INTRODUCTION

1. Reasons of the topic

1.1. Vietnam has 3/4 area of sea and ocean, the coastline is long 3,260 km extending from Mong Cai to Ha Tien, covering the East, South and a part of the West of the country. Since ancient time, Vietnamese people has closely linked with the sea, the residents in the coastal areas in the process of survival, to adapt to the marine environment, mining and fishing available natural resources of the sea in order to ensure demands of life, they accumulated the knowledge, experience, knowledge of the sea, the marine biological resources, and formed the specifically cultural characteristics compared with residents in other areas.

1.2. During the time of industrialization and modernization, the Party and Government have issued many Resolutions and Instructions on economic development in coastal areas and islands. Resolution No. 09 - NQ/TW of the Central Committee of the Communist Party of Vietnam Session X (dated on 9-2-2007) launched "Vietnam Sea Strategy 2020", marking a milestone, showing new views of the Party and Government on role of the sea maritime economy for career of industrialization and modernization today.

1.3. Ha Tinh province has a long coastline (137km), with 04 embouchures which are Hoi, Sot, Nhuong and Khau, and rich terrain, including: mountain region, midland region and delta and coastal area. The abundance of geography, topography leads to the diversity of inhabited area of Ha Tinh residents.

Since the habitation in different geographic regions and different terrains, it creates the diversity of cultural life of Ha Tinh residents. In the richness, diversity, including cultural impression of residents residing in the coastal area, because of living in the marine environment, these residents created the specifically cultural identity.

Currently, under the impact of industrialization and modernization, especially "Vietnam Sea Strategy 2020" of the Party and Government, the coastal area of Ha Tinh are having many changes, the homogeneity and cultural
Because of the above reasons, the Postgraduate chooses the topic "Cultural life of the residents of Ha Tinh coastal area in the period of industrialization and modernization" To make the PhD thesis, major of Culturology at the Hanoi University of Culture.

2. Purposes and tasks of research

2.1. Purposes of research

Clarify the status and initially identify trends of cultural life change of residents in Ha Tinh coastal area in time of industrialization and modernization.

2.2. Tasks of Research

- Gather and analyze the previous work of the researchers writing about Ha Tinh, residents, culture of the residents in Ha Tinh coastal area.
- Present the theoretical basis of the research, the concepts of cultural life, the structure of cultural life and introduce the content of the research.
- Investigate, analyze and identify cultural life situation of residents in Ha Tinh coastal area before the impacts of industrialization and modernization and the trend of movement, change.
- Identify the problems of the cultural life of the residents in Ha Tinh coastal area in the period of industrialization and modernization, and offer recommendations and suggestions.

3. Object and scope of research

3.1. Object of research

The thesis focuses on the study of the cultural and spiritual life of residents in Ha Tinh coastal area in the context of industrialization and modernization.

3.2. Scope of Research

* The scope of the researching problem

Cultural and spiritual life of Ha Tinh coastal residents now presents through several elements: belief, festivals, customs and cultural consumption.

* Scope of space
The topic researches the coastal villages/communes of five districts: Ky Anh, Cam Xuyen, Thach Ha, Loc Ha, Nghi Xuan (choose some typical villages/communes to examine deeply).

* The scope of Time: Research the cultural life of coastal residents today (time of survey is 2013-2015), refer to the old cultural life (tradition, before industrialization, modernization - before 1995-VII Central Conference Session VII) to collate, compare, find trends of changes.

4. Methodology and Methods of Research

4.1. Methodology

The thesis is based on the methodology of dialectical materialism, historical materialism of Marxism - Leninism and Ho Chi Minh ideology; the view of leading, instruction of the Party, Government on building cultural life in the process of creating a new society. From the base of this methodology, the author applies on the topic of the research.

4.2. Methods of Research

- Methods of interdisciplinary studies of the culturology: The thesis uses the concepts, categories, results of scientific disciplines related to culturology to research on cultural life of the residents in Ha Tinh coastal area such as: Ethnology/cultural anthropology cultural sociology, education, Folklore, psychology, ...

- Methods of analysis and synthesis of the material system of scholars ahead studied issues related to coastal area of Ha Tinh, the residents of Ha Tinh coastal area and culture of Ha Tinh coastal area. Through this analysis, the author of the thesis inherits and offers comments related to the problem of the thesis.

- Methods of the survey - fieldwork of anthropology/cultural ethnology at the locations in the researching space, to learn the practice, collect data and information through communities in the field.

- Methods of sociological survey through interviews and questionnaires to get quantitative documents proving the remarks, qualitative assessment of the cultural transformation of the residents of Ha Tinh coastal area.
- Method of comparison, reconciliation between modern and traditionally cultural life and traditions of the inhabitants of the coastal area of Ha Tinh to find trends of movement and change.

- Representative methods of research: Choose some typically coastal locations of Ha Tinh to demonstrate the issues that the topic is being discussed, evaluated, and discussed, ...

5. New contributions of the thesis

5.1. Scientific contributions

- The thesis is the first work to apply theories of cultural life with connotations which are cultural and spiritual life, on researching cultural life of the residents of Ha Tinh coastal area in the period of industrialization and modernization.

- Identify the trend of movement, change of cultural and spiritual life of the inhabitants of the coastal area of Ha Tinh in the period of industrialization and modernization.

- Analyze and clarify the issues raised in the spiritual and cultural life of the inhabitants of Ha Tinh coastal area in the period of industrialization - modernization.

5.2. Practical contributions

- Help leaders, managers refer to planning policies on construction, economic-socio-cultural development in Ha Tinh coastal area today;

- As references to teach cultural subjects at colleges and universities.

6. Structure of the thesis

Besides the introduction, conclusion, appendices, references, the thesis divided into 4 chapters:

Chapter 1: Overview of research, theoretical basis, overview of the Ha Tinh coastal area

Chapter 2: Situation of the cultural life of Ha Tinh coastal residents through belief, festivals, customs

Chapter 3: Situation of the cultural life of Ha Tinh coastal residents
through cultural consumption

Chapter 4: Trends of changes in the cultural life of residents in Ha Tinh coastal area in the period of industrialization and modernization and the problems posed

Chapter 1

OVERVIEW OF RESEARCH, THEORETICAL BASIS AND OVERVIEW OF HA TINH COASTAL AREA

1.1. RESEARCH OVERVIEW

1.1.1. The works written about the coastal area of Ha Tinh: Dai Nam Nhat Thong Chi; Nghe An Notes; Vietnam over the times. Climate Notes of the districts of Ha Tinh province; Cam Nhuong Chorography; Vietnam territory and geographic areas, ... The ahead studies indicate place names of several coastal districts of Ha Tinh, as well as the embouchures of Ha Tinh at old time and now. However, the data of many locations is no longer suitable, because now the districts of Ha Tinh have changed.

1.1.2. The works written about the residents of coastal area of Ha Tinh: An - Tinh Ancient continent; Sea with ancient Vietnamese people; Bau Tro Culture ; Community of Fishermen in Vietnam; Community of Fishermen in Vietnam maritime area; The Bo Lo and Van Ky Xuyen People; Ship Log of the Bo Lo People in the Northern Central maritime area, Portuguese mariners at sea Plot North Central; The Vietnamese (Kinh) central coastal areas in the integration with Sea ... The above studies have common certifications that previous residents in Ha Tinh are Quynh Van cutural residents and Bau Tro cultural residents, these residents lived mostly in the coastal plain, catching fishes and molluscs in the sea, rivers and lakes. On modern inhabitants, the studies only refer to the period of pre-industrialization and modernization and identify to have complicated origin.

1.1.3. The works written about culture of Ha Tinh coastal area: The ancient village of Ha Tinh; Folk Festival in Ha Tinh; Folk Cultural Chorography of Nghe Tinh; Culture of maritimevillage in Nghe; Folk Culture of coastal village; Culture of central coastal area and Culture of South West
Sea; About the folk culture of coastal area in the market economy; Folk Culture of the Bo Lo People in Ha Tinh coastal area. There are no works which systematically refer to cultural life of residents of Ha Tinh coastal area in the period of industrialization and modernization.

In summary, from collections, colligation, analysis of the previous researches related the thesis, finding that:

- In terms of geography, nature, the previous studies indicate that Ha Tinh province has a long coastline, Ha Tinh sea have rich biological resources, with many precious seafoods, the embouchures of Ha Tinh play important roles in the economy, military, culture and communication.

- With the archaeological sites in Ha Tinh, the studies confirm that prehistoric people used to reside in Ha Tinh, mainly living in the coastal areas, eating molluscs and left traces of fishing in open sea, inshore areas besides agriculture.

- A number of cultural studies mentioned fishing methods, methods of organizing social life, the famous craft in some coastal villages, communes in Ha Tinh and some living activities, customs, traditions, festivals of residents in the coastal area of Ha Tinh province, but mainly in the period of pre-industrialization and modernization.

1.2. BASIS OF THEORY
1.2.1. Concept and structure of cultural life
1.2.1.1. Concept of cultural life

The concept of "cultural life" in the thesis is understood in a narrow sense: Cultural life is the lively overall of spiritual activities of people (individual and community) especially in their spare time, including: creativity, expression, dissemination, enjoyment, consumption... the cultural products in order to satisfy the spiritual demands of people

1.2.1.2. Structure of cultural life

According to the Author Hoang Vinh, the structure of cultural life: "Can be some forms of popular cultural activities as follows:

- Activities of composition and performance, scientific applications in life.
- Activities of mind-open - education aimed to improving knowledge for
everyone: teaching, lectures, seminars, library, information.

- Activities of keeping cultural products: museums, preservation, exhibitions and collections.
- Activities of consumption of cultural products: Reading books, magazines, listening to music, viewing art, cinema, exhibitions, museums, sightseeing, tourism.
- Activities of festivals, beliefs, customs and building lifestyle of cultural families
- Activities of physical education, sports and entertainment in their spare time

1.2.2. Concept of cultural change

The researches of scholars in this field have a common view that cultural change is a popular phenomenon, a progressive step in the development of nation and humanity; cultural change is due to process of changing methods of production, production techniques, resulting in changing ways of thinking, way of life, spiritual life consistent with changes in the politic, economy and society in each certain historic phase of each nation.

The research of cultural change of the residents in Ha Tinh coastal area is the study of traditionally cultural change in their life.

1.2.3. Concept of cultural consumption

Cultural consumption is the use of cultural products to meet, to satisfy the spiritual needs of the residents currently, and the consumption of cultural products also only refers to the consumption of spiritual products, the spiritual products are associated with tools of cultural consumption and methods of cultural consumption.

1.2.4. Concept of industrialization, modernization

Industrialization and modernization of the basic and comprehensive conversion process of activities of production, business, service and management of economy, society from mainly using manual work to popular using labor with technology, media and modern and advanced methods, based on the development of industry and scientific - technology advance, creating
high social labor productivity.

1.2.5. Concept of "coastal area"

The coastal area is understood not only water area flowing closely the coast, influenced markedly from sea but also including the coastal strip of mainland that are affected directly and indirectly by the sea. *The coastal area mentioned in the thesis is an geographic area (space) (land) along the coast of Ha Tinh, not associated with the attached terms of territorial administration*, is extended from the beginning to the end of Ha Tinh province, crossing the territory of 5 districts as Nghi Xuan, Loc Ha, Thach Ha, Cam Xuyen and the Ky Anh.

1.3. OVERVIEW OF COASTAL AREA OF HA TINH

1.3.1. Features of geography, population, economy and culture

1.3.1.1. Geographic location and natural features: Ha Tinh is in the northern central coastal areafrom Hanoi capital 340 km to the South, bordering Nghe An province to the North, Quang Binh province to the South, South China Sea to the East, the Annamite Range to the West, bordering the People Democratic Republic of Lao. Natural land area is 6,025.6 km², accounting for 1.7% of the national area. Overall terrain Ha Tinh has 4 types: Mountain area, midland hills (infield) and coastal areas.

The coastal area of Ha Tinh is accounted for less than 10% of the province area, a coastline is long 137km, the average terrain is about 3m above sea level, which is wavy in the lower level of the embouchure from the western hills, more and more narrow to the South. To the north it borders the maritime area of Nghe An province, bordering the maritime area of Quang Binh province to the South, bordering the South China Sea to the East, the West of the narrow infield areas separated by mountains and rivers. Along the coast of Ha Tinh there are four river mouths (embouchure) as Cua Hoi, Cua Sot, Cua Nhuong and Cua Khau. In the coastal area of Ha Tinh there are many mountain ranges jutting out into the sea, mostly in the southern coast (from back in Thach Ha district) as: Nam Gioi Mountain (Thach Ban, Thach Ha), Thien Cam mountain (Thien Cam town, Cam Xuyen), Ban Do mountain, Cao Vong mountain, Chop
Co mountain (Ky Dau Mountain), Deo Ngang (Ky Anh district). In contrast to the southern coast, the terrain of the northern coast (located in Nghi Xuan district) is relatively flat, without mountains, with a length of 32km, which is separated from the coast of Loc Ha District by Hong Linh mountain. The mountains along the coast of Ha Tinh are not very high.

1.3.1.2. Residential Features: The material sources writing about Ha Tinh, Ha Tinh and historic archaeological sites in Ha Tinh said the previous residents in Ha Tinh coastal area are Quynh Van cultural residents and Bau Tro cultural residents. By the modern era and the period of industrialization and modernization, the residents in Ha Tinh coastal area are "complicated", living in many different industries, distributed in the vertical beaches and cross beaches, but they are mostly localized and developed in vertical beaches due to the many advantages of geographical location, traffic and economic potential, minerals, ...

1.3.1.3. Economic Characteristics: Ha Tinh is one of 28 provinces, cities of the whole country with the sea, with a coastline of 137kms, Ha Tinh has 35 coastal communes. Traditional industries of the residents in the coastal area of Ha Tinh is fishery, agriculture and some industrial handicraft (processing seafood, producing salt,...), trade (sale of seafood). In the period of industrialization and modernization, businesses of residents are various, rich based on the basis of three focusing economic models as: fishing, tourism and industrial economy...

1.3.1.4. Cultural Characteristics: Ha Tinh is a "supernatural" area, as well as a remote border "hedge" of Dai Viet, is the boundary between the North and the South under Le Mat feudal dynasty From ancient times to the present, Ha Tinh coastal area always plays an important role, an important strategic position of the country. In the war against the French and Americans, Ha Tinh is the "cradle" of the revolution in Vietnam, generating many national heroes, revolutionary strong-willed scholar, prominent politicians, scientists of all fields ... Therefore, Ha Tinh is the coastal area with potential values of national culture, having evident characteristics of the area and many monuments and
wonderful sights.

1.3.2. Situation of industrialization and modernization in the coastal area of Ha Tinh

1.3.2.1. The policy and guidelines of the Party and Government on the industrialization and modernization associated with the economy of the coastal area

To promote the strength and potentials of Vietnam sea in the XXI century, the Fourth Conference of the Party Central Committee (Session X) adopted Resolution No. 09-NQ/TW dated on 09/02/2007 "Regarding Vietnam Sea Strategy 2020", which emphasizes "XXI century is considered to be the century of the ocean by the world".

1.3.2.2. Implementation of industrialization and modernization in the coastal area of Ha Tinh

Based on the guidelines of the Party and the Government, the process of industrialization and modernization in the coastal area of Ha Tinh is currently taking place on a number of key areas as follows: Industrialization and modernization of mining and fishing; Industrialization and modernization in marine aquaculture; Industrialization and modernization in the development of marine tourism; Industrialization and modernization in building integrated economic zone (Vung Ang); Industrialization and modernization of mining and processing minerals; Industrialization and modernization of seaport services, ...

On that basis, there are three special economic zones: fishing economic zone, tourism economic zone and tourism, industrial economic zone.

Summary

The land, people and culture of the coastal area of Ha Tinh were studied by some domestic and foreign scholars. From the perspective of ethnology, history,... some scholars mention methods of living, features of customs, traditions, religious life of the residents in the coastal area of Ha Tinh in traditional society and in the period of pre-industrialization and modernization. The status of the cultural life of residents in the Ha Tinh coastal area before the
strong impacts of industrialization and modernization currently is research objectives of the thesis, without any mention of works. Therefore, the previous studies of scholars viewed in this chapter are the precious documents for the post-graduate to inherit, acknowledge, as well as the foundation for the idea of the thesis.

Cultural life is a broad category, on the basis of the concepts of the cultural life of the previous scholars, the post-graduate determines cultural life studied in the thesis is the spiritual and cultural life, the thesis focuses on mentioning spiritual and cultural activities of inhabitants of Ha Tinh coastal area in the period of industrialization and modernization. However, the cultural and spiritual life also brings broad connotations, including multiple elements, the thesis is limited to some elements of the cultural and spiritual life to study and offer general observations for changes in cultural and spiritual life in the residents in Ha Tinh coastal area in the period of industrialization and modernization, which are the components: belief, festivals, customs and cultural consumption.

In the period of industrialization and modernization, deriving from the potential of the region, the economic development of Ha Tinh coastal area various in businesses, which is prominent three economic models: fishing, marine tourism, mining industry and harbor commerce. Under the impact of modernization and changes in the economy, cultural life of the residents of Ha Tinh coastal area are changing according to the different trends, the changes occur more and more strongly and clearly.

Chapter 2
SITUATION OF CULTURAL LIFE OF RESIDENTS OF HA TINH COASTAL AREA THROUGH BELIEFS, FESTIVALS, CUSTOMS

2.1. BELIEFS
2.1.1. Beliefs
2.1.1.1. Shared beliefs of the community
As the worship of the gods of the whole community (village, commune)
on the basis of common worship (public). Shared beliefs of the communities in the coastal area of Ha Tinh is now very rich, diverse, including worship as follows: The worship of the sea god, worship of Mother; worship of Tutelary God; ...

2.1.1.2. Worship at home

Besides public belief, the worship at home of the residents in Ha Tinh coastal area now is also abundant and diverse, which there are typical worship as: The worship of the ancestor; Angels; Mammon; ...

2.1.2. Religious activities

Demand and level of practice (activity) beliefs of residents in the coastal area of Ha Tinh in the period of industrialization and modernization are very developed, rich, varied, associated with polytheistic notions. The residents in Ha Tinh coastal area often go to the temple today, burn incense on the full moon day, the first day of lunar calendar, holidays and burn incense on the altar of the ancestors and the gods on this day. Furthermore, when families have a vital task, they also burn incense at the base of public worship and in their families.

2.2. FESTIVALS

2.2.1. Festivals

2.2.1.1. Folk Festivals

The folk festival is a form of festive activities associated with the beliefs of the inhabitants. Folk Festival of inhabitants in Ha Tinh coastal area has typical characteristics of the sea, rich variety of forms including: Fish festivals; "Ky Phuc Luc Ngoat" festival; the festivals for memorizing national heroes (historical characters).

2.2.1.2. Religious festivals

Religious festivals are forms of festivals associated with religion, often organized by religious residents. In Ha Tinh coastal areas today, there are two typically religious festivals as follows: Catholic festival; Buddhist festival.

Besides the above festivals, in the period of industrialization and modernization, the coastal area of Ha Tinh also appeared some new (modern) festivals as: opening of the traveling season on the beach resort in the coastal beaches of Ha Tinh on April 30 (calendar) annually.
2.2.2. Festival activities
The traditional festivals reconstructed in the coastal area of Ha Tinh have now really come to spiritual life, spirituality and beliefs of residents. Most residents of various economic sectors, many different occupations are wishing to participate in the festival activities.

2.3. CUSTOMS
2.3.1. Customs in life cycle
2.3.1.1. Custom of bearing children
The practice of traditional customs of bearing children of the residents in Ha Tinh coastal area are now decreasing in the customs associated with the old environment. Those traditions are valuable and significant to contemporary life are inherited practicing and have appropriate changes to life, contemporary society.

2.3.1.2. Customs of marriage
The practice of customs of marriage of residents in three economic zones in Ha Tinh coastal areas are now relatively homogeneous, the three economic zones are maintained full practice four traditional wedding ceremony, that is: the espousal, engagement ceremony, wedding ceremony and newly-weds' first visit to the bride's family.

2.3.1.3. Customs of funeral
With 13 customs, rites of funeral are commonly practiced in the coastal area population of Ha Tinh today, that are: covering the dead's face, enshrouding, music, shaman holding ceremony, watch hours of giving mourning, watching hours of lowering the dead's coffin into the grave, the mourning, the worship of three days, the worship of 49 days, the worship of a hundred days, the year's mind, the second year's mind, exhuming (bones) in order to bury in final tomb chosen by geomancer. The survey results of sociology show that: In the fishing economic zone, the residents practice this custom is currently at least; in the tourism economic zone, the residents practice funeral customs at the farthest. Less than in tourism economic zones and much higher than in the fishing economic zone is resident in the industrial economic zone.
2.3.2. Customs in making living

* Taboos: Today, the taboos of traditional occupation of the residents in the Ha Tinh coastal area are not popular as before, residents only practice some humane taboos and they are meaningful to modern life, according to national morality and the economic - social conditions at the present. The taboos associated with the old environment were removed by the residents, because the level of awareness and understanding of the residents today have improved and economic - social conditions have changed.

* Ceremony: In traditional society, the residents in the coastal area of Ha Tinh have many ceremonies related to fishing. However, recently, the residents just keep some traditional fishing ceremonies, which are: Ceremony for new boat, and in the ceremony for new boat the residents respect the boat lowering ceremony (also called as launching ceremony).

Summary

The analysis of the situation of religious life of residents in Ha Tinh coastal area, which has the appearance of the Gods, and ritual activities, it can be indicated that: Firstly, about the system of Gods worshiped in coastal areas of Ha Tinh today rich and diverse than ever. In addition to the traditional gods associated with the sea, marine occupations, some new worships of the resident's family appear such as: worship of mammon, worship of angels, worship of Buddha, worship of Uncle Ho,... Along with the emergence of a new worship phenomenon, the religious activities and religious practice in the population are also increased, not only take place in festivals, holidays, anniversary celebration, which is also a regular practice in the first and fifteenth of a lunar month, the date when families have important matters... The offering for worship today is appreciated, prepared fully than the traditional offering.

Closely linking to the belief system is the festivals, the festival in the coastal area of Ha Tinh today has many changes: the festival has used modern equipment, ceremony and incense offering of the Government and political
organizations.

Customs of the residents in Ha Tinh coastal area in the period of industrialization and modernization through life cycle and occupation, realize this is quite unique customs such as: hanging plant in front of house when families have newborn, burying the dead with head directing toward the sea; and the taboos related to fishing, such as: taboo of meeting new mothers, taboo of speaking the words "flip", "upturn", "dog", "cat", taboo of counting mesh,... However, in practice, in the period of industrialization and modernization, some traditional customs of the residents in the Ha Tinh coastal area have lost; some customs still exist but carry more breath, new colors of the era; some customs are restored with the restructuring.

Chapter 3
SITUATION OF CULTURAL LIFE OF RESIDENTS IN THE COASTAL AREA OF HA TINH THROUGH CULTURAL CONSUMPTION

3.1. MEANS OF CULTURAL CONSUMPTION
3.1.1. Means of cultural consumption at home

3.1.1.1. Television: Television is one of the most important media, well satisfying all demands of cultural consumption. Therefore, the largest number of media that people equip for cultural consumption at home for the largest number is TV.

3.1.1.2. Cable TV and other television services: The appearance and installation of cable TV and pay-TV services in the coastal area of Ha Tinh is clearly defining step of development of demands of cultural consumption of the resident in the coastal area of Ha Tinh. Currently residents of the coastal area of Ha Tinh are commonly using types of TV services.

3.1.1.3. Internet: In Ha Tinh coastal areas, some families install pretty much the Internet. In the fishing economic zones, up to 24.2% of respondents said their families had installed the Internet, in the tourism economic zone it is
25.2% and in the industrial economy it is 46.1%.

3.1.1.4. Radio: According to the summary of the results of sociological survey of media equipped at the families of the residents in Ha Tinh coastal area showed that the radio is a mean used at least.

3.1.2. Means of cultural consumption in public places

In addition to the forms and means of cultural consumption at home, the residents in Ha Tinh coastal area now also participate in cultural consumption in the cultural institutions, places of entertainment and public entertainment, such as: Karaoke bar, Internet store, sports courts, tennis courts, skating rink, house of culture, post office and communal library, a children's play area, .. The richness, diversity of public cultural institutions and entertainment sites at present in coastal areas of Ha Tinh has confirmed the vivid of cultural life about demands on spiritual and cultural activities and recreation of residents here.

3.2. DEMANDS ON CULTURAL CONSUMPTION

3.2.1. Through the means of cultural consumption at home

Situation of demands on cultural consumption via the media in the family of residents in three economic zones of coastal area of Ha Tinh is now very large, has become increasingly important and urgent in their life.

3.2.2. Through public cultural places, institutions

Understanding the needs of people on the cultural institutions and places of public entertainment with the data of sociological survey in three economic zones shows that: karaoke bar and cultural houses have the largest numbers of residents to come. The next is the Internet shop, the fourth is the commune cultural post offices. There is considerable attraction today, the people choose fairly high, which is tennis court, skating rink.... The last one is communal library institutions.

3.3. LEVEL OF CULTURAL CONSUMPTION

3.3.1. Through the means of cultural consumption at home

The level of cultural consumption of the residents in the coastal area of Ha Tinh now is at the highest by television, followed by cable TV (My TV) and
Internet, the lowest in three economic zones are reading books, newspapers and listening to radio.

3.3.2. Through public cultural places, institutions

The cultural consumption of the residents in the coastal area of Ha Tinh in cultural institutions, places of public recreation at present is not much often, mainly residents occasionally come to these institutions.

3.4. CONTENTS OF CULTURAL CONSUMPTION

3.4.1. Through the means of cultural consumption at home

3.4.1.1. View on TV

Of the 10 programs offered to learn about the content that residents in three economic zones often see on TV, the survey results show that "current events, news", "sports", "music", "game show"," film", ... are the programs attracting the most viewers. In addition, programs such as dissemination of knowledge, the animal world, around the world, or ads are also interested by the residents, but not high.

3.4.1.2. View on cable TV and other TV services

The survey on sociology of 8 programs offered to survey of the content of cultural consumption of the residents in the coastal area of Ha Tinh through cable TV and My TV service shows that rating of viewers watching movies, music, cartoons, game shows, sports, see the information in the world,... is high.

3.4.1.3. Using the Internet

Purposes of using the Internet in three economic zones of the residents in the coastal area of Ha Tinh now are mostly focused on the content: "surfing social network", "watching the news", "traveling for entertainment", the survey result of sociology is over 50%. The rest of other purposes are under 50%.

3.4.1.4. Listening to radio

Radio is a mean of cultural consumption used at least by the residents at present, it is mainly used to listen to the news and information of domestic and world economy, society and politic by some the old men.

3.4.2. Through public cultural places, institutions

3.4.2.1. The contents of the reading in library
Regarding the content of the reading in three economic zones of coastal area of Ha Tinh today, the results of sociological surveys showed that the highest percentage of votes the economic information, employment and classified advertising. The rest of other contents have rating of under 30% to under 10%.

3.4.2.2. Types of selected song when coming to Karaoke bar

On genres and songs, folk songs are selected at the most by the residents in all three economic areas at present. The next is revolutionary songs and songs of modern Vietnam. Melodrama, traditional operetta, traditional music are selected at least.

3.4.2.3. Types of favorite sports

The results of sociological survey show that the favorite sports of the residents in three economic zones are rollerblading, volleyball. The next is football, martial arts and tai chi, badminton,... Especially, tennis has high rating in the tourism economic zone, but it has a low rating in the remaining two economic zones.

3.4.2.4 Favorite content when having activities in house of culture

Survey of the activities to be selected when coming to the house of culture in three economic zones of the residents in the coastal area of Ha Tinh shows the content of participation in group activities and meetings with the highest number of votes, the next is watching the contest and folk art festivals. Joining the art club has a high number of votes. The lowest number of votes among the favorite content of the residents while coming to the house of culture is participating in the contest, mass art festival.

Summary

Cultural consumption has been the subject of some scholars in recent years. The cultural consumption is that the subject of cultural consumption/enjoyment of the cultural and spiritual values and products, the fundamental expression on cultural life of a certain community. From theory of cultural consumption, the post-graduate have applied on studies of cultural
consumption of the residents in the coastal area of Ha Tinh in two specific aspects: Cultural consumption at home and cultural consumption in the public places. To achieve the research objectives of this content, methods of sociology as collecting information in referendum votes, interviewing community has been used up to interpretation for the problems posed be addressed as: the use of TV, cable TV, My TV, the Internet, and traditional and modern cultural institutions; demands, the level of consumer and content of the cultural consumption of residents expressed through the media, locations of the consumption,... The data of sociological survey anthropological fieldwork at the villages/communes in Ha Tinh coastal areas have demonstrated cultural life situation of people here about methods, demands, level, content of currently cultural consumption,... is the most practical answer for the contentions that the author offered. In general, the studies of cultural consumption of the residents in the coastal area of Ha Tinh province shows that the level and quality of products of cultural consumption of the residents have increasingly improved and increased with time progress, people increasingly conditional access and consume cultural products of the era of modern information technology in the context of global integration.

Chapter 4
TRENDS OF CULTURAL LIFE CHANGE
OF THE RESIDENTS IN THE COASTAL AREA OF HA TINH IN THE PERIOD OF INDUSTRIALIZATION AND MODERNIZATION, AND PROBLEMS

4.1. INDUSTRIALIZATION AND MODERNIZATION CONTINUES TO BE PROMOTED IN THE COASTAL AREA OF HA TINH

In the overall objective of the action plan to implement the Sea Strategy 2020, in the vision of 2050, Ha Tinh province identified: Striving to Ha Tinh become the strong province in the sea, one of the key economic centers of the North Central region; marine economy is the driving force for comprehensive
development of sectors of economy - society, science - technology, strengthening national defense and security; connected with protection and development of the marine environment.

To achieve the objective of the above action plan, from now to 2020, the industrialization and modernization in the coastal region of Ha Tinh continues to be promoted. Facing this situation, Ha Tinh coastal areas will continue to make changes in the aspects:

4.1.1. Industry structure of residents with profound conversion

Based on the objectives and action plan of the province, forecasting the demands of labor in the coastal economic zones have increasing trend, service system thrives and becomes job bringing quick and big income for the residents, so it will attract residents to strongly invest in service, sectoral structure of the inhabitants of the coastal area of Ha Tinh will have strong conversion in the coming years, number of residents moving to service and work in the economic zone will increase, whereas number of residents working as farmers and fisheries will decline.

4.1.2. Composition of the residents has changes

The industrialization and modernization continues to be promoted, the coastal economic zones of Ha Tinh gradually put into operation, resulting in composition of the residents in the coastal area of Ha Tinh tends to change rapidly in the coming years. In addition to native people living for a long time, there are more compositions of the residents from other areas coming here to invest, make living and live.

4.2. TRENDS OF CULTURAL LIFE CHANGE OF THE RESIDENTS IN THE COASTAL AREA OF HA TINH IN THE PERIOD OF INDUSTRIALIZATION AND MODERNIZATION

4.2.1. Loss of customs associated with old living environment

Living in society of industrialization and modernization, the awareness of the residents is more and more improved, there are many changes in the living environment, and cultural factors associated with living environment are also lost, the customs, traditions, folk taboo associated with old living environment
are therefore no longer exist.

4.2.2. Recovery of traditional culture restructured and simplified

Restructuring traditional culture is to inherit, recover traditional cultural factors with creativity, change, reorganization, ... to be suitable to the contemporary social life. The customs, beliefs, festivals of the residents in Ha Tinh coastal area today are mostly inherited traditions with arrangements, addition of new elements.

4.2.3. Receiving new cultural factors that are modern and international factors

Regarding to the importation of new cultural elements, primarily they are clearly presented in the wedding ceremony of the residents in Ha Tinh coastal area. Most wedding ceremony of the residents in Ha Tinh coastal area now has new elements of our time imported some elements of Western style. The new elements are imported into the festivals and worship of the residents in Ha Tinh coastal area today.

4.2.4. Increasing religious activities

The respect, attention to religious activities of the inhabitants in the period of industrialization and modernization is reflected in the level of religious practice of residents tending to rise. The religious activities in public worship facility, as well as in the family take place regularly in the first and fifteenth of a lunar month, on the occasion of Lunar New Year, at the beginning of new year and when the families have the critical event.

4.2.5. Personalized, convenient, modern and international cultural consumption

To meet spiritual needs in conditions of busy work in the period of industrialization and modernization, the residents tend to use the means of cultural consumption to ensure both time for work and meeting demands of cultural consumption. The types of portable audiovisual equipments like smartphone are used more and more. With these means of cultural consumption the residents can use cultural consumption at any time, and any where and can consume cultural products of the countries of the world.
4.3. PROBLEMS OFFERED TODAY

4.3.1. Gradually loss of traditionally cultural values

Along with the convenient, modern trends due to achievements of the industrialization and modernization, there is also the trend of gradual loss of cultural values associated with old living environment, fisheries associated with traditional crafts, such as: the folk knowledge of the sea, lay, Vietnamese chanty, transmitted orally from generation to generation, reflecting traditionally spiritual and cultural activities of its inhabitants. It includes the disappearance of the humane traditions of fishing as setting free for fishes, taboo of fishing on the date of 23rd December of lunar calendar.

4.3.2. Administrative festival

Along with the process of industrialization and modernization in the fields of economy-politic-culture - society, the management is also affected by this process. It is noted that the government's management for the cultural issues, which is the most sensitive management of the festival. The way of simulative and administrative management in the period of industrialization and modernization has crept into the festival, turned the residents from the subject of the festival into the executor. The way of administrative management for the festivals can easily lead to lose living environment, nurturing environment for festival, and lose the creativity of residents about the cultural values of the festival.

4.3.3. Lack of attractiveness of sport and cultural institutions (of the Government, groups)

Paralleling to the attractiveness and appeal of the institutions of modern culture and sports, the institutions of the culture and sports of the Government (House of Culture, Sports grounds, communal library, ...) are kept away from by the residents of the coastal area of Ha Tinh. The program of activities taking place in the institutions of culture, sports of the Government is poor, monotonous, which made fewer residents participating in these institutions. Therefore, the problem is to improve the quality and quantity of programs and
activities at the institutions of culture, sports of the Government to meet the increasing demands of cultural consumption of the residents, and attract residents to come and enjoy these institutions.

4.3.4. Miscellaneous and mixed culture

Along with the trend of the world integration, expansion cooperation in investment and development, it is the trend to strengthen exchanges in all fields, including the field of culture. Selected problem, reception new cultural factors, foreign cultural factors of the residents are required as orientation of the Government, professional managers in this field. Receiving cultural factors in gross way, lack of selectivity, no orientation will lead to be miscellaneous, mixed in culture of the residents of coastal areas of Ha Tinh in the period of industrialization and modernization.

Summary

By studying the current situation of cultural life of the residents in the coastal area of Ha Tinh (in chapter 2, 3) and learn the context of economy - society in the coastal area of Ha Tinh in the coming years (through the Planning of Economy - Society of Ha Tinh province to 2020, in the vision of 2050). The thesis offers some comments on the trends of cultural life change of the residents on the coastal area of Ha Tinh in the period of industrialization and modernization, that are: loss of customs and taboos associated with old living environment; restoration of traditional culture on the basis of restructuring and simplifying; receiving new cultural elements of the era and the world; increasing activities and religious activities; cultural consumption towards usability, modern and international. Before the such trends of change, a number of issues raised in cultural life of residents before the impacts of the period of industrialization and modernization are: Gradual loss of traditionally cultural values; administrative festivals; lack of the attractiveness of cultural institutions of the Government; miscellaneous and mixed culture taking place in the lives of residents. With these trends and the issues raised in the cultural life of the inhabitants in the coastal area of Ha Tinh in the period of industrialization and
modernization, the thesis has a number of recommendations to the management body which are: 1 / It should develop a plan of keeping, restoration and conservation of selective beliefs, festivals, customs and traditions of the residents of the coastal area of Ha Tinh; 2 / The management needs to be flexible, not modeling , avoids losing creativity and the specific characteristics of the festival in the coastal area of Ha Tinh; 3 / Improve the quality and quantity of program activities that occur at Sports and cultural institutions (of the Government), creating the attraction and adhesion between people with the sport and cultural institutions ; 4 / There should be prompt orientations in the issue of acknowledge, receiving and inheritance of cultural values of the residents of the coastal areas of Ha Tinh in the period of industrialization and modernization.

CONCLUSION

1. From the study of the theoretical concept of cultural life, cultural change, cultural consumption... The thesis applies this theoretical basis on studying the cultural and spiritual life of the residents in the coastal area of Ha Tinh in the period of industrialization and modernization, studies cultural characteristics, as well as the situation of cultural life of the residents in the coastal area of Ha Tinh happening today (with comparison, reference to the cultural life of the residents in the Ha Tinh coastal area before the period of industrialization and modernization) and trends of changes when the industrialization and modernization continues to be promoted.

2. Overview of Ha Tinh coastal areas through the features of geography, nature, inhabitants, economy and culture shows that this region's geographic space is long, but narrow, the terrain is various, abundant, including the sand, dunes covered with vegetation, sometimes with the mountains rising closely to the sea. The previous residents in the coastal areas of Ha Tinh identified by the scholars are Quynh Van cultural residents and Bau Tro cultural residents, until now there are many residents from various regions coming to do business, reside, live, among them there are the residents from abroad. Regarding
economic characteristics, the sea and coastal area of Ha Tinh are rich in biological resources and mineral resources, with Thach Khe iron mine with big amount of iron, titanium ore, Ilminite in the coastal area of Cam Xuyen, Vung Ang (Ky Anh); with the beautiful beaches forming the famous tourist destinations such as Thien Cam, Xuan Thanh, Thach Hai, Ky Ninh, ... with deep water ports in Vung Ang - Son Duong. With the potentially natural advantages, the traditional economy of the residents in Ha Tinh coastal area is mainly fishery. In the period of industrialization and modernization, the coastal area of Ha Tinh is formed typical three economic zones, specifically based on the potential advantages and characteristics of the economy in the period of industrialization and modernization, that is: fishing economic zone and economic zone for tourism and general economic zones (industry-services-sea ports, ...). The industrialization and modernization in the coastal area of Ha Tinh become influential factors, promote and improve the material life, the income level of residents. Changes in methods of livelihoods, economic - social conditions lead to profound changes in cultural life.

3. Studying the current situation of cultural life of the residents in the coastal area of Ha Tinh now through the elements of religion, festivals, customs and cultural consumption shows that the cultural characteristics of the inhabitants in the coastal area of Ha Tinh expressed through these elements. The religious life of the residents in the coastal area of Ha Tinh is rich in characters of worship, classified into community worship and worship at home. Typical community worships are Whale worship, worship of Four Princess Saints, Mother worship, Tutelary God worship, and the worship of patriarchs of marine occupations, the historical characters; worship at home with ancestor worship and other gods, including the God of Nature, the God of Human and Angel. Regarding religious practice, in addition to festivals, holidays, before coming to the sea, the residents go to the temple of Whale and other temples to burn incense and pray. Activities of festivals show that many typical impressions in the coastal are are expressed in practice of ceremony, offering and games, shows taking place during the festival. Regarding customs, the
residents in the coastal area of Ha Tinh have many notions, taboos associated with the marine environment and marine craft. However, under the impact of industrialization and modernization, the cultural and spiritual elements of resident in the coastal area of Ha Tinh have changes, but these changes are a mixture between traditionally cultural elements with the modern cultural elements, between the old concepts with modern perceptions, including the loss of the old and the appearance of new ones...

4. Period of the industrialization and modernization entails that spiritual and cultural life and demands of cultural consumption of the residents in Ha Tinh coastal area have strong development, means of cultural consumption are various not only in the places, institutions of public culture, but also in means of facilities equipped in the family and in the portable media carrying of each individual, which is television (TV), cable TV, My TV, the Internet, wifi, smart phones, Ipad, ... very convenient for the cultural consumption in the modern time. Along with the equipment of family, personal, cultural institutions, locations of entertainment are invested, equipped with modern equipment, suitable for cultural activities, entertainment of collectives and groups. The modern means of transmission, transceiver of audio and image today can meet the cultural demands of the residents in the coastal area of Ha Tinh in the period of industrialization and modernization. The data of the surveys and interviews show that the procurement of the equipment for cultural consumption is very rich in population and tends to grow increasingly more and more. Besides utilities, modern of the equipment and means of cultural consumption, the content of cultural consumption is more and more diverse today, not only to hear, but also to see image, not only listen to music and watch movies in the country, but also listen to music and watch movies from other countries, if due to the busy work time they do not watch a particular program, they can review by My TV technology and other modern broadcast services...

5. From the survey, study for the cultural life of the residents in Ha Tinh coastal area through four basic elements which are religion, festivals, customs and cultural consumption, along with targets of action plan Maritime Strategy
of Ha Tinh province until 2020, in the vision of 2050, the thesis identifies five trends of changes in the cultural life of residents in the coastal area in the period of industrialization and modernization, which are: loss of customs associated with old living environment, recovery of traditional culture restructured and simplified, receiving new cultural factors of the era and international, increasing religious activities of the residents, cultural consumption of residents increasingly modern, convenient and international. Five trends lead to the four issues raised need to consider in cultural life of the residents in the coastal area of Ha Tinh in the period of industrialization and modernization which are: Gradually loss of traditionally cultural values; administrative festivals; lack of the attractiveness of sports and cultural institutions (of the Government) and risk of miscellaneous and mixed culture.

Foreseeing the trend of change, solving the issues raised will be crucial to the construction of the cultural life of the residents in the coastal area of Ha Tinh in the period of industrialization and modernization and ensure healthy, deeply imbued ethnic identities, contribution for economic - socio development in the coastal area of Ha Tinh for sustainable development on the path of integration in the world. /.