the Context of International Economic Integration*: "If we only integrate Buddhist culture, our country will turn into a Buddhist country like Thailand. If we only integrate Confucianism, our country cannot escape from the map of the Han-Tang Empire. The advantage of the three religions is to attract many cultural quintessences of humanity to complement and enrich each other" (Nguyen, C.B, 2010, p. 75). Due to cultural exchange and acculturation with the aspiration to expand culture, select, and accept good values each nation of different cultural sub-regions will affect each other more or less, quickly or slowly. The good national values that carry the ideals of humanity, peace, and friendship of this nation will be associated with the living aspirations of many other nations. The values of love, conscience, honor, responsibility, truth, freedom, equality, charity,... have universal meanings. Therefore, when interacting and exchanging with French culture, we learn and create new Vietnamese art and culture that is both modern, national, and popular. We are deeply influenced by architecture, costumes, and culinary culture. "We have to admit that, under French rule, we have learned some scientific ideas and methods of working. Our literature, painting, music, drama, architecture, etc, have carried traces of progressive French literature and art" (Truong Chinh, 1985, p.112). When we come into contact with Soviet cultural values, especially Russia, we are inspired to create a new, beautiful, glorious, and bright world of socialism. The values of the socialist countries in Eastern Europe have contributed to nurturing the soul and character of the Vietnamese people. When we are exposed to

the values of the market economy, we have formed a practical and responsive, dynamic, and economic business style with a high sense of responsibility for work. The change in the country's development model to follow the socialist-oriented market mechanism has brought many challenges in the field of promoting Vietnam's good national values and adapting the advanced values of mankind. Vietnam has never experienced a true market economy, so when the market economy developed strongly, many new values on national and global information networks created great confusion about values. Many values of the modern world that have never existed in the Vietnamese value system appeared. When the process of international exchange takes place quickly and widely, we are more or less overwhelmed by a strange, colorful, liberal, and freer new world. It is inevitable to acquire both positive and negative values at the same time. The extremely rapid development of modern science and technology as well as the national and global information network without a strict and effective control mechanism for counter-values like some countries in the region, such as China, Japan, Korea, North Korea, etc. Many alien values are violent exploit many sexual elements, and even bring opposing ideologies through cultural products spilled into our country indiscriminately without control. This is a huge challenge causing a lot of disturbance in the cultural value system that has existed for thousands of years in our country. Assessing this situation, from many years of experience in studying values, author Pham Minh Hac said: "Now the situation emerges as the value scale is reversed, there is a crisis, many signs of recession and some consider it a tragedy. The reform approach has indeed brought many good achievements to the people and the country, but it has also raised many pressing and hot issues, including the value issue, especially the values of dignity and personality" (Pham, M.H, 2012, pp. 29-30). Therefore, the

promotion of national values in an advanced culture imbued with national identity is extremely necessary in the current period. National value is a specific historical value that moves and innovates constantly based on eliminating outdated and negative factors and absorbing and promoting progressive elements. At the same time, it creates new and modern values to meet the development requirements of the times. National values are not identical to the existing ones, the old ones, and the past ones which are the "original" values created by our nation. The national value must be understood as both including the values created by our people during the historical process from the past to the present, and also including the quintessential values of human culture that are recognized by the nation creatively, turning it into an internal force to build and protect the country. The national value should also not be understood only with some external formal elements of the culture, but rather the unity between content and form, the unity of the level of thinking and the spirit of independence and self-reliance, national will and bravery with its external manifestations. Protecting and promoting national values in the current period is to protect and promote patriotic tradition, national self-reliance, solidarity, and community cohesion. It also contributes to affirming the will and bravery of modern Vietnamese people in national construction and defense; emphasizing industrious and creative virtues in labor; tact in behavior, and simplicity in the lifestyle of Vietnamese people. At the same time, protecting and promoting tangible and intangible cultural assets, quintessential values of the national culture, and building a healthy environment and cultural life is also a driving force to bring into play the development of the country in the new context in the spirit of "improving the quality and efficiency of cultural activities; mobilizing the strength of the whole society to preserve and promote the traditional cultural values of

the nation; encouraging the creation of new cultural values, absorbing the quintessence of human culture, and enriching the national culture" ([Communist Party of Viet Nam, 2016, p.129](#)). Vietnam's Communist Party General Secretary Nguyen Phu Trong in his speech at the National Cultural Conference pointed out one of the manifestations of limitation, inaccessibility, and weakness in the field of culture: "The introduction and promotion of Vietnamese culture abroad are not strong; the reception of the cultural elite of humanity is limited; the proper importance is not given and the active measures are taken to preserve, protect and promote the good cultural values of the nation; often the foreign country is imitated with contempt, resentment, non-selectivity (heavily referred to as "uncultured", "anti-cultural")" ([Ministry Of Industry And Trade Of The Socialist Republic Of Vietnam, 2021](#)).

Conclusion

In the new context, preserving and promoting Vietnamese national values must be associated with advanced human values and at the same time uphold traditional values; modernizing without overturning the traditional values that link beauty with goodness and usefulness, and selecting the best values of humanity when participating in the process of globalization and international integration. National values of democracy, humanity, and science will represent the current model of social development in Viet Nam. This national value will help Vietnamese people bring into full play their beauty, heroism, optimism, aspiration for peace, compassion, and tolerance to receive and transform the rich, diverse, civilized, modern, and progressive values of mankind. The national value will contribute to building modern Vietnamese people being suitable to the new context of the region and the world, then affirming the national bravery and identity. To preserve and promote national values in Vietnam today, we think it is necessary to continue educating and

promoting national culture, regularly incorporating cultural, historical, and traditional values into the curriculum from primary to university. This helps pupils and students understand and be proud of their origins; Use mass media, such as Television, radio, newspapers, and social networks to disseminate knowledge about national culture, traditions, and history; Invest more in preserving and restoring historical sites, scenic spots, and museums; Develop contemporary culture on a traditional basis, support artists, writers, and designers in creating contemporary works of art inspired by national culture; Promote cultural exchange activities between regions in the country as well as between Vietnam and other countries; Encourage cultural cooperation programs with other countries to promote Vietnamese culture to the world and learn from other cultures; Encourage tourism associated with traditional cultural experiences, creating conditions for domestic and foreign tourists to better understand Vietnamese culture; Invest in training experts in cultural, historical and social research to continue to explore and preserve national values; Encourage Respect and Protection of Cultural Diversity: Create conditions for ethnic minorities to preserve and develop their cultures, while encouraging exchanges and mutual learning; Strictly handle acts that damage cultural heritage, such as illegal antique trading, destruction of historical relics, etc. Preserving and promoting national values is not only the responsibility of the government but also requires the active participation of all people. Hopefully, with these measures, Vietnam will continue to maintain and develop its rich and diverse culture; and preserve and promote national values in the current context.

Recommendations

The article provides a solid framework for understanding how Vietnam preserves and promotes its national values. To enhance the analysis, further emphasis should be placed on

the role of education, particularly in integrating national values into school curricula to foster a strong sense of cultural identity in younger generations. Additionally, the article could explore the use of digital platforms and social media to spread awareness about Vietnam's rich cultural heritage, especially to global audiences. By highlighting the importance of community-based cultural projects and enhancing cultural diplomacy, the article can offer more practical strategies to ensure the sustainable promotion of national values amidst globalization. Finally, exploring the potential economic benefits of cultural preservation, particularly through cultural tourism, could broaden the article's perspective on how these values can be both protected and used as drivers for development.

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