



The Impact of Globalisation on the Culture, Society and Literature of Viet Nam

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This article specifies the close, dominant relationship between renovation, society and literature development. In the Viet Nam renovation period of exchange and integration with the world, there have been many changes. Renovation policies have brought great achievements for Vietnamese society, economy and culture. Renovation in all areas is the basis and the premise for Vietnamese literature renovation. Affirming the renovation of theoretical thinking, literary renovation is indispensable. Vietnamese literature in the early 21st century, with the achievements of literature in the renovation period, has shown the spirit of democracy, freedom of expression, and deep integration into world literature in the context of globalisation. This occurred as a consequence of underlying political factors, socio-cultural situations, the reality of literature and theories, and research and criticism in Vietnam. Using a survey method that examines the achievements in social development, the results of the article indicate the cause of renovations in literature originates from political factors, the socio-cultural situation, as well as literature and theory, research, and criticism of Vietnam.

Key words: *Vietnam's renovations, social, economy, culture, literature.*



Introduction

The new era of Vietnam began after 1975. The society changed from war to peaceful life. In the society of Viet Nam in the opening period, after exchanging and integrating with the world, there have been many changes in political, economic and cultural aspects. Renovation in all areas is the basis and premise for the renovation of Vietnamese literature. Vietnam's renewal process begins, despite the old one, with the emergence of the new one. The difficulties of socio-economic life have affected literature. A severe economic crisis in the first half of the 80s of the twentieth century became serious in the midst of this decade, and polarisation among the good and bad has strongly impacted literary life. The literature of this period is dominated by the rule of life. The first change was the renewal of literature associated with the changing circumstances of Vietnam from war to peaceful life. The second step was the comprehensive renewal of literature, with the opening of the sixth Congress of the Communist Party of Vietnam in 1986. In the spirit of "looking straight at the truth, evaluat[ing] the truth, tell[ing] the truth," the VI Congress of the Communist Party of Vietnam truly brought about a democratic atmosphere, facilitating the transformation of research, and literary compositions. With the way innovation is formed in practice, "self-untied" measures are not only effective in economics but also in literature. The economic downturn stopped and began to develop towards a market economy. Gradually stabilising, social changes led to the transformation of literature.

The Premise of Culture, Thought, Political Context, and Vietnamese Society – the Needs of Renovation

After the sixth National Vietnamese Communist Party (1986), on the field of thought and culture, General secretary of Communist Party Nguyen Van Linh (6,7 / 10/1987) used slogans such as "unbind in art" and "Self-rescue before the resurrection" opened a horizon of freedom in composition and artistic activity for artists.

The Resolutions of the Central 5 are a legal corridor for innovation on many aspects. The motto is: The freedom to create is a vital condition to create true value in culture and art, and to develop talent. That brought a new culture in the new context of national Vietnamese society. Next, in 1993, Resolution 04, course VII, 2003 - Central Resolution 5, course VIII, in 2008, Resolution 23 - Central Resolution of the Politburo, Course X on continuing to build the development of literature and art in the new situation, demonstrated an alternative way of creating new and progressive culture and art. This is the guideline for democratic culture, that is, to promote a cultural identity grounded in integration and exchange with the world. It can be seen that these are important premises for cultural and literary renewal, including literary theory and reception theory (Dean, 1991); (Foucault, 1969); (Hoc, 2014).



The Vietnamese people and society have undergone a major change. On one side, they must preserve the essence of their traditional values and, on the other side, there must change. The establishment of new values, to meet the needs of a society, is needed for the image, and the country itself, to be resurgent after the war.

The socio-political life of Vietnam in this period is also complicated. Vietnamese society in these years is divided, it is difficult to define the boundaries between good, bad, white, black, perfect and incomplete. This fact caused some people to fall into crisis and lose faith. Others tend to be critical, reflective, leading them to clean a slippery past, and turn away from the national tradition. Others fall into the "out of date" situation, unable to establish their place in society. Not a small part of the way of life is materialism. In addition, the state apparatus is too cumbersome, and corruption still exists. That is the reality.

Vietnamese society and people are facing these problems in order to build a democratic, fair, and civilised country. This fact is also the basis for the formation of a new period of literature in the nation (Hue Hoang, 2015); (Hue Hoang, 2017); (Hue Hoang, 2018).

Along with the change in political context and society is the shift of psychological reception in the new social and cultural environment. Old thinking with epic tendencies is no longer appropriate, failing to meet the need to reflect the disorder of social life after the reform. Literature has to renew the artistic concept, and the reality reflection method to meet the requirements of new reader audiences, who have high awareness and aesthetics. It's a necessary change in both composing subjects and receiving subjects. In the resistance war for national defence, community strength is the centre of creation and reception. Personal life with the joys and sorrows of privacy must go back into the hidden corner, hidden deep under the noble and sacred things of the people, and the country of Vietnam. It's the difference of the extraordinary war that also makes human life abnormal. The war is over, people are themselves again with the desire for life. The aesthetic conception of the public in the period of renovation also has marked the turning point. The epic inspiration in creation and acceptance moves to the personal inspiration of the individual person in relation to all the complexities of the world of privacy.

The central point of the aesthetic ideal of readers after the period of renovation is no longer confined to the concerns of human life about social reality and the individual aspirations of man. They are also thoughts and philosophical reflections on art and literature. New aesthetics aim at enhancing the value of literature in relation to the world.

Vietnam's market economy is oriented towards the development of a multi-sectoral commodity economy with the participation of non-state-owned and joint-venture enterprises and have had considerable success. "Economic growth: Vietnam's economy achieved a



relatively high growth rate for many consecutive years. The average annual GDP growth rate between 1986 and 1990 was 4.4%; between 1991 and 2000 it was 7.5%; between 2001 and 2005 it was more than 7.5%; between 2006 and 2010 it was 7%” (10). In the context of the history of comprehensive country reform, from economics, society to culture, politics, literary readers in particular, as well as those interested in other forms of art such as cinema and theatre, have also changed. The referenced system is no longer an epic and community problem as before, but moved to the perception of human individuals, human life in market economy, and the overturning of values. The concept of life is also different due to the influence of economic life.

Impact of Globalisation to the Renovation Society and Literature

Globalisation is also a condition for readers in Vietnam to transform the atmosphere of a global ecology. The world is becoming flatter, with the support of information and communication, and the space of life has become unlimited. People in developing societies like Vietnam are able to experience the life of post-industrial societies, and post-modern societies. The fall of the Berlin Wall in 1989, the rushing development of information technology, biotechnology, and cloning, the Japan earthquake in 2012, the Houston massacre in the United States in 2013, the Haiyan storm in the Philippines, make humanity around the world have a similar experience of the fragility of human life.

“As a country in Southeast Asia, Vietnam has started renovation since 1986 and have made great achievements of historical significance, gradually getting out of underdevelopment status and joining the group of middle income developing countries. Vietnam’s renovation of growth model from broad to in-depth growth and restructuring of the economy with higher quality, effectiveness, competitiveness have posed many challenges to education and training. In the process of development, Vietnam has accelerated deeper international integration, becoming a member of international and regional organisations, such as the World Trade Organisation (WTO), the ASEAN Economic Community (AEC), and the Agreement on the Trans-Pacific Partnership (TPP). In the process of shifting to a socialist-oriented market economy and integration into the international and regional labor market, the structure and characteristics of the labor market in Vietnam have also changed rapidly, showing weaknesses of the education and training system, and human resources have not met the requirements of the labor market in terms of cooperation capacity, competitiveness, science and technology, creativity, professional skills, work culture and civilised lifestyle” (11).

This is because “in market access and support *inter alia* for new investment and intellectual property rules—for helping them get better access via the TPP to the Japanese, Vietnamese, and other markets than they would otherwise have been able to get on a bilateral

basis. So negotiating the regional TPP produced larger US gains with fewer US concessions.” (12) (Hue Hoang and Hoàng Thị, 2006); (Mien Ton, 2014); (Mien Ton, 2014).

It is because of Vietnam society in this globalised context that art and literature is forced to convey new values that are relevant to the reader's acceptance. This is an important issue of the literature of the period of integration and globalisation. A postmodern, post-industrial society within a new civilisation changes reality. According to statistics by sociologists, the rapid pace of urbanisation and the widening gap between rich and poor countries in Asia are matters of concern: “Half of the planet lives in Asia, which is experiencing rapid urbanisation, largely thanks to the industrialisation of China and India. The world’s most populous continent is also culturally and politically diverse, with economic extremes of wealth and poverty. The influence of Asian cities on the world stage is increasingly apparent. Between 2008 and 2025, Shanghai is expected to soar up the global city GDP rankings from 25th place to 9th, and Mumbai is expected to rise in the same period from 29th to 11th place. In the region, the urban population of 1675 million (41%) in 2010 is expected to rise to 2086 million (47%) in 2020.” (9).

Reality does not exist objectively. It exists in the human mind and in the interaction of the recipient with the receiver. Everything has become relative due to the notion that there is no absolute truth. “On the basis of this individual democracy, the individual (not society) is the foundation of society. And the new individual has the freedom of creation, even though he is aware that ... creativity, though unique, is just relative” (4).

Along with composition, individuals also become the frame of reference for values in reception. An individual becomes a convergence to transform values, to improve the artistic quality of the work. Man, with his deep-seated consciousness, is the most universal value in the consciousness and aesthetic level of the reader. Today's readers are more interested in personal qualities, the need to look back on themselves, to evaluate themselves in a normal way, especially to force the literature to change, and reflect the reality of personal life, that is, the reality within people.

The Change of Human Psychology in the New Era as a Great Impact on Renovation Society and Literature

Human psychology in the new era, the expectation of readers after the renewal in 1986 has changed markedly. According to the sociological survey of some researchers, the choice of subjects, topics and types of readers after renewal in Hanoi are as follows: 65.9% chose themes of marriage and love, 37.1% selected topics of war, 37% chose rural subjects, 31.9% selected topics of history, and 31% chose detective stories. 69.1% of readers are interested in high humour, 50.2% of readers love high quality artwork, 41.3% are interested in the unconscious, and spirituality, and 38.8% chose satire as their favourite. Only 14.3% were

attracted to the topic of sex. (11). The above figures show that the tastes of readers have shifted from the epic to private life. Topics that were less expressed during the war, such as love, marriage, family, and were hidden in the spiritual unconscious, moved into focus after the war. In particular, the interest of readers was also directed to translated literature. This rarely happened before the 1986 period. The number of readers directed towards translated literature and literature in the country is almost equal. 87.2% of people are interested in translated literature and 87.5% of people are interested in literature of the country. In particular, the most translated books are the awarded books and Best seller tagged ones accounting for 48.5%. Books by famous authors hold 62.7%. The books with public attention make up 74.5%, and the problematic works is 33.2%. (14).

Public opinion and community have had a great impact on literary life. Since 1986, especially before the 1990s, the situation of translation and publishing has been particularly active with individuals appearing as brokers translating, printing books and selling books for profit. A range of different literary works from many cultural areas with different aesthetic and ideological frameworks have been translated and published in Vietnam. The diversity and excitement of the translated book market, especially at the beginning of the twenty-first century, contributed to shifting the consciousness of the writing team and the literary public. Learning, following, hybridising, creating and competing with world writers, Vietnamese writers are forced to change, and domestic literature thus transforms. Translators and literary writers as literary brokers have played a motivating role for domestic literature to change in the direction of diversification and toward the needs of readers / consumers. The translation of foreign literature and theoretical works help to enhance the aesthetic taste of readers and writers in the country. The creation of competition, learning, and integration with the world intensified the force of writing and criticism in Vietnam. The shift in the minds of the majority of readers has a great impact on the appearance of literary life in the country. Readers take the throne, participate in the process of creation, birth, and shape the destiny of the work. Thus, the reception of readers is a point of orientation for the development of Vietnamese literature in the context of exchanges with world literature. The democratisation of literature in the market economy mechanism makes literary works become commodities, bringing economic benefits to authors and publishers. Attention to the needs and tastes of the reader is necessary for writers and publishers. Currently, the reception of literature is an important part. This is a factor to consider carefully in the process of writing. For literature to survive and develop, it must catch up with the needs and tastes of the public. The reader's research has proven useful in explaining the phenomenon of the best-seller, or the reproduction of works, by reference to past literary phenomena such as Tran Dan, Le Dat, etc.

In Vietnam's traditional literary theory, reader's role was not considered important. Tran Dinh Su called it "the crisis of reasoning." Due to a period of reasoning influenced by Marxist-



Leninist thought, in the renovation era, ideologies that did not value readership proved to be irrelevant. The need to innovate literary theories, both originates from the inner journey itself and comes from the urgent need of the modern society, "when the reader appears." In the advocacy movement of traditional theoretical thinking, new and multidimensional voices emerged, and different research trends opened up possibilities for literary research. These innovations are a sign of prosperity for the needs of comprehensive innovation, radical Vietnamese literature, including critical theory, and literary research. An equally important cause is in the context of globalisation, that is, the rapid development of the world's theory with a series of trends. Critical succession research has influenced theoretical thinking in Vietnam, making the need for research innovation become urgent. In the years before the 1986 renovation, due to the objective situation of Vietnam suffering from war, which was restored to the country from 1975 to 1986, national literary theory is much slower than the world. Long-established theories, which have become familiar, worn out in the world, are beginning to be introduced in Vietnam, and seem so new and unfamiliar. Therefore, for Vietnamese literature to keep up with and progress with the theory of the world literature, it should translate and introduce the achievements of Western theory. The change in thinking, economic management and culture of the state makes the socio-cultural life of Vietnam change. According to some foreign economic researchers, Vietnam's renovation policies have brought great achievements to the economy and society of Vietnam (9). Different from the period 1932 - 1945 involving forcible change from the West, and when Vietnam was colonised by the French colonialists, Vietnam after 1986 actively exchanged and integrated with other countries in the world. New scientific achievements have been widely received in Vietnam, such as criticism, structure, semiotics, deconstruction, postcolonialism, postmodernism, psychoanalysis, and cultural studies, including the theory of receiving criticism from readers. Issues posed to Vietnamese society, culture, and literature after 1986 are based on profound changes in cultural infrastructure that allow access to literature from a cultural perspective. Additionally, with flexible virtual variables, access to literature from a cultural perspective requires new perspectives, allowing a wider range of standards and a wider reception space (Nam Pham, 2013); (Nha Phung, 2016); (Schott, 2016).

Conclusion

From the political, social and cultural context, the renovation of theoretical thinking and literary innovation is inevitable. Vietnamese literature in the early 21st century, with the achievements of literature in the renovation period, has shown the spirit of democracy, freedom of expression, and integration into world literature in the context of globalisation. Many underlying causes were involved, including political factors, socio-cultural situations, the changing nature of literature, and critical reasoning. Social, economic and cultural conditions are the foundation. The change of the reader's position from traditional to modern, postmodern, the inner journey of literary theory itself, and the influence of Western



theoretical thinking, including reception theory, are important causes for the emergence, diffusion, and development of aesthetics in Vietnam.

Thus, interest in the role, and the tastes of the reader also expressed the independent development of the self-literary theory of Vietnam. Because it is a consecutive, continuous development, the theory is based on the gaps, and deficiencies of previous theories to innovate. Reception theory could be extreme or relative but, with an emphasis on the role of the reader, is an indispensable development in human reasoning, including in Vietnam. The development and enhancement of the reader factor is a form of self-consciousness, self-renewal of thought and Vietnamese literary theory. Along with other theoretical achievements, reception theory is increasingly showing its role in research, textual promotion, extending the aesthetic horizons of works to infinity. Failure to do radical and comprehensive renewal in art and literature will hinder the development of the country.

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