

## INFORMATION OF SCIENTIFIC ACTIVITIES

### **Cultural Announcement Workshop 2019: “New Cultural Issues in Contemporary Vietnam”**

On December 17, 2019, in Hanoi, the Institute of Cultural Studies (under the Vietnam Academy of Social Sciences) organized the Cultural Announcement Conference 2019 with the theme “New cultural issues in contemporary Vietnam.” Attending the Conference were delegates from the French School of the Far East (*École française d’Extrême-Orient* (EFEO), scholars from the University of Australia, Fulbright Vietnam and domestic institutes, universities, as well as collectors, managers and teachers of culture. About 59 conference papers clarified two groups of new cultural issues in contemporary Vietnam, including: 1/ New dimensions of traditional culture in our contemporary society; 2/ New cultural practices in Vietnam today.

Participants said that from Doi Moi up to now, Vietnam’s cultural policies and the increasing integration into the regional and global socio-cultural and economic flows have brought major changes in our culture. Economic development and international integration have opened up a new context and environment for cultural practices of ethnic groups in all regions of the country, with the emergence of more and more cultural phenomena and practices related to social networks, mass media, cultural

consumption, entertainment, etc. At the same time, in recent years, many new faces of traditional cultural phenomena such as festivals, beliefs, arts, customs, etc. can be clearly seen in all ethnic groups.

Regarding the new dimensions of traditional culture, it’s said that in the context of globalization and economic development, each community and ethnic group depending on their self-determination, specific socio-economic context and their own strength of cultural traditions, at different levels, has renewed, restructured and created a new identity to adapt, integrate and meet the physically and mentally needs and aspirations. This process of cultural restructuring and renewal contributes to the appearance of Vietnamese culture unlike the ones before Doi Moi with diverse and hybrid characteristics, blending between traditional elements with modern ones.

Simultaneously, the papers analyze and explain emerging cultural practices in the lives of today’s communities such as social media and entertainment (such as the phenomenon of Tarot cards fortune telling, idol culture, the tendency to read love stories, listening to Bolero music, etc.), consumption culture or travel culture, etc. The speeches and discussions at the Conference have contributed to highlighting new issues and dimensions of Vietnamese culture today.

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