

Original Paper

The Impact of Literature in Construction the People of Modern Culture

Hue Hoang Thi^{1*}, Thao Do Phuong² & Hang Phan Thuy³

¹ University of Education, Hue University, Vietnam

² Central Propaganda Department of the Central Committee of the Communist Party of Vietnam, Vietnam

³ University of Khanh Hoa, Nha Trang, Vietnam

* Hue Hoang Thi, University of Education, Hue University, Vietnam

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Abstract

This study clearly shows the value of literature and arts in general, contemporary Vietnamese poetry in particular, in the discovery and building of a modern, radical human model with Vietnamese cultural identity, on the basis of foreign cultural quintessence screening and processing department. The results of the study confirm the urgent need to establish new cultural values, modern human cultural personality, consistent with the cultural traditions of each nation and humanity.

Keywords

impact, cultural, identity, cultural values, personality

1. Introduction

Vietnamese literature, since 1986 up to now, has achieved many achievements, reaching and catching up with world literature. The problem of pondering and becoming a prominent topic in contemporary poetry is still a human issue. Discovering and building a modern, radical human model with Vietnamese cultural identity, in the context of globalization, is the destination of literature and arts in general, poetry in particular. Vietnamese society and other countries in the world are in the process of globalization—an important process that helps people in society who have not completed the modernization process can have their own experiences of the people in postmodern society. They will have the conditions to assert and promote their personal position, help people to be more confident about themselves, to be aware of their own worth when faced with the problems of contemporary society. They will know how to take advantage of the opportunity to get rich and beautiful for

themselves and the community. The more modern the society, the more individual human beings develop. Individuals have cultural capital, knowledge, understanding, and the higher ability to integrate and assert themselves. The change in the social model, the cultural life and the rapid development of science and technology affect the spiritual life, affecting the concept of human in contemporary life. The advantages and benefits brought about by globalization are quite large, but the opposite is not small. This change in cultural paradigms requires the establishment of new cultural values and a new cultural personality. Therefore, learn, refine and adapt foreign cultural quintessence on the basis of inheriting traditional cultural quintessence to build a contemporary cultural human model that is both modern and ethnic. Injury to the world is a requirement of many cultural and artistic branches.

2. Content

2.1 *The Individual Person Has the Imprint of Traditional Culture*

Along with prose, contemporary Vietnamese poetry on the journey of renewal and integration, associated with many names that are interested and appreciated by the public such as Tran Anh Thai, Nguyen Quang Thieu, Mai Van Phan, Inrasara, Phan Huyen Thu, Vi Thuy Linh ... With a noble mission to establish the relationship between symbols and language, poets set their own path to assert the position of their own poetry and national poetry in the globalization trend. Contemporary poetry, in the journey of finding and discovering the essence, building up the model of a multi-dimensional contemporary cultural person has raised the individual into a center of philosophical expression. The concept of the individual only really came into being in the great industrial production, although it was born late, it went beyond traditional limits to reach universal. Individuals become the key factors to assemble society—a union of individuals. In a modern society, the more developed the economy is, the greater the individual role, each individual is an independent entity, capable of outstanding labor to assert himself as a complete unit. The more outstanding the individual is, the greater the impact on society is. “Individual culture in contemporary society manifests in responses to reality. More specifically, individual culture manifests in words, gestures, actions, costumes ... the immediate behavior of each person. The root of this cultural behavior is the philosophy of life and individual labor”.

Morality and talent are two important factors that make up the nature of cultural personality. Therefore, contemporary poetry always aims to build a shining symbol of personality, full convergence of moral values combined with talent, intelligence, emotion-optimism, solidarity, love. wrap each other and be grateful for the roots of birth, the nurturing roots: “I leave in the morning the mud-covered angels of flesh and date and return to the place waiting waiting for the night” (The day is brilliant opening-Tran Anh Thai; Trần Anh Thái, 2007, p. 18). The individual person in contemporary poetry always looks to the homeland as a source of nourishment to the spiritual life of the person—a source of boundless creative inspiration for the artist, the place to return when suffering and success or fail: “I sing a song of my native village/I sing through my navel cord/ Which was buried there” (A Song of my native

village-Nguyen Quang Thieu, 1997, p. 3; Nguyen Quang Thieu, 1997, p. 3). Drinking water, remember its source is also a good quality, modern people must know how to save: “The Đáy River flows through my life/Like my mother coming home through our gate/With heavy baskets on rice at the end of the day/I’ d rub my face on her sweat-soak back/as cool as the river at night” (The Đáy River-Nguyen Quang Thieu; Nguyen Quang Thieu, 1997, p. 7). Believing and grateful for the traditional cultural values of the nation, contemporary poets preserve and promote it in building human personality: “Ancient tomb/Path of memory/Which path my ancestors have gone ...” (The day is brilliant opening-Tran Anh Thai) (Trần Anh Thái, 2007, p. 17). The hard-working, industrious people, mothers, sisters, younger brothers ... early in the day “The light at the end of the day is dew/My sister mixed into heaven and earth” (The day is brilliant opening-Tran Anh Thai; Trần Anh Thái, 2007, p. 23).

That figure is familiar, close and becomes flesh and blood in the mind of each person. The more modern and more busy life, the more people want to return to their rural roots, the peasants in themselves as a friendly place. “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, the country of Vietnam. It’s the difference, extraordinary of the war that also makes human life abnormal” (Hue Hoang Thi, 2020, p. 2). The image of these women suffering and suffering exists as symbols of traditional cultural people in contemporary poetry.

2.2 The Individual Person Has the Imprint of Contemporary Culture

In addition to building human models with traditional moral values, contemporary poetry focuses on portraying the individual person with new cultural colors. In the literature period 1930-1945, the model of the modern urban cultural man almost dominated the literature, then gave way to the community man, the ethnic people in the period 1945-1975. After 1986, due to the domination of the culture of the doi moi period, literature focused on building the personal type of person, but developed at a higher level. Issues about individual people, essence, others ... in the tendency to dialogue with oneself, dialogue with society, looking back at oneself from personal status, personal tragedy with insecurity and loneliness, confusion, dark spaces in the soul, problems of existence, happiness and suffering ... are conveyed by the poets in their compositions containing many reflections and contemplations. It is the type of person that reconciles traditional and modern cultural elements, postmodern, that is, individual person with changed internal structure, difficult to grasp and recognize, if from the criteria before. Modern individuals, in dealing with themselves and around, they both express themselves and adjust themselves to adapt to the national culture and humanity. Society needs the creativity of each individual, liberation for each individual is the basis for human liberation (“Human history has seen two major personality sacrifices. In the first process the personality is sacrificed for authority, religious, political, or spiritual authority. Mankind has liberated this corruption by bringing man back to himself” (Karl Marx, 2008, p. 131). A market economy with a desire to get rich, a pragmatic lifestyle also risks alienating personality. People will probably be sacrificed by economic power, great moral values, love, and vitality that will be squeezed out if the economy is unified. The modern individual person asserts

himself not only in morality but also in talent and intellect. Discovering, deepening the being, asserting himself as a different and unique entity, the poet considers art creation as a cultural act, an expression of labor force to be himself. An attempt to create yourself, writing first is to change yourself. Poetic creation is a creation of language, a cultural creation, a journey of suffering, of solitude. Write to see yourself exist and truly exist. Poetic creation, with the poet is a process of reconstructing a self, an individual in the journey of searching, looking deep into himself in the most sincere way. Because in the artistic work, the individual artist reveals his own identity, the more individual has his own identity, promotes it into a creative driving force, and will create material and spiritual products with literary sound. generalization of the whole community and ethnic group. Authentic and valuable artistic products will convey in it the common cultural mark of the nation and humanity. The effort to build consciousness, community identity through individual consciousness is the constant effort of the contemporary poet: "Their toes are bony, with long black nails;/They spread like chicken feet./For five, fifteen, thirty years, I've watched/The women go down to the river for water" (The women carry the water-Nguyen Quang Thieu; Nguyen Quang Thieu, 1997, p. 21). Modern human culture respects and upholds individual dignity and democratic thought. Because the individual is an important factor that creates the strength of the community, but traditional Eastern culture does not accept the individual. Intellectuals and intuitions of each individual are important factors, but the person's place in the endless life is even more important. Due to "In the individual human being, nothing is eternal and permanent... we are not the owner of the life that flows into us, just as the light bulb is not the owner of the current that makes the light bulb shine". It is the philosophical depth in the concept of the individual of the East that makes contemporary poets aware of the heavy responsibility of the art creator, the poetic language that contains the cultural journey of the nation, and creating national culture, so it is blood language, light language. The poet not only represents the individual artist, but deep down in the language, countless voices of the community resound. That way new poetry will last at the same time. Desiring to create identity, personal identity in language, through language, the poets see artistic work as an act of creating and preserving culture through language. Using language as its goal, the world and the people appearing in poetry are not as simple, monstrous as before, but sparkling in multiple dimensions. The intrinsic purpose of artistic labor is the main substance, in questioning the nature of the world and the people. The modern individual person is aware of individual rights but is also very aware of duties and responsibilities to the community, as a counterbalance for that individual to exist in balance. The modern individual man both tries his best to construct himself through the national "identity", at the same time, at the same time, constantly affirms his individual identity, the other of each person compared to the community. Because each individual is both similar and different from those around him, individual culture respects each other, but also values the common. The other helps to integrate culture without losing it, on the contrary, it is even brighter and more unique due to its distinctiveness and difference. But the other would not be accepted if it were not based on traditional culture, so that desire for renewal is always a permanent consciousness in poetry. It is the journey of

discovering the depths of the human self, the differences between one individual and other individuals: “Crouching on a chair/Drawing the sky/No room for clouds” (Mai Van Phan, 2017, p. 2). Artwork requires both talent and diligence, the product created will bring that individual identity, as a way to carve a personal mark on the readers’ hearts. “Culture gives people human qualities ... through the literature, people see the personality of its creator ... through human characteristics, people also understand their cultural personality” (Thanh Duy, 2004, p. 235). Discovering and establishing a contemporary cultural person in poetry helps people to discover themselves more deeply and comprehensively, on the basis of comparison with traditional cultural values, in order to establish the right to life, freedom, democracy ... enrich the spiritual life of man. The spirit of democratization and social globalization create conditions for Vietnamese poets to selectively absorb new human theories, combine knowledge, culture and personal experience to build human models contemporary culture, contributing to enriching Vietnamese cultural capital in the trend of world integration. A contemporary individual person with the need to express himself, affirm ethics, talents and a sense of self-worth, expressed in poetry in many ways: in life, in love, in art ... etc. All together aim to discover and build an individual human model with contemporary cultural colors in the era of globalization, integration and development. “In addition to economic and social challenges, Vietnam also faces cultural challenges. The possibility of losing national cultural identity is a particular common threat for many developing countries. For every nation, cultural tradition is the most important and valuable thing, and literature is the expression and products of culture. As a form of spiritual culture, literature is a place to store, preserve and create cultural identities of the nation. National cultural identity is the unique core of a cultural community in the history of existence and development, which can help to distinguish one ethnic group from another” (Hue Hoang Thi, 2020, p. 63). It is a type of cultural person with a new value system: both inheriting the traditional values of the nation such as drinking water, remember its source, love, support, share, live for everyone ... and combine with other new values of the modern society such as individual autonomy, creativity, sense to rise to assert themselves... etc.

3. Conclusion

Literature has reappeared, built and preserved many cultural human models bearing the characteristics of each cultural period from the early twentieth century to the present. Contemporary Vietnamese poetry also contributes to building people who put themselves in the middle of the work of society, are an organic part of society, catalyze from their position, their ability to the commune, society, creating values that promote social development. Poets contribute to the treasure of artistic experience through their own voice, unique talent, and the artist creates specific cultural models that enrich people's spiritual life. That is the type of person who values the love of homeland, family, believes in life, desires to affirm dignity, personal talents, desires to live, loves to the end of life, ready to burn to the fullest in life, live and work in art to assert the being. The contemporary individual person in poetry, regardless of its expression, is always a cultural value that resonates with all that belongs to the human

race, era and nation. Because “The historical lesson that the American people learn is: a good life is more meaningful, larger than personal freedom and material fulfillment, a happy life also includes development. community relationships and taking care of social concerns”.

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