



Preserving and promoting national cultural identity for students majoring in the University of Greenwich Vietnam's Graphic and Digital Design in an international University environment

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Abstract

In terms of development and integration of globalization, Vietnam has many qualities of international universities with international standard training programs, which prestigious educational accreditation organizations have recognized. Students have the opportunity to study entirely in English and in an advanced learning environment, which is a great advantage for learners in accessing international education. Research on Preserving and promoting national cultural identity for students majoring in the University of Greenwich Vietnam's Graphic and Digital Design in an international University environment aims to emphasize the importance of national cultural identity in development, current globalization integration, especially for students studying international training programs that do not have specific subjects on national history and cultural traditions. From there, the topic proposes a number of solutions to raise learners' awareness of preserving and promoting national cultural identity in future professional activities. The research used analysis, synthesis, and interdisciplinary methods such as cultural studies, ethnology, and fine arts. This paper aims to contribute to the study of solutions to preserve national cultural identity in the context of today's international integration

Keywords: Graphic and Digital Design, National cultural identity, International University, University of Greenwich Vietnam.

1. Introduction

Graphic-Digital Design students at Greenwich Vietnam are trained in an international environment, the training program is followed by Greenwich, London. Students have access to high-quality training programs in an English-speaking environment. This has helped students after graduation not only well equipped with knowledge but also English and skills. These help students have many career opportunities after graduation in international working environments or in multinational corporations.

Although the international curriculum has outstanding advantages in terms of knowledge, skills, and English that an international training environment brings to students in general and also at the University of Greenwich Vietnam, it points out that the Vietnamese national cultural identity is not included in the curriculum directly through subjects. Activities related to traditional culture, if any, can only be organized in extracurricular forms or clubs at training facilities. Educating global citizens not only trains people to be able to meet global adaptation in terms of knowledge, expertise, skills, and personality but also focuses on cultural factors. Accordingly, learners need to have a deep awareness of the traditional culture of different cultures around the world, especially the cultural identity of their own country.

The current context of integration and globalization brings Vietnam many opportunities to develop, study, exchange culture, and integrate into the world. However, these are also big challenges in affirming national identity on the human cultural map. Therefore, preserving national cultural values is an indispensable factor in the current context of global integration. The role of education in preserving and promoting national cultural identity in domestic education and education in the international environment needs to be properly considered. Since then, there have been strategies in training through many different activities to promote traditional national values. These educational activities aim to raise student's awareness in the international training environment about preserving, conserving and promoting traditional values of the nation.

2. Body of paper

2.1. Literature Review

Vietnamese people in the past soon formed national consciousness and love for the country. In addition, production methods also influenced the formation of cultural customs and ideas of national identity. Next, with a long history of fighting against foreign invaders, a spirit of independence, patriotism, protecting the life and independence of the nation, and protecting freedom was formed. The geographical location is also very favorable for cultural exchange. Vietnam has long been expanding, absorbing, and refining the cultural essence of humanity. Since then, Vietnamese people have had an advanced culture imbued with the Vietnamese national cultural identity (Chi, 2021).

According to Hoang (2010), national culture is the internal development force of the nation and national cultural identity is the most unique and quintessential value that creates the strength and effectiveness of those internal forces once established, exploited, and promoted.

About cultural i.e. national identity, it is a matter of personal feeling and the need to identify with a community where one truly belongs, while respecting the different values of others, thus proving one's existence in a particular area (Panka, 2020).

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. Nation culture is the foundation of society. It is the goal, and the driving force for economic and social development (Chi, 2021).

It can be said that national cultural identity is the core values and characteristics of the physical, spiritual, and even origins of a nation that are not mixed with other nations. The national cultural identity of each country may have similarities with some other countries. However, when studying in depth the cultural characteristics associated with the history and culture of each country, you will see the unique identity of each country. National cultural

identity is the luggage for each citizen to identify themselves as well as their country's culture when integrating into the international environment.

Regarding the internationalization of education, according to Ranka (2020), it is clear that the internationalization of education goes beyond the interests of preserving national values, but there is no clearly defined public political discourse or the need to reduce subjects of national value from the educational process. It is all the responsibility of the state agency and department of the competent ministry to support the dominion. Her comment pointed out the role of training institutions in preserving national values in the context of the internationalization of education.

The intellectual force that we expect from them must not only be professionally good but must also possess cultural and traditional identities so that they are always worthy of being intellectuals of a nation with cultural and traditional traditions. long-standing, very loving, attached to compatriots, always resilient, indomitable in the face of all invading enemies, and worthy of being a heroic nation (Nguyen, 2020). He emphasized the importance of traditional cultural identity to the intellectual force.

2.2. Methodology/Materials

From personal teaching experience at domestic universities and the University of Greenwich Vietnam, the author has made observations and assessments from education practice. Specifically, education on preserving, conserving, and promoting the nation's cultural values for students. Research methods have been used such as analysis and general synthesis of history, culture... from available sources. Qualitative research was used to analyze culture data, combined with ethnology, history, and fine arts.

2.3. Results and Discussion

2.3.1. The importance of preserving and promoting Vietnamese cultural identity

Vietnam is in a period of international integration. National identity plays an important role in integrating with the world (Annette, 2014). Integration cannot avoid cultural exchange and reception. Each country has its traditions and identity. To avoid integration becoming dissolution, each person needs to prepare their own intellectually and with a patriotic spirit.

The human resources of each country belong to the scope of national cultural identity. Losing national cultural identity means losing the potential of human resources (Chi, 2021).

With the development of modern society, many traditional cultural values of the nation have been lost or eroded. Many young people nowadays live in a pragmatic, individualistic way. They promote material values but lose good traditional values such as respecting parents, respecting teachers, living politely, and living ethically as well as cultivating personal qualities or appreciating and preserving them. traditional values of the nation.

The need to create a citizen of the world, as imposed by the globalization processes, has influenced the reduction of the corpus of topics on national identity values within the educational process (Koković, 1997).

Therefore, the role of education in training the young generation needs to be emphasized. In particular, it is necessary to focus on cultural and moral values, and traditional values in addition to equipping students with knowledge about national culture through art, culture, and history, etc.

The role of a country is to preserve, preserve and promote national cultural values. In particular, it is necessary to pay attention to equipping the young generation with knowledge

and building love for the homeland, because they are the future of the country. For students studying in international environments, this factor needs even more attention because they are high-quality human resources who will work mainly in international environments after graduation. Therefore, they need to be more deeply aware of the role and tasks of a Vietnamese citizen with a strong cultural identity when approaching and working with the international environment.

2.3.2. Educating Vietnamese cultural identity for Graphic-Digital Design students at the University of Greenwich Vietnam

Vietnam is in a period of international integration. The process of international cooperation and globalization is an objectively inevitable process for Vietnam in its current development process. Since the 9th Congress in 2001, Cong San Vietnam Party has realized that Globalization is taking place strongly. This is an objective trend that attracts countries, and covers most fields. It is both promoting cooperation and increasing competitive pressure and interdependence between economies. Bilateral and multilateral relations between countries are increasingly deepening in economics, culture, environmental protection, crime prevention, natural disasters, and pandemics (Nguyen, 2021). Nowadays, after more than two decades of proactive international integration, Vietnam has been immersed in the process of globalization integration in all fields from economics, politics - society, environment, education and training to cultural and artistic life, etc.

Integration is an opportunity to learn experiences in cultural exchange, technology, job opportunities, and economic competition, and at the same time, it creates many challenges. Among them, Cultural challenges need to be addressed. Integration cannot avoid the elements of learning cultural factors from the outside. Therefore, students need to grasp how to perceive and evaluate the cultural values of other countries as well as their own. From there, we create harmony in cultural exchange while affirming the traditional values of our Nation. Maintaining national cultural values in the current trend of globalization integration is a vital factor in affirming Vietnam's position on the world map. That prevents integration from becoming dissolving into the cultures of other countries.

Preserving and promoting cultural values in the context of globalization is posed as a major challenge. Preserving and promoting traditional values, identity, and tangible and intangible cultural values need to go hand in hand with globalization, meeting common global criteria. Preserving and promoting national cultural identity is one of the core tasks of global citizen training in the current context of global integration.

Besides the role of society, the factors contributing to education to raise awareness of Graphic-Digital Design students at the University of Greenwich Vietnam require three main forces, which are training facilities, lecturers, and students.

Firstly, the role of training institutions. Students majoring in Graphic - Digital Design at the University of Greenwich Vietnam are trained according to the training program of the University of Greenwich London. It is an internationally recognized educational program. In this program, learners are equipped with a lot of knowledge and skills to become Designers who can work anywhere in the world. However, because it is an international curriculum, there are no subjects in the training program to equip knowledge about the traditional cultural values of the Vietnamese people. Therefore, creating activities to help students have the opportunity to learn about traditional Vietnamese cultural values is very necessary.

In recent years, there have been several extracurricular activities and clubs for students to help students access culture such as the organization of the national British Colors competition and the exhibition: Cultural and Art Exchange Art between Vietnam and the UK,

held in 2022; Culture Week K12 - City tour: Learn about culture and play movement games Fine Arts Museum War Remnants Museum, Nguyen Hue Walking Street, Notre Dame Cathedral, City Post Office, Book Street, April 30 Park, and Turtle Lake. It was held on August 8, 2023. These are very useful activities for students in accessing and learning about national culture, thereby providing students with knowledge as well as forming patriotism and love for national culture. However, these activities are still few and not enough to meet the large number of students studying at this school. In addition, Vietnamese national culture is very rich and diverse, so more activities are needed to meet the need to provide students with more opportunities to learn about their national culture.

The issue arises for training institutions and learners when training time is limited but the amount of knowledge and skills needs to ensure both traditional and modern elements. Besides professional skills, the most essential thing to have a solid stance is the learner's thinking and awareness of the values of Vietnamese national cultural identity, thereby shaping the foundation of self-awareness.

Therefore, training institutions need to have more clubs and extracurricular activities to help students access and learn about traditional national values from intangible to tangible, and crafts, the traditions that need to be preserved and promoted. These activities aim to equip learners with the history of national culture and art. It aims to enhance the value of the nation's cultural identity and traditional arts as well as the fundamental cultural and artistic characteristics. Core values in traditional national culture and art. Suggested activities such as visiting historical museums, art museums, etc. Through these activities, students can learn and form a love for national cultural values. It also helps students gain more knowledge, materials, and self-confidence in incorporating traditional cultural content into the implementation of course projects as well as future career development orientations.

Integrating traditional cultural education content into the educational program according to the University of Greenwich's Educational Program not only does not affect the internationalization of individual learners but also meets the elements of training and preserving the national cultural identity of the learner's country.

Secondly, the role of the lecturers. Lecturers play a very important role for students as well as the training process. Lecturers need to improve their qualifications so that students can take the lecturer as a good example to follow. Lecturers not only teach students intellectually but also help them orient their thinking and help them build a love for the values of national cultural identity in the process of choosing materials and content. used to carry out course projects. In addition, education is also through the attitudes and behaviors of lecturers and educational activists, thereby conveying the spirit of love for traditional national values to learners.

Finally, the role of students. Students need to raise their awareness, improve their moral qualities, enhance their spirit of self-learning, and cultivate and build a love for the nation's core values such as respect for morality and humanity, love and strive to be creative in preserving and promoting the artistic and cultural values of our nation. These are the values that graphic design students always preserve and promote. However, students need to be more proactive in exploring and accessing the treasure of knowledge about national cultural identity values to equip themselves with a core foundation of traditional cultural values. These topics can be deployed in the implementation of subject projects as well as after graduation. In addition, learners need to be aware of their role as a member of the country with national cultural values in the process of studying and working after graduation.

3. Conclusion

World integration brings countries many development opportunities as well as increased opportunities for cooperation and competition with countries around the world. However, besides the opportunities, there are also great challenges in integrating without dissolving or losing the core values of national culture. The challenge facing today's training is that after graduating, students will not only be equipped with knowledge and skills but also ideological bravery about their national culture. For students studying in an international environment, students majoring in Graphic-Digital design at the University of Greenwich Vietnam need even more attention. After graduating, they can confidently participate in the world integration process as Vietnamese citizens participating in the world's globalization process.

Equipping Graphic-digital design students at the University of Greenwich Vietnam aims to be aware of the importance of national cultural identity as well as enhancing students' understanding of traditional national culture. It is the responsibility of the University of Greenwich Vietnam, the entire society, training institutions, teaching staff, and students. Raising students' awareness needs to be done through many different activities such as participating in activity clubs and learning about traditional values. It can be through extracurricular activities organized by training institutions, through imparting experience and knowledge of lecturers as well as through the continuous learning efforts of students. All of these activities will help students after graduation be confident and steadfast in carrying their national cultural identity when integrating into the world.

3.1. Recommendations

Graphic- Digital Design students at the University of Greenwich Vietnam Students need to be raised aware of their roles and responsibilities in the country's development. Besides, they need more extracurricular activities to learn about traditional Vietnamese cultural values. Thereby, they can apply their learning projects, and own personality in the learning process. Building a solid foundation of understanding patriotism and love of national culture should become a core factor for students after graduation and a tool on the path to future career development.

3.2. Limitations

With the scope of a conference article, the author has not deeply explored students' understanding of ethnic and cultural values as well as students' approaches to making comments and evaluations. The author has also not proposed specific, personalized methods for each individual.

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