



ENHANCING STUDENTS' UNDERSTANDING OF VIETNAM'S TRADITIONAL CULTURAL VALUES THROUGH THE EXPANSION OF ACTIVITIES WITHIN THE YOUTH UNION AND STUDENT ASSOCIATION

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Abstract: Traditional cultural values are regarded as significant assets that have been shaped and cultivated over the course of a nation's history, and have been transmitted from one generation to the next. These principles are considered to be the "soft power" and the internal driving force behind a country's sustainable growth. In the present era of globalisation and international integration, it is crucial to educate the younger population, especially students, about traditional cultural values. This article suggests implementing the strategy of promoting traditional cultural values among students by expanding the range of activities organised by the Youth Union and Student Association. More precisely, it deals with the goals, substance, execution methods, and essential requirements for implementing this measure in real-world scenarios.

Keywords: Traditional cultural values, measures of educating traditional cultural values, diversifying the forms of activities.

Introduction

Phan Thanh Long (2016) states that in the field of education, schools must arrange a range of activities with different situational content and increasing complexity in order to help learners understand issues, develop appropriate attitudes and behaviours, strengthen cognitive abilities, establish positive habits, reinforce desirable attitudes, and improve self-monitoring and evaluation skills [1]. There are various and distinct ways to organise educational activities, each with its own benefits and drawbacks. Diversifying the kinds of educational organisation is essential for training university students, especially in traditional cultural values. Pupils, as a dynamic demographic and a group of young individuals who are open to new ideas, gain substantial advantages from incorporating various instructional methods. This results in the successful transmission of traditional cultural values to the younger generation and pupils. In order to adequately instruct children on traditional cultural values, educators must arrange a diverse range of educational activities, encompassing supportive endeavours, scientific inquiry, hands-on experiences, field excursions, cultural and artistic events, athletic pursuits, and other endeavours. Hence, it is imperative to have a wide range of educational structures that encourage learner involvement and foster active student engagement, especially in the realm of traditional cultural value education.

Universities have actively organised several instructional programmes to engage student engagement. Nevertheless, these activities frequently lack diversity and attractiveness, thus failing to truly captivate kids. Hence, in order to offer students the chance to engage in maintaining and developing the traditional cultural values of our nation, it is imperative to

broaden the range of educational activities that cater to the specific requirements and skills of the students.

The Youth Union and Student Association within universities play key roles in imparting knowledge to students regarding traditional cultural values. Phan Minh Tien (2019) identifies these as the socio-political organisations that oversee the shaping of students' values through large-scale activities [3]. The Youth Union and Student Association are recognised as distinctive social organisations that aid in the personal growth and development of young individuals, fostering their moral values, ethical conduct, and way of life [4]. Therefore, the Youth Union and Student Association are the most appropriate organisations to broaden the range of educational activities.

Content

1. Objectives

The aim of diversifying the activities of the Youth Union and Student Association is to offer students opportunities to engage in and encounter different educational formats. This allows them to apply their comprehensive knowledge and experiences pertaining to traditional cultural values in practical situations, study, and future teaching endeavours. Engaging in a range of activities allows students to cultivate suitable behaviours and problem-solving abilities in many situations, strengthening positive attitudes and improving their ability to monitor and evaluate themselves.

The purpose of diversifying activities is to encourage pupils to actively and creatively participate in group activities and community service. Students will showcase their practical skills through active involvement in a variety of activities coordinated by the Youth Union and Student Association.

In addition, the diversification of activities is intended to establish an authentic setting for students to incorporate traditional cultural values into their daily life. Students will have the chance to demonstrate behaviours that represent traditional cultural values through the various activities offered by the organisations. For example, exhibiting altruism and loyalty by actively taking part in charitable endeavours, indicating appreciation by participating in events that promote national identity, and so on. Active involvement in these activities will empower students to assess themselves and develop a deep understanding of the traditional cultural values they have embraced, which will influence their actions in different life circumstances.

2. The subject matter or information presented

Expanding the range of activities organised by the Youth Union and Student Association in traditional cultural value education can encompass the following:

a. Educational assistance programmes for pupils

The objective of academic support activities for students is to facilitate their comprehension and expansion of knowledge across diverse disciplines, including natural sciences, engineering, social sciences, culture and arts, history, and national identity. The University Youth Union initiates varied academic support activities, such as organising the "Annual Political Week" or "Citizen-Student Week". This week not only enhances students' comprehension of the customs associated with their field of study and the institution they are enrolled in, but also strengthens their comprehension and admiration of the traditional cultural principles of the nation. In addition to the Citizen-Student Week, several Youth Unions and Student Associations prioritise organising book reading weeks at the library or dormitories.

Students are advised to engage in activities that foster a reading culture, alongside studying their course materials. These activities include reading "The Diary of Dang Thuy Tram," participating in the "Students and Reading Culture" contest, recommending good books, organising contests centred around books that promote traditional cultural values, and establishing "Law Bookcases," among other initiatives. In addition to fostering a reading culture within the university, the Youth Union and Student Association also organise various academic support activities. These activities encompass forums, panel discussions, presentations, and discussions on topics such as national history, Vietnamese cultural figures, literature, history, music, painting, poetry, songs, scientific and technological information, current events, and policies. Additionally, these activities may encompass the management of academic clubs, science clubs, and talent groups that are centred around the interests of students. The Youth Union and Student Association have the authority to arrange academic competitions, offer courses on topics such as Marxist-Leninist Philosophy, and hold contests focused on learning and implementing Ho Chi Minh's ideology, way of life, and moral principles, in accordance with the guidelines outlined in the Party Central Committee's Directive 05-CT/TW [5]. They have the ability to coordinate the execution of the "Golden Diary for Following Uncle Ho's Teachings," a programme where members of the Youth Union and students record their individual and group activities based on Uncle Ho's teachings, and express their thoughts and emotions regarding these actions.

Forums are a common method of organising academic support activities by the Youth Union and Student Association. Presently, international forums facilitate possibilities for students to engage in interactions and gain knowledge from diverse cultures through exchanges with overseas students. Additionally, these forums enable students to showcase and advocate for Vietnam's traditional cultural values among their international counterparts. Forums are not only seen as a joint effort of the Youth Union and Student Association at colleges, but also as a highly effective means of collecting and educating students.

University student forums provide as places for students to openly articulate their ideas, beliefs, and sentiments regarding specific subjects. Although the opinions shared by students in forums may not always be reliable or conform to established norms, these platforms can still play a role in shaping students' thinking, influencing their attitudes, and altering their actions.

b. Activities in which students offer their time and services

Student volunteer activities in traditional cultural value education hold significant humanitarian importance, as they exemplify the nation's long-standing values of compassion and reverence for interpersonal connections. These events are highly informative and greatly attract a large number of student participants. Under the supervision of the University Party Committee and Board of Directors, the Youth Union and student organisations should broaden their volunteer activities in different areas, consistently developing and enhancing their volunteer programmes and initiatives to encourage greater student involvement. This will establish a foundation for nurturing the attributes of the "Five Good Students". Universities should proactively participate in international volunteer movements organised by the Central Student Association by inviting international volunteer groups to Vietnam and dispatching Vietnamese volunteer groups to other countries. This is particularly important for students in foreign language teaching programmes. This exercise is crucial for imparting knowledge to pupils regarding international integration. Volunteering offers students the chance to

participate in cultural exchanges, study, and socialise with international friends. This experience helps them build language skills, teamwork abilities, leadership skills, and the ability to detect community issues. Significantly, engaging in cultural interactions with international friends provides students with the chance to showcase Vietnam's traditional cultural values and distinctive national identities, thereby cultivating a sense of pride and fondness for these values.

c. Engaging in hands-on activities, visiting cultural and historical museums and locations

The Youth Union and Student Association frequently serve as the central hubs for coordinating field trips and excursions for students. These excursions encompass visits to historical places, sites of revolutionary significance, and museums. During these excursions, participants will have the opportunity to gain knowledge about prominent cultural leaders, significant cultural artefacts, and traditional Vietnamese festivals. An activity that should be enhanced in the instruction of traditional cultural values for students is homeland tourism, sometimes referred to as root-finding tourism. Engaging in homeland tourism allows students to encounter historical witnesses, reestablish connections with traditional national values, and evoke feelings of pride, national self-esteem, and gratitude towards past generations. These programmes aim to increase awareness among the general public, particularly the younger generation, about the importance of preserving and promoting the traditional cultural values of the nation. Participants in homeland tourism revisit the nation's memories and reflect on the sacrifices made by previous generations. By engaging in these travels and exploring their hometown, students can progressively acquire knowledge and develop a deep admiration for traditional cultural values. This knowledge and appreciation will become deeply rooted and transmitted to future generations. Improving the calibre of traditional cultural value instruction for students.

Furthermore, it is imperative for the Youth Union and Student Association to arrange visits to exemplary individuals who embody the ideals of learning and applying Ho Chi Minh's ideas, ethics, and lifestyle. These trips provide students with the opportunity to directly engage with real-life moral exemplars, allowing them to reflect upon and internalise cultural values in a broad sense, and traditional cultural values specifically. These activities are extremely advantageous, pragmatic, and captivating, acting as a connection between theoretical concepts and real-world application, as well as between the educational institution and the broader community. Following the field trips and excursions, it is necessary for students to compose reports and reflections, which offer chances for self-examination, summary, and recognition of the acquired experiences. Over time, pupils will acquire knowledge and internalise ancient cultural norms, transforming them into enduring values that can be transmitted to future generations.

d. Physical education and athletic pursuits

Implementing physical education and sports activities fulfils students' recreational needs and enhances their physical fitness, so meeting the human resource demands for the country's industrialization and modernization. Sports competitions provide students with the chance to enhance their physical well-being, develop their character and personality, and contribute to the objective of comprehensive education. Encouraging and fostering consistent engagement in physical education and sports fosters the development of healthy exercise

routines among students, leading to a healthy lifestyle and deterring involvement in negative social behaviours, therefore minimising and decreasing such behaviours among students.

The Youth Union and Student Association have the authority to coordinate physical education and sports activities inside the university, commencing with the establishment of sports clubs on campus. These clubs provide a shared space for students who are passionate about sports to participate in physical conditioning, exchange knowledge, and gain insights into many sports disciplines, such as singing, playing musical instruments, dancing, and more. The Youth Union and Student Association serve as intermediaries, allowing students to choose and engage in sports clubs according to their personal interests and requirements.

In addition, the Youth Union and Student Association have the ability to arrange sports events, contests, and amicable matches just for students enrolled in the university. The Youth Union and Student Association play a vital role in facilitating the coordination and organisation of these events. Student tournaments amongst classes, departments, and partner universities can incorporate traditional national sports to promote the education of traditional cultural values for students.

In addition, the Youth Union and Student Association can cooperate with the university trade union to arrange consistent physical education and sports events, catering not only to students but also to staff and lecturers, thereby fostering the advancement of physical education and sports within the university. Several professors have actively engaged in regularly scheduled physical education and sports activities at the institution, including football, volleyball, table tennis, badminton, and folk dancing. Their participation has ignited students' enthusiasm for these activities. The instructors act as exemplars of physical fitness, inspiring pupils to emulate them.

By engaging in physical education and participating in sports events of diverse nature, students not only showcase their skills but also develop their character, establish a sense of teamwork, and enhance their awareness of the society. This process helps preserve and promote the traditional cultural values that are important in all time periods.

e. Activities related to culture and the arts

Cultural and artistic activities are essential components of students' spiritual lives. Additionally, arranging cultural and artistic events for students is a potent method of imparting knowledge about traditional cultural principles, thereby fostering the growth of a refined and sophisticated way of life within the university and dormitories. Beginning in the 2019-2020 academic year, the English Language Teaching programme at Hanoi National University of Education has incorporated the elective course "Music" due to its significant role in students' spiritual well-being [6]. In addition to the standard curriculum, the Youth Union and Student Association organise cultural and artistic events for students outside of class hours. These activities play a key role in educating students about spiritual values in general and traditional cultural values in particular.

Cultural and artistic activities can first be arranged as part of the music clubs' initiatives on university campuses, under the supervision of the Youth Union and Student Association. Music clubs have the ability to arrange seminars focused on musical culture, where they can showcase notable Vietnamese musical compositions and collaborate with foreign forums to provide opportunities for club members to present and engage in discussions about these works. Moreover, these clubs can organise consistent events to cultivate students' enthusiasm for

music and offer a forum for them to exchange knowledge, experiences, and engage in musical practice, encompassing singing, playing instruments, dancing, and more. Clubs can enhance students' understanding of traditional cultural values by promoting the engagement in activities such as singing folk songs, playing traditional musical instruments, and performing folk dances, including gongs, Thai xoe dance, sap dance, and others. By engaging in the study and performance of these songs, musical instruments, and dances, students can develop a deep comprehension and admiration for the musical works that are recognised as intangible cultural heritage of the nation. This fosters a mindset of reverence, conservation, and advancement of these traditional musical creations. For students, possessing knowledge and proficiency in traditional musical compositions also plays a crucial role in arousing the emotions of future generations towards these works, so greatly aiding in the preservation and passing on of the cultural and artistic heritage of the nation to future cohorts.

Furthermore, the Youth Union and Student Association should form partnerships with pertinent university departments to orchestrate cultural and artistic showcases commemorating traditional national holidays, including Vietnamese Teachers' Day (November 20th), International Women's Day (March 8th), and Vietnamese Women's Day (October 20th), with a focus on traditional motifs. In addition, they have the ability to arrange competitions for singing revolutionary songs in order to honour significant events such as National Day, the establishment of the Ho Chi Minh Communist Youth Union, People's Army Day, the Liberation of the South and National Reunification, and the formation of the Communist Party of Vietnam, among other occasions. In addition, the Youth Union and Student Association can arrange cultural and artistic events to advance the promotion of revolutionary songs. These contests, gatherings, and performances aim to gradually instill in students a deep appreciation for folk melodies, revolutionary songs, and other traditional genres. This will cultivate values such as patriotism, gratitude, humanity, solidarity, and tolerance within them, which they will then pass on to future generations.

f. Encompasses social activities

The 10th Congress of the Vietnam Youth Union established the goals for student activities in the 2018-2023 term as the development of a new generation of youth who possess patriotism and a strong commitment to socialism. These individuals are expected to exhibit ethical behaviour and cultivate a cultured lifestyle. Furthermore, they are encouraged to actively engage in activities that demonstrate their sense of responsibility towards society, the community, and international integration [7].

Therefore, engaging in social activities is an essential component of student life. These activities carry substantial political and social consequences, showcasing the influential and deep-rooted contributions of the Youth Union and Student Association at universities [8]. The Youth Union and Student Association organise many social activities, including as volunteer work for the community. These activities include initiatives like "Green Summer" volunteer activities, "Students and the Nation's Islands and Seas," and "Supporting the Exam Season." In addition, there are activities centred around specific themes such as "Gratitude and Reciprocation," "Remembering the Source," "Humanitarian Blood Donation," fundraising for students in challenging situations, and providing relief for individuals impacted by natural disasters, floods, or the COVID-19 pandemic, among other initiatives.

These activities aim to foster and instruct pupils on traditional cultural values, including patriotism, community, and way of life, as well as empathy and fondness. Through engagement in these activities, students will cultivate an understanding of the importance of safeguarding and advancing the traditional cultural values of our society. They will also foster a sense of pride in the remarkable accomplishments accomplished by preceding generations. The student community will help amplify and disseminate positive acts for the community and society. Given the importance of these social events, it is imperative for the Youth Union and Student Association to broaden and enhance their scope.

3. The implementation procedure is as follows:

The various forms of activities organized by the Youth Union and Student Association can be conducted according to the following procedure:

Step 1: Evaluate students' requirements (via the implementation of online surveys to measure their preferences), and comprehend the activity agendas of the Youth Union, Student Association, and the university for each term and academic year. Utilise the survey findings and collected data to direct the course of actions.

Importance: Evaluating the needs of students is vital to ensure that the activities planned are in line with their interests and preferences. Through the implementation of online surveys, the organisers can collect data regarding the interests of students, which will subsequently be used to inform the development and creation of pertinent and captivating events. It is crucial to have knowledge of the activity schedules of the Youth Union, Student Association, and the university for each term and academic year. This will help prevent any events from overlapping or competing with any other and promote effective coordination between the organisations.

Implementation:

- Develop an internet-based questionnaire to assess the interests, preferences, and recommendations of students for activities pertaining to the education of traditional cultural values.

- Disseminate the survey extensively across the student population, guaranteeing optimal engagement.

- Examine the survey findings to determine the activity types, themes, and forms that are most favoured and sought after.

Obtain data regarding the activities plans and schedules of the Youth Union, Student Association, and the university for the specific term or academic year.

Utilise the survey findings and collected data to direct the formulation and implementation of initiatives that cater to the preferences of students while also fitting with the overarching activity plans of the participating organisations.

Step 2: Formulate an implementation strategy for the activities and present it to the University Party Committee and Board of Directors for their endorsement.

Importance: Creating a thorough implementation strategy is essential for the efficient organisation and execution of the intended tasks. To obtain approval and support from the university's governing authorities, the organisers can propose a well-structured strategy to the University Party Committee and Board of Directors, ensuring that it aligns with institutional policies and objectives.

Implementation:

- Utilising the information collected in Step 1, develop a comprehensive implementation plan that clearly defines the suggested activities, their goals, intended audience, schedules, resource needs, and anticipated results.

- Precisely delineate the specific duties and obligations of the members of the organising team, which encompass the Youth Union, Student Association, and any other relevant entities.

- Create a financial plan and determine possible sources of funding or sponsorship, if necessary.

- Present the implementation plan to the University Party Committee and Board of Directors for evaluation and endorsement.

- Integrate any input or suggestions given by the governing authorities into the strategy, making any necessary modifications or amendments.

Step 3: Develop the structure of activities aimed at instructing students on traditional cultural values.

Importance: Thoughtfully structuring the arrangement of activities is vital to guarantee that they efficiently impart knowledge of traditional cultural values to students. This process entails choosing suitable activity formats, crafting captivating content, and establishing an immersive learning encounter for students.

Procedure:

- Consult the enumerated activity kinds outlined in the article, including academic support activities, volunteer work, field trips, sporting events, cultural and artistic activities, and social activities.

- Choose the most appropriate activity forms considering the goals, intended audience, and resources at hand.

- Create comprehensive blueprints for each activity, encompassing the subject matter, techniques of facilitation, necessary supplies, and logistical arrangements.

- Ensure that the activities include components of traditional cultural values education, such as displaying cultural artefacts, advocating for traditional traditions, and cultivating a sense of appreciation for Vietnam's heritage.

- Engage in collaboration with specialists in the field, cultural institutions, or community partners to augment the authenticity and profundity of the activities.

Step 4: Assess the efficacy of the activities.

The significance lies in the assessment of the activities' success in influencing students' comprehension and appreciation of traditional cultural values. This particular stage offers insightful input to enhance and optimise future endeavours.

Implementation:

- Establish evaluation criteria and methodologies to assess the effectiveness of the activities in accomplishing their desired goals, such as surveys, focus group discussions, or observation rubrics.

- Obtain feedback from participants (students) via post-activity surveys or discussions, documenting their experiences, acquired knowledge, and recommendations for enhancement.

- Examine the assessment data to determine the activity design and implementation's strengths, flaws, and areas that can be enhanced.

- Create a thorough assessment report, emphasising significant discoveries, accomplishments, and suggestions for future endeavours.

Distribute the evaluation report to pertinent stakeholders, such as the Youth Union, Student Association, University Party Committee, and Board of Directors, in order to provide them with information for future planning and decision-making.

By methodically following these steps, the organisers can proficiently evaluate the needs of students, create a meticulously planned implementation strategy, devise captivating and educational activities, and consistently assess and enhance their initiatives to effectively promote traditional cultural values among students.

4. Prerequisite Conditions

The organisation of traditional cultural value education activities should be in accordance with the specific goals, skills, and behaviours of traditional cultural value education. Without practical experiences in real-life circumstances, focusing exclusively on awareness will make it difficult to develop skills, habits, and desired attitudes towards conserving and spreading traditional cultural values.

The exercises should be suitable for the psychological and physiological features, demands, and abilities of the students. In order to ensure feasibility, educators must possess a comprehensive comprehension of the psychological, physiological, and cognitive elements of students when creating instructional activities.

When expanding the range of activity organisation, it is important to take into account the conditions under which the activities will be conducted. When organising student events, it is important to first assess the various situations and make use of the resources that are available inside the university. Furthermore, assistance from diverse educational entities can be activated. Organising traditional cultural value education activities for pupils requires this requirement to be crucial.

The organisation of activities for students by the Youth Union and Student Association must be done in cooperation with the appropriate university departments.

Officials of the Youth Union and Student Association must possess specific abilities and attributes in order to effectively understand the thoughts, emotions, and sentiments of youth union members and students, and to create practical and engaging programmes and activities for students. Moreover, these officials should possess the capacity to establish rapport with students, function as central figures, and organise events.

Conclusion

Expanding the range of activities offered by the Youth Union and Student Association, as described earlier, is crucial for involving students and fostering a positive and stimulating atmosphere for personal advancement and development, including the preservation and improvement of traditional cultural values. Regularly organising these diverse activities in universities will act as essential catalysts for students to assimilate Vietnam's traditional cultural values and preserve their cultural integrity amidst the period of industrialization, modernization, and international integration.

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