

Educating National Cultural Identity for Vietnamese Students: A Case Study at an Giang University

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Abstract National cultural identity is a system of traditional values, aesthetics, and lifestyle of a nation, which forms typical, progressive, and distinctive features. Cultural identity helps us to understand different cultures among ethnic groups. The national cultural identity represents the vitality, creativity, and development of the nation. The nation's culture is the foundation of society, the goal, and the driving force for economic and social development. However, it has not yet received due attention in education in Vietnam. The purpose of this study is to find out students' perceptions and evaluations of the importance of education on national cultural identity. A questionnaire survey was distributed to 247 students at An Giang University. Through descriptive statistical analysis with SPSS, the research results show that the majority of students have a rather high opinion of the need to educate the national cultural identity; The proposed content and form of education on national cultural identity has a rather high average value. However, the contents, forms, and methods of educating national cultural identity have not been clearly defined and are still limited. The findings of this study have theoretical and practical implications for Vietnamese higher education. Proposals presented to university administrators and educational policymakers were discussed. Research results are also the basis for conducting further studies on culture. Traditional culture is distilled and transmitted so that the process of integration and globalization contributes to the creation of civilization, an opportunity for each country and nation to enrich their culture.

Keywords Cultural Identity, The Vietnamese, Nation,

Education, International Integration

1. Introduction

The culture of the Vietnamese nation has been formed and developed in association with the process of national construction and defense. The Vietnamese have worked creatively and have the will to fight, enduring and resilient, the Vietnamese people have built a culture that crystallizes strength and imprints the national identity, which proves the strong vitality and longevity of the Vietnamese people. Vietnamese culture is the sum of material and spiritual values created by the community of ethnic groups in Vietnam. They relied on the solidarity and strength of culture that the Vietnamese people overcame in many stages of foreign rule, domination, and escape from national assimilation [14]. The Vietnamese people have preserved and promoted their cultural identity, and vigorously stood up to fight for national independence, they have relied on solidarity to free their own people.

At present, students in Vietnam still retain good qualities including patriotism, solidarity, respect for teachers, studiousness, love for people, a simple lifestyle, and hard work. However, a few students only care about themselves, who have a pragmatic life, the will to rise is poor, they have a lavish lifestyle, they enjoy themselves, they lack academic integrity, they have social evils, personality reduction. This fact requires us to educate students on moral values, traditional cultural values, and

national identities [18], in order to create an environment and encourage students to participate in building a healthy cultural life, orienting students to strive to practice according to Vietnamese social ethical standards.

In the trend of international integration, Vietnam always has international exchanges in all fields, including the field of culture, so the Vietnamese culture is very diverse, rich, and advanced. Vietnam absorbs the good values of world culture. Vietnamese cannot avoid importing the customs of other countries and ethnic groups in the world. Therefore, the education of Vietnamese students in the traditional values of the nation, the cultural identity of the nation, its origin. Preserving and promoting national identity in the period of international integration is necessary [19]. It helps Vietnamese people to integrate but not to dissolve, not to lose themselves. The Vietnamese people should absorb the cultural quintessence of other countries while preserving and promoting the national identity to enrich the spiritual life of the Vietnamese people.

2. Literature Review

Vietnam in Southeast Asia is known as a country with many ethnic groups and ethnic groups living together. The Kinh ethnic group accounts for the largest proportion with about 86%, in addition to 53 other ethnic groups and a significant number of Vietnamese with foreign nationality living in Vietnam. Vietnam recognizes equal rights among ethnic groups, and national unity holds an important position. Vietnam is making great efforts to develop and implement policies to support cultural and ethnic diversity, in order to ensure equal development, strengthen solidarity and promote mutual assistance among ethnic groups. The improvement of material and spiritual life, hunger eradication and poverty reduction, expansion of people's knowledge, reduction of socioeconomic disparities among 54 ethnic groups in Vietnam have been paid attention to [39].

Culture is the sum of typical features of a society expressed in terms of material, spirit, knowledge, and emotions. Culture contains the national identity, and the identity of a people manifested through its history of existence and development, which helps a nation to preserve its uniqueness (uniqueness), unity, systematization in itself [16]. National identity manifests in all areas of social life, the sense of belonging to the origin of the nation, thinking methods, lifestyles, cultural creation, literature, and art and tradition of building and defending the country [3].

National identity includes sustainable values, the quintessence of the community of ethnic groups in Vietnam, it has been cultivated and formed from many historical periods, in the struggle to build and defend the country, the cultural identity of the Vietnamese nation is

its passionate patriotism, the will of national resilience, the spirit of solidarity between individuals - families - villages - Fatherland; It is not only compassion, tolerance, respect for affection, morality, industriousness, creativity in labor, but also the sophistication in behavior, simplicity in lifestyle.

The process of international integration leads to cultural exchange, the inheritance and promotion of traditional cultural values in the new period in Vietnam are necessary. The harmonious combination between traditional national values and new values is taking place in many fields, preserving the cultural identity of the nation is important content. We should orient the education of cultural identity for Vietnamese students, clearly defining the traditional values that need to be inherited and the cultural values that should be developed. If cultural values are concretized into standards, educating students becomes easy. The cultural identity of the nation holds an important position to ensure that the nation exists, stands firm, and develops through historical changes [9]. National cultural identity fully expresses the presence of an identity of a people in international exchange. The goal of cultural exchange is to integrate with the community and absorb each other's uniqueness [6].

National identity is expressed from the cultural values of the nation, which is the core values of the culture. National identities are values that whom regard as sacred, noble. The value system is manifested in the ideology of politics, literature, art, morality, lifestyle (customs, traditions). The value system translates into social norms, it guides the choices in the actions of people, individuals, and communities. The value system has great stability and sustainability and has great strength towards the community [17]. In the progress and development of society, these values usually do not disappear but incarnate into the values of later stages, according to the law of inheritance and regeneration [4].

The cultural identity of the nation is manifested in life, activities, and social relations [8]. We can see that Vietnam's national identity has the first inclusive characteristic, it is a system of cultural values that have been formed and developed in the history of the nation, converging Vietnamese wisdom. The culture has created a special feature, created core content, it is the soul and traditions of Vietnamese people, Vietnam's cultural identity is promoted in modern social life, and it not only shows traditional values in the past, but also shows real values, and looks forward to the future [20]. Vietnamese people have creative laborers, they have perseverance and resilience, they have built a culture with national identity, Vietnamese cultural values are made up of basic things [12].

Firstly, the Vietnamese nation was formed very early, it was associated with the wet rice agricultural civilization, with the form of village community organization, creating a people to settle down, attached to the homeland, country.

The Vietnamese soon formed a national consciousness, and they had a love for the country.

Secondly, Vietnamese society has never had a complete production method. It already has a complex, and historical non-divergent production method. Therefore, it influences the formation of customs, culture, ideology, it carries national cultural identity.

Third, since the formation of Vietnam, the Vietnamese people have raised their spirit of fighting against foreign invaders. Through many historical periods, it has been gathered, combined, created the Vietnamese life with its own identity. With these spiritual values, the Vietnamese people have the ability to defend themselves, protect the nation's life, and protect national independence and self-control.

Fourth, the geopolitical-economic position is very convenient for socio-economic exchange, especially in cultural exchange. The Vietnamese nation has since an early age expands, absorbed and refined the quintessence of human culture. Since then, the Vietnamese people have built up an advanced culture deeply imbued with the national identity of Vietnam.

3. Theoretical Foundations and Research Methods

3.1. Theoretical Foundations

On the basis of inherited theories, according to Pham, (2002) said that the level of students' understanding of culture and ethnic identity varies, and this depends on the influence of school activities. The schools show that the following activities have a strong impact on the education of national cultural identity for students including through the social sciences and humanities; through extracurricular activities; through self-reading and self-study activities; accumulate while at home [31].

Follow Yuan, and Fang, (2016). National identity is the perception in which people believe they belong to the same ethnic group, which is a special perception that includes the attitudes and feelings of each other within this group. It is the center of the psychological activity of members of ethnic groups. National identity is a sense of belonging to an ethnic group that includes perceptions, thoughts, behaviors, and feelings associated with this ethnic group [40].

According to Nguyen, (2018) commented that the sustainable traditional cultural values of the Vietnamese people are patriotism, community consciousness, ethics of compassion for people, industriousness, overcoming difficulties, and creativity in life. It is the foundation and spiritual strength for the Vietnamese people to build a developed, progressive, fair and compassionate society [29].

Delfín, Joan, and Carlos, (2020), they argue that teaching the nation's cultural identity from history is based on respect for pluralism and cultural diversity as positive values. Should have a positive attitude towards cultural realities other than one's own, in order to create equality and diversity, promote human dignity; should strengthen democracy and social justice, especially social democracy, a way of life and culture based on equality and diversity; inspiring young people with the idea of building a multicultural future based on respect for human rights and solidarity between people and individuals [11].

3.2. Research Sample

Based on the results of our preliminary discussions with students and faculty, a questionnaire was then developed. The survey includes questions about demographics, content, form, and methods of educating students about cultural identity. Meanwhile, questions on a 5-point Likert scale were used to probe, 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), 5 (Totally agree) to show its importance.

A survey of students' perceptions of cultural identity education for students took place at An Giang University. We polled 247 students from An Giang University from eight faculties including the Faculty of Law and Political Science; Pedagogy; Faculty of Agriculture - Natural Resources; Faculty of Engineering - Technology - Environment; Faculty of Information Technology; Faculty of Tourism and Culture - Arts; Faculty of Economics - Business Administration; Foreign language departments. In addition, the data in this study inherits previous studies that were obtained from the General Statistics Office of Vietnam on the number of Vietnamese students.

3.3. Data Analysis

To conduct this study, the responses from the survey were coded and entered SPSS Version 20. Based on the survey, we conducted descriptive statistics on the subjects. It includes demographic statistics; forms of educating national cultural identity for students; some traditional cultural values of the nation to educate students; student assessment of the need to educate national cultural identity.

In addition, in order to give us an overview of the cultural identity of the nation, we performed a systematic literature review in this study. We have researched references based on available research, and we have compiled and examined references relevant to the study. We have synthesized scientific publications from sources to serve as a basis for comparison and comparison, from which there are objective and dialectical evaluations and judgments about the research object. We used the argumentative approach to discussing some of the basics. Based on previous scientific researches and practice in

Vietnamese history, we have built a chain of inferences from general to specific, which is intended to explain the stated points out.

4. Results and Discussion

4.1. The Cultural Identity of the Vietnamese Nation

National cultural identity has always been volatile, which has been supplemented through historical periods [32]. The values are consistent with the aspirations of the nation, it is always sustainable [24]. For example, President Ho Chi Minh once said, there is nothing more precious than independence and freedom which has become a very important cultural value of the Vietnamese people. We can recognize a number of Vietnamese cultural identities including passionate patriotism, sense of self-reliance, solidarity, sense of community breakdown, individual - family bonding - villages - fatherland; compassion, tolerance, respect for love, moral respect; industriousness and creativity in labor; behave skillfully and simply in lifestyle.

There have been some opinions that many ethnic groups in the world also have the same values as Vietnam, why do Vietnamese people consider it their identity? The important issue is, are those values truly Vietnamese traditions? It is determined to have the value of Vietnamese national identity. National identity is shown in both content and form.

In the trend of international integration, it has created conditions for the Vietnamese people to develop socio-economic, study exchange culturally, it helps the Vietnamese people to expand their understanding about the world around them. However, it has many potential negative trends, including the phenomenon of moral degradation, the lifestyle of enjoyment associated with laziness, and the importance of material benefits over human values; it destroyed traditions in Vietnamese families, morality between teachers and students, and relationships between friends; it can affect the Vietnamese people, turn them into modern people, they have the mentality of cultivating things from the outside to the point of being blind, irrational, and forgetting the history of the people, giving up the traditional rule; the social evils tended to increase, the way of life disrespected, some people went into the path of crime. All of the above phenomena are obscuring the social, causing chaos in society, bad cultural values have eroded the social spiritual foundation, it creates many risks about culture.

In the identified Vietnamese social situation, an advanced Vietnamese culture imbued with national identity should be built and developed. How is "advanced" culture? and "imbued with national identity" is how? Advanced culture has several characteristics including their love for country; building a progressive culture, that

culture has humanity, all for people. Patriotism is a great driving force, an advanced culture must first be a patriotic culture. It can be understood that patriotism is progress, it is the most comprehensive feature of advanced culture. Patriotism is the will to bring a country out of poverty and backwardness, striving for the common goal of "rich people, strong country, democratic society, fairness, civilization", it is a content of advanced culture, associated with patriotism is progress. Advanced culture is the culture that crystallizes everything, including progress, truth, honesty, and aesthetics of the Vietnamese nation.

The advanced nature of Vietnamese culture is inseparable from the Vietnamese national identity. Culture and ethnicity are two attached contents. Culture is deeply rooted in national life through each historical period. Culture is the outward expression of a nation. National identity will show a distinctiveness, not confusing them with other people. The history of more than four thousand years of building and defending the country of the Vietnamese people has forged many good traditional values including patriotism, compassion, tolerance, respect for love, union community [26]. The Vietnamese people have relied on the strength of these values, who overcame many difficulties from natural disasters and foreign invaders to survive and develop. In a multi-ethnic culture like in Vietnam, each one has its own identity. If they preserve and promote the national identity of all, they will promote the synergy of the entire Vietnamese ethnic community, creating a diversity of diversity in the unity of Vietnamese culture.

Preserving and promoting the national cultural identity is to care for the long-term survival and development of a nation [10]. The consideration and choice based on national self-awareness, the process of self-awareness, self-discovery stems from historical requirements, it is the process of "choosing the good, removing the bad". In this sense, preserving and promoting the cultural identity of the nation requires continuous development and creativity. The two contents "advanced culture" and "imbued with national identity" are two inseparable categories. In current conditions, the inheritance and promotion of national cultural identity is not only a sense of responsibility but also national pride and pride.

4.2. Educating the Cultural Identity of the Nation for Vietnamese Students in the Development of the Country

Vietnam is in a period of international integration. Therefore, cultural orientation in international integration, to selectively absorb the quintessence of cultures of countries is necessary content. In which, national identity plays an important role in integrating with the world [2]. Each country has its own traditions and identities. Vietnamese people should preserve and promote national identity, it will help Vietnamese people bring their

quintessence to exchange with other countries, and it has another meaning of “integration but not dissolving”.

The human resources of each country are in the national cultural identity. Losing a national cultural identity means losing the potential of human resources. For that reason, the protection and promotion of the identity values of the traditional culture, spiritual culture, is a necessary issue in most countries. In the world today, with the diversity of cultures, each country is in danger of being lost, corrupted, and lost its true values [7].

National cultural identity with the characteristics agglomerated in people, with the qualities and personalities expressed in individual activities, is a way of life. Therefore, studying the education of national cultural identity aims to preserve the cultural values of ethnic groups, it is to educate students in a cultured way of life [40]. The national cultural identity is not a unique, unique characteristic only in this nation, not in other ethnic groups. In that sense, the study of national cultural identity is to find out what is unique and unique of this nation compared to another. We come from the point of view that If a nation wants to develop, they should have measures to protect themselves, that is, they must have their own and unique identity, on the other hand, they should adapt to the situation. If a national culture can exist, they should inherit and develop their own national quintessence, and at the same time absorb the beauty of other nations. It is this adaptation that will create strength and create a national identity that is always boldly modern and developed.

Currently, in terms of socio-economic changes, we realize that the factors of moral degradation, the value system are changed in the direction from positive to negative. We should educate students to perceive the value system, build a sense of the role of the future master of the country. A series of value conceptions, manifestations of an active lifestyle have been overlooked

by the dominance of pragmatic values in the market economy.

The function of social value orientation, a model for the social moral face of the students' class is in danger of decline, the pioneering role of students is not clear. An active lifestyle is characteristic of students of all times. Therefore, today, a beautiful lifestyle among students is firstly reflected in their attitude, learning behavior, hard work, passion for creativity, and great ambition. The current Vietnamese student lifestyle is showing signs of falling into a personal pragmatic lifestyle, they rarely pay attention to the lifestyle of “self for everyone, everyone for himself.

Students' main activities are studying and researching. The educational goal of universities is towards the formation and development of the personality of future experts and intellectuals, in which creative capacity must be considered an important factor. From the perspective of lifestyle ethics, the personality qualities of students, training products of universities must be considered as typical of social ethical standards. The cultural - moral - intellectual - lifestyle values of students are expressed through activities in which learning activities are considered mainstream. The content of culture - ethics - lifestyle is the basic element in the personality structure of students [5]. The factors that make up the quality and capacity of future intellectuals are also the requirements to be achieved by the training goals. Therefore, in the great task of the whole society, which is to preserve and promote the national cultural identity, it is necessary to pay attention mainly to the young generation - students. According to statistics by the General Statistics Office in Figure 1, the number of students in Vietnam over the years including 2015 there were 1,753,174 students; in 2016 there were 1,767,879 students; in 2017 there were 1,707,025 students; in 2018 there were 1,526,111 students [12].

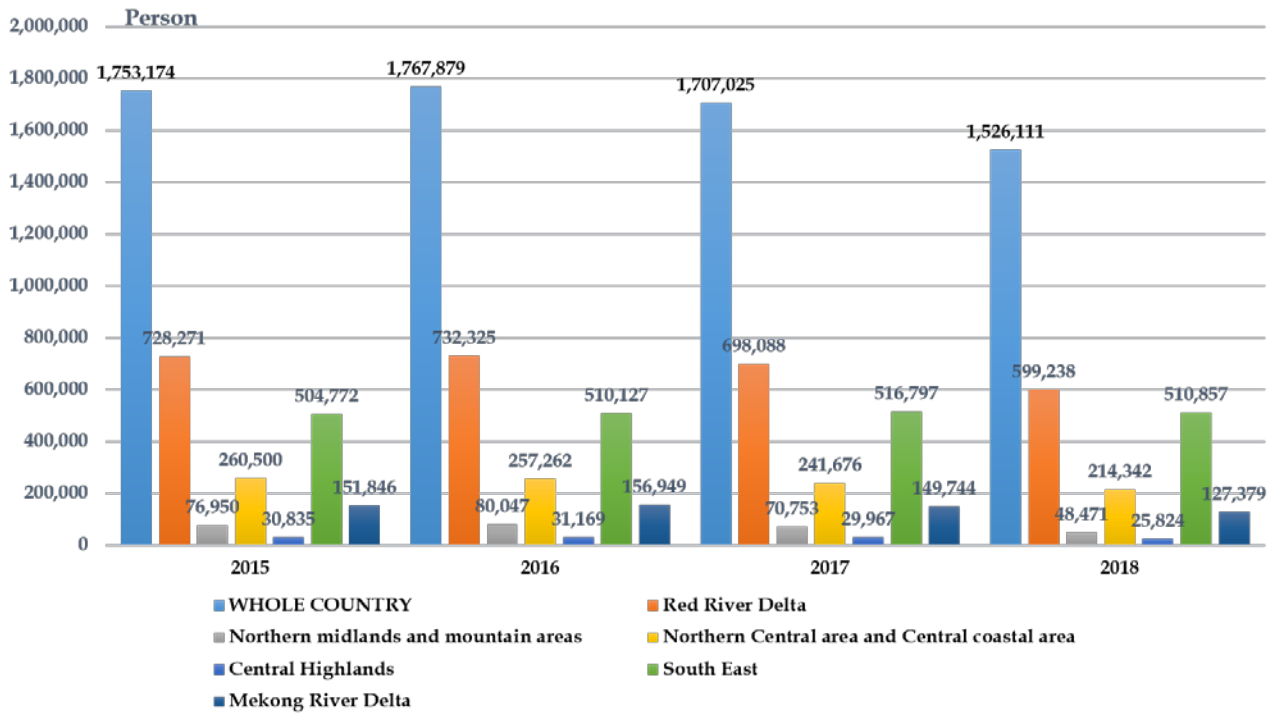


Figure 1. Number of students in universities Vietnam by region and years

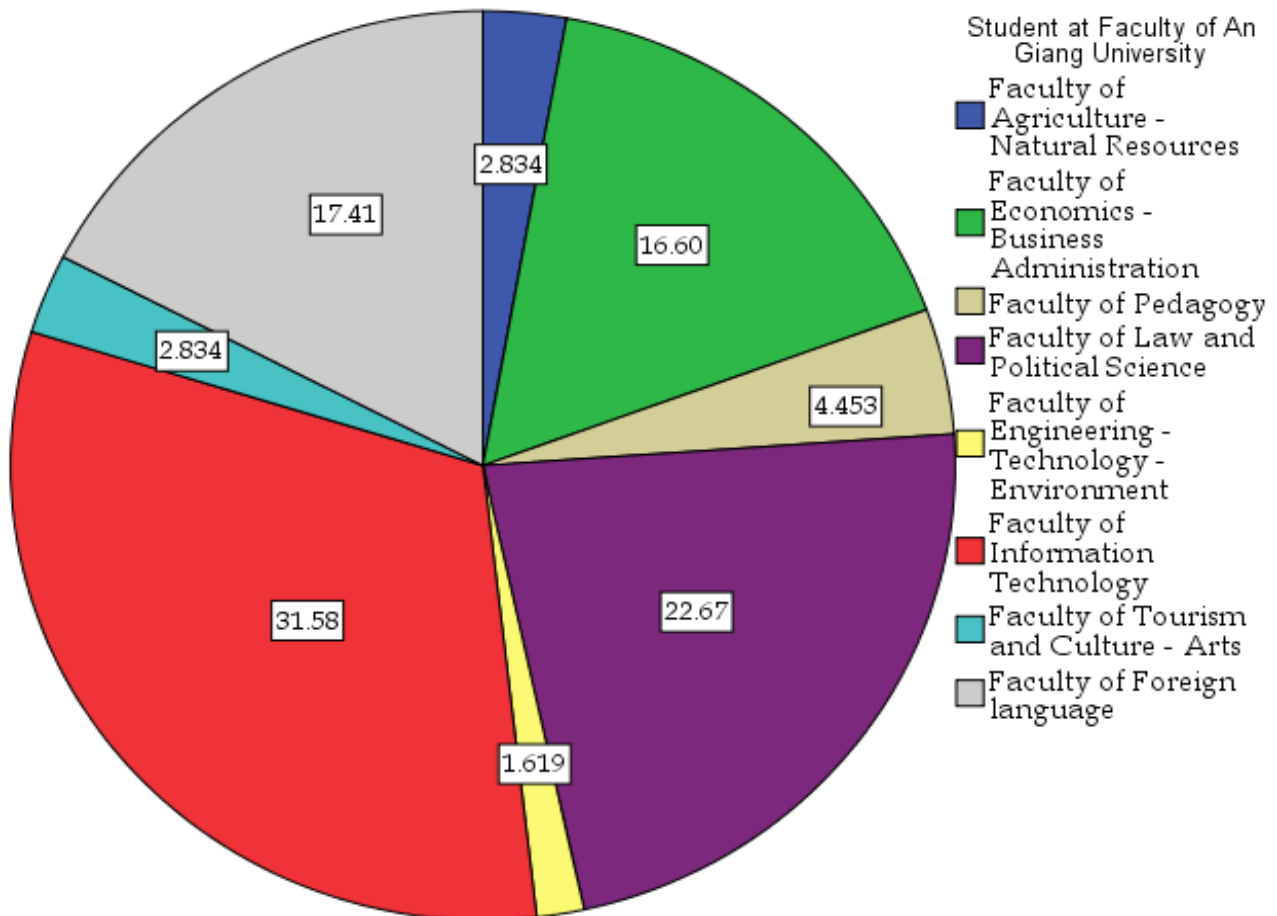


Figure 2. Student at Faculty of An Giang University

We surveyed 247 students in 8 faculties of An Giang University, including the Faculty of Agriculture - Natural Resources 7 students, accounting for 2.8%; Faculty of Economics - Business Administration 41 students, accounting for 16.6%; Faculty of Pedagogy 11 students, accounting for 4.5%; Faculty of Law and Political Science 56 students, accounting for 22.7%; Faculty of Engineering - Technology - Environment 4 students, accounting for 1.6%; Faculty of Information Technology 78 students, accounting for 31.6%; Faculty of Tourism and Culture - Arts 7 students, accounting for 2.8%; Faculty of Foreign Languages 43 students, accounting for 17.4%, it is shown in Figure 2.

The level of students' understanding of culture, cultural identity of ethnic is different, and this depends on the influence of activities in the school. Research results at An Giang University show that the following activities have strong effects on educating national cultural identity for students, including Social sciences and humanities; Extracurricular activities; Activities of self-reading, self-study; Accumulate while staying at home; Union and Association activities.

We have surveyed five ways to educate the national cultural identity for students. As a result, all five forms have Mean > 4, which means that all five forms are highly effective in educating cultural identity for students. In which, the Social sciences and Humanities have Mean = 4.15, Extracurricular activities have Mean = 4.18, Self-reading activities, self-study have Mean = 4.20, Accumulation while at home has Mean = 4.18, Union and Association activities have Mean = 4.07. It is shown in Table 1.

The content of traditional cultural values is very rich and diverse. In the research process, we only select the main content, it is directly related to the education and fostering of traditional cultural values for students today, including

Patriotism and Humanity mean educating students on

patriotism, love for people, a deep sense of national pride, bravery, and the virtues of dedication to the nation's interests.

Community Solidarity is the sense of community expressed through the relationships of the family, clan, village, and larger ethnic community, the Vietnamese community. Therefore, traditional education of community solidarity for students is to gradually build students' sense of collectiveness.

Tolerance and Altruism are love, forgiveness, this value will help students have an open attitude, adapt quickly to all surrounding environments, educate students to respect teachers, love friends, helping each other in learning and training, caring about the misfortunes of others. Students have a sense of good living, know how to take collective and national interests as orientation for their lives, contribute to the formation and development of student personalities.

Diligent Labor is a traditional education to love labor that will help students realize the role and meaning of labor in social development, helping them to have the right love and attitude towards labor.

Simplicity and Humility are the beauties in the character and qualities of Vietnamese people. Educating students with delicate attitudes and simple lifestyles in order to build citizens with active and creative lifestyles without losing their natural beauty and ingenuity in communication.

Table 2 shows us the survey results of five contents to educate students on traditional cultural values. As a result, students highly appreciated all five contents, all with Mean > 4. Specifically, Patriotism and Humanity had Mean = 4.16, Community Solidarity had Mean = 4.12, Tolerance and Altruism had Mean = 4.20, Diligent Labor has Mean = 4.16, Simplicity and Humility has Mean = 4.11. Thus, all five contents should be educated for students so that they can raise their awareness of the traditional values of the Vietnamese nation.

Table 1. Forms of educating national cultural identity for students

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social sciences and humanities	247	1	5	4.15	1.183
Extracurricular activities	247	1	5	4.18	1.169
Activities of self-reading, self-study	247	1	5	4.20	1.172
Accumulate while staying at home	247	1	5	4.18	1.186
Union and Association activities	247	1	5	4.07	1.184
Valid N (listwise)	247				

Table 2. Some traditional cultural values of the nation to educate students

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Patriotism and Humanity	247	1	5	4.16	1.143
Community Solidarity	247	1	5	4.12	1.134
Tolerance and Altruism	247	1	5	4.20	1.164
Diligent Labor	247	1	5	4.16	1.170
Simplicity and Humility	247	1	5	4.11	1.165
Valid N (listwise)	247				

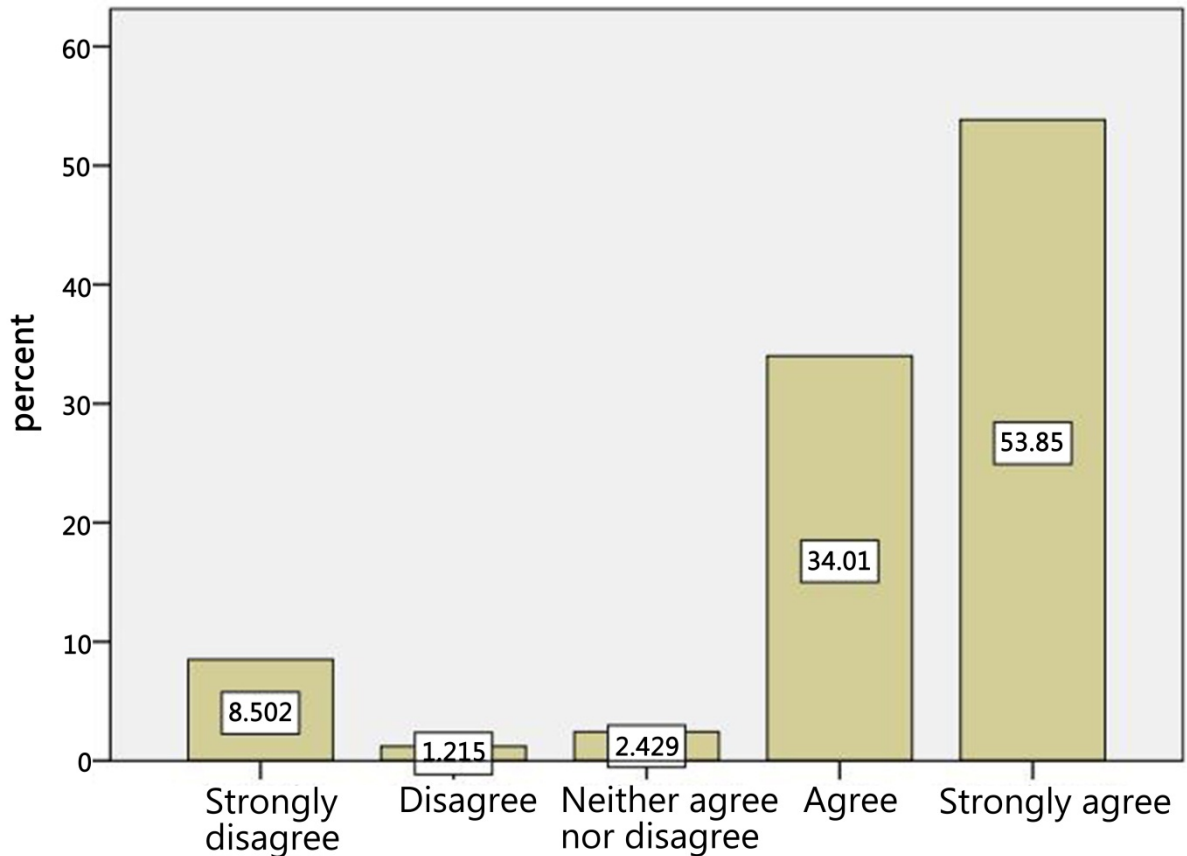


Figure 3. Student assessment of the need to educate national cultural identity

Figure 3 shows us the students' assessment of the need to educate students on the traditional cultural values of the nation. The assessment results are Strongly disagree accounted for 8.502%, Disagree accounted for 1.215%, Neither agree nor disagree accounted for 2.429%, Agree accounted for 34.01%, Strongly agree accounted for 53.85%. Thus, we find that students have chosen the level of Agree and Strongly agree to be very high.

With the advantages and challenges of globalization, the world is entering the 4th technological revolution, the development of information technology, international economic cooperation, cultural exchange, and tourism,

which will foster nations to bond, opening up opportunities for cultural and knowledge connections. Besides, there are a number of challenges that are the risk of leveling and assimilating standards and value systems, which threaten and degrade the creativity of cultures. In particular, for countries implementing industrialization [25], there are dangers of cultural alienation, in particular, according to the trend of Westernization, identification of modernization with Westernization. It will result in “the nation that exists, but the cultural identity of the country will be blurred”, and “the cultural identity of the country is blurred, the ethnic will become a weak ethnic”, that is,

national culture and its values will be compromised, and the culturally corrupted nation will no longer live.

Preserving national identity is not only entrenched in traditional heritages but also must be exploited and developed to meet new requirements, in line with the trends of the times. National identity will endure in the process of relentless reconstruction of history. It follows the dialectic of inheritance and innovation, combining tradition and modernity.

4.3. Some Solutions in Student Education to Promote National Cultural Identity in the Development Period

In the case of the Vietnamese people today, the trend of globalization has created many opportunities and achievements, market mechanisms and open-door policies have influenced them, and we have to face anything disturbing statuses in the cultural life of the country [1]. Some students Vietnamese have a cult of goods and money, we only respect simple material comforts but despise the cultural values of the nation. Some Vietnamese people like to follow the trend of imported from outside and it is modern in nature, we despise the traditional Vietnamese culture, we do not understand the nature of those forms; we follow a lifestyle of enjoyment, which is common in younger Vietnamese. Therefore, it is necessary to create a positive change in the building of morality, a civilized lifestyle, effectively preventing social evils, negative social expressions, unhealthy customs, and lifestyles [30]. The degradation situation is on the rise in both urban, rural and mountainous areas.

Vietnamese students need to be aware that they need to have cultural exchanges with countries around the world [21]. Vietnam's traditional culture has its strengths, but Vietnamese people should learn from other cultures. Thereby, Vietnamese people can choose and absorb the humanistic, rational, scientific, and progressive elements of world culture to enrich the national cultural identity. It is an extremely important factor to revive the potential, promote all creative inspiration, create new material and spiritual values in the process of industrialization and modernization of the country.

In order to educate the cultural identity of the Vietnamese nation for students, we need to fight against negative social phenomena, create a healthy material and spiritual life for the people. We should add some content on education law, and socio-economic policies, revitalizing national culture, expanding international cultural exchange. It can be a fundamental solution and has long-term strategic implications. In addition, the country of Vietnam should comprehensively innovate, renew cultural exchanges with the world, it will reap great results.

Raise students' awareness of cultural values in their lifestyle, develop a cultural personality for students. Some

students are not aware of cultural values, who do not understand the nature of cultural values in their way of life. There are many contradictions between perception and action. Therefore, the level of understanding of traditional culture is not deep, so it has not become a firm belief in their ideals. It is understandable that the goal of comprehensive human education that the education system is striving for has not yet achieved the desired results. Society is demanding that schools be the place to ensure standards for society; student personality, future intellectual force must have intellectual and moral qualities. From these requirements, we see that the task of educating cultural lifestyle for students must be considered important in the current period with high demands on the standards that society is demanding.

We should build a healthy and diverse cultural environment [22]. The movement "all people unite to build a cultural life" has been effective; build a cultural lifestyle in families, residential areas, agencies, units, and businesses, make cultural values penetrate into all aspects of life, it is expressed in a specific way in daily life, community relationships, creating resistance to toxic cultures. We should continue to promote education, fostering ethics, cultural lifestyles; building a civilized lifestyle in the festival; prevent and repel customs, violence, disturbing public order, prostitution, drugs, and gambling. We should develop a national strategy for building a Vietnamese family, which will contribute to preserving and promoting the traditional values of Vietnamese culture. In addition, we should have a program to educate the young generation, in order to build a common value system of Vietnamese people in the period of accelerating industrialization, modernization, and international integration.

It is necessary to strengthen the operation of the system of cultural institutions at all levels. We should have a plan to renovate, upgrade and invest in the construction of a number of modern works in the fields of culture, art, physical training, and sports in schools and densely populated areas. It will contribute to satisfying the entertainment needs of young people, it will create a healthy and secure society. We should socialize cultural activities, focusing on improving the cultural life of young people in rural and disadvantaged areas, so as to gradually narrow the gap in cultural enjoyment between regions [23].

We should promote the literature, art, and traditional cultural values of the Vietnamese nation. We should renew Vietnamese literature and art in an advanced direction, imbued with national identity, humanity, and modernity. It faithfully reflects the social life, national history, and the renewal of the country [38]. Encourage students to participate in art activities, so that they can satisfy their cultural and spiritual needs, and foster artistically gifted students. Encourage the use of mother tongue [15], improve the scientific character of the

activities of theory and criticism of literature and art, contributing to the orientation of creative development of literature and art.

We should perfect the legal system, ensure its strictness on intellectual property, preserve and promote the value of the tangible and intangible culture of the Vietnamese nation. We should combine cultural and artistic development, conservation, and promotion of cultural heritage with tourism development and external activities in order to widely disseminate cultural values to the public, especially the young generation, foreigners [36]. We should formulate and implement policies to preserve and promote the cultural, linguistic, and written values of ethnic minorities [35]. In addition, should develop and implement policies and regimes for training, fostering, and taking care of the material and spiritual life, creating conditions for the team to be active in the field of culture and literature, art so that we can create many works intelligently.

We should provide full information and communication needs of the students, we should strongly promote the information and education functions of social organizations on the mass media, which contribute to reflect the truth [33]. We should overcome the trend of commercialization, for self-interest purposes, and the dishonest reflection of press and publishing activities. We should create opportunities for students to access the internet, at the same time take measures to manage and limit negative aspects, effectively prevent activities of using the internet to spread false information, and violence, unhealthy lifestyle.

5. Conclusions

In the trend of globalization, it is inevitable that there are cultural exchanges and cooperation between countries. Therefore, on the basis of preserving and promoting cultural identities and values, it has been the uniqueness of Vietnamese culture in the process of reaching the perfection of Vietnamese people in the direction of Truth - Honesty - Perfectly, Vietnamese national culture has the strength contact with other cultures, and it will contribute to the rich and diverse cultural treasure of mankind.

Educating national cultural identity for students in universities has received social attention, but the educational effectiveness is not high. One of the basic reasons is that the issue of educating national cultural identity has not been clearly expressed in educational content, educational methods, and organization of activities. The basic content of the process of educating the national cultural identity is the process of absorbing the good, the right, the good, in order to transform it into one's own in terms of expression style. Thus, the preservation is concurrent with the creative-oriented development. Human values are considered as the soul of

cultural identity, the basic orientation of cultural identity education in schools.

The basic measures to be taken in universities are to develop mainstream education programs in the direction of integrating with the organization of extra-curricular topics in order to form and develop a cultural personality for student, develop skills in understanding national cultural values for students. Universities should develop extra-curricular educational programs to direct students to have the right awareness and behavior about the development and preservation of cultural values of the nation. Activities of social organizations in the school should be associated with students' learning activities to support students.

The goal of the Vietnamese people is to build an advanced culture imbued with national identity. It is a matter of concern in the present era, which helps us to better understand the urgency and inevitability of preserving and promoting national identity, and at the same time it has helped us to better understand the importance of national identity. The research paper is a type of Vietnamese national identity in the trend of international integration, which also helps other cultures around the world to consider and orient to building a culture that is consistent with their nation.

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