# Preserving and promoting brocade cultural identity
# Unique traditional costumes of ethnic minorities
# in the context of 4.0 Revolution today
## Situation and solutions

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*B*rocade has a very important position in the life of ethnic minorities. It is the crystallized value of traditional craft quintessence and is the most characteristic material manifestation of ethnic culture. In particular, the cultural value of brocade is a key element to create the traditional culture of the Vietnamese ethnic groups. At the level of practical life, brocade plays a key role in the clothing associated with daily life. At a higher level, brocade is the characteristic of identifying and distinguishing ethnic groups. Through specific motifs and patterns on costumes made from brocade materials, ethnic nuances are expressed as well as showing the impact of cultural exchanges and transformation between different ethnic groups. The fourth industrial revolution (or industrial revolution 4.0), which is taking place in many developed countries, also has a positive two-way impact and limitations on traditional brocade cultural values of Vietnamese ethnic minorities. The urgent problem is that, how to maintain the unique characteristics of traditional methods and keep the cultural content in products, and apply the achievements of science and technology to shorten the work power and production time? The article analyzes solutions to solve part of the urgent problem that is posed.

**Keywords:** Brocade; Preserving and promoting brocade cultural identity; Ethnic minorities in the Central Highlands; Industrial revolution 4.0.

**1. The 4.0 Industrial Revolution and Vietnamese culture, facing the issue of preserving and promoting the brocade cultural identity**

Mankind is witnessing the 4.0 Industrial Revolution with rapid growth and demonstrating the miraculous ability of people in conquering nature. This revolution affects most countries and nations; in all aspects and every individual in the world directly and deeply.

"4.0 industrial revolution" needs to be understand in a broad sense, meaning "4.0 economic" or "smart economy" with two important characteristics, which are the super technology and integrity.

The world is now facing the fourth industrial revolution (4.0) that fundamentally changes the way people live, work and work together. The size, scope of influence, complexity and shift of society from this revolution are enormous, creating each nation's opportunities and challenges that are integrated, comprehensive and different from three precedents: the first industrial revolution since 1784 (using steam engines for production); the second industrial revolution since 1870 (using electricity for mass production); the third industrial revolution since 1969 (related to electronics, semiconductor technology and information technology for the automation in production process).

There are many approaches to the concept of 4.0 industrial revolution. It can be understood, however, that the 4.0 industrial revolution is the transition from the third industrial revolution, based on the digital revolution that took place in the late twentieth century. The essence of 4.0 industrial revolution is the unification of technologies, creating the link

between physical, digital and biological space; is the ability of billions of people to connect through mobile devices with computing power, tremendous data storage capabilities and unlimited access to human knowledge.

The fundamental technologies, the core of the 4.0 industrial revolution, are self-propelled robots (used in automation in many different areas and based on computer connectivity; Through central servers, robots can be coordinated intelligently and work automatically), big data (big data and algorithms analyze them for information management), augmented reality , 3D printing technology (a technology that enables people to effectively integrate and interact with systems through real-time information, enabling design improvements, increasing efficiency, flexibility and cost reducing), cloud computing (technology platform that supports remote services, performance evaluation and many other business areas), cyberspace security (which is a critical requirement when people move from single systems to internet systems), and Internet (the system of computing devices, mechanical and digital machines, objects and people with interconnected relationships, have the capacity to transmit data on the network without interacting with people).

On a global scale, the 4.0 industrial revolution will have fundamental effects on each country. The level of impact will depend on the adaptability of each country to the wave of technology brought about by this revolution. The effectiveness of the 4.0 industrial revolution has become increasingly large in increasing productivity and labor efficiency due to breakthroughs in new technologies that have appeared about 10 years ago, like artificial intelligence, robots, self-propelled vehicles, 3D printing technology, nanotechnology, biotechnology, developing new material, energy storage/conservation techniques, quantum computing technology, ...

If culture is a torch, then cultural construction is a journey of lit the fire. Vietnamese culture is not outside of that impact. The 4.0 industrial revolution simultaneously created both great opportunities and challenges for the development of Vietnamese culture today. The influence of the 4.0 industrial revolution on the development of Vietnamese culture and society.

4.0 industrial revolution (referred to as 4.0 revolution) based on the development of information technology, digital, internet, global connectivity in many levels, many fields at the same time. The third scientific and technology revolution has erased the boundaries between nations in terms of scientific knowledge and economic field. Products from material production in this revolution have covered the world and every human being can use it from any production site easily. However, the third scientific and technology revolution characterized by the effective use of traditional energy sources, while the 4.0 revolution used new energy sources, creating new materials is fundamental. 4.0 revolution proves that scientific knowledge (especially artificial knowledge) has a tremendous material power to allow the world to be reformed at a high level, just like the Marx pointed out: tools extend human senses. Biotechnology, nitrogen technology associated with the endurance of materials. The emergence of robots, automation, production lines, and learning control is increasingly fast, extensive and highly qualified. Information technology helps connecting and expanding the exchange and communication between people via the Internet, also there is a tendency to erase the boundary between the nation and the culture. Culture has profound local tradition and ethnicity, however there is a great risk of fading. Along with it is the big countries that want to play a role, to fulfill their ambitions of interests, political purposes as well as increasing their cultural influence. Big countries use 4.0 revolution achievement as an effective tool to promote their culture for political purposes. The protection and preservation of a national cultural identity of a country faces such trends in the most comprehensive, direct and dramatic way since ever. 4.0 revolution makes any country, nation and individual person cannot stand outside its "vortex".

In addition to many great opportunities, the 4.0 industrial revolution created many great challenges to the socio-economic development. Firstly, the polarization of the labor force is increasingly larger with a shift in the labor force towards improving quality and human resources. The consequence is to gradually narrow down low-skilled or medium-skilled jobs, replaced by the process of automation, which makes labor face redundancy. Second, the ever widening income gap between the upper minority and the rest of the labor force. Much of the benefits will belong to the upper minority group. This trend puts developing countries, including Vietnam, at great risks. Thirdly, the connection of all things in every time, every place through the 4.0 industrial revolution, on the one hand, it creates advantages in information,... but also increases the risk because of the difficulty to control activities on internet.

However, the impact of revolution 4.0 not only creates challenges, but also opportunities and opportunities. The connection thanks to information technology and digital achievements also creates opportunities for quickly contact and

learning in countries, not only the civilization achievements, but also the cultural value. Building Vietnamese culture is now facing a rapid growth and a strong impact, the opposite between positive and negative from 4.0 revolution. The problem is to take advantage of opportunities; overcome risks, choosing the right way to develop the Vietnamese culture. Building Vietnamese culture before the impact of 4.0 revolution must be highly proactive with early orientation to take firm steps in practice. To thoroughly grasp and apply the viewpoint of the Party Congress XII: "The Party's policy links economic growth with cultural development, people development and making progress, social justice become guiding ideas for many development programs and plans. The participation of the whole political system with the investment of the State, the participation of the people are the decisive factors to create the improvement of cultural development and human development"[1] and strengthen and develop the activeness for each person, every organization, unit, from the central to each locality,... in a positive and realistic way.

Building Vietnamese national culture before the impact of 4.0 revolution must regularly consolidate and consistent with the goal: Building an advanced Vietnamese culture imbued with national identity; imbued with the national spirit,... as in the resolutions of the Party Congress determined. The instilled national spirit must be received, transformed into the attitude, motivation, belief, will and behavior of each Vietnamese person in the most sustainable way. 4.0 revolution always creates new, attractive, attractive and easy products that lead to a "foreign" situation not only in the civilized aspect, but also in the culture, lifestyle, ways communication and conduct... The Resolution of the 12th Party Congress clearly states: "Some media agencies have expressed their commercialization, far away from the principles and objectives, and have not done well the function of orienting public opinion and building people"; "The situation of importing, promoting, absorbing easily, lack of selection of foreign cultural products has a negative impact on the cultural life of a part of people, especially young people" (3). Without awareness and orientation, early adjustment, science, the goal of ethnicity and national identity is difficult to achieve. At that time, the faintness of the national spirit, even turning away from the historical tradition emotionally and indefinitely, is inevitable. The process of utilizing opportunities, receiving the achievements of civilization, the essence of 4.0 revolution to enrich knowledge and move forward is indispensable and necessary, but always must maintain the way, soul, dignity , the

mettle of Vietnamese people in building national culture. Each Vietnamese person must strictly overcome the standard deviation manifestations within himself, and at the same time must actively fight critically with deviations in the community and society. Thoroughly grasp the viewpoint of the XII Congress of the Party on: "Critical struggling, repelling bad, evil, lowly, backward; opposing wrong views, negative behaviors, which adversely affecting the construction of culture and corrupting people. There is a solution to prevent and repel the degradation of social morality, overcome the drawbacks of Vietnamese people "(4) to build the current Vietnamese culture in the most practical way. Based on the Party's orientation on: "Constructing and building a system of cultural values and standard values of Vietnamese people in the period of industrialization, modernization and international integration" (5) It is possible to transfer into each organization, unit, agency, and locality with its own unique values. The cultural value system, the standard value system of people is unified among the common of the nation with specific characteristics to identify, consider and evaluate the standard or non-standard expressions in the most favorable way. Each Vietnamese person takes it as a criterion, standard and adjusts his thoughts and behaviors towards the goal: imbued with the national spirit. Agreeing on value standards as a criterion for creating a consensus of public opinion in honoring bright examples and criticizing deviations in the impact of the 4.0 revolution.

Building Vietnamese culture, facing the impact of 4.0 revolution, starts from every individual to the whole society so that no one, especially the younger generation, falls into the "virtual" world; "virtual" lifestyle,... 4.0 revolution is easy to make people "hypnotized", camnot distinguish right and wrong; good and bad; the reality and the virtual; the nation and the non-nation before the new and strange world - the "virtual" world. Networking, expanding exchanges and communication in all areas, aspects of making people like being lost in the "labyrinth" realm. Especially the appearance of new phenomena, such as "virtual" money; "virtual" payment; "virtual" business, the "virtual" lifestyle stimulates the younger generation to be unable to escape the dull, indeterminate feeling. An individual crouched in a closed room, but expanded, exchanged and exchanged online, making relations and "real" conduct in the culture environment of community and society faded away. The communication language, personal feelings are unaffected by the "subtlety", the cultural norms, ethics and make the reality, the generalization of social relations in human nature, as Karl Marx points out, there is a

risk of rapid deterioration. 4.0 revolution tends to dilute relationships, cultural and ethical conduct in the community, society and distance from the fine national traditions. Many cognitive habits are easily changed. The cultural values and morality that have been worshipped for generations also have the risk of being eroded. People in the community and society gradually lose the beauty in the communication of s a simple working relationship instead of "village relationships" with "real" nature. Broad communication, but limited depth, high level of "virtual" relationship instead of "the reality of human nature".

The ethnic minority and mountainous areas of our country occupy ¾ of the whole country. This is a place with harsh natural conditions, rugged terrain, large separation; outdated infrastructure and underdeveloped economic; ethnic minorities mainly live far from the center, their languages and customs are not the same; The material and spiritual life is low, the risk of lagging and losing the cultural identity in some ethnic groups is worrying. Therefore, the difference in development level between ethnic minority and mountainous areas and other areas in the country has been increasing. Besides, hostile forces are constantly taking advantage of difficulties in the lives of ethnic minorities to distort the Party's guidelines and policies, the State's policies and laws in order to cause division and loss in uniting in ethnic communities, losing political stability, security and defense. These are very unfavorable factors, greatly affecting the material and spiritual and cultural life of the people.

The traditional culture of some ethnic minority groups is in danger of being lost. Cultural heritage of people has not been properly preserved and promoted, the development of new values is still limited and unsustainable. Traditional culture of ethnic minorities is facing many challenges, not successfully resolving the relationship between conservation and development, thousands of traditional villages, hamlets and villages with typical cultural values for ethnic groups are at risk of disappearing or deforming, and they need to be guided and supported to preserve and promote in contemporary life. There are many reasons for that situation, but first of all, we have to see the interest of the sectors, levels of cultural conservation and development are not really deep and synchronous. The investment of the State to build cultural institutions is weak and lacking, failing to meet the needs of community cultural activities. The preservation and promotion of traditional culture of ethnic minorities has gradually been institutionalized, but there are

still many gaps in policies and implementing, and lack of guidance and management. Besides, cultural exchanges take place very fast and strong. Along with the explosion of information thanks to modern technology, cultural products from all over the world also reached the mountains and forests. While the preservation is not timely, not meeting the requirements, the new culture acquisition is not selective, thus adversely affecting the traditional culture of ethnic minorities. Ethnic minority people wear less traditional costumes, no longer passionate about songs and dance music of their nation. The process of urbanization also leads to the loss of stilt houses, communal houses, long houses...

Traditional brocade costumes of ethnic minority communities living in the mountainous provinces in particular and the country of Vietnam in general, are very diverse and rich in designs, types, colors, lines, identity, rich symbolic expression of human values, deeply expressed the worldview and the perspective of ethnic minorities... This is a precious cultural heritage that needs to be preserved and developed. However, in recent years before the trend of global development and integration, this heritage is gradually being deteriorated. In the current period, in addition to the positive factors, the negative elements of the international integration process have been impacting in many ways to traditional culture, more or less affecting the preservation of values. In order to prevent the oblivion and contribute to the preservation of the fine traditional cultural value, for many years, our Party and State have directed localities - where ethnic minorities have brocade products - to study the situation and implement many methods of conservation and development.

**2. Some solutions to preserve and promote brocade cultural identity - Unique traditional costumes of ethnic minorities in the context of 4.0 Revolution today**

*2.1. Solution 1:* Preserving and promoting the value of Vietnamese brocade culture with the impact of revolution 4.0 must be implemented, with the first solution of raising awareness for ethnic minorities, for the cultural official about the role of brocade in the spiritual life of the people. It is not only the brocade cloth but also the ethnopsychology, the personality, the sentiment of the people, contains deeply human life, the worldview of the people in the universe and society...

There have been many solutions to preserve and promote the cultural heritage values of ethnic minority groups, but the actual results have not yet been achieved. First of all, it requires a deep awareness of this issue from leaders and

administrators, researchers and the community. If people do not see the urgency of the preservation and promotion, all solutions are difficult to implement. Many people propose a lot of solutions and may have good solutions, but every solution is about awareness. To preserve and promote the ethnic cultural heritage in our country, the solution of awareness is the most fundamental. From being aware of the value and role of this cultural heritage, the community will know what to do to preserve and promote the national culture.

*2.2 Solution 2:* Making inventory of brocade cultural heritage of ethnic minority people. This is a very good thing to do and is one of the big solutions, but it is a very difficult job, taking a lot of time and effort, especially needing the enthusiasm of the local authorities and researchers. Recently, the inventory of heritage has had some concrete results. There have been seven intangible cultural heritages of selected ethnic minorities, expected to apply for UNESCO. However, in general, the team of ethnic minority people in charge of inventory and cultural management is weak, lack of understanding of culture and customs of ethnic minority people. Inventory, investigation and survey of cultural values, including brocade culture are increasingly difficult. In fact, the cultural work of the mountainous ethnic minority groups does not only need budget but also needs the skilled and passionate people who are passionate about ethnic minority cultural heritage. Because of that lack of quality, there has been a situation where books and publications have been rushing to the highlands without understanding and assessing how the reception of people is, so it is less effective and wasting budget. Every year, the cultural sector organizes conferences and seminars to meet village patriarchs, village heads and artisans with the participation of cultural managers and researchers (recently participated by writers and artists, People's Artist, elite artist who are ethnic minorities) to discuss solutions to preserve and promote cultural heritage of ethnic minorities, especially in very few ethnic groups. But in order for human resources to be effective, it is necessary to have specific mechanisms and policies to avoid the situation of many discussions and not much to do in practice.

Derived from the practice, the proposing and implementing solutions to preserve and promote the value of national traditional culture in general and the value of brocade culture in particular need to be done throughly, with the participation of all levels and sectors, in which the role of folk artisans - holders of traditional knowledge should be paid attention and promoted.

*2.3 Solution 3:* Making policies to attract investment for brocade weaving in ethnic minority areas. At the same time, there is a special mechanism for policies to support brocade weaving facilities to access domestic and international markets, sell products, increase revenue and ensure workers' lives. Strengthening the promotion of brocade culture products to domestic and foreign tourists.

To perform well these above tasks, require the active support of the government, the participation of scientists, the connection between manufacturers of brocade products with trade businesses and enterprises, underwrites, introducing brocade product…

*2.4 Solution 4:* Enhance vocational training and teaching. On that basis, nurturing a team of folk artisans who hold traditional brocade weaving of ethnic minorities.

*2.5 Solution 5:* Continuing to build and develop advanced Vietnamese brocade culture imbued with national identity, in the future, the Department of Culture, Sports and Tourism in the provinces with a large ethnic minority population needs to strengthen coordination with related departments, branches and localities in the preservation and development of brocade ethnic culture. Especially maintaining the festival organization, cultural activities of ethnic minorities, weaving and sewing beautiful brocade costumes. Mobilizing the strength of the whole society according to the motto of socialization to develop the national culture - Brocade culture. Along with that, there is a plan to preserve and promote the traditional cultural identity of ethnic minorities in accordance with the actual situation, with the period of industrialization and modernization of the country.

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# Bảo tồn, phát huy bản sắc văn hóa thổ cẩm - Trang phục truyền thống đặc trưng của các dân tộc thiểu số trong bối cảnh Cách mạng 4.0 hiện nay Thực trạng và các giải pháp đặt ra

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**Tóm tắt:** Thổ cẩm có một vị trí rất quan trọng trong đời sống của người dân tộc thiểu số. Nó là giá trị đã được kết tinh của tinh hoa thủ công truyền thống và là biểu kiến vật chất đặc trưng nhất của văn hóa tộc người. Đặc biệt, giá trị văn hóa thổ cẩm là yếu tố then chốt kiến tạo nên văn hóa truyền thống của các tộc người Việt Nam. Ở cấp độ đời sống thực tiễn, thổ cẩm đóng vai trò là chất liệu chủ đạo của trang phục gắn liền với sinh hoạt hằng ngày. Ở một cấp độ cao hơn, thổ cẩm chính là đặc trưng nhận diện và phân biệt các dân tộc với nhau. Thông qua họa tiết, hoa văn đặc thù trên trang phục làm từ chất liệu thổ cẩm, sắc thái tộc người được biểu hiện cũng như cho thấy dấu ấn ảnh hưởng của sự giao lưu tiếp biến văn hóa giữa các tộc người cộng cư với nhau. Cách mạng công nghiệp lần thứ tư (hay cách mạng công nghiệp 4.0), vốn đang diễn ra tại nhiều nước phát triển, cũng có tác động hai chiều tích cực và hạn chế đến giá trị văn hóa thổ cẩm truyền thống của các dân tộc thiểu số Việt Nam. Vấn đề cấp bách được đặt ra là, làm thế nào để vừa duy trì được phương thức truyền thống đặc sắc và giữ nguyên được hàm lượng văn hóa trong sản phẩm, vừa ứng dụng được thành tựu của khoa học kỹ thuật để rút ngắn công sức và thời gian sản xuất? Bài viết phân tích các giải pháp nhằm giải quyết một phần vấn đề cấp bách được đặt ra.

**Từ khóa:** Thổ cẩm; Bảo tồn và phát huy bản sắc văn hóa thổ cẩm; Các dân tộc thiểu số tại chỗ ở Tây Nguyên; Cách mạng công nghiệp 4.0.