

Standards of Vietnamese People and the Issues Raised In the Context of Today's Globalization

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ABSTRACT: Globalization and internationalization are inevitable trends in the context of current world development. Vietnam has been promoting the globalization process to establish and enhance extensive relationships with many countries and territories around the world. That process brings us many opportunities but also many risks and challenges in all areas of social life. In particular, for the development of modern society, the decline and quality, morality, lifestyle of a part of people, even the fading and loss of cultural and national identity, are one of the major risks to the development of the country today. Therefore, arousing and promoting the system of values of Vietnamese people, the core of which is to build Vietnamese human standards, is an important issue to strongly promote the internal resources of the nation to develop the country in the face of the requirements of the new situation. Besides, determining new standards for Vietnamese people to meet the requirements of the new situation is also necessary. This article focuses on researching and generalizing the current system of Vietnamese human standard values and the issues raised in the current context, directly the issue of globalization, to both affirm the necessity of continuing to promote the existing Vietnamese human standard values and at the same time identify a number of new standards that Vietnamese people need to have to meet the requirements and new contexts of the world and the country towards the goal of realizing the aspiration to develop a prosperous and happy country as our Party orients.

KEYWORDS: Human, standards, values, globalization, Vietnam.

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I. INTRODUCTION

The view that people are the center of development has become an important strategic orientation and philosophy of action throughout the development process of our country. Through different stages of development, from the period of fighting for national independence to the period of building the country towards socialism and based on the foundation of Ho Chi Minh's ideology, our Party has always affirmed: People are the most valuable asset, the important factor deciding the victory of the Vietnamese revolution, caring for people is the highest goal of our regime... developing people - the decisive factor in social development. With the policy: Arousing the aspiration to develop a prosperous and happy country, the will to be self-reliant and self-reliant and promoting the strength of great national unity to build and protect the fatherland. Our Party affirmed: "Promoting the human factor to the maximum, considering people as the center, subject, most important resource and goal of development; taking cultural values, Vietnamese people as the foundation, important endogenous strength to ensure sustainable development; must have policies to promote the spirit of dedication to the country; all policies of the Party and State must be directed towards improving the material and spiritual life and happiness of the people"¹. Therefore, promoting the system of human values and building Vietnamese people with good standards have become and are becoming the central issue in the current development strategy of Vietnam. However, the new context is posing many issues, requiring people in general and Vietnamese people in particular to develop to harmonize with world trends. In other words, the traditional values of Vietnamese people need to be supplemented with new values to meet new requirements. It is essentially a combination of tradition and modernity in building Vietnamese human standards today.

II. CONTENT

1. Vietnamese human standards that need to continue to be promoted

Norm is a concept derived from Latin meaning rule, something to be followed. Some studies have given views on standards such as: "Standards are understood as common conventions of the whole community or a narrow group, which can be public or implicit, forcing members to comply in all behaviors"². Standards can be

understood as correct behavior, what is considered desirable, and expectations about behavior that are shared and spread in the community. The concept of standards is often used to refer to social behaviors, actions, and ethical standards of people.

In this study, we approach the concept of norms according to author Le Ngoc Van who said: "*Normals are general conventions that are agreed upon and approved by the whole community or a small group, regulating attitudes, behaviors, and actions of people, existing in public or implicit forms, forcing everyone to implement or should implement*"³. Accordingly, depending on the level and scope of influence, standards can be divided into a system of general standards of the whole society or standards of a social group. Or based on the basis and form of existence "written" or "unwritten", they can be divided into ethical standards - unwritten and legal standards - written.

- Vietnamese human standards

Vietnamese human standards are understood as human standards in general but have the characteristics/cultural identity of Vietnamese people. Based on the above concept of standards, "*Vietnamese human standards are general conventions about things, things that must be done or should be done, existing in a public or implicit form, agreed upon and approved by Vietnamese people, regulating people's attitudes, behaviors, and actions in communication and conduct, in accordance with Vietnamese culture, law, cultural quintessence, and international law*"⁴

Regarding the determination of Vietnamese human standards, there are many viewpoints from different perspectives, but basically, the standards of Vietnamese people focus on the values that have been determined by the Communist Party of Vietnam, including 8 standards. From the analysis of the connotation of these standards, it can be seen that these values have existed with Vietnamese people throughout the history of the nation. It is the source of the endogenous strength and development motivation of Vietnamese people to create miracles in the history of the nation. Ultimately, the inherent standard values of Vietnamese people are still very important to contemporary society and they really need to be promoted in the current context, those values are as follows:

Patriotism

The content of this standard in each stage of national development is different. If traditional patriotism is the spirit of being ready to fight and sacrifice for the independence and freedom of the nation, patriotism today is concretized in the responsibilities and actions of each citizen towards the country such as: Always putting the interests of the nation - people above all, not harming the prestige, honor, and interests of the nation and people; Strictly complying with the Party's guidelines and policies, the State's policies and laws; Fully performing the obligations of citizens according to the law; actively building the homeland and country with individual capacity through specific actions; Maintaining the spirit of national pride but at the same time knowing how to selectively absorb the quintessence of human culture;

The common point of this standard, regardless of the period, for traditional or contemporary Vietnamese people, is to know how to put the interests of the country and the people above all else, thereby deciding on the actions of individuals.

Solidarity

Solidarity is also one of the precious values of our nation that has been formed and developed through the history of the nation's struggle to build and defend the country. Solidarity in that tradition is the connection between many people, many generations, many social classes to form a large block with great strength to crush the invasion of hostile forces. Solidarity today is still the connection between members of the common social community and the satisfaction of specific aspects such as:

- Respecting similarities and limiting conflicts in the spirit of "seeking similarities to preserve differences".
- Knowing how to listen, respect, ask questions, and have a spirit of seeking knowledge, avoiding discrimination and animosity.
- All members of society are democratic and equal before the constitution and the law.
- Have a spirit of tolerance, altruism, and generosity.
- Have a spirit of symbiosis and coexistence.
- There is no factionalism, division, or localism.

Self-reliance

During his lifetime, President Ho Chi Minh paid great attention to valuing and promoting the spirit of self-reliance and self-reliance of the nation. The heroic history of the Vietnamese nation has also demonstrated the great strength of the nation and the will of self-reliance and self-reliance of our people. If in the national liberation revolution, Ho Chi Minh believed that we must "use our own strength to liberate ourselves" or "rely on our own strength", today, the will of self-reliance to develop the country is even more necessary to carry out

the task of building and defending the fatherland. For the Vietnamese people, self-reliance has become a noble standard and has been promoted, becoming a great strength of the nation. Self-reliance for each specific person is:

- Self-control, self-reliance, overcoming difficulties, not relying on others, being passive, and content.
- Having the will to progress, eager to learn, and the desire to rise.
- Mastering oneself, life, and aiming to master society.
- Not being pessimistic about failures, taking failures as motivation to strive for new goals.

Affection

Affection is one of the traditions, a basic spiritual value of the Vietnamese people. The way of life that values affection and the sentimental mindset is deeply ingrained in human relationships from family - village - social community; in daily life - production and in combat. Affection is similar to talking about human kindness. This is an important basis for establishing relationships between people. Having gone through many different stages, up to now affection is still the standard that needs to be preserved and promoted in building Vietnamese human standards to meet the requirements of the new situation. Basically, affection as a standard of Vietnamese people is expressed through characteristics such as:

- Helping each other in the spirit of compassion, humanity, not for personal gain.
- Gratitude when being helped and knowing how to repay gratitude.
- Filial piety.
- Respecting righteousness, being reasonable and rational in actions.
- Loyalty.

Honesty

Is being upright, honest, always telling the truth, always respecting the right, knowing how to fight to criticize the wrong, protecting the right. Therefore, people with honesty will receive trust from others, be respected and trusted. People with honesty will not do things that go against conscience and morality. Therefore, they will receive respect from everyone in society. The basic manifestations of honesty are:

- Respecting the truth and knowing how to fight against wrongdoings to protect the truth.
- Respecting the right.
- Not hiding or distorting the truth.
- Not being deceitful in behavior and speech.
- Upright, upright, honest.
- Being honest with everyone and with yourself.

Responsibility

Responsibility is first of all knowing how to be self-aware of yourself, your own work, and the assigned tasks to complete the work. The work is done, you must be responsible for the results, whether good or bad. The sense of responsibility is the result of the process of training, awareness and correct, positive actions in performing assigned tasks. Responsibility is associated with self-awareness. Specific manifestations of this standard are:

- Being responsible for the assigned work, always striving to complete the work with the highest results.
- Being responsible for yourself, for those around you in relationships.
- Being responsible for the results of your work, your own behavior in all circumstances.

Discipline

Is the discipline in work and life of each person. Manifestations of discipline are:

- Complying with the Constitution and laws of the State; regulations of the locality, the community where you live.
- Being disciplined in labor according to the regulations of the agency, unit.
- Freedom within the framework of the Law, avoiding excessive democracy.

Creativity

Creativity is one of the important standards of Vietnamese people. This is the process by which people create material and spiritual values based on new thinking and new ways of doing things. Basically, creativity is understood as the ability to solve human problems with new methods/approaches and achieve better results compared to existing methods/approaches. Creativity is evaluated based on its suitability to reality and novelty compared to what is already available. Signs to recognize creativity include:

- Having independent, autonomous, critical thinking, always wanting to explore and learn about the world around, having a way of thinking and doing things that is different from what is currently available.
- Agile, dynamic, always updated with new information.
- Innovation in the way of doing things, having new initiatives, inventions...
- Innovation, reform in thinking and action.

From another perspective, when determining the standards of Vietnamese people, a system of human standard values was proposed and a survey of people's opinions on the necessity of continuing to promote those values. According to the research and survey results, the standards of Vietnamese people are respected by the people and affirmed that they are still very necessary to promote in the current context. The percentage of opinions

agreeing that these values should continue to be inherited and promoted is: “1. Patriotism (80.4%); 2. Solidarity (73.9%); 3. Honesty (64.9%); 4. Respect for morality (56.5%); 5. Diligence (46.3%); 5. Lovingness (42.7%); 6. Humanity (41.9%)”⁵

Also, with the survey of people’s opinions on the traditional values of the Vietnamese people that need to continue to be inherited in the current period, the survey in 3 major cities, Hanoi, Ho Chi Minh City and Hue, showed that:

In Hanoi: “1. Patriotism (76.8%); 2. Humility (42.8%)”; 3. Lovingness (37.6%); 4. Honesty (78%); 5. Solidarity (79.2%); 6. Courage (30%); 7. Diligence (51.6%); 8. Friendliness (24%); 9. Respect for morality (53.6%); 10. Modesty (26%)”⁶

In Hue: “1. Patriotism (84.4%); 2. Humility (40%)”; 3. Lovingness (39.2%); 4. Honesty (50.4%); 5. Solidarity (79.6%); 6. Courage (52.8%); 7. Diligence (38%); 8. Friendliness (26.8%); 9. Respect for morality (48%); 10. Modesty (25.6%)”⁷

In Ho Chi Minh City: “1. Patriotism (80%); 2. Humility (42.8%)”; 3. Lovingness (51.2%); 4. Honesty (66.4%); 5. Solidarity (62.8%); 6. Courage (21.6%); 7. Diligence (49.2%); 8. Friendliness (31.2%); 9. Respect for morality (68%); 10. Modesty (27.2%)”⁸

The survey results show that the traditional values of Vietnamese people that need to be continued to be inherited have different levels of assessment. However, in all surveyed areas, the common results on values with high consensus rates are: patriotism, solidarity; honesty; respect for morality; diligence; kindness. This contributes to affirming the importance of traditional values in the system of standard values of Vietnamese people and their constancy over time.

2. Globalization and issues raised in building current standards of Vietnamese people

2.1. Challenges of globalization for Vietnamese people

Globalization is understood from different perspectives, in a broad sense: “globalization is a phenomenon, a process, a trend of association in international relations, increasing interdependence in many aspects of social life between countries”⁹. In the sense narrow: “Globalization refers to the process of forming a global market that increases interaction and interdependence between national economies”¹⁰. Thus, globalization as an objective trend, its nature is the integration of the individual (each country, nation) into the general (the whole world) in all aspects including economics, politics, and culture. Therefore, for humans, there needs to be adjustments and developments to suit the general trend, meeting the requirements of the new context.

Globalization brings many opportunities to countries but also many challenges, especially in the socio-cultural field with impacts on the process of building new people in Vietnam.

Firstly, we can see the disturbance between the old and new value systems, between tradition and modernity, endogenous and imported factors, between the general and the individual and between the popular and the specific in the current context. Therefore, even determining the national value system in general and the separate value systems of specific fields in Vietnam is not an easy task. This has a significant impact on the Vietnamese people's choice of appropriate values to receive and absorb, including new human values/standards. In fact, in the interweaving of these factors, many new factors have emerged, making it more difficult for people to choose positive and appropriate values to absorb.

Secondly, the negative side of the market economy in the context of globalization today is leaving many consequences in the ethical and awareness issues of a segment of people in today's society with manifestations such as: valuing material things but neglecting morality leads to the formation of a pragmatic lifestyle, lack of will to strive, for immediate economic benefits, etc. of a part of today's youth.

Thirdly, in society, there are deviant phenomena of a part of people with manifestations of not valuing traditional cultural values, distorted perception of foreign cultural elements, unselective reception leading to traditional cultural values being forgotten while implementing foreign cultural hybridization, being influenced by external cultural elements while those elements are not suitable for Vietnamese tradition, history, culture and people.

Fourthly, the new context with new developments poses many requirements for people in developing to adapt, avoiding the risk of falling behind. Therefore, in addition to existing standards, Vietnamese people need to research and explore appropriate human values to selectively absorb appropriate values to perfect themselves, contributing to becoming global citizens as required by current trends.

2.2. Some values/standards that need to be supplemented and further developed for Vietnamese people in the new context

In fact, when discussing the standards that need to be supplemented and developed for Vietnamese people today to meet the requirements of the new situation, it can be seen that many values have basically been established in the traditional Vietnamese human value system, however, the position of these values is established differently, depending on each historical circumstance. In the current period, the values of traditional Vietnamese people are still very important because of their role - a factor creating endogenous resources for the nation. However, the new context with the issues raised shows that in the table of values with 8 standards of Vietnamese people as analyzed above, currently the values are raised to a higher level and determined to be more necessary than in previous periods such as: discipline; creativity, responsibility.

In addition to the existing standards of traditional Vietnamese people that need to continue to be promoted, to suit the current context, there are many viewpoints in establishing new values that Vietnamese people need to have with the goal of building global citizens such as: sense of responsibility and discipline; awareness of the law (respect and compliance with Vietnamese and international laws), skills (including some necessary skills for people such as: communication, presentation, teamwork and some other soft skills).

In order to meet the requirements and demands of the new situation, the new people today still need to preserve and promote traditional standards and take them as the core. At the same time, absorb the values of humanity to form new elements, suitable for the times. New values and traditional values exist in unity and dialectics to contribute to making Vietnamese people become global citizens.

III. CONCLUSION

The new context is posing many problems for the construction of Vietnamese human standards today such as: the world market economy has entered a new stage of development with many new characteristics and properties on the foundation of modern industry and technology; the world industrial revolution has entered the 4th revolution, rapidly and strongly changing the global productive forces, social relations from the macro to the micro level in each family; the globalization process continues to pose many opportunities as well as challenges for countries in the world, especially for developing countries; The world is increasingly facing many global issues that have greatly affected the development of countries, such as the Covid pandemic in recent years; peace, cooperation and association are still the major trends, but the struggle for influence between major powers still has complex and unpredictable developments with new contents and manifestations. All of these processes are strongly affecting the development of people and society in our country. Therefore, research to have a full and correct understanding of the system of human values, the standards of Vietnamese people as well as other value systems is one of the important tasks contributing to the implementation of the key tasks for national development set forth by the Party. Through research, it is shown that the standards of traditional Vietnamese people still have practical value, necessary in the context of building new people today and besides, fostering new values and standards for people to suit the times is also necessary as the article stated.

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