

IMPACT OF SOCIALIST-ORIENTED MARKET ECONOMY ON BUILDING VIETNAM'S CULTURE RECENTLY

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1. Culture presents national character and it is decisive element of distinct of a culture. Vietnam's national cultural character has reunited, reinforced during struggle against invaders and build up our country history. These characters are not unchangeable but always be reinforced by values formed in the process of integration and transferring between cultures. Advanced culture deeply imbued with its national identity is spirit force and mental power that push up comprehensive development of society. Building an advanced culture deeply imbued with it national identity is tend to satisfy rising spiritual cultural requirement of people; enhance patriotism, scientific and moral nature of our nation, ensure sustainable development of Vietnam on the process of develop a socialist-oriented market economy.

Vietnamese State and Communist Party's policy is develop socialist-oriented market economy together with develop an advanced culture imbued with its national identity; it is a suitable choice in international developing and moving tendency.

It is said that, for Vietnam, market economy is "popular" while socialist

oriented market economy is "particular", and it is in conformity with specific condition and character of Vietnam (1, pg.106-107). Socialist oriented market economy in Vietnam is one of multi-sectoral economy with state management to complete the goal "Prosperous people, strong nation, equitable, democratic and civilized society" (1, pg.108), connect economic growth to build up an advanced culture imbued with Vietnam's national identity. Vietnam's market economy operates under the management of Vietnamese Communist Party and high orientation socialist jurisdiction state management to maximum limit spontaneousness of market mechanism and serves benefit of large number of people.

Transferring from central planned economy to socialist oriented market economy means changing cultural value cultural production form, method of popularizing cultural products, ways of propagation, distribution, consumption of cultural products. The clarification of market economy mechanism causes new

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cultural values which upset not less traditional cultural value; life and cultural demand of people is higher and higher, cultural products is plentiful, cultural market is more and more effervescent. Besides positive impact of market economy is negative impact of its on culture lead to appearance of non-cultural, unscientific products in social lives. Therefore, while studying impact of socialist oriented market economy on the works of building Vietnam's culture nowadays. One question need to be raised and explained: Is developing socialist oriented market economy contradictory or dialectical with building an advanced culture imbued with Vietnam's national identity?

2. First of all, we can assure that, during process to transfer into market economy Vietnam shows that: *market mechanism up held its advantages to economic development, social, cultural development.*

While previously culture, a part of superstructure, was just conceptual, ideal system which indirectly affected infrastructure now culture affect directly social productivity. It does not favor to issuing model as in system of budget subsidies cultural and art production circle itself to re-produce and it is controlled only by demand- supply rule.. Market becomes diagram to define relations of cultural product demand – supply.

For production, distribution and circulation which are on the affection of market mechanism, culture becomes and industry operates under market regulations and market becomes

mechanism to regulate production activities, develop culture. Particularly, in recent decades, culture is more and more impacted by science – technology. Mode of production, transferring, circulation of culture is expanding thanks to advanced technological scientific means. Hence, cultural and art's products in the market are very diversified and plentiful, they come to consumers by many form, to satisfy rising requirements of art and culture of public. On the other hand, develop socialist oriented market economy means that we have to release and improve producing power of society, mobilize financial resources of society to set up financial foundation to re-produce, increase investment and develop cultural tourist, contribute to an advanced culture imbued with national identity.

For values, identical values present for national identity are: intense patriotism, national self-improvement, united spirit, community awareness connect individual- family- village- Fatherland; humanity, toleration, respect to sentimental attachment (2, pg.56), are spiritual foundation and direction force, affect all social lives in socialist oriented market economy. These values are changing and supplemented by new contents under impact of market mechanism.

Firstly, it is the change toward *inheritance and improvement*, Patriotic tradition, national self-improvement... presented in determination to renew and develop national economy, bring Vietnam out of the poor, backward,

soundness, keep the political sustainability. It starts from awareness of poverty, lagging which considered as to be dishonored as dependence. The difference in modern society in comparison to traditional society is personal determination in community. In traditional society, if individual had not been considered as separated entity who had right to exist and develop his humanity, talent; in condition of renewal economy and society individual can determine themselves in community. Each individual in market economy has right and duty to up hold activeness, positiveness, creativeness to enrich himself, his family and society.

In the context of globalization, market economy push up economic and cultural integration, create condition to widen and exchange culture between countries, nations, communities, persons. Art's products have national identities such as: ceramics, porcelain, sculpture... have opportunity to be restored, accepted and advertised by community to the world. Forms of national art like: *quan họ*, *ca trù*, *hát văn*, *hát xoan* (folk songs) has chance to be preserved, saved and recorded as world cultural heritage. The process of economic and cultural integration creates favor conditions to make Vietnamese cultural essence know in the world, however, it is challenge for a nation to preserve, build national cultural identity.

So, positive impact of socialist oriented market economy shows that market economy is not contrary but also a necessary objective element for socialist oriented economy construction and

development (2, pg.26). We can build "market economy" combines with "socialist orientation" while culture covers, control market economy. Develop market economy to create motive force and foundation to improve culture but not separate social and cultural goals. That means in socialist oriented market economy, culture and economics mixes together to ensure sustainable and healthy development. The relationship between economics and culture can be considered as "accelerator" and "break", "silent" and "movement". Economy tends to move forward and speed up, especially for developing countries like Vietnam. When economy speed toward, the role as a "brake" of culture is very necessary. When economy and society rush forward, culture, as opinion of writer Nguyễn Ngọc, has to move a little backward, because what culture will be if it is not the coolness, calmness, stability, sustainability of human and society. Economy, policy is necessary and decisive but culture is more decisive because it is the foundation which ensures sustainable and healthy development of society (see more: 3, pg.15-16).

The confirmation of unification of culture and socialist orientation does not mean that we deny the difference between them. Advanced culture tends to humanism values while market favor to benefits. These two goals do not go together usually. The difference between economy and culture cause conflicts of humanism and benefits during the process of developing a socialist

oriented market economy and building up an advanced culture imbued with national identity.

Under the view of cultural investment, investors believe that invest in culture is riskier. If we can see obvious profit from investing in tourism or sports by building hotels, training athletes, investors see many risks to invest in culture and low effectiveness. Call investors for money to build infrastructure like cinema, theatre or museum to preserve traditional cultural values of Vietnam is utopian. Meanwhile, cultural products are super-economic. Advanced culture targets to humanism values when target of market is profit. . These two targets are not always unanimous. If they are discordance, it leads to conflict of economic benefits and cultural human values. Then some kinds of art can not satisfy requirement of public and it disappears gradually. Many low value cultural products attract public. For example, market music, movies; memoir, autobiography develop private life of artists, models; short-stories, novels about sex, superstition are extended and bring large profit.

Obviously, the market can not determine beauty - bad, good- evil in cultural products. The performance of two economic and cultural targets depends on human regulation but not markets. Revenue and art are two concepts which any artistic producer want them to become one united entity. They are target of industrialization. However, in market economy, if producer favors to benefit, cultural goal will be passed. Therefore, the unification, unity of goals

of economy and culture is still ideal. But, develop culture in socialist oriented market economy can not separate from market economy and also can not controlled by the market. So, we need to combine *art* and *commerce* in art producing, combine *economic development* and *cultural improvement*, connect *economic development investment* and *cultural improvement investment* in market economy.

On side of *cultural values*, cultural identity must be seen under scientific angle based on dialectical negation law. Among elements considered as unity, there is positive and negative elements, sometimes negative element in the past become positive one in current. Hence, national cultural identity must be chosen to acquire spiritual essence of era. For example, Vietnamese lives and lies on nature, but the exploitation and abuse of natural resource cause human to face with natural cruel due to climate and environment changes. The *behavior favors to emotion* in relations to community shows through democracy and egalitarianism in way of leveling creates inequality in social relations; talents are not used at important function, creativeness of labors is not encouraged, true-false is not clear. while turning to urbanized society, due to characters of this kind of social model, individual is heightened not collective. People first pay attention to individual benefit but not collective's, individual's safety but not community's. Therefore, the left side of increase of urbanization *is breaking close community connection and relations*, appear *risk to separate individual from community*,

insensitiveness before the bad, evil in society. That is reason, seed of uncertainties, evil, and the bad in modern society.

When economic development goal does not accompany with sustainable development, environment will be destroyed, natural resources will be exploited exhaustedly, and it affect seriously living standard and future generation. This is issue of morality and culture. In the context of energy crisis and global climate change, effectively, economically use energy is a significant criterion to evaluate a nation as developed or undeveloped. However, a civilized society without carbon in 21st century is far away.

When economic growth does not accompany with culture, cultural inadequacies will obstruct economic development. If we run after by any cost, we will fall into rich and poor differentiation, lead to inequality in enjoying cultural achievement of people.

In macro range, GDP is considered as unique criterion while in lower ranges money is considered as dominator. This is the most important reason why culture is damaged, backward and actual cultural specialist finds difficulty to promote their positions in community. A healthy, democratic cultural environment without control of money is the target to improve essence then culture becomes motive force for social development. (See: 4, pg.17-19).

3. We can see that: the process of renewal in the past 20 years is “absolutely necessary to release and up hold producing potential in society”

Actually; market economy itself is not multi-power medicine. Moreover, together with manufacturing stimulation; market economy is also favorable environment for social evils (5, p.55). However, basically, tendency of inheriting and promoting good values of national culture is popular. This tendency is up holding strength of nation, satisfy Vietnamese requirement for development and integration. Therefore, it needs solutions to limit negative impacts of market economy on building advanced culture imbued with national identity.

First, we can aware that: culture must be target, motive force of our country's development, construction and defense for socialist country. The development of Vietnam, market economy will operate toward socialist orientation or not is depend on whether we done the work of building advanced culture imbued with national identity in process of industrialization and modernization. Even the cultural integration in context of cultural globalization can not reach the great meaning if we do not make nature and tradition of Vietnamese culture clear.

Secondly, it needs to focus on dealing two main contents which have dialectical relations: preservation, saving and inherit national cultural identity accompany with up holding national culture, intrinsic strength our country during the process of integration and development

It is necessary to heighten role of individual, community, State in preserving, promoting national cultural

identity. Stage play important role through macro regulation? How about organization and individual?

Under the impact of market economy, the activeness and positiveness of citizens are up held; forte and personal capability are promoted and encouraged. One hand, this mechanism promote role, internal force of individual by contributing power, capital, money to national cultural values preservation, improvement, advertisement, such as: *Việt phủ Thành Chương (Thành Chương Việt's palace)*, *thủ phủ Cà phê Trung Nguyên (Highland Coffee Centre)*... These individuals are contributing to preserve Vietnamese cultural essence by preserving, storing unique cultural products of regions and areas. At the same time, they are people know how to acquire, arouse Vietnamese cultural stream in their artistic product imbued with Vietnamese essence, spirit, will to the world. On the other hand, market mechanism is making loopholes for people take advantages of cultural activities to launder money and polish themselves and deteriorate and degenerate cultural values.

National identity is a changeable concept. Market economy and globalization of economy create opportunity to develop and also contain unequal elements, create difficulties, challenges for nations especially developing countries. Affection of this

process is not only in economics but also politics, culture. If a nation turns against traditional culture, loss their cultural identity the foreign devoting psychology will be popular lead to ability to be enslaved in economy, politics. Before the era challenges, preservation of national cultural identity is motive force to raise self-national respect, and cultural identity itself will create the essence of national development.

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