

Culture in the Era of International Integration and Its Application in Teaching for Contemporary Students

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Abstract

Amid globalization and extensive international integration, culture assumes a pivotal role in defining national identity and fostering sustainable societal progress. However, current global dynamics—encompassing political conflicts, wars, societal violence, and the rapid advancement of digital technologies—are profoundly influencing value systems and cultural perceptions, particularly among younger generations. This study examines the significance of culture in the context of international integration, evaluates the impacts of globalization on students, and suggests actionable strategies for embedding cultural education into political theory curricula. These efforts aim to nurture character formation and cultivate resilience among students.

Keywords: *Cultural integration, cultural education, globalization, students, political theory teaching.*

I. INTRODUCTION

In an era defined by globalization and deep international integration, culture has taken on a pivotal role in shaping national identity while directing nations toward sustainable development. This interconnected process generates valuable opportunities across sectors such as economics, science, and technology, while fostering extensive intercultural interactions. These exchanges not only contribute to the dynamic evolution of global culture but also challenge nations to preserve and promote their unique cultural identities in this shifting landscape. Recent global developments have been marked by instability, with armed conflicts, regional wars, social upheavals, and economic-political crises disrupting the established international order. These events have not only impacted global political and economic systems but have also brought profound changes to cultural norms, influencing the ideologies, values, and lifestyles of younger generations. Against this backdrop, higher education institutions play a critical role in imparting cultural education and reinforcing core value systems. This responsibility is particularly pronounced in political theory courses, which help students appreciate the role of culture amidst the rapid transformations of a globalized world. This study seeks to examine the characteristics of culture within the context of international integration, evaluate the challenges posed by global shifts, and propose strategies for embedding cultural education within political theory instruction. These efforts aim to foster character development, strengthen political awareness, and enhance students' sense of social responsibility as they navigate their roles in an interconnected global community.

II. CONTENT

2.1. The Concept and Role of Culture in the Age of Global Integration

In the social sciences, culture is often described as the sum of material and spiritual values created by humanity throughout history. It represents a society's developmental achievements and forms the unique identity of every national community. Within the broader framework of globalization, culture serves not only as the spiritual foundation of human existence but also as a vital resource for socio-economic progress. Importantly, it is becoming a key component in enhancing national influence through soft power. Vietnam stands as a vivid example of how cultural identity evolves over millennia. According to data from Vietnam's Ministry of Culture, Sports and Tourism, the country is home to more than 40,000 historical and cultural relics as of 2024, including 130 sites classified as special national monuments. Many additional sites enjoy recognition at local or regional levels, while multiple aspects of Vietnam's cultural heritage have garnered international acknowledgment. These factors collectively reinforce Vietnam's position in the global cultural arena. In today's interconnected world, culture plays an increasingly critical role in elevating national prestige. Cultural diplomacy, international cooperation, academic exchanges, and the growth of creative industries provide distinctive platforms for showcasing Vietnamese cultural identity on a global stage. As highlighted in UNESCO reports, cultural and creative industries contribute significantly to economic growth while generating meaningful job opportunities for younger generations. Despite these positive developments, the integration process presents considerable challenges to maintaining cultural authenticity. The pervasive reach of global popular culture, magnified by technological advancements like digital media and the Internet, threatens traditional lifestyles, value systems, and

social norms cherished by youth. Therefore, balancing the embrace of global cultural innovations with the preservation of national heritage has become an urgent task during this transformative period.

2.2. The Impact of Globalization and Digital Technology on Cultural Life

In an era shaped by globalization and the Fourth Industrial Revolution, digital technology has emerged as a transformative force in the cultural dynamics of contemporary society. The swift advancements in the Internet, social media, and artificial intelligence (AI) have fostered the creation of a novel "digital cultural space," characterized by the rapid exchange, dissemination, and recreation of cultural values.

Global digital transformation statistics highlight Vietnam as one of Southeast Asia's fastest-growing nations in terms of Internet penetration. In 2024, the country recorded approximately 78.4 million Internet users, representing 79.1% of its population. This figure rose to 79.8 million users in 2025, with Internet penetration stabilizing at 78.8%. Moreover, Vietnam reported approximately 76.2 million social media accounts, accounting for 75.2% of its population, underlining the indispensable role of social media in daily life, particularly among young demographics.

The upward trajectory in social media usage continued through 2025 and 2026, which saw an increase of roughly 5.3 million accounts. By this period, the total number of social media profiles approached 78.7 million, with over 92% of Internet users engaging with at least one platform. This data underscores the profound cultural shift from traditional practices to digital domains, with younger populations—especially university students—emerging as the most impacted group due to their frequent reliance on digital platforms for education, communication, and entertainment.

Among the various platforms influencing Vietnamese youth, TikTok has achieved remarkable prominence. Regional analyses reveal that TikTok has garnered a user base of approximately 70 million within Vietnam alone, securing its position as one of Southeast Asia's most widely used short-video platforms. Behavioral studies highlight TikTok's immense popularity among Generation Z, where it enjoys significant usage rates.

Platforms like TikTok have revolutionized cultural transmission by emphasizing brief, visual, and highly shareable content. Within hours or days, they enable cultural trends, lifestyles, music, fashion, and social philosophies to reach global audiences. This phenomenon creates unprecedented opportunities for cultural dissemination, knowledge exchange, and human connection on an international scale.

However, alongside these beneficial outcomes come substantial challenges for university students navigating this digital landscape. Algorithms driving content recommendations on social media platforms often prioritize sensational or unverified material aimed at capturing user attention. Such dynamics can reshape how young people consume information, potentially undermining their reading practices and critical thinking capacities.

In addition to social media, AI technologies are playing a pivotal role in shaping contemporary cultural environments. Applications such as chatbots, tailored content recommendations, machine translation services, and AI-generated audiovisual content have significantly altered how individuals create and consume information. For university students, AI presents opportunities to enhance learning outcomes, advance research pursuits, and acquire professional competencies. Nonetheless, unchecked reliance on AI technologies risks stifling independent thought and creativity in learners.

The influence of digital technology extends beyond personal lives for students at technical institutions such as Hung Yen University of Technology and Education. Here, students are not only exposed to cultural shifts but are also deeply immersed in professional cultures defined by modern industrial ecosystems. As digital transformation facilitates the rise of smart manufacturing systems, aspiring engineers and technical educators must cultivate a sense of professional ethics, social responsibility, and adaptability to technology-rich work environments.

Engineering and technology students must strive to complement their disciplinary expertise with cultural proficiencies that promote ethical cooperation, disciplined problem-solving, innovation, and community responsibility. Corporate and professional cultures in technologically advanced production settings are crucial in fostering workspaces that are both efficient and sustainable.

Under these circumstances, higher education institutions have an urgent responsibility to prioritize cultural education that addresses the implications of digital technological environments on modern societal norms. Universities must guide students toward becoming discerning recipients of information while instilling principles of responsibility and critical engagement. Equipping future professionals with such skills is integral to fostering a resilient and culturally enriched workforce amid the accelerating pace of globalization and digital innovation.

Therefore, in the context of globalization and the rapid development of digital technology, cultural education for students has become more necessary than ever. Higher education institutions need to help students clearly understand the impacts of the digital environment on cultural life while equipping them with the ability to receive information selectively and responsibly. This not only contributes to preserving national cultural identity but also helps students develop comprehensively, becoming knowledgeable citizens with resilience and the capacity to adapt to the digital society of the future.

2.3 The Significance of Cultural Education in Student Development University students represent a crucial intellectual and human resource capable of shaping the future trajectory of national development. In Vietnam, individuals aged 16–30 constitute a significant demographic, totaling over 20 million people, equivalent to approximately 19.8% of the national population. This age group also exhibits the highest levels of technological literacy and access to information within society. In an increasingly interconnected and competitive global environment, equipping students solely with technical expertise is insufficient for their comprehensive development. It is imperative to cultivate their cultural awareness, ethical sensibilities, and civic engagement. Cultural education is pivotal in nurturing moral character, solidifying core value systems, and fostering political resilience among students. Recent research on Vietnamese youth has revealed noteworthy challenges related to cultural identity and globalization. While the influence and adoption of international cultural values among young individuals are evident, there are growing concerns about the decline in the understanding and appreciation of traditional cultural heritage. For instance, a survey examining youth perceptions of cultural globalization indicated that approximately 68% of respondents lacked a clear understanding of its implications. These findings underscore the necessity of integrating cultural education and global awareness into the broader educational framework to address this gap. Hence, at the university level, cultural education transcends the mere transmission of historical and traditional knowledge. It aims to cultivate critical analysis, encourage selective assimilation of international cultural influences, and foster a profound sense of civic responsibility and social commitment among students.

2.4 Incorporating Cultural Education into Political Theory Courses at Hung Yen University of Technology and Education

Hung Yen University of Technology and Education (HYUTE) is a specialized institution focused on training professionals and educators in engineering and technology disciplines. Given the technical orientation of its academic programs, incorporating cultural competence and strong value systems through political theory courses is particularly vital for preparing socially responsible graduates. Political theory courses provide a unique platform for integrating topics such as cultural identity, national pride, and social responsibility into the curriculum. These courses allow students to grasp the essential role of culture as a foundational pillar of national development. By interweaving theoretical understanding with practical, real-world issues, students gain insights into how culture intersects with economics, science, and technology within the context of globalization. At HYUTE, cultural education must be tailored to meet the specific needs and future career trajectories of students in technical education. Employing innovative pedagogical strategies—for instance, facilitating group discussions, conducting case studies, or assigning research projects on cultural dimensions in industrial and technological environments—can significantly enrich the student learning experience. Such strategies not only enhance students' understanding of professional ethics, corporate culture, and social responsibility but also prepare them to integrate these values into their future roles in industry and society. To complement classroom instruction, HYUTE can leverage experiential learning opportunities. Activities such as visits to historical and cultural landmarks, participation in cultural exchange programs, or involvement in community-based volunteer work can reinforce theoretical knowledge by providing immersive experiences that deepen students' appreciation for Vietnam's rich cultural heritage. Furthermore, employing active teaching methodologies in political theory courses offers considerable potential for elevating the quality and effectiveness of cultural education. By fostering critical thinking skills and encouraging applied learning, these approaches prepare students to navigate complex global challenges while maintaining a firm grounding in their cultural and ethical frameworks. Through such integrative educational strategies, HYUTE can contribute to developing well-rounded students equipped for both professional excellence and meaningful societal contributions.

2.5. Strategies for Strengthening Cultural Education Effectiveness for Students at Hung Yen University of Technology and Education

In the era of global integration, enhancing the impact of cultural education for students at Hung Yen University of Technology and Education demands the adoption of comprehensive, well-coordinated strategies. To start, cultural education should be woven more deeply into academic curricula, particularly within courses on political theory and the social sciences. Educational content must establish clear connections to real-world societal challenges and the intricate cultural dynamics brought about by globalization. This approach will help students develop critical thinking skills to analyze cultural phenomena in relation to broader socio-political contexts. Moreover, extracurricular activities and student-led initiatives must receive greater emphasis to create a dynamic environment for cultural learning. Activities like student-organized forums, academic workshops, community service projects, and intercultural exchange programs can significantly enhance communication skills, encourage social awareness, and deepen an appreciation for national cultural heritage. Harnessing digital technology is another vital component of modernizing cultural education. Developing and disseminating digital tools—such as virtual lectures, online courses, and interactive resources—can greatly improve students' access to educational content. This integration of technology promotes a more flexible and effective learning experience. Equally important is fostering a campus environment rich in cultural diversity and creativity. Creating an inclusive and

stimulating atmosphere that encourages cultural exploration and expression will instill constructive values within students. Such a setting promotes holistic growth, encompassing knowledge acquisition, skill development, and character building.

III.CONCLUSION

In conclusion, as universities confront the challenges posed by globalization and rapid global change, preserving and advancing national cultural identity remains essential for sustainable societal advancement. Educational institutions play a key role in shaping students' ethics, resilience, and social responsibility. In particular, cultural education—delivered through innovative teaching methods in political theory courses, practical learning opportunities, and the integration of theory with real-world applications—becomes a cornerstone in preparing future generations to navigate the complexities of globalization. By adopting this multifaceted strategy, universities can empower students with critical thinking, ethical awareness, and adaptability to excel in an increasingly interconnected world.

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