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CULTURAL COMMUNICATION POLICY FOR ETHNIC MINORITIES

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ABSTRACT

In current media research, cultural policy communication is always on top priority. This article goes within the deep research to find out the actual situation cultural policy communication through radio programs and television programs in languages of ethnic minorities in Lam Dong, Vietnam - in content, form and other factors. From there, there are assessments and comparisons to offer some initial solutions and recommendations to improve the quality of communication for the local ethnic minority community in the future.

Keywords: Communication on policy, culture, public, ethnic minorities

INTRODUCTION

As a multi-ethnic nation, the information and communication for the ethnic minority public (ethnic minorities) have always been focused by Vietnam's Governing Party and the State for many years. Lam Dong is a province located in the Central Highlands region, the life of ethnic minorities here is still difficult. Such as: Accessing to the mass media to buy newspapers, Internet access is limited.

To conduct an in-depth study of the current state of cultural policy communication through ethnic minority language high school programs in Lam

Dong - Vietnam. Survey information needs of the public minority in Lam Dong is now urgent to do. Then, the author made a number of phases of initial recommendations to improve effective communication for the ethnic minority.

CONTENT

CULTURE AND COMMUNICATION POLICY ON CULTURE

Culture is an area related to all aspects of social life and people. To date, there are more than 500 different definitions of culture, which shows that culture is a broad, abstract and not easy to grasp category. However, each school of study, each researcher has different views. Edward Burnett Tylor - English ethnologist and anthropologist was the first to define this type of definition. In 1871, in his work, *Primitive Culture*, he defined: "*Culture is a complex consisting of knowledge, belief, art, morality, law, customs, and everything. other abilities and habits that people as members of society achieve.*" [4, p.13].

This British cultural anthropologist's definition is the earliest scientific definition of culture in Europe. President Ho Chi Minh has identified culture as a basic aspect of society. He pointed out that state construction work has four issues to pay attention to and must respect equally: politics, economy, culture, and society. Culture is one of the goals and tasks of building new people and new societies. The difference is that here, Ho Chi Minh clarifies the purpose of cultural creation: "*Because of survival as well as the purpose of life, mankind creates and invents language, writing, morality, law, science, religion, the literature, tools for daily food, clothing and the methods used. All of these creations and inventions mean culture*". [6, p.431].

Tran Ngoc Them in the base culture of Vietnam is that "*Culture is a system of organic material values and the spirit of human creativity and accumulated over the course of practical activity, in the same cooperation between people and the natural and social environment*" [8, p.10].

Cultural researcher Tran Ngoc Them cited two values of tangible and intangible culture formed and developed through human and world relations in the process of human development.

Correctly determining the important role of culture, from its inception to the present, Vietnam's Governing Party has led people to struggle for national liberation, national defense, building and developing culture and cultural directions, effectively serving on revolutionary careers. The culture of the Party

includes all strategic views to guide the field of culture and cultural activities. *"Although the Party's views on culture are not directly mentioned, from these first documents, in order to serve the task of propagating the line and mobilizing the people to join the revolution under the leadership of the Party, Vietnam's Party has paid great attention to the role of culture, first of all, the role of the press and propaganda department".* [4, p.10].

In general, the definitions that unify culture have the following characteristics: *Firstly*, culture is a human creation, belongs to people, what is not made by people does not belong to cultural concepts. Culture comes about through an active and conscious human adaptation to nature, so the culture is also the result of that adaptation. *Secondly*, the adaptation of human nature is adaptability consciously and actively, creatively, in accordance with the value of Truthfulness - Compassion - the US, not the adaptation of machinery. *Thirdly*, culture includes both physical and spiritual products.

Vietnam's is a multi-ethnic country, information, and communication for public objects minority has always been the party and state we focus in the past several years. Prime Minister's Directive 39, *Promoting culture and information work in mountainous and ethnic minority areas* in which the Ministry of Information and Communications should: *"Enhance investment, improve the effectiveness of propaganda by methods suitable to each region, each ethnic group and in the languages of ethnic minorities in Vietnam "*. [10]

Resolution No. 22 /NQ-TW of the *Politburo on a number of major guidelines and policies for socio-economic development in mountainous areas*, including the mass media stated: *"Strengthening the means mass information, including modern means such as radio, television sets, videotapes, to improve and enhance local radio and television programs, disseminate cultural products and talents, the content has practical content in accordance with the requirements and traditions of the ethnic minorities"*. [9] Accordingly, in addition to the media directly, the press, especially ethnic minority TV-radio, are two channels that play an extremely important role in bringing information to the community.

As a province in the Central Highlands region (Vietnam) with a large number of ethnic minority residents, Lam Dong is interested in information issues for the local EM community. Specifically, Lam Dong Radio and Television Station have a Chu Ru and Co Ho language program dedicated to this specialized public class. The ethnic minority group of Lam Dong Television and Radio Station is a public class with many limitations in qualifications and languages, there are still many issues such as deforestation, human trafficking and violations of the law due to lack of understanding. They are vulnerable to anti-breaking components chosen as

objects seduced, bribed, agitated. Therefore, it is necessary communication to provide information and disseminate policies promptly.

COMMUNICATION POLICY FOR CULTURE

About communication content:

Firstly, self-producing knowledge. Compared to other localities - mainly exploiting news and popular language articles available from other sources to translate into ethnic minority languages, Lam Dong Radio and Television Station is one of the few stations that produce ethnic minority language programs themselves. Lam Dong Radio and Television Station have set up a Separate Editorial English minority in more than 15 years and complete self-Package products press. Thanks to the self-production of the program, the content is close to the ethnic minorities, grow reporter groups and leaders hold broadcasters Room tasked urge, exchange of expertise and reporting to leadership activities room monthly. At the moment, here had eight reporters produced and worked as program directors, six newscasters are tasked with translating, reading, visualizing and auditing.

Secondly, the team of reporters and editors are ethnic minorities. Currently, the department's personnel consist of eighteen people, of which six people are Kinh people, the rest are 12 people from the Co Ho and Chu Ru ethnic groups. Members are ethnic minorities, making language barriers no longer an obstacle, going into the lives of people is also more convenient. The work program of journalist knew language Chu Ru, Co Ho due to majority have worked for years, with experience understand the clear definition of traditional culture, customs, and traditions of their people. The team of journalists has been trained in journalism or has been trained and fostered in short-term journalism. Therefore, they have also mastered the method of producing radio and television works for ethnic minorities.

Thirdly, content information in cultural life prevails. In January 2018, the station produced five Chu Ru television programs, eight Co Ho television programs, thirteen Co Ho radio programs, four Chu Ru radio programs. The content focuses on introducing exemplars in a cultural lifestyle. Information about public typical examples of cultural life are essential. Besides, the contents on building the Party, grassroots Youth Union, activities of veterans, Women's Union were also mentioned. Social security issues, improvement of life, poverty reduction in ethnic minority areas are timely informed to the public. Cultural activities and traditional crafts were also mentioned but accounted for a low rate.

About the form to express the communication content:

Firstly, the media category is not diverse and attractive. Each program usually has a three-part structure including Uncle Ho's teachings, three news, and three reports. This shows the strength of Dai but is also a limitation when the categories and themes are shown are not plentiful. The same pattern repeats every week, making it very boring for viewers.

Table 1. Structure of the Co Ho and Chu Ru language curriculum of Lam Dong Television and Radio Station

Element	Television program		Radio program	
	Co Ho	Chu Ru	Co Ho	Chu Ru
Amount	01/ week	01/ week	03/ week	01/ week
Time	25 minutes	25 minutes	30 minutes	30 minutes
Content	Uncle Ho's words General News (3) Reportage (4)		Uncle Ho's words General News (3) Reportage (3) - Song Children's fairy tales - Children's Songs (Weekend)	
Self-produced	100%		70%	

Source: Program script of Ethnic Minority Editing Room, Lam Dong Television and Radio Station (2017, 2018)

Firstly, survey result 100 public minority in which 50 Co Ho, 50 Chu Ru in the region divided by two economic zones - different societies: commune Tu Tra - Don Duong, Phi To commune, Da Don commune - Lam Ha district, Da Loan commune - Duc Trong district. Myopia zone communes Da Ron - Don Duong to

see: 57% of the public believe the content is not attractive, no favorite categories. 75.8% of the public said that the broadcast time frame at the time of commuting would not be able to be monitored regularly; 42.4% said that the broadcaster on the costume did not change often, the voice did not attract attention.

Secondly, the lack of interaction. The public is the object of receiving information but still passive. Due to genre restrictions, the program does not have categories so people can respond or exchange, contribute ideas, chat and share on radio and television. The content of propaganda is still "heavy" one way.

Thirdly, the language barrier. The biggest drawback when doing radio and television programming in ethnic languages in general and Chu Ru language, Co Ho in particular always faces, it is a rich vocabulary for translating from Vietnamese into Chu Ru, Co Ho completely. Therefore, many new words, technical terms, science, and politics must be borrowed every time they are used or translated. Some new words, words equivalent after the service, not consistent with each other, each service according to their understanding should not be used example ng to form a habit, common to the audience such as household registration book, health insurance card, a mobile phone, the population center design family planning, regulations, decisions of the prime Minister ...

SOME SOLUTIONS TO IMPROVE THE EFFICIENCY OF THE COMMUNICATION ABOUT CULTURAL POLICY FOR ETHNIC IN LAM DONG

Agencies manage

The need itself have the interest was invested more in techniques, equipment and manpower to the Editorial Bureau ethnic minority languages can continue to produce programs in ethnic minority languages more Duo c more advanced. Therefore, need early build, established team of language for language Chu Ru, Co Ho to printing, issuing dictionaries Vietnamese - Chu Ru, Co Ho been widely used for many audiences, especially radio and television industry.

The need itself need an advice, support for an appropriate operational equipment and meet program requirements. At the same time, to invest funds, pay higher product norms, worthy of the labor of workers. Currently, the computer for

the room's working team is still very lacking, unable to meet the information production process for ethnic minorities.

Communications manager

We need to see the media as an important factor to achieve organizational goals. Need to have good communication skills, say must go hand in hand with. Communication efficiency is enhanced when the results are consistent with the intended purpose, in relation to reasonable costs, resources, time, two-way interaction from upper levels to lower levels, and keywords. government over people and people participating in social supervision and criticism.

In addition, communication managers need to be quick to grasp the core characteristics of the ethnic minority community in the work area. From there, making communication strategies through the mass media with calculations to suit the characteristics of life and awareness of the people.

On the journalist's

It is necessary to boldly change the way. Apart from news programs synthesized as now, can build scripts to perform interviews, seminars, host field, program broadcast live to increase interaction with the public. Regularly exchanging news stories with departments, press agencies at central and regional levels. Attend a full range of conferences, seminars, professional classes as well as new skills related to professional activities.

CONCLUSION

In the communication activities of Vietnam, the media have a very important role. Accommodating in surveillance and counter-top it in policy. Communications policy on culture for the public minority in the stage of 4.0 to promote the important role of the media in order to improve policies and create consensus in society. Reviewing the communication messages on cultural policies for ethnic minorities at Lam Dong Radio and Television Station is an important work to offer some initial solutions and recommendations to further improve communication efficiency on this problem. The provision of information and dissemination of cultural policies in a timely manner and with the right "subjects" help ethnic minorities to be aware of cultural policies directly related to their lives.

At the same time, it helps the communication manager and journalists have the "opportunity" to include the ethnic minority people, here in Vietnam, to participate in the process of monitoring, criticizing and creating social consensus in implementing policies.

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