



VI THI PHUONG

**USING PRESS TO THE PROCESS TO BUILD A NEW CULTURAL
BACKGROUND IN VIETNAM, LOOKING FROM CASE *TAO DAN*
MAGAZINE (1939)**

ABSTRACT

Tao Dan is a magazine belonging to the group of "professional academic journals" specializing in culture - literature and art in our country before the August Revolution in 1945. Identifying the role of *Tao Dan* magazine is useful, providing databases for press agencies to understand the role, position and current status of this type of journal in the present age. *Tao Dan* magazine has contributed to reviving the cultural values and the fine cultural traditions of the nation, while filtering out cultural elements that are no longer appropriate. *Tao Dan* is an important way to receive new cultural elements. The national culture needs to be built on the basis of protecting and preserving what is good and in need of conservation.

On the one hand, this paper allows us to rediscover history while on the other hand it allows us to reflect on the present time to see the way of movement, development of culture and journalism. The paper will also be a useful reference for lecturers and students when studying and researching and for readers interested in our country's journalism, literature and culture before the Revolution.

Key words: Vietnam, newspapers, magazines, culture, *Tao Dan*, 1939.

INTRODUCTION

Tao Dan is the first magazine specializing in culture, literature and art in our village before the August Revolution in 1945. In 1998, the entire magazine was Assoc. Prof. Dr. Nguyen Ngoc Thien and author Lu Huy Nguyen collects compilation compiled from original restored. *Tao Dan* has 13 numbers each (from March to July - 2 terms / 1 month; from August to October - January / 1 period) and 2 special numbers (about Tan Da - July - 134 pages; about Vu Trong Phung - December 1939-88 pages), with a total of 1,374 printed pages. *Tao Dan's* policy and efforts are to build and preserve the national cultural identity, making the culture of the country not dissolve in the way of losing its roots but still retain the essence of human culture. This is a right policy, up to now still retains a positive meaning.

The entire contents of *Tao Dan* magazine include sections: Discussion - research; Criticize; Composition (poetry, stories, plays) [5, p.6]. In the three main sections of the journal, the focus is on the Discussion and Research sections; Composed. *Tao Dan* is a continuation of the source of the national culture that was initiated from the previous newspapers, as well as a solid stepping stone for the press to recognize the culture later. *Tao Dan* has left a distinctive mark in the Vietnamese cultural process. Vietnamese national culture is shown on *Tao Dan* in both traditional and modern characteristics.

THE ROLE OF THE PRESS IN THE CULTURAL BUILDING

In Vietnam, in the first half of the twentieth century, the press was an updated forum, allowing the opening of debates, polemics discussing current affairs or issues of culture, literature - art.

On the way of development of the press, cultural and artistic components are increasingly expanded and increased. In the first step of forming a modern Vietnamese culture, as well as today, the press has a close relationship, blood and flesh to culture and arts in two mutual directions. Journalism attracts readers by the power of literature and vice versa, culture and literature through the press reach the readers in a popular and widespread manner.

Culture is an area related to all aspects of social life. Each school of study, each researcher on culture has different perspectives, allowing us to visualize a more or less different approach to this term. In order to conduct research on the proposed topic, we have selected a certain concept of "culture" as the scientific basis: "Culture is an organic system of physical and

spiritual values borne by children. creators and accumulators through the process of practical activities, in the interaction between people and the natural environment and society. ” [5, p.10]. In fact, the more we go into developing the market economy, opening the door to integration, the more we need to preserve and promote the moral values and national cultural identity. “The press and ethnic culture are very closely interrelated. There can be no journalistic activities separating culture or not paying attention to culture. ” [3, p.87]. The press is an element and one of the most important "filters" of national culture.

Vietnamese society in the early years of the twentieth century was volatile. Newspapers in this period were formed and developed with specific characteristics, associated with the revolutionary cause of national liberation, especially the press line on culture - literature and art. Especially, the issue of promoting the national cultural tradition has been aroused in all fields of journalism. Culture is inherent in the whole life and with the development of society. Correctly determining the important role of culture, from its inception to the present, the Party has led our people to fight for national liberation, national defense, building and developing culture and cultural directions, effectively serving on revolutionary career. The culture of our Party includes all strategic views to guide the field of culture and cultural activities. Important cultural views of the Party for the first time expressed in the Outline of Vietnamese culture (1943) were developed and perfected at the request of each development stage of the revolution.

In the period 1930 - 1945, the Communist Party of Vietnam assumed the leading role in the movement of national liberation against the aggression and domination of the French colonialists, through the great revolutionary climaxes: 1930 - 1931, 1936. - 1939 and ended with the great victory of the August Revolution in 1945. Right from its inception, in documents published on the occasion of the Party's founding: Brief outline, Brief Strategy, Summary Program , Political Dissertation (published October 10-30), ... (later gathered in the first volume of the Party Act with the title of First Revolutionary Platforms) identified the goal of revolution , overthrowing the domination of the French colonialists, bringing land to the plowing people, the basic benefit for the working class, farmers, intellectuals, bringing our country up socialism. “Although not directly mentioning the Party's views on culture, but 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, our Party has paid great attention to the role of culture, first of

all the role of the press and propaganda department. " [2, p.10]. It can be seen that the view of the Party at that time associated cultural activities with the press and propaganda.

Before the August Revolution in 1945, looking back to magazines specializing in literature and art, we saw the contributions of magazines: Indochina magazine (1913-1917), *Nam Phong* magazine (1917-1934). *An Nam* magazine (1926-1927, 1930-1933), *Tan Thanh* magazine (1931), *Literature Magazine* (1932), . According to Assoc. Prof. - Journalist Nguyen Ngoc Thien, at the beginning of XX century, there two journals specialized in literature are *An Nam* magazine (poetry only) and *Tao Dan* (culture - literature and art). *Tao Dan*'s presence, in time, is shorter. But *Tao Dan* is a cultural magazine - literature and art not only has a special position but also has a large opening, important contributions of thought and scholarship. The guiding principle that *Tao Dan* aims to express the national cultural identity: "*Tao Dan* is a magazine not a particular organ of any culture. It will be a meeting place for all artistic and ideological trends, as long as they have the same purpose: to build a Vietnamese culture. "[6, p .22]. *Tao Dan* advocates avoiding sectarianism, but tries to become an open forum, capable of gathering and converging forces that may differ in political opinion, but have a common position to preserve and promote their identities, national culture, not to fall into the situation of losing root, ?? into foreign cultures. Obviously, that is the noble purpose that *Tao Dan* set out, and more importantly, the magazine has endeavored to accomplish this throughout its existence. In fact, according to the manifesto, the magazine has made a great contribution to the Vietnamese newspaper village as well as to the national culture. *Tao Dan* is one of the typical magazines about building and developing Vietnamese culture.

EXPERIENCE IN USING THE PRESS TO BUILD A NEW CULTURAL BACKGROUND IN VIETNAM

Vietnam is now continuing to build an advanced culture, indulgent national identity in the new era, according to the views of the Communist Party of Vietnam in Resolution T. V, Session VIII [8]. The current Vietnamese culture is a unified national culture based on the diversity of ethnic culture in Vietnam. The blend of foreign cultural elements is not the basis to call a new culture in Vietnam.

The press has a huge role in participating in solving issues related to public awareness, attitudes and behaviors in building an advanced Vietnamese culture imbued with national identity in the new time period.

Regarding awareness, the press affects the public by propaganda, dissemination, views, guidelines, cultural and artistic lines of the Party; policies and laws of the state on cultural construction, management and development. Journalism, propaganda and education of the public see the role of culture as the foundation of social life; Seeing the role of the subject of building a culture of the people; supervisory role of the people in the development and implementation of cultural development policies.

In terms of attitudes, the media both provides information, reflects the current situation, and guides the public about the attitude of the public to culture, particularly with regard to cultural and related issues. It is an attitude of respect for, inheriting good values of traditional culture and of the nation; selective acquisition of the quintessence of human culture in building up Vietnamese culture today.

In terms of behavior, the press guides the public, provides advanced models and cultural models imbued with national identity, so that the public can learn and follow the Party's leadership and State management.

Recognizing that, we boldly propose a number of solutions to improve the newspaper's quality, contribute to preserving and building an advanced Vietnamese national culture imbued with national identity.

Gather a large team of talented and dedicated journalists

In Vietnamese national culture, traditional and modern characteristics are always closely linked. Ensuring the tradition and modernity of the national identity is the portrayal of our nation in the world community. Emphasizing the role of the masses: the people are both the subjects making history and making culture, the beneficiaries of culture, and the subjects to preserve and promote cultural values and preserve fire to culture. From becoming more aware of the role of the public, other journals of this kind should define human building, for the real good of man.

In the current context, the press is the mouthpiece of the Party, the State and socio-political and professional organizations, an important forum and tool to protect the interests and freedoms of all classes and people. Therefore, each press agency, especially the type of newspaper, magazine on culture, literature and art, which needs creativity, must gather the artist

and literary class - talented and dedicated people: Invite them to work as associates and collaborators (who are experienced and prestigious writers); exploit good news, articles of collaborators,

Creating a democratic forum for all ideological movements

Newspapers need to raise exchanges, ideological and academic dialogues. This is an effective way for the debate to come to a consensus on the concept of a new culture and efforts to build it. From the problems of the 1935-1939 art debate, the Communist Party of Vietnam, for decades, from the Cultural Outline (1943) to now, in the cultural guidelines and policies that have been steps affirming his leadership role in this field, orienting and solving in reality issues: upholding the position of culture and art in the revolutionary career, emphasizing the active role of people, writing in social life, building a new culture with socialist content and national character. The Party's views were later adopted by the Politburo in Resolution 05 on "Innovation and Upgrading". high level of leadership, management, literature, arts and culture ... "November 1987 publicly presented:" New Vietnamese culture built on the basis of the principles of Marxism - Leninism is a socialist culture imbued with national identity. ” [8].

In the current period, the press still needs to be a forum to gather and unite the entire people, raise patriotism and national pride. The current press needs to create a forum for democratic debate about such culture. Granted, the press is inclined to act according to certain goals and principles, but it also needs to create big-minded press-style debates in order for mainstream ideas to propagate, to be ingrained in the consciousness of readers, improve social criticism.

Appealing presentation form

An important element of the attractiveness of newspapers and magazines is the attention of the readers' eyes, the form of expression, clean and beautiful printing. The skillful harmony between content and appearance will increase the attractiveness of the information to readers.

Journalism is an integral part of culture. Every published and widely published press work directly or indirectly affects public awareness, thoughts, emotions and ideas and community behavior. The press is also a tool and means to enforce and promote culture. Vietnamese newspapers must link with the space and cultural environment of the nation and of each individual in the community.

Information is a newspaper's source of good, words are a tool to make that information. Therefore, language does not only have a good impact but can also have a negative impact on the cultural look of the nation. That is, when the Vietnamese language has the expression of lack of clarity and wrong standards. Therefore, preserving the purity of Vietnamese language is not only a mere cultural activity but also a citizen's responsibility as a journalist today.

CONCLUSION

From the issue of ethnic culture in *Tao Dan* magazine, looking into today's newspaper practice, we can see that the entire *Tao Dan* 1939 series shows the meticulousness and respect of readers of the author group when restoring from the original. By researching the issue of national culture in *Tao Dan* magazine, drawing on experiences in using newspapers in building a new culture in Vietnam, we affirm:

Tao Dan magazine has contributed to reviving the cultural values, the fine cultural traditions of the nation, while filtering out cultural elements that are no longer appropriate. *Tao Dan* is an important way to receive new cultural elements. The national culture needs to be built on the basis of protecting and preserving what is good and needs to be preserved. History has receded, but the lessons of building a national culture are still worthy of our reflection, because there are still a lot of cultural newspapers and magazines in Vietnam today - literary arts such as: Van Hien Magazine; Journal of Writers and Works; Journal of Literary Studies; Magazine Vietnam Cultural Forum, Journal of Culture - Art, Finding the roots and recognizing the first core identity of Vietnamese cultural identity is very important and necessary to inherit, protect and promote the quintessence of the national culture.

In Vietnam, the press is both a tool to propagate the Party's guidelines and policies, the State's policies and laws, and plays a very important role in building a culture. Journalism is both a tool to spread culture and a product and an element of culture. The press has taken an active part in preserving, spreading and enriching the treasure of the nation and mankind.

Due to objective and subjective conditions, for many years we have not fully exploited the rich heritage of national cultural values in the early twentieth century. Many people are still hesitant, avoiding researching cultural - literary and artistic areas in newspapers and magazines of this period. If we overcome the barriers and the "invisible" mentality to return to national

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cultural values scientifically and seriously, objectively and fairly, then surely we will receive
great value and has a positive meaning./.

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