

THE CHANGES OF CULTURAL VALUES IN THE PROCESS OF BUILDING VIET NAM MARKET ECONOMY

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Summarized by
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Up to now, there are many ways to approach cultures with different points of view. Above all, they are the cultural approach following dialectical materialism and historical materialism. These are the approaches that the authors of this book used to interpret the the changes of cultural values in the process of building Viet Nam market economy at present.

The Marxist approach about culture links culture with means of production, individual with all society, tradition with modern, nation with international, particularly, it pays attention on labour of the lowest in society? Based on this ideal, in essence, culture relates to society through means of existence, and human communication. Culture displays the means of action, includes all material and spiritual products of human beings, as well as human's development ability. The social nature of culture is manifested clearly in race, class and era characteristics. When we deal with

culture, we talk about the nation, the tradition. Languages, opinions, morality, lifestyles, customs, habits, religion, arts are all main parts of culture and are specialized. These specific characteristics are built from the history of each nation, that make the differences and diversification in culture. The national character keeps culture unshakeable and long-lasting.

The development of culture is a process with full of contradictions, in which, there are class –relationship together with national interest. The most important influence of social order to culture is showed in the difference between classes in the cultural phenomenon itself. The classes essence in the cultural phenomenon creates class – opinion in the development of culture. The studies about culture relations and interests: progress or reaction have big social meaning in the orientation of each culture. Both the class and national characteristics of culture have

relationship with popular human beings characteristics. The popular human beings characteristics of culture is in the class and national characteristics. The raising class in the development of history will create the culture of the era.

When dealing with cultural values, we touch upon the spiritual values that meet fully the needs and interests of a group of people. These values are assessed through social labour, so it is objective. Each cultural value always has the negative value to make a opposition couple, so, these values are acknowledged in the assessed relations, this means the relations in which people and culture in both good values or negative values. The assessment always bases on a system of particular standards. These standards guide and make principles, so the values are accepted or unable to accepted. On behalf of social culture, these standards settle kinds of interest, keep nation's cultural character values, create the preeminence of classes in society and match generations..

According to authors, the clearest, most important manifestation of culture in society is the moral and lifestyle values. Morality and lifestyle are the main face of any culture. Each culture is built from particular moral relations and particular lifestyle. No culture has its own moral and lifestyle values.

Like nature, culture keeps changing. The stability of culture is only the stability with others. The change here means the difference comparing with the old, before culture, that influenced by political, economic, social factors. In the

smaller understanding, people said that the cultural changes are the changes about the strucure of culture, the components of culture and values of culture. And these changes exercise their great influence on most members of society. So, which factors have great influence on the changes of culture? According to authors, there are four main factors, they are: the development of social – economic life, the ideology, politics, the impact of new technology and industry, and the impact of culture exchange. In which, the factor that has the greatest and most direct influence is the development of social – economic life.

According to the authors' point of view, the process of building the Socialist-oriented market economy now will bring change in much of traditional and modern cultural values, and will create more new cultural values in the integration of globalization process. The Socialist-oriented market economy is bringing new chance and new challenge in building Vietnam cultural values in the 21st century. So, the application of Socialist-oriented market economy model shows the use of objective trend of market economy today, not the simple subjective combination of market economy and socialist. Through the Party Conferences of Vietnam Communist Party- CPV (from the 6th Conference to now), shows that: the socialist-oriented market economy in Vietnam develops multi-sectors and confirms decisive role of the State economy, and is to obtain the goal of "wealthy people, strong country, just, democratic and civilized society". The

socialist-oriented market economy of our country has the common characteristics of market economy, also has the characteristics of market economy in the transitional period. These characteristics are on every face of society that includes the strong change in culture life.

According to authors, the positive cultural meaning of turning to the socialist-oriented market economy of our country recently is that it plays important part in freeing social production, increasing productivity to upgrade the living standard for the people. The market economy brings into play the positiveness and creative potential of people that builds the independent personality and develops the self-control of people. Because of this, there will see many new things in cultural values and moral standard... However, market economy is not the multipower solution. Accompany with pushing economy, market economy is also a good environment for appearing and developing social evil.

After twenty years of doing market economy in our country, its negative impact to cultural and moral life has been clear in many fields, particularly, the risk of breaking the traditional community, weakening of relations between individual and individual, individual and community; the education failure, environment pollution, social evils (corruption, drugs, violence.. and particularly, the trend of using violence in dealing with economic benefits conflicts between individuals has the risk to be broaden), are creating

serious consequence for society. These evils make the people dissatisfied, hurt Party reputation, and the State. The negative side will impact more with the weak and un-oriented management.

Therefore, the changes in cultural values in our country in the condition of building and developing the Socialist-oriented market economy are acknowledged both positive and negative changes. According to the authors' point of view, the changes in cultural values focus on: political values (justice, evolution); legal values (legality); moral values (honesty, the better); art values (beauty); religious values (spirit).

The changes in political values. The political values (country – love, union, democratic human rights, democratic jurisdiction) play the main role on all spiritual life of society. For example, the change in country – love values has new positive face. The clearest manifestation of country-love values today is the creative and effective labor force, also the citizen duties of each person in his position. Country – love is the union of all people, of all economic factors, that creates strength to push industrialization, modernization process, brings our country out of poor and backward countries. The change of democratic values in the political field is the acceptance of the market economy existence, Legal State and civil society that are the three pillars of a democratic system. However, beside these positive results, there are new challenges: the trust in Party, State and system of some parts of people is not solid, caused by

the low living standard, by disagreement with social unfair and the corruption, money waste, moral depression of some power holders.

Together with political value changes, there are changes in cultural – economic values. One new economic value in the process of building market economy is the need of private possession. The need of private possession appears because when we turn to build the market economy, we recognize multiple-economic factors, in which, private economy has legal right to be existed.

Private possession is a big step in the history of world civilization, but, because of some historical and cultural reasons, private possession in our country has never been developed, sometimes even been seen as enemy that should be killed. However, under the influence of building market economy, the private possession is accepted, and is created good conditions for development. Besides, we can see the clear changes in economic field, which is the raise of consumption. The more consumption the more production -that is the rule of demand and supply. However, over-consumption in the condition of low national income is not good. This is the reason for negative consumption styles in our country, which should be criticized and corrected.

In the moral field, the factors that control the development of market economy are the interest, the competitiveness, the exchange, in which, the most basic factor is the interest. In the past, many people said that the economic benefit had no links with

culture and morality; they even thought, “the poor has good characteristics”. Today, the way with benefit is one of the basic things to see the positive and negative modality of every human. The market economy considers the benefit (economic benefit, individual benefit) as a base for development. This is the factor to make each individual more active. However, the thinking highly of personal benefit will easily lead to personalism. In the market economy, personalism has chance to highly develop. Goods – money, money – money relations easy replace the relationship between people and people, and one person’s value can be seen through his fortune. In the market economy, some people are developed unilaterally because of their actions totally focus on benefit goals and fortune. Therefore, there are more and more people “rich” in material life, but “poor” in spiritual life, have a lot of money but are short of culture... The rule of money is the reason of immoral and uncultured actions that makes serious consequence in building healthy social relations in our country.

The culture with small-scale production, low productivity, little communication, slow urbannization, and no goods – money relations does not make empire state to the State of Law. This situation makes personality develop unilaterally, no objectively. This is not the society that has the habit of living and working lawfully. The personal culture and cultural values in the market economy have changed, that are put in the lawful environment. The change in the style of

living and working on the Constitution and Law is the clear change in cultural political value. The cultural political environment in the market economy begins right from law system. The culture in law bases on: living rights, rights for house to live, rights for having family, rights for free personal creation, rights for legal equality and social welfare. Therefore, in our country today, in the process of building the Socialist State of Law, the cultural legal environment is being developed. One of the most important personal characteristics that are developed in the process of building the Socialism is the appearance of style living and working following law. This is a big process in changing both old habits and new cultural habits. This is the clear change of personal characteristics.

The building of market economy and the broadening of international relations creates the subjective foundation for changing cultural values. Today, the beauty appears together with the useful in all living activities, in both business and produce activities and building environment activities. The changes in sensible values are seen in the process of creation, assessment, consumption, saving and controlling arts. One of the sensible change values today is that, the sensible needs of people are being developed multiform, detailed and dynamically. The sensible values are more and more popular and that meet the needs of the people. The changes in sensible values are seen in both content and style of arts. For example, in the content side, art from showing people as

an abstract social base turns to showing people as factual people with different sides of life.

Particularly, the production and consumption of arts also have big changes. The art works become “goods” in the market economy. So, arts will help to produce and create arts. Beside the positive sensible changes, there are not a few negative ones. For example, the trend of “trade” sometimes becomes the mainstream in the culture and art environment that creates poisonous substandard products for life; or the appearance of left sensible opinion like thinking highly of Weston art works and types, then making light of traditional sensible values.

The changes in cultural values with the influence of market economy also appear in the field of religion and beliefs. CPV confirms that: Religious belief is the spiritual need of a segment of the population. CPV and Vietnam government intend and implement a unified policy to respect people's freedom of religious belief and disbelief, no distinction between believers and non-believers, or between believers of different religions. The clear change in religion and beliefs recently is the rebuilding and upgrading spiritual places. The religion and beliefs organizations have changed their actions so that they can combine religion with life. Besides, the trend of nation and religion is one of trends that is developed highly recently. The relations between Vietnamese Buddhist Association, Vietnamese Christian Community, and Vietnamese Catholic

Association in the North with slogan: “Religion – Nation – Socialism”, “lives well in the nation, for the happiness of all people”, show the close relationship between religions and nation, a positive change in religious practice. Besides these positive changes, there are some negative ones. For example, the appearance of heterodoxy; the hostile force takes advantage of religions to break up Party and the State; the situation of superstition has the risk to become popular.

In conclusion, according to the authors, the changes of cultural values in our country recently, are in all fields of social life. These changes link with all economic, political, social fields of our country in the process of development. The changes of cultural values in our

country in the process of building the socialist-oriented market economy are logical with social – economic development principles and current political system. However, these changes sometimes are not oriented, so they need the calm and clear-sighted watch for on time correction. Our Socialist-oriented market economy needs to tend to principles and cultural values in three pillars: The true - The good - The beautiful. Therefore, the authors stressed that, one of the most basic solutions now is the building of new Vietnam culture, that is modern but still keeps national characteristics, so that both culture and economy can develop unshakably, and the cultural changes follow the right, the good and the beauty.