



Ethnic Minority Areas and Research Issues with Communication Works in Vietnam Now

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Abstract: The history of fighting for national independence and building Vietnam has affirmed the importance of politics, security - defense and the need for socio-economic development on the basis of preserving and developing traditional cultural values in ethnic minority areas - special areas of the country. In addition to the fundamental achievements and practical innovations, there are also shortcomings in socio-economic development in general and communication in ethnic minority areas in particular. Therefore, more effective implementation of communication to ethnic minority areas will contribute to creating a firm premise in the process of sustainable development and implementation of the Party and State's ethnic policies. Vietnam.

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1. Ethnic Minority Areas - Basic Problems:

1.1. Definition, Classification of Ethnic Minority Areas:

1.1.1. Concept:

Ethnic minority area "is a place where many ethnic minorities live in a stable community in the territory of the Socialist Republic of Vietnam stipulated in Clause 4, Article 4 of Decree 05/2011. / ND-CP on ethnic work. The most important and core value of the "Ethnic Minority Region" is firstly the existence of living space and to survive the living space, requiring a sufficient number of ethnic groups to create relationships. Cultural and social relations of ethnic minority communities as well as essential natural conditions to ensure human survival. It is possible to understand ethnic areas including mountainous and delta regions such as Kh'mer, Cham and Hoa regions, but for mountainous areas in the northern and central provinces, it is understood as ethnic regions. And whether it is called by geography or by ethnicity, ethnic areas are often understood as areas: the northern mountainous region includes North West, Northeast, Central Region including North Central and Central Coast, West raw and southwestern region.

Since 1993, the Government of Vietnam has had a policy of assigning communes, districts and provinces to be mountainous areas and since 1996, to organize the delimitation of ethnic minority and mountainous areas according to their development level, in order to create opportunities. Department to implement policies on infrastructure investment, production support, life stabilization, hunger elimination and poverty reduction, implementation of policies on education, health and other social security. Accordingly, Region I is initially developed communes equal to or equal to the national

average; Region II is a temporary stable commune, but not yet solid, infrastructure has been formed but not yet completed and there are still extremely difficult villages/hamlets; Region III is the most difficult communes with poor living conditions, social services and infrastructure.

1.1.2. Classification of Ethnic Minority Areas:

According to Section 1, Article 15 of Decree 92/2006 / ND-CP on the establishment, approval and management of Vietnam's socio-economic development master plan signed by the Prime Minister on September 7, 2006, Vietnam Male has 6 socio-economic regions:

The Northern Midlands and Mountain Areas consists of 14 provinces: Lai Chau, Dien Bien, Son La, Hoa Binh, Cao Bang, Lang Son, Bac Giang, Thai Nguyen, Bac Kan, Ha Giang, Tuyen Quang, Phu Tho and Lao Cai. , Yen Bai. The Red River Delta region includes 12 provinces and cities: Hanoi, Hai Phong, Ha Tay, Hai Duong, Hung Yen, Ninh Binh, Thai Binh, Ha Nam, Nam Dinh, Bac Ninh, Vinh Phuc and Quang Ninh. The North Central and Central Coast regions, including 14 provinces and cities: Thanh Hoa, Nghe An, Ha Tinh, Quang Binh, Quang Tri, Thua Thien Hue, Da Nang, Quang Nam, Quang Ngai, Binh Dinh and Phu Yen, Khanh Hoa, Ninh Thuan and Binh Thuan. The Central Highlands region includes 5 provinces: Kon Tum, Gia Lai, Dak Lak, Dak Nong and Lam Dong. The Southeast region, including 6 provinces and cities: Ho Chi Minh, Tay Ninh, Binh Phuoc, Binh Duong, Dong Nai, Ba Ria - Vung Tau.

The Mekong River Delta region, including 13 provinces and cities: Long An, Ben Tre, Tien Giang, Dong

Thap, Kien Giang, An Giang, Vinh Long, Tra Vinh, Can Tho, Hau Giang, Soc Trang, Bac Lieu, Ca Mau.

In these 6 regions, ethnic minority people in 53 ethnic groups reside mainly in the regions: Northern midlands and mountains, North Central and Central Coast, Central Highlands and Mekong River Delta; The other two regions are the Red River Delta and the Southeast, although there are ethnic minorities but scattered and unfocused. Ethnic minority and mountainous areas account for more than half of the natural area of the country, in 52/63 provinces (accounting for 82.5% of the provinces), with 548/713 districts, towns and cities (accounting for 64 , 1% of districts), including over 22,000 villages, hamlets, squirrels and 5,266 / 11,162 communes, wards and towns (accounting for 47.2% of communes), spreading from North to South, from West to East with an area of nearly 250,000 km² with a population of about 25 million people, of which ethnic minorities are nearly 13.4 million people (14.6% of the national population) and live in a community. Ethnic minority areas are mainly in high mountains and borders, with divided terrain, harsh climate, the most difficult places; is a location with a particularly important strategic position on national defense, security and ecological environment for Vietnam.

1.2. Economic-Cultural-Social Characteristics of Ethnic Minority Areas:

1.2.1. Economic Characteristics

Ethnic minority and mountainous areas are areas with great potential for land fund for agriculture, forestry, mineral resources, hydroelectricity and economic trade; many strengths of agriculture-forestry, small-scale industry, mineral exploitation, culture and tourism, exchange of trade cooperation with foreign countries; are favorable premises for economic development, industrialization, modernization and international integration. But due to the location of residence, customs and psychology, lifestyles of ethnic groups, the level of socio-economic development of the region, ethnic regions are uneven, heavy self-sufficiency and self-sufficient. of the natural economy, tropical monsoon agricultural foundation and unique ethnic cultural identity. The economy in ethnic minority and mountainous areas is still slow to develop, difficult to attract investment, and it is still the region with the most difficult living conditions in the country with a high rate of poor, near-poor and high-poverty households. and a large proportion of ethnic minority households.

The rate of poor households in ethnic minority and mountainous areas is higher than the national average: the proportion of ethnic minority and mountainous people accounts for 14.6% but the rate of poor households accounts for 52.7%. a number of poor households in the country. The average income of ethnic minority households is low, many places only equal to 40-50% of the average income in the region. Some ethnic groups with

a small population, in remote areas and difficult socio-economic conditions such as Si La, Pu Peo, Ro Mam, Brau and O Du.

In recent years, the policy of supporting socio-economic development, prioritizing resources to support ethnic minorities to escape the poverty of the Party and State are concerned by all levels and branches; achieving many important and comprehensive results and creating many positive and important changes in the fields. The material and spiritual life of ethnic minorities have been significantly improved, the poverty reduction rate in the extremely difficult communes and villages decreased by 3-4% per year. However, due to the starting point of ethnic minority areas and low mountainous areas, divided terrain, harsh climate, low quality of human resources and intellectual standards; The situation of natural disasters, storms and floods, climate change ... takes place regularly so infrastructure such as electricity, roads, schools, stations and services in remote areas, revolutionary bases is still difficult and many. where the ecological environment continues to be degraded. The rate of poverty reduction is uneven among regions and regions; rich-poor disparities, living standards, socio-economic development levels among population groups, ethnic groups and regions have not been narrowed and tended to increase. The situation of shifting cultivation, nomadic and free migration is still complicated; Lack of residential land, lack of productive land, lack of jobs, poverty, natural disasters, diseases, etc. are major challenges, affecting the lives of ethnic minority children. A part of ethnic minority people still suffers from hunger, especially in the months around the county or in years of natural disasters. The results of poverty reduction are not a sustainable and ethnic minority and mountainous areas are still "poor core" and "poor navel" of Vietnam.

1.2.2. Cultural Characteristics

Ethnic minority areas are the residential areas of 53 ethnic minorities, which are the cradle of the traditional culture of ethnic minority people, creating richness, diversity and rich cultural identity; contains great potentials for economic and eco-tourism development. These are also areas with vast cultural space, huge and rich human cultural resources, especially the indigenous knowledge treasure and the unique intangible cultural potential of the people. The clan of brothers lives together. Each ethnic group has its own nuances in its traditional cultural life which are very diverse; shown in the aspect of physical cultures such as houses, costumes, cuisine, ... and intangible cultures such as traditional festivals, performances, folk games, customary customs and practices folk. Many ethnic groups still keep intact their traditional cultural identity in customs, practices, festivals, costumes, musical instruments, folk songs and folk dance. Although there are common characteristics, due to the characteristics of the residential environment and ethnic history, each region and each ethnic group has its economic

- cultural - social characteristics according to the landscape/region. forming the traditions of ethnic groups in the process of adapting to the environment, survival and development with cultural characteristics. Cultural interference between ethnic groups associated with the process of settling, settling, intermingling, intermingling, living and productive labor of residents. Besides, the difference in living conditions and modes of production also cause great cultural differences despite the common and subjective culture (Plaul & Irma, 2000).

In general, the culture of ethnic minority areas reflects forms of social organization, family and community relations, forms of social organization; It is a combination of scholarly culture and folk culture, reflecting the essence and shining the beauty of traditional cultural values. Over the past years, all levels and localities are interested in preserving and promoting the cultural values of ethnic minorities. However, the preservation and promotion of cultural heritage values of ethnic minorities also reveals some limitations, such as: some festivals of ethnic groups are lost; backward customs, superstition have a tendency to develop and some cultural beauty in lifestyle, customs are eroded; The proportion of people who no longer wear national costumes or are unable to speak their ethnic languages is increasing (Plaul & Irma, 2000), .. In the trend of integration and globalization, 53 ethnic minorities are vulnerable to "cultural damage "In the development process. Therefore, together with taking care of socio-economic development, ensuring welfare, poverty reduction, the preservation and promotion of cultural values of ethnic minorities is both an urgent and meaningful task. strategic definition and heavy responsibilities for all levels and sectors in Vietnam, including media.

1.2.3. Social Characteristics and Political Situation, Security and Order

Due to the provisions of historical, natural and social conditions, most ethnic minorities in Vietnam reside, production workers in mountainous, remote and remote areas throughout the northern border. In the West and Southwest, there are many common gateways between our country and other countries in the region and the world has many border gates to exchange with China, Laos and Cambodia. The habitat of ethnic minorities is strategically important, especially in terms of politics, economy, culture, security, national defense, foreign relations and sustainable protection of the ecological environment ... of the ethnic process as well as the living habits of the ethnic groups have formed the phenomenon of residence and unequal distribution of people among regions and regions. The traditional social institutions of the ethnic groups are plentiful and depend on their historical circumstances, creating unique features of each ethnic group. Ethnic relations of ethnicity play a leading role, through the marriage relationship between the family, relatives and

neighbors to carry out the most ritual ceremonies. In particular, the main trend is cohesion, national harmony and natural assimilation. The majority of ethnic minority areas are not high, the starting point is low, the life of a part of the people is still difficult; different customs, beliefs and beliefs, even existing old customs and practices, obsolete in production and life, affecting the method of accessing people's information and communication implementation of guidelines and policies of the Party and the State of Vietnam in ethnic minority areas is still limited.

In recent years, the investment and development of ethnic minority and mountainous areas continued to be paid attention, the education and health care activities for ethnic minorities have many positive changes. Many localities have made efforts to implement the scheme on minimizing child marriage, near-marital marriage in order to protect and improve the breed quality of some degrading ethnic minorities. However, due to the large ethnic minority areas, the habitat is hilly, scattered, divided, far from the developed urban centers, transportation is difficult, severe weather; high investment rate; limited access to information, services and social benefits. The rate of poor households is still high, therefore, access to education, health and health care services of ethnic minority people is still limited, difficult and low compared to the common ground. In addition to climate change, natural disasters, floods and storms have a great impact on the ethnic minority areas. Landslides and saline intrusion in the Mekong Delta; flood of pipes and flash floods in the Northwest provinces; Droughts in the Central Highlands, Central Coast provinces (Grunig, 1989) ... making life difficult for ethnic minorities is even more difficult. Underemployment, poverty, natural disasters and diseases are a big challenge for ethnic minority and mountainous areas. The grassroots political system in ethnic minority and mountainous areas is still weak, the proportion of cadres with college and university degrees is low; The proportion of cadres, civil servants and officials who are ethnic minorities in state agencies at all levels tend to decrease. Capacity and qualifications of commune and ward cadres are limited, the number of party members is of low ethnic minorities, and there are still no members in the village. Activities of the committees, authorities, fronts and mass organizations in many places have not been close to the population, not yet gathering the people.

With nearly 4,000 km of border with China, Laos and Cambodia; Ethnic minority areas are the haunting place of the Fatherland, where hostile forces are always seeking to take advantage of people's difficulties, low educational level and errors of all levels and sectors. in the implementation of the national policy of the Party and the State of Vietnam to incite to cause national hatred, propaganda of separatist ideology, autonomy, undermining the unity and unity of the Vietnamese ethnic community ; propagandizing superstition, superstition and spreading social evils, implementing ideological and transnational

security crimes (such as illegal evangelization, drug trafficking, women and children, goods fake, counterfeit money, in order to cause political instability, especially in strategic and key areas, therefore ideological and political work should be regularly concerned by all levels/sectors and localities. with a focus on solving basically to ensure stability and security, constantly improving the material and spiritual life of ethnic minority people, especially ethnic minority people.

2. Communication Works in Ethnic Minority Areas:

2.1. Communication Concept:

Communication is a continuous process of exchanging or sharing information, emotions, and skills to create interconnection to create changes in people's awareness and behavior. The process of communicating, sharing information and being a type of social interaction with participation from 2 or more subjects; Communication in nature is a process of exchanging messages (creating and sharing information) among members or with other members like social groups in order to achieve mutual sharing and understanding. In society, the forms of communication develop from simple to complex, increasingly play an important role in maintaining and ensuring the stable operation of each economy as well as social regimes.

Communication has a great power to influence people's awareness, thoughts and behaviors with many technical means (images, sounds, voices, gestures, and help functional agencies update information. on the issues of the country to the people quickly and conveniently, in the fields of social life, the media has been playing an important role, such as ideological orientation in the community residence, improve the level of culture - intellectual, entertainment and self-awareness of the people, social management, supervision and criticism, with the role of being a nucleus, orienting, dominating the power and tendency. and the nature of social media In the context of globalization, international integration and democratization today, communication plays a very important role in orienting public opinion, creating social consensus on solving important issues of the country as well as bringing the State's guidelines, policies and laws to the people; In the science and technology revolution, it is the basis for creating leaps and bounds in the fields of social life, promoting the international integration trend of ethnic nations. Especially, for ethnic minority areas, especially in mountainous, deep-lying and remote areas, the role of communication is more important.

2.2. Communication of Ethnic Minority Areas - Specific Geographical Areas and Objects

Vietnam is a multi-ethnic country, including many levels of development, ethnic identity and different ethnic regions. Most ethnic minorities live in mountainous areas,

border areas and islands with difficult and difficult terrain, but they are strategic locations of national security and defense. Ethnic minority people have made great contributions in the history of building and maintaining the country, especially in the current construction and defense of the country. However, due to many objective and subjective factors, the lives of ethnic minority people still face many difficulties compared to other regions and regions across the country. The Party and the State of Vietnam regularly pay attention to the issue of national solidarity, promulgate many guidelines and policies for socio-economic development in ethnic minority areas. In recent years, to create conditions for ethnic minority people to have the opportunity to rise and narrow the gap between regions, our Party and State have issued and implemented many special policies. enemies, prioritize investment in the construction of infrastructure: electricity, roads, schools, stations, irrigation, domestic water, direct support to people quick access to advanced science and technology, loan incentives capital to develop the production of economic restructuring ... specific policies on health, education and conservation promote cultural values of national traditions and social security, sustainable poverty reduction strong. As a result, the level of socio-economic development in ethnic minority areas has been increasingly improved, and at the same time, the demand for information, especially economic, political and social information is also increasing. more demanding, both in quantity and quality.

Since defining communication plays a very important role in social life, can change people's perceptions, leading to a voluntary change of behavior, one of the factors maintaining sustainable development results. firm; therefore, in the past years, communication activities in general and communication in ethnic minority areas in particular have been paid special attention by the Party and the State of Vietnam. All policies and guidelines of the Party, policies and laws of the State in general and ethnic policies in particular, are always organized by Party organizations, state agencies, political and social organizations, and organizations. Social organizations, press agencies - communication agencies actively deploy through many different channels, from direct to indirect. Determining communication requirements in ethnic minority areas must be one step ahead, especially in the period of rapid scientific and technological development, in recent years communication activities in ethnic minority areas There has been a certain development. In addition to direct communication channels such as meetings, seminars, events, actual infiltration trips, indirect communication channels such as telephone, radio, television, printed newspapers, electronic newspapers, networks society, .. increasingly rich in both content and form, has met the increasing demand for information of ethnic minority people - the public group is not large but plays a role Very important for the country. At the same time, implement the Prime Minister's documents on issuing

some non-collection newspapers and magazines for ethnic minority areas in mountainous areas, especially difficult areas, in recent years, local administrations. The method has closely coordinated with the media press agencies to bring press information to ethnic minority areas. In addition, public information communication system, legal communication clubs in residential clusters, activities through forums with ethnic minority themes, contests to understand policies and laws of the Party and State for ethnic minority people with practical and diverse contents, contributing to raising awareness for ethnic minority people about political and communal issues Assembly, economic development, preservation and promotion of the fine cultural tradition of the nation, thereby strengthening the belief in the leadership of the Party, the State's management, raising political and legal consciousness. , consolidating the mass unit of the entire people, joining hands to build new rural areas, approaching and applying scientific and technological achievements in production, business, learning to follow the pattern of production, good business, the examples of the striving poverty reduction.

In three special areas: Northwest, Central Highlands and Southwest, communication has paid special attention to the content of preserving national cultural identity, ideological political education, and raising awareness in ethnic minorities on the conspiracies and tricks of hostile forces, especially the propaganda scheme to divide, break the great national unity block, resolutely not listen to, follow the bad guys, but together each other join hands to contribute to building a rich and beautiful home.

In addition to the above results, in the past, communication activities in ethnic minority areas also revealed limitations and shortcomings. The information content is still poor, the mode of information transmission in some areas is still rigid, unattractive, lack of persuasion. Communication products do not fully mention the cultural characteristics of ethnic groups and regions; there is no specialization suitable to the culture and customs of many ethnic groups; There is no clear difference in the content of documents and forms of communication among delta provinces where there are many Kinh people living and provinces with large ethnic minorities. Almost all provinces adhere to a common communication model that does not have changes to suit the specific socio-cultural conditions of each region and each ethnic group. Some press agencies have not paid adequate attention to the quality of information for ethnic minorities, the content of reflecting information is not really suitable for the level of awareness of the people. Many newspapers, magazines, one-sided news magazines, do not edit language and style suitable for specific subjects; or abuse of the word meaning, little mention of the life of all ethnic groups and the building of a new cultural lifestyle on the basis of cultural characteristics of each ethnic group; there is still an inaccurate, "sensational" and informative news

phenomenon ... (therefore, the image of the region and the ethnic minority people through the media is not really accurate). In addition, most of the current press products are presented in Vietnamese, very few products in ethnic minority languages. The contingent of staff working in the communication in ethnic minority areas is still lacking and weak in both knowledge and communication skills, some people are not knowledgeable about their customs and habits, and do not know the ethnic language. in communication. The forms of media organizations are sometimes rigid, the informational materials have some contents that are not suitable for the reality of each region, so it has not attracted the attention of the people. Funding for communication is still limited, facilities such as libraries, bookcases, newspapers, cultural houses, public information and communication systems for people to access the remaining information. deprivation ... Even though there is still a phenomenon due to lack of information, ethnic minorities are hostile by the forces, dissatisfied forces, instigated against the government, causing major instability. treatment, affecting local socio-economic development. More dangerous, hostile forces have frequently changed the content and communication methods for ethnic minorities, continue to entice and incite people, making it difficult for official propaganda. of organs of the political system at all levels.

2.3. Enhancing Communication for Ethnic Minority Areas in the Current Context

In the context of information explosion and globalization of information today, there are many media, many information channels, both orthodox and unorthodox, including health information, helping to raise awareness. be aware of issues of social life, socio-economic development, and bad and toxic information, propagate wrong, hostile and deviant views on ideology, morality and ways living; but ethnic minority areas are key areas of communication attacks by hostile forces. At the same time, in the context of accelerating the industrialization and modernization of the country, with domestic and international impact factors are emerging new and complex issues of political security, ideology and management. ... setting requirements, tasks and direct content for communication to change the awareness and behavior of ethnic minorities to meet the needs of individuals and society, support and promote push ethnic minorities to eradicate hunger and reduce poverty, towards sustainable development.

In order to overcome the limitations and achieve the above objectives, the urgent issue is to research and analyze the situation, the status of efficiency and the impact of communication in ethnic minority and mountainous areas. in the process of conducting the reform to have a more comprehensive and comprehensive awareness of the role and impact of media on ethnic minority life; deeper awareness and recognition of the nature, requirements,



peculiarities and urgent issues of ethnic minority communication. Evaluate the advantages - limitations, impacts and effectiveness of communication, thereby proposing the direction and system of solutions to innovate methods to improve quality and promote communication efficiency for the objects This is especially important public. Making good information work in ethnic minority areas will contribute to shortening the information gap for ethnic minority people in lowland areas, changing awareness and behavior for ethnic minorities. minorities in a positive direction; propagating and disseminating laws, helping ethnic minorities become more aware of their rights and responsibilities in the process of national renewal and international integration. Implementing more effectively the communication work to ethnic minority areas, ensuring the construction of civilized life, eliminating the laws of backwardness, creating a firm premise in the process of sustainable development. and

implementing ethnic policies according to the guidelines and guidelines of the Party and the State in the period of comprehensive national renewal and international integration.

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