

Acculturation the Southeast Asian Countries Creat the Asean Cultural Identity to Promote the Regional Interests in the Course of Globalization

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Abstract: Globalization nowadays is not only a trend but has become the flow that attracts all nations, gradually breaks the restless or more closure of these systems and will turn them into the part systems open completely that become the attached modules and mutual dependencies within a system of allocation of labor and the global market. One of the reasons that have a strong impact on the development of ASEAN is the origin of the cultural identity of the region. The first side of globalization process is an important factor contributing to the development of the ASEAN region strong; on the other hand, it also impacts on the cultural identity of the area. Acculturation Southeast Asian countries creat the ASEAN cultural identity, and promotes the interests of the countries of Southeast Asia.

Keywords: acculturation, Southeast Asia, ASEAN, cultural identity

INTRODUCTION

Globalization today is not only a trend but also become the flow that attracts all nations. This is just great opportunity for all national races to collect and enjoy the fruits of the civilization of the whole humanity and quickly change to self-follow the development of the world, but also just as the risk for some ethnic to autonomously lose their identity in the process of integration. One of the reasons that have a strong impact on the development of ASEAN is the origin of the cultural identity of the region.

In the field of Culture Exchange and Acculturation, globalization is considered as a double-edged sword. On the one hand, it helps deepen and tighten relationship between the nations, thereby increasing the understanding of the different cultures, but on the other hand it also creates the risk of "the homogenization of value systems, the threat of depleting the creativity of cultures, a very important factor for the long-term survival of human being"(Ho Chi Minh). Therefore, cooperation for the ASEAN Culture with full identity and diversity in unity is a noble goal that the Government and people of ASEAN countries have been conducted. In the spirit of solidarity and unity for a common goal of building the ASEAN Community sustainable development, has agreed to make common message, recognized ASEAN identity is the foundation of the benefits of South-East Asia and aspire towards an ASEAN integration through activities to connect people together and towards an ASEAN - one vision, one identity, one community. In this study, the author wants to investigate the acculturation of the Southeast Asian countries had an impact on the Asian cultural identity to promote the interests of the region in the process of globalization.

LITERATURE REVIEW

Definition of culture

The early 21st century, the Universal Declaration on Cultural Diversity (November of 2001) confirmed by UNESCO: Culture is a synthesis of the characteristics of spiritual, physical, intellectual and emotional with characteristic of a society or social group, encompassing not only art and literature but also the lifestyle, the way along living together, systems of value, traditions, and beliefs. The characteristics of those elements help us distinguish a society (or a social group) with other society (or social groups).¹

Cultural exchange

Cultural exchange comprehends the coexistence of at least two cultures (of the two communities, two peoples, two countries) and exchanges are form of the cultural relationship of mutual benefit, to help meet some of the demands that each of the parties can not self-satisfy, to help increase mutual understanding

¹ Universal Declaration of UNESCO about Cultural Diversity On Nov 2001

between the cultures from which many new needs appear to promote the development of each culture.²

Acculturation theory

Acculturation is a concept used to describe the phenomenon occurring when the groups (community, nation) have different cultures, contact with each other, can make a change in the culture of one or both groups. Acculturation - a form of transforming many potential benefits that cultural exchange brought into practical benefits - is the phenomenon of receiving selected exotic 20 cultural elements, and changing them to conform to the conditions for local use, i.e. in accordance with local culture, and after a period of use and change they become the exogenous indigenous (localized) cultural elements. From here one can confirm that the process of cultural exchange is only necessary condition, the enough condition to make one culture rich and strong is acculturation process, and that both these conditions help to update it to advanced level of the world culture.³

Interaction and acculturation

Exchanges - Acculturation is considered as the phenomenon occurring when the groups of people with different cultures, contact with each other for a long term, can make a change in the culture of one or both groups. In the interaction process, it is possible that the elements of this culture penetrate into that culture (passive receptivity); Or culture borrows elements of the other (active acquisition); Then, on the basis of the endogenous and exogenous factors in order to adjust and modify accordingly, causing the cross-cultural.⁴

CURRENT SITUATION OF ACCULTURATION SOUTHEAST ASIA

An overview of the culture of Southeast Asian Nations

Southeast Asia or Southeastern Asia is a subregion of Asia, consisting of 11 countries: Vietnam, Laos, Cambodia, Thailand, Myanmar, the Philippines, Malaysia, Singapore, East Timor, Indonesia and Brunei with a total area of over 4.5 million square kilometers and approximately 600 million of population. These countries are also members of the Association of Southeast Asian Nations - ASEAN (established on 8 August 1967).

Southeast Asian culture, a culture of unity in diversity. Language - Writing: There are tens or even

hundreds of different languages, so it is shown that Southeast Asia has the diversity of languages.

Traditional matters: There are hundreds of different ethnic groups in Southeast Asia, so customs and traditions are very diverse, creating a colorful picture. Despite the diversity, those customs are still close, homological, are the common denominator of gathering, interference on the basis of the establishment of indigenous cultures in Southeast Asia - A foundation of civilization farm wet rice cultivation.

Indigenous beliefs: In the thousands of year history, Southeast Asian nations were born and raised in the same geographical area, in the wet rice cultivation. Although indigenous beliefs Southeast Asia are very diverse, there are still three main categories: natural cult beliefs, traditional beliefs, worship the deceased, which comes from the general theory of animism.⁵

Unified acculturation in Southeast Asia

The United culture of the Southeast Asian region was first shown on the subject of Southeast Asian culture. Southeast Asia is one of the cradles of humanity, which is the area of the mass formation of the South (Australoid) with swarthy, curly or wavy hair, small, short. From racial characteristics that make highly uniform of the cultural sector in Southeast Asia. Though indigenous beliefs Southeast Asia are very diverse but still belong to three main categories: natural cult beliefs, traditional beliefs, worship the deceased. Which comes from the general theory of animism, the theory that everything has a soul.

Southeast Asian countries have dozens, hundreds of different languages. For example: In Indonesia, there are 200 ethnic languages coexist; in the Philippines, there are 80 ethnic languages ... However, these languages belong to one of four language families: Southeast Asia, South Island, Thai, Chinese - Tibetan. Furthermore, they are derived from a common origin is the Southeast Asian language history. About writing, from the early AD, Southeast Asian nations have borrowed Chinese characters (as in Vietnam) and Pali - Sanskrit (in other countries) to build their own writing. From the thirteenth century, the South Island Malaysia, Indonesia strongly influenced by Arabic script. From the sixteenth century, due to the influence of the West, the writing of the Southeast Asian nations was converted in the direction Latinized (writing Brunei, Malaysia, Indonesia, Philippines, and Vietnam) are used today.

² Mai Ngoc Chu. Southeast Asian culture. National University Publishing House, Hanoi, 1999.

³ International Journal of intercultural relations, No 29 (2005)

⁴ <http://www.tinhgiac.com/2015/04/giao-luu-va-tiep-bien-van-hoa/>

⁵ Mai Ngoc Chu. Southeast Asian culture. National University Publishing House, Hanoi, 1999.

Customs: Like writing, the Southeast Asian region has hundreds of different ethnic groups, so customs and practices are varied and distinctive. However, the customary definition has close and similarities points, the gathering and interference on indigenous cultural base in Southeast Asia. It is the similarities in traditional costume (skirt, loincloth, ear loop, necklace); meal model (main food is rice, vegetables, fish, and fruit); engagement before wedding lavish; funeral (burial objects under the dead); dying teeth, eat betel; folk games (kites, performance, cockfighting, sailing ...). In demeanor, shared the home of the Southeast Asian nation is on stilts "wading" suitable for all-terrain of the area and suitable for hot and humid climate of Southeast Asia region.

Cultural activities management and organization: In general, cultural national agencies in Southeast Asia are creating cultural laws, cultural codes ... and use them as tools to manage and organize cultural activities. The local level (provinces, districts especially community cultural entity) must comply with the law and the documents related to law to organize the management and specific cultural activities. The state agency investment and the support part of the financial and physical facilities other and through the research organizations, the organization of cultural activities (related acute and non-acute) to support communities about professional co-operation and cultural activities. In Vietnam, it is popular to see that there is a heavy administration in managing and organizing cultural activities. The central cultural agencies pressure management method and professional expertise to lower levels as the provincial, district, commune and sometimes impose to the subject community, everything is taking scenario. As a result, everyone can contemplate not only the achievements but also implications from two different ways of management. On building cultural credo: Almost the nations of Southeast Asia prioritize objectives of national and ethnic unity; the content of the platform is clearly defined (According to Assoc. Prof. Dr. Nguyen Duy Thieu).

Southeast Asia has a separate cultural identity, often receives selectively elite cultures to enrich the cultural area. Along with the economic development of the region, the value of traditional cultural progress of the Southeast Asian countries are more focused, promote, become an important driving force for the development of each country and of the region.⁶

⁶DGEHall. Southeast Asian history. National Political Publishing House, Hanoi, 1997, and Phan Ngoc Lien

HISTORY AND DEVELOPMENT OF ASEAN

History

ASEAN formed in the context of world security and complex area: In 1960 the world and the area situation have many complicated: east-west confrontation with the war taking place in all areas and regions around the world such as the war in Korea, Vietnam, Europe, Central America, the Middle East and the North, Central Africa, South America ... on the other hand, Southeast Asia is situated on a vast land, rich in natural resources, located on the sea lanes vital east - west, so this area attracted the concern of many major countries of the two capitalist and socialist systems are in the early stages of stress, led by the Soviet Union (Old) and the United States.

The formation of the ASEAN organization also arises from the objective requirements of the Southeast Asian region: On August 8, 1967, foreign ministers of 5 countries (Thailand, Malaysia, the Philippines and Indonesia, Singapore) met in Bangkok, Thailand and announced the establishment of Association of Southeast Asian Nations (The Association of Southeast Asian Nations - ASEAN). The birth of ASEAN is considered to set up the foundation for the development of new cooperation in Southeast Asia, affirmed the determination of the founding countries of ASEAN in taking responsibility for the future development of each country and of the whole region.

The development of the Asean

ASEAN Community with three pillars:

- ASEAN Political - Security Community (APSC) is a community of solidarity and self-reliance. People will live in a safe environment, pursue the values of tolerance and moderation as well as uphold the basic principles, values, and norms of ASEAN.

- ASEAN Economic Community (AEC) is a cohesive, competitive, innovative and dynamic community, integrate into the global economy. Community pledges to solve effectively non-tariff barriers, integrate deeply in the field of trade in services, and a freer flow of investment, labor, and capital.

- ASEAN Social - Cultural Community (ASCC) is a community of tolerance, sustainable and dynamic. Therefore, community perceives and pride of identity, culture and its heritage, together with enhancing the ability to innovate and actively contribute to the global community. ASEAN nations have set out the roadmap include the overall plan to construct the three pillars of

(cb). Southeast Asian history. Education Publishing House, Hanoi, 1997.

the ASEAN Community. Then, ASEAN strives to create the peaceful and secure environment for development in the region; which is one common market and unified production facilities, with the free movement of goods, services, investment, capital and skilled labor; thereby enhancing competitiveness and promoting common prosperity for the whole region; creating attractive investment world - the business from the outside; a social sharing, caring, and responsible towards the people in the region.

So far, ASEAN has implemented about 85% of the goals and measures outlined in the master plan to build the ASEAN Community. 99% of goods in the exempt categories of 6 members initially were lifted import duties, 9 out of 11 packages of liberalizing services have been completed, 2 packets remaining will be implemented in the coming years. At the same time, the ASEAN countries have jointly implemented 40% of the Master Plan on ASEAN Connectivity and 285 projects in the framework of the Initiative for ASEAN Integration.

Currently, ASEAN really gained strength as an economic entity has the potential dynamic and great prospects for trade and investment. ASEAN Community will be the 7th largest economy in the world with \$2.600 billion US of GDP, intra-ASEAN trade goes up by 608.6 billion US, accounting for 24.2% of the total trade of the region, a total foreign direct investment (FDI) in ASEAN nations amount to \$122.4 billion US (highest globally) in 2013. ASEAN's economy in 2016 continued to grow well with averaged GDP 4.5% (expected 4.6% in 2017). ASEAN community not only brings the better life for people but also promotes world economic development. It combines internal power and international power, ASEAN will have a GDP of 3,000 billion dollars expected by 2020 and could become the fourth largest economy in the world in 2050 if this trend continues to grow. Although there are big challenges such as the differences in strategic priorities, national capacity, conflicts, territorial disputes ..., the advent of the ASEAN Community will be added to the geopolitics map and the world economy a powerful economic entity, are competitive and on a par with the major economic centers of the world.⁷

ACCULTURATION SOUTHEAST ASIAN NATIONS CREAT ASEAN CULTURAL

⁷1. The Ministry of Foreign Affairs - Department of ASEAN. Association of Southeast Asian Nations (ASEAN). National Political Publishing House, Hanoi, 2013.

IDENTITY TO ENHANCE INTERESTS TO THE COUNTRIES OF SOUTHEAST ASIA

ASEAN Social-Cultural Community (ASCC) is one of the three pillars of the ASEAN Community, with the goal of building ASEAN Community with the harmony, unity, caring and sharing among people, a community towards citizen, cares for the physical and welfare, brings better life environment for people, and creates a common identity in region. Master Plan (MP) ASCC reaffirmed the goals of ASEAN Social – Cultural Community is to build an ASEAN Community with people-centered and has social responsibility in order to achieve solidarity and unity lasting between nations and peoples of ASEAN through the creation of a common identity and a social sharing, caring, harmony and openness at which to live, standard of living and welfare of the people is improved. MP ASCC focuses on six key issues: (a) Human Development; (B) Social welfare and protection; (C) Social justice and rights; (D) Ensure sustainable environment; (E) Building an ASEAN identity; and (f) Narrowing the development gap.

ASEAN Cultural-Social Community links the Southeast Asian nations in a cohesion community, equitable development, in a harmony with the "concerned and shared society". The social and cultural community has 4 components:

- Building a community of mutual caring societies;
- Regulating the impact of economic links on society;
- Ensuring the sustainable environmental;
- Strengthening the foundation of connecting societies in the region.

Setting a big goal but ASEAN Community does not lead ASEAN to be the supranational organization, however, it will boost the level of cooperation and regional links bring deep impact and important implications for the lives of the people from the countries in Southeast Asia.

The basic objective of the third pillar embodied in the Declaration of ASEAN Concord (Bali Concord II) and Master Plan to build ASEAN Social-Cultural Community, contributing to building an ASEAN community which considers people as the center of society; having social responsibility to build solidarity and lasting unity among nations and peoples of ASEAN by moving towards a common identity; building a shared, caring, harmony and openness society at which life and standard of living and welfare of the people is improved.

The 2020 Vision has raised the idea of a regional community with the following factors: aware of the historical relationship, cultural heritage, strengthening the close regional identity; caring and

supporting in social aspects such as poverty and malnutrition; caring for family members especially children, adolescents, women and the elderly; particularly concerning people with disabilities; enhancing social justice and the rule of law; creating "green and clean" ASEAN with no drug, have high competitiveness and with the participation of a lot of people, focusing on welfare issues and human dignity.

THE ISSUES RAISED TO ENHANCE ASEAN CULTURAL IDENTITY PROVIDE A CORNERSTONE OF SOUTHEAST ASIAN INTERESTS

The problem of perception

Strengthening theories and raising awareness of Southeast Asian cultural diplomacy with ASEAN, namely the promotion of dissemination and introduction of the importance and contributions of cultural diplomacy. For Southeast Asian countries in the process of globalization.

Enhance research on Southeast Asian cultural diplomacy with ASEAN. Research plays a very important role in the strategic planning of all activities. Therefore, the research on Southeast Asian cultural diplomacy with ASEAN needs to be strengthened.

Raising Awareness of ASEAN and Community Awareness, Cohesion, Strengthening the Unity in Diversity, Enhancing Awareness among ASEAN Youths in History, Diversity, Religion and Civilization; To preserve and promote ASEAN cultural heritage by raising the awareness and understanding of young people about the history, regional differences and similarities, protecting the special identity of the ASEAN cultural heritage; Promote creativity and the ASEAN cultural industry through cultural creativity, development and co-operation in cultural industries.

Human resources problem

Human resource development is at the heart of sustainable development. Human resources are one of the leading and most important issues of Southeast Asian cultural diplomacy with ASEAN. In order to be able to effectively assume the tasks of cultural diplomacy, the contingent of staff is not only good at diplomacy, politics, economics, foreign languages, but also culture. Therefore, the promotion of the training of staff for cultural diplomacy is very necessary.

Other Issues

- Promote the promotion of cultural values of Southeast Asian countries to ASEAN countries (Promote national soft power).
- Develop external media network.
- Improve the understanding of the organization of cultural events at home and abroad.

- Integrate cultural diplomacy with political diplomacy and economic diplomacy.
- Complete the moral platform as a foundation for cultural activities
- Establish cultural norms

In practice management and organization of cultural activities should promote the role of the community of cultural subject; Decrease the administrative nature of these activities.

ASEAN cultural identity is the basis of Southeast Asian interests. This is the personality, the norm, the value and the common belief. ASEAN shall integrate and further enhance the awareness of ASEAN and its common values in a spirit of unity in diversity at all levels of society.

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