

SOME EFFECTS OF AMERICAN CULTURE ON YOUTH'S LIFESTYLE IN VIET NAM

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Tóm tắt: *Tất cả chúng ta đang sống trong thời đại mới-thời đại của nền văn minh, khoa học, công nghệ cùng với toàn cầu hóa. Toàn cầu hóa đã mang lại nhiều giá trị tiện lợi cho người dân Việt nam. Tuy nhiên, điều đó không có nghĩa là toàn cầu hóa không có hại cho nền văn hóa của chúng ta. Một trong những vấn đề được quan tâm nhất là sự thống trị của nền văn hóa nước ngoài đã và đang thâm nhập vào xã hội Việt nam. Lối sống phương tây đã có xu hướng áp đảo lối sống truyền thống trong một bộ phận giới trẻ. Họ đang phá vỡ các giá trị đạo đức, chạy theo lối sống hiện đại. Vì vậy, với đề tài: “Ảnh hưởng của văn hóa Mỹ đến lối sống của giới trẻ ở Việt Nam” hi vọng thanh thiếu niên có thể điều chỉnh phần nào lối sống của họ một cách phù hợp nhất trong xu thế hội nhập toàn cầu hiện nay.*

1. INTRODUCTION

All of us are living in the new era – the era of civilization and science, especially the boom of information technology; it has made on human life is improved. Like many countries in the world, Viet Nam has entered the new stage with integration and it is undeniable that globalization promotes and makes people understand each other on the earth. That way, integration contributes to improving people's knowledge and self-assertion of the nation and human beings. Due to the open-door policy of the Party and State. The material life is more comfortable, the cultural life is more diverse. Thanks to changing in economy as well as cultural life, the belief of Vietnamese people in the leadership of the Party is also higher. In the new stage, many people in Viet Nam have changed their lifestyle. They become more open, dynamic and modern. We all see that the society is more and more developing but that does not mean that the attitudes and behaviors of people could be adjusted in a positive way. The negative impacts of integration have affected the lifestyle of a majority of people, especially for the young generation. They are corrupting the moral values by running the modern life. They ignore the moral values that are the foundation of human essence. Therefore the problem is a challenge for everyone in our society. So, I decide to do the research: “Effects of American culture on youth's lifestyle in Vietnam”.

2. CONTENT

2.1. An overview about the lifestyle of young people in America

Being the home to a variety of immigrations from different races all over the world, American is well-known for its diverse. Confidence, dynamics and self-reliance are what Americans want to show. This character has become the first choice of all young people all over the world. The youth in America have the attitude that “Be yourself” is very important.”.

Young American people emphasize individuality, they paid little attention to what others may think of them. In American society, The individual goals are considered more important than those of in-group, and as a result, in order to achieve personal goal, it is possible to break in-group.

Americans believe that their personalities are from achievements and their ability.

For Asia, humility is a good way to protect the honor because they are afraid they will be loose reputation. But the youth in America is very different. They don't care. American culture possesses the highest level of individualism. In American society, The individual goals are considered more important. Self-reliance is also a character of young America. And youth in America believe that if they too much on any support, they may lose some of their freedom to do what they want. In other words, individuals must learn to stand on their own two feet, otherwise, they risk losing free-doom. That are the root causes bring to liberal lifestyle of the youths in America.

2.2. The positive impact of globalization in general and American culture in particular

Globalization is bringing the Western life in our country. It has positive impact of making lifestyle changes and opens an active lifestyle. The diversity at workplace is increasing very rapidly. For young people, the positive impacts of globalization can be reflected on the following aspects:

- Young people in Vietnam want to have self-reliance like the West countries. Base on “Viet Nam Net Bridge”, Many young people in big cities of Viet Nam such as Ha Noi and HCM city now prefer an independent life. Many students want to find a job without helping of their parents.
- They become more active and creative. In the new era, young people want to express themselves. The number of young people in Viet Nam successful in the new areas of education, science, business are increasing (Tuoi tre newspaper- October, 9th 2010)
- They can adapt fast with the changing of the times.

2.3. The negative impact of globalization in general and American culture in particular

2.3.1 Love and marriage

Many youth today are losing the beauty of love. Unlike previous generations, They come to love (and sex) easily. The rate of abortion in adolescent age increase rapidly. For them, love does not need to distinguish the age, single or married, the noble or inferior. They can fall in love in the first meeting evens cohabitation.

→ USA TODAY (Monday June 9, 2008) published an article with the title, "Living together: No big deal?". In America, 28% of couples cohabit (2008) compare 5.1 % cohabited in 1990. The number rose to 22.9% . We can see that it gets a quite high rate.

→ Not only in American country, the cohabitation in Vietnamese country are increasing nowadays. According to surveys, most people say it is a good idea to live with a person before marrying. (Some students stated that: “ Society is increasingly developing, so thoughts and lifestyle of people have to change! Living in social development and international integration, we need to learn, integrate into the culture of many countries in the world”. Perhaps young people today misunderstand the meaning two words “learning and integrating”)

→ According to the latest statistics of the Family Planning Association of Viet Nam (2012). There are about 300.000 cases of abortion at the age of 15-19 including 60-70% of pupils and students. With the alarming number, Viet Nam get the highest abortion rate of teenagers in Southeast Asia and ranked 5th in the world.



Picture 1: student's love

2.3.2 Fashion

* Because the impact of cultural streams introduced into our country in the “open-door”, especially the social psychological films of America and Korea, many young people want to express themselves by:

→ imitate the fashion style of the actors, models and especially his or her favorite singer or idols.

→ tattoo some horror images on their body as well as horror clothes, green and red hair



Picture 2: An horror tattoo of a teenager

→ dress some cool clothes: mini-skirt, ultra-short pants...



Picture 3: A girl has a cool dressing

→ turn the campuses into a fashion show.

2.3.4 Entertainment:

Today, foreign cultures were introduced to our country in various fields including movies, music recording, the internet. We can not deny that they play a main role in our activities. Almost every film in television shows something about the activities and customs of the people in other lands. By seeing films, one learners have a lot about human activities. We also gains a better understanding of people of the world. However, it must be admitted that this caused some evil influence on many people.

→ Many young people addict game online, sex scenes on the Internet.

By using internet questionnaire, I collect the data like as: Most young people are in the games, including 77% of violent games, 9% is gambling, only 14% is a positive factors.

→ Teenagers often go to night club, bar every night. According to survey, 9/10 of the speakers say that the bar is a place where young people can get social evil activities easily: drugs, prostitution,.....

→ Young people often have illegal racing after having a fun party, bar or karaoke.

2.3.5.Behavior

Due to the effect of Western culture such as the self-reliance, freedom in American. This impact strongly on young people in Viet Nam. They want to have people's attention by doing ridiculous things.

→ Today's youth are the lack of cultural behavior in public. Many girls still wear cool clothes when going to temples, pagodas ...

→ Many teenagers have kissing, embracing... in public even in classrooms.

→ They use ecstasy as a way of entertainment to have strong sex relationships.

→ In particular, many students fight each other become popular .



Picture 4: Behavior in teenagers today

→ Consumption lifestyle of American has significant impact to Vietnamese culture. Lifestyle of the West has tended to overwhelm traditional lifestyle of Vietnamese people. The relationship among people, village and tolerance seems to have neglected in thoughts of Vietnamese.

3. Some main reasons and solutions to adjust the lifestyle of the young generation

3.1 Reasons:

* The individual

Due to poor awareness of lifestyle, many young abuse their freedom to do unethical things.

* The family.

- Parents seems to be busy with their works; therefore, they don't have enough time to control all their children activities.
- The school have concentrated on raising the cramming of knowledge highlighting the human resource training to meet the man power needs of the economy.

* The society:

- Due to lifestyle influx of Western society, many Vietnamese disregard habits and customs, cultural values of the nation.

3.2 Solutions

* **Duty of school:**

- Work to care more for education. It's very important responsibility of every family, school and society including the indispensable role of unions, especially the youth.
- Renovate educational contents and methods of education for teenagers is a pressing demand in the new period, when the country is opening the doors for integration with the outside world.

* **Duty of the family**

- Promote the role of nuclear families to care the young generation, especially for the responsibilities of both parents.

* **Duty of society**

- Create many forums for young people so they can express their wishes for adults to listen and understand younger people.
- Build more places of entertainment such as: clubs, cinemas for the spiritual life of young people.

4. CONCLUSION

4.1. Conclusion

In general, during cross- culture , The western culture has brought certain benefits to Vietnam including economic, national income and living standards. However, it also causes alarming damage of moral, ethical and traditional values. The culture and

national identity of Vietnam is gradually declined; especially for the status of moral alienation in youth. To deal with this alert, the government should have immediately the appropriate measures to revamp the traditional orders and promote the unique identity of Vietnam on the integration.

4.2 Limitation of the study

Although this research has been conducted to the best of the research efforts, time and other unexpected objective factors have led to certain unavoidable limitations involving the collects of the data and the scope of the study. I warmly well come any further comments to make this research become better.

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