ENHANCING CULTURAL BEHAVIOR IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION (INDUSTRY 4.0) IN VIETNAM

REFORÇO DO COMPORTAMENTO CULTURAL NO CONTEXTO DA QUARTA REVOLUÇÃO INDUSTRIAL (INDÚSTRIA 4.0) NO VIETNAME HOJE*

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Abstract: The fourth industrial revolution (4.0), referred to as Industry 4.0 for short, with outstanding technological advances, has been having a strong impact on most countries and ethnic groups. Those impacts have penetrated all fields and every person around the world directly and deeply. Not out of that impact, culture and Cultural behavior are facing many opportunities and challenges brought by the 4.0 industrial revolution. This has made the culture have many new faces, changing in both positive and negative directions. Therefore, the study of culture and Cultural behavior and at the same time make them become the spiritual motivation as well as the endogenous strength for each nation and nation to rise up and assert themselves is very necessary. That requires us to have deep cultural awareness. Within the scope of the article, on the basis of clarifying the concepts of "culture" and "cultural behavior", the author focuses on analyzing their role in social life and at the same time points out some basic solutions to improve cultural behavior in the context of the current industrial revolution 4.0 (Industry 4.0) and digital technology transformation.

Keyword: Culture. Cultural behavior. Improving. Fourth industrial revolution.Vietnam.

Resumo: A quarta revolução industrial (4.0), referida abreviadamente como Indústria 4.0, com notáveis avanços tecnológicos, tem tido um forte impacto na maioria dos países e grupos étnicos. Esses impactos têm penetrado directa e profundamente em todos os campos e em todas as pessoas em todo o mundo. Não fora desse impacto, a cultura e o comportamento cultural estão a enfrentar muitas oportunidades e desafios trazidos pela revolução industrial 4.0. Isto fez com que a cultura tivesse muitas caras novas, mudando tanto em direcções positivas como negativas. Portanto, o estudo da cultura e do comportamento cultural e, ao mesmo tempo, fazê-los tornar-se a motivação espiritual, bem como a força endógena para que cada nação e cada nação se levantem e se afirmem é muito necessário. Isso exige que tenhamos uma consciência cultural profunda. No âmbito do artigo, com base na clarificação dos conceitos de "cultura" e "comportamento cultural", o autor concentra-se na análise do seu papel na vida social e ao mesmo tempo aponta algumas soluções básicas para melhorar o comportamento cultural no contexto da actual revolução industrial 4.0 (Indústria 4.0) e da transformação da tecnologia digital.

Palavra-chave: Cultura. Comportamento cultural. Melhoria. Quarta revolução industrial. Vietnam.

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1.   Introduction

Culture is a form of social consciousness, which reflects most clearly and most clearly the socio-economic conditions that have produced it. However, as a form of social consciousness, culture itself is relatively independent, which in turn can act back most often and directly on the socioeconomic base. That impact has proved that culture has a potential power that can change reality as Karl Marx (1818–1883) (WOLFF; LEOPOLD, 2020) and Friedrich Engels (1820-1895) (ROYLE, 2021) asserted "The weapon of criticism cannot, of course, replace criticism of the weapon, material force must be overthrown by material force; but theory also becomes a material force as soon as it has gripped the masses."(JUERGENSMEYER; KITTS, 2011; LÖWY, 2020). This can be understood that culture in general and cultural behavior in particular is an invisible force because, after all, culture is the values and quintessence that have been refined, preserved and promoted by many generations. There are many factors and qualities belonging to culture that have been formed very early, right from the beginning of the "foundation of the country" appeared and have always remained, preserved and promoted across the generations. It has become the endogenous strength and the inner "soul" of each ethnicity and nation. Culture is expressed outwardly into human behaviors in relation to society and nature. Thus, culture and cultural behavior are the key things that help people and society not be "deformed" and "weary" over time as well as the positive and negative impacts of socioeconomic conditions. Through culture and thanks to culture, people know how to "eliminate bad keep beauty" and behave culturally in the face of difficult problems and challenges.

Currently, humanity is entering a new civilization, which is under the domination of science and technology. The explosive industrial revolution 4.0 (Industry 4.0)(WOLIŃSKI, 2018), along with it, was the birth of the digital technology era, which on the one hand has contributed to liberating labor as well as raising the intellectual level of people and "all economic, financial, social, cultural, and environmental models will receive a great impact" (ORTIZ; MARROQUIN; CIFUENTES, 2020). But on the other hand, its birth puts people in another vortex whose consequences are still immeasurable. Therefore, it can be affirmed that the 4.0 technology revolution has applied the achievements of science and technology to make drastic and rapid changes in all fields of social life. Neither culture nor people are exempt from that impact. Hence, cultural behavior also faces many new problems that need to be adjusted accordingly. It is very necessary to study culture, cultural

behavior and how they penetrate into social life. The rapid development of the industrial revolution 4.0 always requires culture and cultural behavior to be raised to a new level because they must always go hand in hand and are a condition for creating a civilized, modern and developed.

Thus, culture in general and cultural behavior in particular are strongly influenced by the industrial revolution 4.0. To understand the effects of the 4.0 revolution as well as find solutions to promote the positive aspects and limit the negative aspects in the technology era to cultural issues and especially cultural behavior, the author focuses on clarifying the issue of improving cultural behavior in the current circumstances.

2.   Research Methods

Culture and cultural behavior are categories with quite diverse and rich connotations. These are categories within the research scope of social philosophy. In order to highlight the basic contents contained inside as well as to achieve the stated research purposes, the author has used many different research methods simultaneously in the research process.

To serve the research, the author has combined both primary and secondary data collection methods. With primary data, the author flexibly used observation methods, interview methods and sociological investigation methods through questionnaires. With secondary data, the author has carefully screened different data sources and focused mainly on data sources with clear origin, high reliability or from trusted and reputable agencies.

When evaluating and commenting on issues, the author has stood on the stance and point of view of dialectical materialism. The basic principles of dialectical materialism have been applied by the author to explain and clarify the phenomena of culture and Cultural behavior. The principles of object perception, drawn from the basic principles of Marxist philosophy, have been used by the author to bring about high research efficiency such as the objective principle, the comprehensive principle, the historical principle. specific, development principles and practice principles. These are basic principles to apply when dealing with not only cultural problems but also all other problems of social life.

In addition, the author also uses other methods such as listing, comparing and contrasting, analyzing and synthesizing, the method of unifying the historical and the logical, the method of going from the abstract to the specific. In it, the author has put

culture and cultural behavior in the context of space and time to form and govern it, and at the same time put culture in the list, comparison and contrast with other elements in social life to be able to properly position the role and position of culture and Cultural behavior; from there as a basis to give the right solutions to improve cultural behavior in the context of the current industrial revolution 4.0.

3.   Some basic concepts

3. 1.   Culture

Regarding the concept of culture, researchers have given a lot of different views because they have different purposes and study culture in different aspects and different approaches, so that the cultural concepts are presented in a very diverse and rich manner. On the most general level, culture is the totality of material and spiritual values created by mankind in the process of changing the world (natural, social and thought) (HOANG, 2010). Thus, the concept of culture has included in it both material culture and non-material culture.

The material value of culture (material culture) is crystallized in the products that people create in the fields of material production activities or material culture refers to objects made or used by humans (HAHN, 2018; VAN HORN, 2021), such as technological products, construction designs (i.e., Hue Royal Palace in Vietnam, Eiffel Tower in France, the Urban Framework of Brasilia in Brazil). Or in the field of socio-political activities such as Cu Chi Tunnels in Vietnam, the Great Wall in China. On the other hand, oral traditions, which include languages, stories, and works passed down through oral traditions, performing arts, social rites and etiquettes, festival celebrations (Lunar New Year in Vietnam, Brazilian Carnival with Samba dance in Brazil), knowledge and practices related to nature and the universe, traditional handicraft arts, and so on, are all examples of non-material culture.(OYEKOLA, 2018; PAN, 2012), such as the Marxist-Leninist doctrine founded by Karl Marx and Friedrich Engels, then Vladimir Ilyich Lenin (1870- 1924) (ENGLE; DEAN; COOLE, 2014) protected and developed; other literary and artistic works such as The Tale of Kieu (Truyện Kiều) by Nguyen Du (1766-1820) (TAN, 2016; TAYLOR, 1983). These material and spiritual values always have a close relationship, influence, bind each other, and unite in oppositions. In that relationship, material culture serve as the basis for the existence and development of spiritual culture. In

contrast, spiritual cultural values are rich, diverse and vivid expressions of material cultural values in specific forms and images, which have the effect of promoting the influence of cultural values. material culture and promote the perfection of material cultural values in social life (PHAN, 1999).

The opposite of culture is uncultured or lacked of culture, which is the material and spiritual products that people create without promoting the development of society but inhibiting, destroying the society and going against the progressive human values (TRAN, 2020), such as wars of aggression, enslavement, oppression... of one nation against another.

Thus, regardless of the form of conception, culture is also associated with people, has a human nature, and is imbued with national identity. And it develops over time and makes more and more progress in line with the development of the peoples in the increasingly civilized progress of mankind (HO, 2008). Only then can culture fulfill its basic functions of social organization, self-regulation, education, and communication and dealing with each other in society.

3. 2. Cultural behavior

Cultural behavior is behavior exhibited by humans, is a system of cultural standards that people use to regulate the process of exchange and communication between people or between community organizations, different countries in society (NGUYEN, 2008).

Cultural behavior is an expression of exchange, communication, and response relationships between individuals, organizations, communities, and countries in society. Cultural behavior is expressed through attitudes, behaviors, gestures, words and actions of individuals and organizations. The behaviors in these relationships all reflect the material living conditions of society in certain historical periods. At the same time, it bears the shape and identity of the nation, ethnicity and is associated with the traditions, customs and practices of each ethnic group, each specific country (HOANG, 2010). Therefore, behavioral culture is also expressed in two forms: cultural material behavior and cultural spiritual behavior. Cultural material behavior is a culture in which in communication relations take material values in exchange to achieve a certain purpose. For example, means of production, labor power, labor time, money, gold, etc. Cultural spiritual behavior is culture that takes spiritual values for exchange in social relations. festival. It is expressed in

forms of social consciousness in the form of praising, rewarding or praising partners in communication (TRAN, 2021).

Cultural behavior is not an arbitrary response, but according to the trend of the development of human civilization, it is necessary and must be followed basic standards, which are considered as applicable principles. cultural practices (PHAM, 2018). These basic standards and principles include: (1) Humanity, for people and love for people; (2) Appreciate the cultural values of people, organizations and communities in communication; (3) Ensure and respect the fundamental rights of people, ethnic groups and nations; (4) Ensure fairness between partners in the process of cooperation. Those standards and principles are considered essential conditions and red threads in the process of communicating and dealing with each other between people, organizations, communities, and different countries in society.

4.   The role of cultural behavior in social life

Cultural behavior plays a very important role in social life. That is shown first of all in that cultured behavior is always the driving force for society to develop better, more compassionate, more civilized and more progressive (PHAM, 2016). On the contrary, if the behavior without culture will be detrimental to the development, progress and civilization of the society. On the other hand, cultural behavior contributes to the organization and establishment of society according to the right standards and in accordance with civilization and the progress of mankind. It has the effect of educating and correcting lacking or uncultured behaviors that have arisen in today's social life (VU, 2000). For example, indiscriminate, obscene, threatening statements, or violent actions that violate ethnic traditions and customs. In general, cultural behavior has the effect of orienting and adjusting all individuals, organizations, communities and countries in the trend of becoming more progressive and civilized in the historical development process of humankind.

Previously, when the industrial revolution 4.0 was not yet born, the interactions between people, between community organizations and other community organizations, and between one country and another country still had many problems. the topic is not transparent, still "in the dark" (LE, 2013). It is often covered up by conspiracies, tricks, especially hidden ones, hiding under dirty and unhealthy tricks. Individuals and political

forces with bad motives and lack of culture often find ways to demagogue, cover up improper behavior. For example, the lack of financial disclosure, lack of transparency in the selection of civil servants, officials, false statements, or actions of one country to invade other countries are also distorted and falsely propagated. In short, it is a violation of the principles and standards of cultural behavior (PHAN, 1999).

In that context, verifying an event to find the truth, precisely to affirm the cultural truth in the way things behave is very difficult, even impotent. That leads to judgment, mixed behavior, right to wrong, good to bad, which reduces the trust of citizens in society. Industry 4.0 is an era in which information about all areas of social life is digitized and processed by modern technological devices and means. This is the era with the advent of automation of process, cloud computing services, analytics (big data), internet of things, 3D printing, collaborative robotics, remote control technologies (drones), use of block-chain, geolocation systems, cybersecurity systems (HUANG; TEO; SÁNCHEZ-PRIETO; GARCÍA-PEÑALVO et al., 2019; KAMBLE; GUNASEKARAN; DHONE, 2020) that changed all areas of our life from politics, economy, culture to society. And behavioral culture is no exception, it also has important challenges and changes and gradually returns people to true behavior, real work in an increasingly transparent and clear way. All daily conduct in social life is immediately posted on social networks, quickly publicized, widely spread around the world. Acts of great culture, humanity, and compassion are praised, loved, and admired. On the contrary, uncultured behavior will be criticized immediately. At that time, all attempts to cover up the truth of powerful but uncultured individuals and organizations could hardly be done (DAO, 2015). If an individual has a good personality, understanding, then they will behave, comment with culture and vice versa (NGUYEN, 2012).

In Vietnam today, the Industry 4.0 has been having strong impacts, bringing about great results, promoting the development of all aspects of social life, in which cultural development people (NGUYEN, 2021; NGUYEN, 2020; TRAN; TRAN, 2021), and cultural behavior. However, the negative side of the Industry 4.0 has left very serious consequences. Negative factors have crept into all areas of social life, including culture and education. Due to various objective and subjective reasons, some issues of culture and cultural behavior in society have deteriorated. Uncultured behaviors appear more and more such as arbitrary and obscene statements; acts of violence, brutality and cruelty are on the rise... appearing more and more.

5.   Some solutions to improve cultural behavior in the context of industrial revolution 4.0 in Vietnam today

For an ethnicity with a long history and culture and a nation that knows "respect for love, respect for ritual, and respect for the past" (PHAN, 1999) like Vietnam, culture and cultural behavior are the extremely valuable heritage, the quintessence, the core of the ethnic soul. For Vietnamese people, culture is the spirit of patriotism, compassion for people, solidarity and the spirit of hard work and thrift. Therefore, when talking about cultured behavior, it is about the attitude and behavior of each person towards the above issues.

However, Vietnam is a country on the threshold of globalization and deep international integration and is in the transition to socialism, so there are more challenges and difficulties. In addition, with the impact of the industrial revolution 4.0, Vietnam is even more at risk of becoming obsolete if it does not innovate strongly, constantly study and exchange to raise the national level. And of course, the cultural behavior of Vietnamese people is also facing bigger challenges. Therefore, in order to improve cultural behavior in today's social life, we recognize that there are some basic solutions as follows.

(1) Improve culture and understanding of cultural principles, standards and values for all members of the social community. Because, thanks to cultural understandings and principles-based, these cultural norms will be an important foundation in dealing with each other in a cultural way. That's why there is an old saying that, "If you want to behave with culture, you must be a cultured person".

(2) It is necessary to strengthen the roles and responsibilities of all individuals and organizations in society in order to protect and promote the good cultural values and traditions of the ethnic group in accordance with progress and civilization of humankind.

(3) Closely combine the education of cultural values and standards with the education of ethical and aesthetic standards, etc., in order to comprehensively and harmoniously develop the qualities and ability to behave culturally for individuals in communication as well as in various activities of social life.

(4) To build and strengthen additional cultural institutions for perfection and practical suitability with real life in order to orient and adjust mutual behavior among individuals, communities, nations in society.

(5) It is necessary to increase the use of modern technologies to both organize and manage in an increasingly cultural way for society, and to expand cultural relations widely in society. Thereby increasing the publicity clearly, widely and immediately promoting beautiful cultural behaviors in society as well as promptly criticizing bad and uncultured behaviors in communication. In addition, the cooperation between members, communities, countries and ethnic groups aims to build a society with a rich and diverse culture, suitable for progress and civilization of human beings.

It can be seen that each of the above solutions not only has a different position and role in building a culturally behavioral environment, but also has a close relationship, interacting with each other. Therefore, we think that when implementing these solutions, we need to apply flexibly, synthesize and support each other to bring about high efficiency in building an appropriate cultural behavior for the natural and social development.

6.   Conclusion

From the above research, we affirm that culture in general and cultural behavior in particular are great values that mankind has accumulated over many different historical periods. It has a very important position and role in social life. It not only makes a great contribution to building a cultured society but also is one of the great driving forces promoting the progress and civilization of mankind. With those sustainable and sacred values, culture and cultural behavior have always been preserved and promoted by generation to generations. Today, in the context of the industrial revolution 4.0, with the strong development and application of the achievements of advanced science and technology, it has completely changed the face of social life. Therefore, it is extremely necessary to increase the role of culture and cultural behavior in the development of society. The enhancement of culture and cultural behavior will ensure that social life maintains and promotes its inherent sustainable values in the face of unpredictable impacts brought by the Industry 4.0.

However, such an affirmation does not mean that culture itself and cultural behavior will be strong, lasting, and never be lost because there are so many changes and dangers that even humans cannot predict. That is the flip side of development when those scientific and technological achievements are promptly and popularly applied in social life and when the negative side of the market economy is creeping into all fields. area of social

life. In a civilized and progressive society like today, culture, cultured behavior and modern technologies in communication are always factors that go hand in hand. Because a smart city, a society, a civilized, modern, cultured country cannot be an entity without a quick, timely and practical application. digital technologies into all areas of social life. Thus, in order to raise the level of cultural behavior, it is necessary to simultaneously implement the solutions that the authors have given above.

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