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**APPLYING TRADITIONAL CULTURAL VALUES IN
BUILDING THE STANDARDS OF THE VIETNAMESE
PEOPLE TODAY**

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SUMMARY OF DOCTORAL DISSERTATION IN PHILOSOPHY

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INTRODUCTION

1. Reasons for choosing the topic

Vietnam is entering a period of accelerated industrialization and modernization associated with deep international integration, creating an urgent need to build standards for Vietnamese people to meet the new era on the basis of inheriting the traditional cultural values of the nation. The urgency of the topic is discussed in three aspects:

In theory, traditional cultural values and human standards are important categories in Marxist-Leninist philosophy, Ho Chi Minh thought, and the theory of socio-cultural development. The relationship between these two categories is essentially the relationship between "the foundation" and "the constructed," between "endogenous resources" and "development goals." In the context of globalization, it is necessary to clarify three issues: (1) the content, nature, and characteristics of Vietnamese traditional cultural values, distinguishing the essence that needs to be promoted from the backward elements that need to be overcome; (2) the scientific basis of inheriting and promoting traditional cultural values in building modern human standards, avoiding extremism, conservatism or denial of tradition; (3) systematizing the theory of the model of Vietnamese human standards in the new era with a harmonious combination of traditional cultural values and progressive values of the era.

In practice, after nearly 40 years of reform, alongside tremendous achievements and the continued promotion of many traditional cultural values such as patriotism, solidarity, compassion, and love of learning, the process of industrialization, urbanization, and international integration has given rise to many "deviant" phenomena in morality and lifestyle. The decline in political ideology, manifested in "self-evolution" and "self-transformation," remains complex; a segment of the population, especially young people, is indifferent to traditional cultural values and negatively influenced by unhealthy foreign cultures. Applying traditional cultural values to build human standards has become an urgent requirement to prevent moral decline, preserve national identity, and create a spiritual foundation for sustainable development in the era of national progress.

Regarding political orientation, the Communist Party of Vietnam has always identified culture as the spiritual foundation of society, and people as the center of the development strategy. These viewpoints are consistently expressed through Resolution No. 33-NQ/TW (2014), the documents of the 13th National Congress (2021), the documents of the 14th National Congress (2026), and especially Resolution No. 80-NQ/TW (January 7, 2026) of the Politburo, which for the first time affirms culture as the "pillar" and "regulatory system" for rapid and sustainable national development, while emphasizing the harmonious combination of traditional cultural values with modern values, national with international values.

For the reasons mentioned above, the doctoral candidate chose the topic "Applying

Traditional Cultural Values in Building the Standards of the Vietnamese People Today" as the subject of their doctoral dissertation in Philosophy, which both meets theoretical and practical requirements and contributes to realizing the Party's guidelines on building Vietnamese culture and people in the new era.

2. Research Objectives and Tasks

2.1 Research Objectives

Based on an analysis and clarification of the theoretical basis of traditional cultural values and human standards in Vietnam, and an analysis of the current state of applying traditional cultural values in building human standards in Vietnam, this thesis proposes a system of solutions to enhance the application of traditional cultural values in building human standards in Vietnam to meet the requirements of the new era.

2.2 Research Tasks

To achieve the research objectives, the thesis focuses on the following basic tasks:

Firstly, an overview of research related to the topic.

Secondly, an analysis and clarification of some theoretical issues regarding traditional cultural values in building human standards in Vietnam today.

Thirdly, an analysis of the current state of applying traditional cultural values in building human standards in Vietnam today, identifying the causes of this situation and the problems that need to be solved in the new context.

Fourthly, identify the advantages and disadvantages of applying traditional cultural values in building the standards of Vietnamese people today, systematize the basic orientations in applying them, and propose groups of solutions to enhance the application of traditional cultural values in building the standards of Vietnamese people in the future.

3. Research Subject and Scope

3.1. Research Subject

Traditional cultural values in the development of Vietnamese human standards today.

3.2. Scope of Research

In terms of content: This thesis focuses on the relationship between traditional cultural values and the development of Vietnamese human standards in the current period, as demonstrated by the application of traditional cultural values in building Vietnamese human standards. However, the thesis does not delve into the study of all traditional cultural values of the Vietnamese nation, but only focuses on core, representative values that have the most direct and important impact on the development of Vietnamese human standards. The thesis also does not study in detail specific methods and techniques in education, communication, or cultural management, but only proposes macro-level solutions that are directional and strategic in nature. Therefore, the scope is defined and logically implemented mainly in

Chapters 3 and 4 of the thesis, concerning the current situation and proposed solutions related to the subject, content, and methods of applying traditional cultural values in building Vietnamese human standards today.

- *In terms of space*: Vietnamese society in the context of international integration and development of a socialist-oriented market economy.

- *In terms of time*: from 1996 to 2026, focusing on the changes of the last 10-15 years for the following reasons: The 8th National Party Congress (1996) gave an important guiding viewpoint of the Party on the need to "Form a new system of social values and norms in accordance with national traditions, identity and the requirements of the times" [29] and the viewpoint on building a national value system, including determining the standards of the Vietnamese people today, has been given by the Party in many recent documents and events.

4. Theoretical, Practical, and Methodological Basis of the Thesis

4.1. Theoretical Basis

The thesis is based on the theoretical foundations of Marxism-Leninism; Ho Chi Minh Thought; and the system of viewpoints, guidelines, and policies of the Communist Party of Vietnam on culture, human beings, moral standards, and social norms.

4.2. Research Methods

The thesis applies the dialectical materialism and historical materialism methodology, while also using several specialized and interdisciplinary methods in the social sciences and humanities in each chapter to address the tasks set forth in the thesis. Specifically:

- Method of researching historical documents and events, analysis, and synthesis
- Method of systematization and comparison
- Method of combining theory with practice
- Method of exploiting data at primary and secondary levels

5. New Contributions of the Thesis

Firstly, the thesis constructs a theoretical framework on the dialectical relationship between traditional cultural values and the standards of the Vietnamese people, clarifying that traditional cultural values are not only a spiritual resource but also an endogenous basis that plays a role in shaping and creating the standards of the Vietnamese people in the new context. This is a different approach from previous studies, which often considered these two factors separately or only affirmed the role of traditional culture in general or traditional cultural values in particular.

Secondly, the thesis proposes a set of criteria for identifying and evaluating the application of traditional cultural values in building the standards of the Vietnamese people today, based on three unified aspects: the subject of application, the content of application, and the method of application. This set of criteria contributes to overcoming the fragmented and unsystematic evaluation found in previous works.

From practical surveys, the thesis identifies new issues arising in the application of traditional cultural values in building the standards of Vietnamese people that previous studies have not fully addressed, especially the conflicts arising between preserving traditional cultural values and the requirements of integration, digital transformation, and social structural changes.

Thirdly, the thesis forecasts the multifaceted impacts of domestic and international factors on the application of traditional cultural values, thereby identifying bottlenecks that need to be overcome and areas that can be exploited in the coming period. Based on the Party's guiding principles and the State's policies on cultural and human development, the thesis proposes a comprehensive system of solutions with a new focus on closely linking solutions related to awareness, institutions, subjects, and methods of application, aiming to enhance the effectiveness of applying traditional cultural values in building the standards of Vietnamese people in the future.

6. Theoretical and Practical Significance of the Thesis

6.1. Theoretical Significance

Contributes to deepening and systematizing the theory of Vietnamese traditional cultural values, clearly distinguishing between related categories and identifying core values that need to be inherited and promoted in the current context. From there, contributes to supplementing and developing the theory of the standards of Vietnamese people.

Builds a theoretical basis and scientific principles for inheriting and promoting traditional cultural values in new conditions, avoiding extremist conservative tendencies or the denial of tradition.

Provides a methodology for researching cultural and human issues through the application and development of methods of Marxism-Leninism, Ho Chi Minh Thought, and interdisciplinary research methods.

6.2. Practical Significance

Provides scientific arguments for cultural and social programs and policies; serves as a useful reference for research, teaching, and management of culture and education.

7. Structure of the Thesis

Besides the introduction, conclusion, and bibliography, the thesis consists of 4 chapters and 12 sections as follows:

Chapter 1. Overview of research related to the thesis topic

Chapter 2. Traditional cultural values and human standards of Vietnam – some theoretical issues

Chapter 3. Current situation of applying traditional cultural values in building human standards of Vietnam

Chapter 4. Orientation and solutions to strengthen the application of traditional cultural values in building human standards of Vietnam today.

Chapter 1

OVERVIEW OF RESEARCH RELATED TO THE THESIS TOPIC

1.1. Overview of research related to the topic

Research on traditional cultural values and human standards has a broad scope and multidisciplinary approach, especially in the fields of cultural philosophy, sociology of values, anthropology, and human development studies. Numerous studies both domestically and internationally in this field demonstrate that it is one of the important research directions, attracting many scientists. With various approaches from different sciences, substantial and valuable research works have created a basic theoretical foundation that identifies the typical traditional cultural values and standards of the Vietnamese people. Due to their close relationship and logical correlation, most research works address both of these issues. They can be divided into three groups as follows:

Theoretical research on values, traditional cultural values, and human standards

Some foreign scholars have had typical works in research such as: Milton Rokeach (1973), *The Nature of Human Values* [173] and Shalom H. Schwartz (1992), *Universals in the Content and Structure of Values* [175] have built a system of values theory that has great influence, pointing out universal values and how they guide behavior.

Along with that, this topic has also attracted many domestic researchers, typical such as author Tran Van Giau (1993), in the book *Traditional Values of the Vietnamese Nation* [54]; The topic *Traditional cultural values and Vietnamese people* [82], code number KX-07-02, led by Phan Huy Le (1994), belongs to the State-level science and technology program “Vietnamese people: goals and driving forces of socio-economic development” (code number KX-07). Historian Tran Quoc Vuong has a lot of passion in researching culture. In the book *Vietnam – A geo-cultural perspective* [144]; Le Ngoc Anh (2001), in the book *Understanding traditional cultural values in the process of industrialization and modernization of the country* [2]. Dao Duy Anh (2015), with the book *Vietnam cultural history outline* [1], in addition to major research works by authors such as Tran Ngoc Them, Ngo Duc Thinh, etc.

Research on building Vietnamese human standards in the đổi mới (renovation) period

Nguyen Khoa Diem (1998), in the article “Building an advanced Vietnamese culture with strong national identity” published in the *Communist Magazine* [45], identified culture as the spiritual foundation of society, both as a goal and a driving force of national development. Nguyen Van Huyen (2003), in the work *Vietnamese Civilization* [76], when writing about the standards of Vietnamese people, emphasized the courage of the Vietnamese people as a typical standard for the temperament of Vietnamese people. Nguyen Trong Chuan (2004), in the article *On human beings and*

human development in Vietnam [23], affirmed that human beings are the center of development; this is shown in the fact that human beings are both the goal and the driving force of development. In addition, there are many other authors with many major works in research on building Vietnamese human standards such as: Nguyen Tuan Anh (2022), The basis for building Vietnamese human standards today [3]; Dinh Xuan Dung (2022), The urgency and requirements for building national value system, cultural value system, family value system and Vietnamese human standards in the new era [25]; Nguyen Chi Dung (2022), Vietnamese human standards - tradition and modernity [26]; Luong Dinh Hai (2022), Building the Vietnamese human value system in the current period [60]; Dang Thi Lan (2022), Building Vietnamese human standards in the context of current international integration [81]; Lam Nhan (2022), Discussing the Vietnamese human standards system in the period of innovation, development and integration [94]; Ho Si Quy (2022), On the issue of building Vietnamese human standards [107], etc.

Research on orientations and solutions to continue applying traditional cultural values in building Vietnamese human standards in the future

Regarding this issue, many foreign organizations and individuals have had research works on the relationship between traditional and modern values, such as:

R. Inglehart & C. Welzel (2005), Modernization, cultural change, and democracy: The human development sequence [172]; Samuel P. Huntington (2004), Who Are We? The Challenges to America's National Identity [176]; United Nations Development Programme (UNDP) with its Human Development Report, annually provides a comprehensive human development assessment framework, in which culture and values are pillars; UNDP (2020), Human Development Report 2020: The Next Frontier – Human Development and the Anthropocene [180]. Etc.

In Vietnam, many authors have researched the impact of globalization and market economy on values and norms to create a foundation for proposing orientations and solutions to build Vietnamese human standards today on the basis of continuing to promote traditional cultural values. Specifically, such as:

Traditional values in the face of the challenges of globalization [20], author Nguyen Trong Chuan (2002); Globalization and the issue of inheriting some traditional values of the nation in the context of current globalization [109] by Mai Thi Quy (2009); Ngo Duc Thinh (2010), Preservation, enrichment and promotion of traditional Vietnamese cultural values in renovation and integration [122] and Vietnamese cultural value system in renovation and integration [124] (2014); Nguyen Thi Huong Giang (2014), in the book Globalization and the issue of preserving and promoting traditional Vietnamese values [53]; Nguyen Anh Tuan (2017), in the article Traditional Vietnamese cultural values in the period of international integration [129], along with many authors with major works such as: Nguyen Dinh Tuong; Hoang Chi Bao; Tran Le Bao, Nguyen Thanh Thuy...

1.2. General Assessment and Issues Requiring Further Research in the Thesis

1.2.1. Achieved Results

The research works related to the thesis topic, as outlined above, have basically built a solid theoretical foundation on traditional cultural values and human standards. The research content and value of these works can be summarized in the following basic aspects:

Firstly, the works have summarized the system of traditional Vietnamese cultural values. Although the research was conducted from many different angles, most authors are quite consistent in stating that Vietnamese culture, forged over millennia, has created core values. These values are: patriotism, national self-reliance; solidarity, community cohesion; compassion, tolerance, generosity; diligence, courage; studiousness, respect for teachers; gratitude, respect for elders; simplicity, approachability, and valuing relationships. Simultaneously with identifying the fundamental traditional cultural values of the Vietnamese nation, studies have also basically summarized the standards of the Vietnamese people as defined by our Party: Patriotism; Solidarity; Loyalty; Self-reliance; Honesty; Responsibility; Discipline; Creativity.

Secondly, many studies have pointed out the characteristics of traditional Vietnamese cultural values and their role in the development process, demonstrated by the influence of traditional cultural values on the formation of Vietnamese human standards from tradition to the present, showing the correlation between traditional cultural values and Vietnamese human standards.

Thirdly, the study included several practical surveys on the transformation of values and norms in the context of integration, the impact of traditional national cultural values in both directions (positive and negative) on the construction of the Vietnamese human standard system, and proposed some solutions/orientations to continue applying traditional national cultural values.

However, overall, to date there has been no in-depth research work discussing the current state of inheriting and promoting traditional cultural values in building the Vietnamese human standard system with requirements such as: establishing the relationship between traditional cultural values and Vietnamese human standards from tradition to the present; identifying the current state of inheriting traditional cultural values in building the Vietnamese human standard system through the achievements and difficulties and challenges in the inheritance process; Some fundamental solutions aim to promote the positive influence of traditional cultural values on building the Vietnamese people with typical standards in the current period.

1.2.2. Issues Requiring Further Research in the Dissertation

Based on an overview of research related to the dissertation's content, we have identified several issues that represent research gaps and are therefore raised for

further thorough research and clarification, specifically as follows:

- Firstly, a systematic and comprehensive study of this relationship from a philosophical perspective is needed, clarifying the nature, structure, mechanisms of interaction, and conditions and factors influencing the transformation of traditional cultural values into behavioral norms and the personality of contemporary Vietnamese people.

- Secondly, an integrated approach is needed, considering traditional cultural values and human standards in a dialectical relationship with each other; Viewing traditional cultural values as the fundamental essence, the endogenous resource, and the basis of values and norms for building human standards, the process of building human standards is also a process of inheriting, preserving, and creatively developing traditional cultural values in addressing the research tasks of the dissertation.

- Thirdly, a systematic study of the current situation is needed, combining diverse research methods and data utilization to obtain a comprehensive and accurate picture of the application of traditional cultural values in building the standards of Vietnamese people from 1996 to the present, especially in the last 10-15 years – which is currently one of the research "gaps".

- Fourthly, further research is needed to propose a comprehensive and synchronized system of solutions, scientifically categorized into groups (raising awareness and value orientation; promoting the role of stakeholders; innovating methods; building a healthy socio-cultural environment). Each solution should be concretized with clear content, measures, stakeholders, resources, roadmap, and evaluation criteria, ensuring high feasibility and suitability to the current Vietnamese context.

- Fifth, it is necessary to study and analyze modern international theories on human and cultural development, and at the same time learn from the experiences of countries with similar cultures or valuable lessons in combining tradition and modernity. From this, valuable theoretical arguments and practical lessons can be drawn, contributing to enriching the scientific basis for building standards for Vietnamese people, ensuring both the preservation of national identity and integration with the general development trends of the times.

Chapter 1 Summary

Traditional cultural values and human standards in Vietnam have been studied widely and from various theoretical perspectives. Following the approach defined by the research objectives and tasks of this dissertation, the author has reviewed the research literature both domestically and internationally, focusing on the following aspects:

- Firstly, theoretical research on values, traditional cultural values, and human standards;

- Secondly, research on Vietnamese human standards during the *đổi mới* (renovation) period;

Thirdly, research on orientations and solutions to enhance the application of traditional cultural values in building Vietnamese human standards in the future.

The research works related to this dissertation, as reviewed above, have fundamentally established a solid theoretical foundation on traditional cultural values and human standards. The research findings above will be a valuable source of information for the thesis author to have specific and valid arguments to address the research tasks set forth in the thesis.

Surveys show that, although there are many research works on traditional cultural values and the standards of the Vietnamese people, there are almost no sufficiently in-depth works on the philosophical approach to the issue of traditional cultural values in the construction of current standards of the Vietnamese people. Therefore, in-depth theoretical research, analysis, and clarification of the theoretical and practical basis of traditional cultural values and the standards of the Vietnamese people, and subsequently proposing a system of solutions to enhance the application of traditional cultural values to build standards of the Vietnamese people that meet the requirements of the new era, is a necessary issue that requires further research. This issue was also identified as a "gap" in research after reviewing relevant studies and as an "open point" for the thesis to continue its development.

Chapter 2

TRADITIONAL CULTURAL VALUES AND HUMAN NORMS IN VIETNAM – SOME THEORETICAL ISSUES

2.1. Some basic concepts

2.1.1. Culture and cultural values

Culture

The concept of culture is approached from various perspectives such as anthropology, sociology, etc. While Western thinkers emphasize the systematic, structural, and symbolic aspects of culture, and UNESCO considers culture as the foundation of social development, Vietnamese thinkers view culture as the spiritual foundation, the intrinsic strength, and the driving force for the development of Vietnamese people in the new era. However, a common point in these viewpoints is that they all consider culture as the totality of material and spiritual values created by humans, the foundation and driving force of social development. This is also the perspective on culture that the author approaches and uses in this thesis.

Values

In this thesis, we understand values as what is good, sacred, and noble; they form the basis and foundation for humans to build a progressive and civilized society, and they are realized through human normative values. The concept of value that we use in this thesis, according to author Nguyen Trong Chuan, is "The positive aspects, the upright aspects, meaning that it includes the view that values are associated with

what is right, good, beautiful, and lovely; it refers to what has the ability to motivate people to act and strive towards it" [20, p.17]. Of course, when making judgments or assessments about value, it is necessary to place them within a context, in the relationship between space, time, and the subject of value, because value, like truth, must be interpreted within specific social and historical spaces.

Cultural Value

From various approaches and perspectives on cultural value, a general concept of cultural value can be derived as follows: Cultural value is everything that has great and lasting significance for human life and activities, distilled by generations through creative labor, crystallized throughout the history of the nation, recognized by society through consensus and widespread practice, and passed down through generations through various educational and social channels. This is also the perspective on cultural value that we approach and use in our research to address the related issues in this thesis.

2.1.2. Traditional Values and Traditional Cultural Values

Traditional Values

Based on the research objectives and philosophical approach, in this thesis, we understand traditional values as the positive values formed, inherited, and passed down throughout the history of the Vietnamese nation to the present day. These values influence and impact the lives of Vietnamese people, including the formation and development of personality and human standards.

Traditional Cultural Values

Traditional cultural values are the core component of cultural values and the "soul" of traditional values. They have existed and been passed down through many generations, bearing the distinctive identity of the nation, and are considered the "soul" and "roots" of national culture. Traditional cultural values are spiritual meanings crystallized through history, recognized and passed down by society, possessing both relative sustainability and the ability to adapt and change. This is our approach to traditional cultural values in addressing the tasks of this thesis. Accordingly, the basic contents of traditional cultural values approached and studied in this thesis are: Patriotism; the spirit of solidarity, community cohesion, self-reliance, and self-improvement; tolerance and generosity; diligence and courage, ...

2.1.3. The Standards of the Vietnamese People and the Construction of the Standards of the Vietnamese People Today

Norms

In this thesis, we approach the concept of norms according to author Le Ngoc Van: "Norms are common conventions agreed upon and approved by the entire community or a small group, regulating the attitudes, behaviors, and actions of people, existing in public or implicit form, compelling everyone to implement or should implement them" [136, p. 38].

Standards of the Vietnamese People

The standards of the Vietnamese people are understood as human standards in general but bearing the characteristics/cultural identity of Vietnamese people. In this thesis, we use the concept: Norms of Vietnamese humanity are a system of values, norms, and social criteria that reflect the ideals, qualities, and desired behaviors of Vietnamese people. The system of Vietnamese human standards is the concretization of traditional cultural values in people's personalities and lifestyles, encompassing both traditional and modern elements.

Building Vietnamese Human Standards

Building human standards in general is understood as the process of forming, consolidating, adjusting, and internalizing human standards. The characteristics of this process are its long-term nature, multi-stakeholder participation, and the interaction between values, institutions, and people. Conceptually, the construction of the Vietnamese human standard can be understood as a socio-cultural process in which values, requirements, and ideals about human beings are formed, strengthened, adjusted, and gradually internalized into the awareness, beliefs, attitudes, and behaviors of individuals in contemporary Vietnamese society.

In this thesis, we approach the concept and develop the content related to the construction of the Vietnamese human standard as follows: 1. The formation and refinement of characteristic norms/qualities of Vietnamese people against the backdrop of traditional Vietnamese cultural values. 2. Applying traditional cultural values in the construction of the Vietnamese human standard: concept, subject, content, and method.

2.2. Applying Traditional Cultural Values in Building the Standards of the Vietnamese People: Concept, Subject, Content, and Methods

2.2.1. Concept

Applying traditional cultural values in building the standards of the Vietnamese people is the process of proactively, selectively, creatively, and appropriately applying traditional cultural values to the practical development of Vietnamese people, in accordance with the current development requirements of the country. This is the approach of the thesis author in addressing the basic task of the thesis.

2.2.2. Subjects of Application

These are the forces, organizations, and individuals that play an active role in inheriting and transforming traditional cultural values to build the standards of the Vietnamese people. The process of applying traditional cultural values in building the standards of the Vietnamese people is a systematic activity, requiring the participation of many subjects with different roles and functions. They can be divided into three main groups of subjects: the subjects that provide direction and leadership (the Party, the State); The implementing subjects are social institutions (including: family, school, community (village, commune, residential area, organizations, etc.), socio-political organizations); the self-aware subjects are individuals.

2.2.3. Application Content

The content of applying traditional cultural values in building the standards of Vietnamese people is understood as specific traditional cultural values that are selected and transformed to constitute the standards of Vietnamese people in the new era. The content of the traditional national cultural values applied to form the standards of Vietnamese people is specifically mentioned in the thesis as follows:

Firstly: Building the standards of Vietnamese people who are patriotic, self-reliant, and aspire to excel.

Secondly: Building the standards of Vietnamese people who are compassionate, loyal, and united.

Thirdly: Building the standards of Vietnamese people who are disciplined, responsible, and respectful of the law.

Fourthly: Building the standards of Vietnamese people who are diligent, creative, hardworking, and studious.

Fifthly: Building the standards of Vietnamese people who are filial, harmonious, have close family bonds, and value family values

2.2.4. Application Methods

Applying traditional cultural values to building the standards of Vietnamese people is a process of transforming spiritual and moral values accumulated throughout history into criteria and norms that guide people's awareness, attitudes, and behavior in the new era. This process requires the synchronized combination of many methods, including four basic methods: institutionalization through policies and laws; propaganda, mobilization, and communication; education and persuasion; and inspection and supervision. Specifically as follows:

Firstly: Institutionalization through policies and laws

Secondly: Propaganda, mobilization, and communication

Thirdly: Education and persuasion

Fourthly: Inspection and supervision

2.3. The Relationship Between Traditional Cultural Values and Human Standards in Vietnam

The relationship between traditional cultural values and human standards in Vietnam is a dialectical one, manifested in the following aspects:

Traditional cultural values are the source of human standards.

Human norms are the concretization of traditional cultural values in the behavior, qualities, and abilities of individuals.

The modernization process requires the restructuring of human standards, both inheriting traditional cultural values and absorbing new values.

2.4. The Role of Traditional Cultural Values in Building the Standards of Vietnamese People Today

2.4.1. The Guiding Role in Human Standards

Traditional cultural values are not only the foundation but also play a guiding, filtering, and adjusting role for new values in the process of forming human standards. In the context of globalization, traditional cultural values are the yardstick and criteria for selecting and selectively absorbing progressive values of humanity, while simultaneously eliminating elements incompatible with national cultural identity. As our Party affirms, building national culture requires selectively absorbing the essence of human culture while preserving national identity.

2.4.2. The Evaluating (Measuring) Role of Human Standards

Traditional cultural values, with their elements passed down through many generations, have created a common set of criteria for human qualities, ethics, standards, and behavior. These values form the concept of good and bad, right and wrong in judgment. Through this, people can recognize and orient or adjust their norms and behaviors to move towards what is valuable and accepted by the community.

2.4.3. The Role of Regulating Human Behavior and Norms

The function of traditional cultural values in regulating human standards is carried out through the influence of external factors such as pressure from public opinion, education and transmission, and internal factors such as beliefs, motivation, and self-assessment, self-awareness, and self-adjustment of each individual. It is essentially the sum total of the interaction process between individuals and the social community to build a system of human standards based on the traditional cultural values of the nation.

Chapter 2 Summary

Chapter two of the thesis focused on clarifying discussed issues regarding traditional cultural values and human standards in Vietnam. Some research results of the chapter focused on and clarified several issues as follows:

Firstly, it systematized and thoroughly analyzed basic concepts such as cultural values, traditional cultural values, human standards, Vietnamese human standards, and the construction of Vietnamese human standards, thereby establishing a consistent theoretical framework for the entire thesis.

Secondly, it identifies the basic content of the central category "applying traditional cultural values in building Vietnamese human standards" by clarifying the concept, subject, content, and methods of application. This confirms that these values are not immutable but capable of transformation and restructuring to adapt to new conditions, and generalize the basic content of current Vietnamese human standards with groups of norms including specific norms and characteristics of Vietnamese human standards to see the relationship between human standards and traditional cultural values and the national cultural value system, and to fundamentally identify which traditional cultural values have been selected to form Vietnamese human standards.

Thirdly, the analysis of the dialectical relationship between traditional cultural values and Vietnamese human standards shows the close connection and mutual influence, in which: Traditional cultural values are the source of human standards; human standards are the concretization of traditional cultural values in behavior, qualities, abilities, and the modernization process requires restructuring human standards, both inheriting traditional cultural values and absorbing new values. Fourth, the study assesses the role of traditional cultural values in shaping human standards through their function of orientation, evaluation, and adjustment, creating objective impact as well as self-awareness and self-regulation in individuals in building their own set of norms that align with community values. This further affirms the necessity of continuing to apply traditional cultural values in building the standards of the Vietnamese people today.

With the results achieved, the research content of Chapter 2 plays a crucial role in building the theoretical foundation for the entire thesis, serving as a basis for evaluating the current situation and proposing solutions to continue inheriting traditional cultural values in building the standards of the Vietnamese people today.

CHAPTER 3

THE CURRENT SITUATION OF APPLYING TRADITIONAL CULTURAL VALUES IN BUILDING THE STANDARDS OF THE VIETNAMESE PEOPLE TODAY

This thesis assesses the current state of applying traditional cultural values in building the standards of Vietnamese people, focusing on evaluating the extent to which this has been achieved in practice. Based on this assessment, solutions are proposed to enhance the effectiveness of applying traditional cultural values in building the standards of Vietnamese people in the future. Applying traditional cultural values in building the standards of Vietnamese people today goes beyond simply inheriting traditional values; it also involves restructuring, renewing their content, and flexibly combining them with modern values to build standards of Vietnamese people that meet the demands of the new context.

3.1. Achievements of Applying Traditional Cultural Values in Building the Standards of Vietnamese People Today and Their Causes

3.1.1. Achievements of Applying Traditional Cultural Values in Building the Standards of Vietnamese People Today

3.1.1.1. Positive Changes in the Awareness and Actions of Stakeholders Regarding Traditional Cultural Values, and the Development of Vietnamese Culture and People

Firstly, the Party, the State, and the political system have many new viewpoints and positive policies to elevate the development of Vietnamese culture and people.

Along with the shift in thinking, the Party and the State have issued many

policies on the development of Vietnamese culture and people.

Secondly, the awareness of the social community regarding the development of culture and people has spread strongly.

Thirdly, social institutions (family, school, community, socio-political organizations) are increasingly actively affirming the strength of traditional cultural values in building the standards of Vietnamese people.

Fourthly, Vietnamese people have developed a sense of self-reliance and self-improvement, always aware of the need for self-training and striving for advancement in the new context.

3.1.1.2. The application of traditional cultural values in building the standards of Vietnamese people has also yielded many important results

These results are reflected in the existing standards of Vietnamese people and their new manifestations practiced in people's daily social lives, specifically as follows:

Firstly, regarding the standards of patriotism, self-reliance, and aspiration for advancement.

Secondly, regarding the standards of compassion, loyalty, and solidarity.

Thirdly, regarding the standards of discipline, responsibility, and respect for the law.

Fourthly, regarding the standards of diligence, creativity, love of labor, and love of learning.

Fifthly, regarding the standards of filial piety, harmony, family cohesion, and respect for family values.

3.1.1.3. Methods of applying traditional cultural values in building the standards of Vietnamese people have also achieved many important results, leaving a strong mark.

Through the implementation of community-based programs and activities, the application of traditional cultural values has contributed to building the standards of Vietnamese people, achieving many important results such as:

Firstly, many traditional festivals and community cultural movements have been restored and promoted.

Secondly, the trend of "returning to the roots" has been revived and practiced in art, cuisine, architecture, and fashion.

Thirdly, the new general education program has integrated the goal of educating traditional values and innovated educational methods.

3.1.2. Reasons for these results

Firstly, the Vietnamese people possess a strong and enduring system of traditional values – a solid foundation for shaping the standards of the Vietnamese people.

Secondly, the Party's understanding and thinking on cultural and human development are clear and consistently defined from the earliest stages.

Thirdly, the education and training system is built with a focus on the goal of training well-rounded individuals.

Fourthly, deep international integration creates many opportunities for the development of the Vietnamese people.

3.2. Limitations and shortcomings of applying traditional cultural values in building the standards of Vietnamese people today and their causes

3.2.1. Limitations and shortcomings of applying traditional cultural values in building the standards of Vietnamese people today

3.2.1.1. Limitations of the subjects applying them

Firstly, a segment of young people do not fully understand, or are even indifferent to, traditional values.

Secondly, there exists a mentality of favoring foreign things and disregarding national cultural heritage in the views of quite a few people in society.

Thirdly, some policies issued are still general and lack mechanisms for checking and evaluating their effectiveness.

3.2.1.2. Limitations in Application of Content

The basic manifestations of limitations and shortcomings in the application of content are essentially expressed through the fact that basic norms have been formed but have not been fully inherited and promoted, reflecting traditional cultural values, with manifestations such as:

Firstly, regarding the norms of patriotism, self-reliance, and aspiration for advancement: Patriotism is being reduced to impulsive emotions or biased statements on social media; Lack of patriotic expression in daily civic behavior; Individual self-reliance has not become a widespread driving force among the younger generation.

Secondly, regarding the norms of compassion, loyalty, and solidarity: The value of loyalty is declining in cultural behavior, especially in urban environments; Along with the "decline" of the norm of loyalty, the traditional spirit of solidarity is weakening in urban environments and the digital space; Community solidarity faces many challenges; The spirit of solidarity is most severely damaged in cyberspace.

Thirdly, regarding standards of discipline, responsibility, and respect for the law: Discipline – a constituent element of the rule of law culture – is being challenged by a careless lifestyle; the spirit of responsibility has not been fully realized in civic and professional behavior; the awareness of respecting the law among a segment of the population is still limited, leading to widespread law violations in society.

Fourthly, regarding standards of diligence, creativity, love of work, and studiousness: there is a mentality of avoiding manual labor and despising ordinary labor, leading to a "hedonistic" lifestyle; the situation of studying for degrees and certificates rather than for genuine knowledge.

Fifthly, regarding standards of filial piety, harmony, and family cohesion, and valuing family values: the decline in the stability of marriage and family; domestic violence as a social problem; the erosion of filial piety in society today; the bonds between family members have become weaker.

3.2.1.3. Limitations in Application Methods

Firstly, regarding the construction and operation of a system for evaluating, inspecting, and monitoring activities related to building culture and human standards.

Secondly, there is a lack of coordinated efforts among sectors (education, culture, media) in implementing measures to build human standards through the application of traditional cultural values.

Thirdly, the commercialization of festivals and the distortion of customs diminish the value of traditional cultural elements.

3.2.2. Causes of Limitations and Inadequacies

Firstly, the impact of globalization and the information technology boom has led to conflicts of value, manifested in: the conflict between the necessity of inheriting and promoting traditional cultural values and the disregard/downplaying of traditional cultural values; the pressure of economic development overshadowing the priority of culture.

Secondly, the education of traditional cultural values has not been closely linked to the needs and psychology of the younger generation.

Thirdly, the coordination between family, school, and society remains fragmented.

Fourthly, there is a lack of in-depth research and databases on the system of traditional cultural values.

3.3. Issues arising from the application of traditional cultural values that need to be addressed in building the standards of Vietnamese people in the future.

3.3.1. Cultural Deviation and the Need to Identify Core National Values

In terms of awareness, it can be seen that a segment of the population, especially young people, are tending to downplay or have a superficial understanding of traditional cultural values.

In terms of action, many traditional cultural values are no longer being transformed into practical driving forces in social life. The decline of solidarity, self-reliance, or a sense of responsibility and compassion in urban environments and cyberspace shows the "cultural gaps" that need to be filled.

3.3.2. Imbalance Between Preservation - Innovation and the Need for Harmonizing Cultural Values

Practice shows that two trends exist simultaneously and are both objectively inevitable: cultural preservation and cultural integration. Both trends have solid theoretical and practical foundations and play an indispensable role in the process of national cultural development. The problem is to find a dynamic balance between these two trends. Dynamic balance is not a mechanical 50-50 split between old and new, nor is it a fixed, immutable state, but rather a flexible balance according to circumstances – the ratio of preservation and innovation can change depending on the field and stage. Resolving this contradiction is crucial to the success of building the

standards of Vietnamese people today.

3.3.3. Conflict and Blending of Traditional Cultural Values with Modern Values and the Need to Build a Mechanism for Resolving Value Conflicts

In reality, the conflict between traditional values (community, filial piety, loyalty) and modern values (individualism, competition, efficiency) is becoming increasingly intense and clearly manifested. The issue is not just about identifying the contradictions and conflicts in these value systems, but also about finding principles and tools to handle and resolve them – that is, "value coordination" – to both preserve traditional cultural values as a foundation and adapt to the new development logic of contemporary society.

3.3.4. The lack of appeal of traditional cultural values and the need for innovation in content and form

Traditional cultural values have their own appeal because of their meaning, but for them to truly appeal to today's youth, the important question is how to enhance that appeal, or in other words, how to bring these values into life in a lively and attractive way, especially for young people. The two elements, tradition and modernity, must coexist and harmonize in the standards of the Vietnamese people, where traditional cultural values are the root and foundation for accepting and shaping new, modern values in Vietnamese people.

3.3.5. The need to improve the institutional framework and implementation tools for preserving traditional cultural values is currently a pressing issue

The need for a legal framework, policies, and tools to measure the effectiveness of applying traditional cultural values arises from current practice, as the application of traditional cultural values in building the standards of Vietnamese people has only reached the level of principles, orientations, and strategies, without many practical results. The need to improve the aforementioned institutional framework becomes even more urgent in the context of Vietnam's implementation of a two-tiered local government model (provincial and commune levels), abolishing the district level in accordance with the Party's Resolution and the 2025 amended Constitution. This is a profound administrative reform that directly impacts the methods of organizing, managing, and implementing cultural activities at the grassroots level – where traditional cultural values are practiced, preserved, and transformed into human standards in daily life.

Chapter 3 Summary

The current state of applying traditional cultural values in building the standards of Vietnamese people takes place within the complex context of international integration, digital transformation, and domestic social change. The achievements over the past period show that the direction of the Party and State is correct; social awareness of the role of traditional cultural values has been enhanced; many policies, educational programs, and cultural movements have incorporated core values such as

patriotism, compassion, solidarity, and studiousness into daily life; cultural heritage and religious spaces and festivals have been restored and promoted; and the spirit of "returning to the roots" has emerged in contemporary art, cuisine, architecture, and lifestyle. In general, traditional cultural values still play a fundamental spiritual role in shaping the standards of Vietnamese people in the new era.

However, alongside these achievements are systemic limitations. Regarding social awareness, the mentality of favoring foreign things, deviations from norms, and underestimating traditional cultural values in general and specific values in particular still persist, especially among young people. In terms of policy, some guidelines are still vague, lacking measurable indicators and monitoring; coordination between the cultural, educational, and media sectors is not synchronized. Regarding cultural life, the commercialization of festivals, the distortion of religious beliefs, and the decline of some traditional cultural values are occurring strongly in the urbanized and online media environment. The causes of these limitations stem from both objective impacts of globalization, technology, and economic priorities, and subjective factors: value education not suited to the psychology of the younger generation, lack of coordination between family, school, and society, lack of empirical research, and lack of tools to institutionalize values.

From this situation, several urgent issues arise that need thorough research and resolution: the need to clearly define core national values; the need to find a balance between preservation and innovation; the need for mechanisms to address conflicts between traditional and modern values; the need to enhance the attractiveness of traditional cultural values in digital and urban life; and the need to improve institutions, build measurement tools, and establish monitoring mechanisms to ensure the effective application of traditional cultural values.

Thus, the research results in Chapter 3 of this thesis indicate that the issue is not whether or not traditional cultural values exist, but rather the ability to "activate" those values in the context of new development. This forms the basis for Chapter 4, where the thesis will develop a system of orientations and solutions to continue and enhance the application of traditional cultural values in building the standards of Vietnamese people in the current period.

CHAPTER 4

ORIENTATIONS AND SOLUTIONS FOR ENHANCING THE APPLICATION OF TRADITIONAL CULTURAL VALUES IN BUILDING THE STANDARDS OF THE VIETNAMESE PEOPLE TODAY

4.1. Advantages and disadvantages of enhancing the application of traditional cultural values in building the standards of the Vietnamese people in the future

4.1.1. Advantages of strengthening the application of traditional cultural values in building the standards of Vietnamese people in the future

Firstly, the process of reform and international integration has created conditions for the diverse development of Vietnamese culture.

Secondly, the socialist-oriented market economy promotes individual dynamism.

Thirdly, the Party's guiding principles on building a value system create an important policy resource.

Fourthly, globalization creates a strong environment for cultural exchange.

Fifthly, the Fourth Industrial Revolution – the driving force behind the restructuring of the national value system – contributes to the formation of standards of Vietnamese people.

Sixthly, global values such as human rights, gender equality, and environmental protection have a profound impact on the standards of Vietnamese people.

Seventhly, the intermingling of cultures offers opportunities to broaden cultural perspectives and enhance international cooperation capabilities.

Eighthly, social networks and the knowledge economy – where new cultural spaces are formed – serve as driving forces for new developments in the Vietnamese people.

4.1.2. Some difficulties and challenges in strengthening the application of traditional cultural values in building the standards of Vietnamese people in the coming time

Firstly, comprehensive national reform poses many challenges to preserving national identity

Secondly, the trend of pragmatism and individualism - the negative side of the current market economy

Thirdly, the risk of cultural assimilation and many challenges posed in the context of globalization

Fourthly, digital transformation and the risk of unsustainable development

Fifthly, challenges from non-traditional security issues

Sixthly, cultural exchange and the risk of "hybridization" of values

Seventhly, the explosion of social networks and the risk of losing control in shaping the national value system

Eighthly, the knowledge economy and its potential for society

4.2. Some orientations for strengthening the application of traditional cultural values in building the standards of Vietnamese people in the future

4.2.1. The application of traditional cultural values must be linked to the goal of comprehensive development of Vietnamese people

Firstly, closely adhering to the goal of comprehensive development of Vietnamese people.

Secondly, deeply understanding the strategy of human development that harmonizes ethics, intellect, competence, and social responsibility.

Thirdly, placing it within the overall strategy of human and social development.

4.2.2. The application of traditional cultural values must ensure inheritance, selective development, and harmonious combination of traditional and modern values

The inheritance of traditional cultural values must be based on the spirit of selectivity, that is, knowing how to preserve positive, progressive values that are suitable for modern society; while eliminating or modifying outdated elements that hinder development. This means avoiding extreme attitudes or a complete rejection of tradition, or conservatism that maintains everything from the past exactly as it is.

4.2.3. Promoting the leading role of the people – the basic orientation in applying traditional cultural values to build the standards of Vietnamese people today

Traditional cultural values only truly come alive when they are received, practiced, and created by the people in their lives. The people – as the subjects of culture, with the role of inheriting, preserving, promoting, and enjoying it – need to be placed at the center of all policies and solutions.

4.3. Main solution groups aimed at strengthening the application of traditional cultural values in building the standards of Vietnamese people in the coming time

4.3.1. Strengthening the combined strength of the subjects applying (solutions regarding subjects combined with application content)

4.3.1.1. For the subjects providing direction and leadership (Party, State)

Firstly, for the Communist Party of Vietnam

Firstly, clearly define the core set of values combining tradition and modernity.

Secondly, issue official guidelines from state management agencies and socio-political organizations, to serve as a basis for education, communication, and lawmaking activities.

Thirdly, regularly review and update this value system to suit social changes, while maintaining cultural continuity.

Secondly, for the State:

Firstly, implement policy planning, allocate resources, and support programs for cultural preservation and promotion.

Secondly, build a socialist rule of law state and maintain strict social discipline.

4.3.1.2. For Social Institutions

The First, for the Family

Firstly, continue to promote the traditional Vietnamese family values and the role of the family in educating children's character.

Secondly, develop the household economy, create sustainable family income to meet the requirements of prosperity and happiness.

Thirdly, strengthen equality within the family to meet progressive and civilized values.

The Second, for Schools

Firstly, integrate traditional value education into main and extracurricular programs, especially at the primary and secondary levels, through subjects such as History, Literature, and Civic Education.

Secondly, diversify educational methods and value transmission through organizing experiential activities such as festivals, living museums, craft villages, generational exchange programs, etc.

Thirdly, for the Community

Towards creating a favorable social environment for practicing traditional values: accordingly, it is necessary to focus on implementing the following solutions:

Firstly, build a healthy cultural environment in the family, school, community, and online space;

Secondly, developing cultural institutions (cultural centers, libraries, museums, clubs) so that people have places to socialize, interact, and practice culture;

Thirdly, honoring exemplary individuals and promptly criticizing and addressing deviant and anti-value behaviors;

Fourthly, for socio-political organizations:

It is necessary to implement movements and campaigns associated with building human standards, such as the "National Unity for Building a Culturally Rich Life" movement. Inheriting traditional national values in building the standards of Vietnamese people today, in addition to the leadership role of the Party and the management function of the State, requires the active participation of the entire political system, including promoting the role of the Vietnam Fatherland Front and socio-political organizations.

4.3.2. Strengthening propaganda activities to raise social awareness of the role of traditional cultural values in building human standards

Firstly, innovate the content of propaganda

Secondly, diversify propaganda methods

Thirdly, classify the target audience for propaganda

Fourthly, consolidate and improve the quality of the propaganda staff at all levels

4.3.3. Promoting the role of individuals in the context of integration

Firstly, proactively embrace traditional values based on new approaches, selectively adopting progressive values from other cultures to enrich the Vietnamese value system

Secondly, encourage creativity based on tradition and promote the spreading role of the younger generation

Thirdly, promote Vietnamese traditional culture to the world through cultural diplomacy, tourism, and art, to affirm national identity and create soft power and influence

Chapter 4 Summary

Chapter 4 of the thesis analyzed the advantages and disadvantages of applying traditional cultural values in building the standards of Vietnamese people today. Identifying these factors serves as a "prediction" to establish guiding viewpoints and key solution groups for continuing to apply traditional cultural values in building the standards of Vietnamese people today, with orientations established on the basis of: selectively inheriting the essence of tradition; harmoniously combining tradition with new values of the era; placing the issue of promoting values within the overall strategy of human and social development; and promoting the role of the people as the main actors in the process of recreating and disseminating culture.

Based on these orientations, the chapter proposed key solution groups focusing on the subjects of application, communication methods in application, and promoting the self-awareness of individuals in the current context. These solutions do not exist in isolation, but are systemic in nature—subject-content-method of application. Promoting traditional cultural values is only effective when these values are not merely declared in documents, but are transformed into living behaviors, cultural environments, and social norms of the new era.

CONCLUSION

In the context of globalization, the Fourth Industrial Revolution, and deep international integration, building standards for Vietnamese people that both reflect national identity and meet modern requirements is an urgent and long-term task. Traditional culture, with its positive values such as patriotism, solidarity, compassion, diligence, and creativity, is a solid foundation for forming and nurturing these standards. Through this research, the thesis has essentially completed the research tasks set out, drawing the following main conclusions:

Firstly, theoretically, the thesis has systematized the theoretical basis of traditional Vietnamese cultural values and the current standards of Vietnamese people. Traditional cultural values are the spiritual foundation and endogenous resource for building human standards. The current standards of Vietnamese people are a system of values and rules guiding behavior, consistent with the requirements of the socialist

regime, while inheriting and promoting traditional values.

Secondly, regarding the current situation, the thesis has comprehensively assessed the application of traditional cultural values in building human standards from 1996 to the present, pointing out the achievements, limitations, weaknesses, and their causes.

Thirdly, regarding solutions, the thesis proposed a comprehensive and synchronized system of solutions related to the subjects, content, and methods of applying traditional cultural values in building the standards of Vietnamese people today.

Fourthly, by addressing the above tasks, the thesis contributes theoretically and practically, providing scientific arguments for policy planning and serving as a reference for research and teaching on topics related to culture, traditional cultural values, and the standards of Vietnamese people.

It can be said that continuing to apply traditional cultural values in building the standards of Vietnamese people is an urgent task, requiring the involvement of the entire political system, social consensus, and the self-awareness of each individual. The research findings not only have theoretical significance, contributing to the scientific basis of philosophy and cultural sciences, but also have practical value in policy planning, educational program design, and the implementation of movements to build a cultured way of life. The dissertation affirms that, for the standards of Vietnamese humanity to truly become the foundation for the country's sustainable development, a persistent, synchronized, and interconnected process involving the State, society, and each individual citizen is necessary.

Furthermore, several issues require further in-depth research, such as detailed studies of specific values, the development of evaluation indicators, comparisons with international experiences, and research into the impact of digital transformation and artificial intelligence. These are directions for further research based on the findings of this dissertation.

The research findings not only have theoretical significance, contributing to the scientific basis of philosophy and cultural sciences, but also have practical value in policy planning, educational program design, and the implementation of movements to build a cultured way of life. The thesis affirms that, for Vietnamese culture and people, with their positive standards, to be formed and developed on the foundation of the nation's cultural values and truly become the foundation for sustainable national development, a persistent, synchronized, and interconnected process involving the State, society, and each individual citizen is necessary.

LIST OF RESEARCH WORKS RELATED TO THE THESIS

1. Nguyen Thi Thu Hang (2024), 'The Value System of Vietnamese Human Standards Today,' *Journal of Political Theory and Communication*, Special Issue No. 1, pp. 27–50..
2. Nguyen Thi Thu Hang (2024), “Some solutions in Developing Vietnam’s People to meet the Country’s Sustainable Development Requirements”, *International Journal of Engineering Inventions*, e-ISSN: 2278-7461, p-ISSN: 2319-6491. Volume 13, Issue 12 [December, 2024] PP: 197-201.
3. Nguyen Thi Thu Hang (2025), “Standards of Vietnamese People and Issues Raised in the Context of today’s Globalization”, *International Journal of Engineering Inventions*, e-ISSN: 2278-7461, p-ISSN: 2319-6491. Volume 13, Issue 14 [April, 2025] PP: 30 – 34.
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