

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