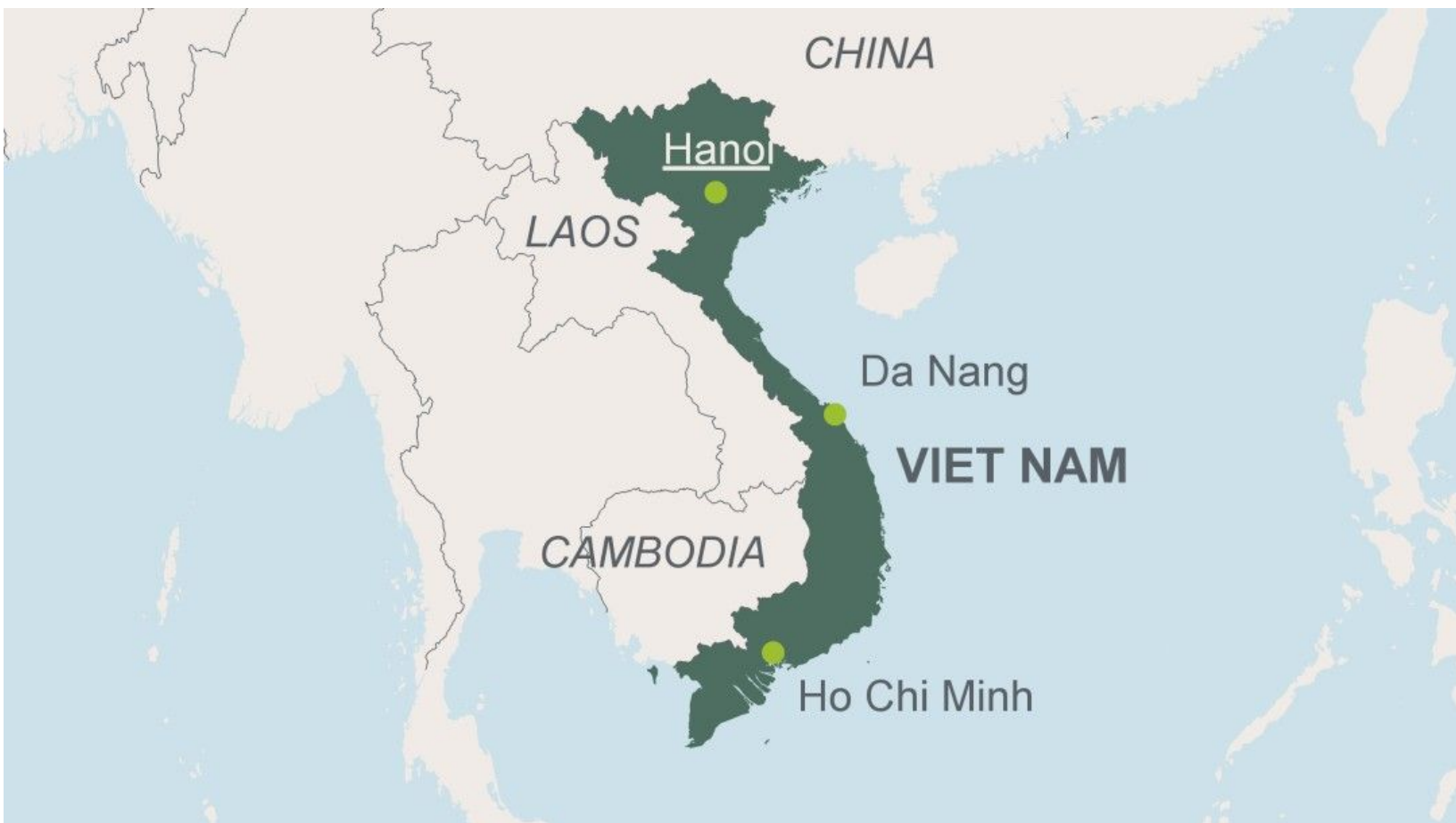


Traditional Music vs. the Music Industry in Vietnam

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Source: <https://www.kfw-entwicklungsbank.de>

Introduction

Vietnam has been through a lot in the past and today still, one way to assess the impact of the historical event was through the changes in culture. The country is thriving economically, results in the changes of culture, it is becoming more and more globalize but still, struggling to preserve its traditional value. It was well-known that Vietnam is an exotic country with mystical and rather fascinating culture. Although there are many aspects of Vietnamese culture that are worthy to discuss but in this article, we are going to talk about the history of Vietnam music and its timeline to assess the changes.

Vietnamese music timeline

Hùng Dynasty

Hùng dynasty was the opening of Vietnamese feudatory. Vietnamese music started from ancient traditional music. From the Hung dynasty of building and protecting the country, folk music belonged to the brass culture, which the Dong Son drum was a well-known representation.



Source: <https://www.metmuseum.org>

Chinese dominant era

China feudal dynasty such as Han, Sui, Tang strongly influenced Vietnamese music culture, as is evidenced by wind and stringed musical instruments including dan ty ba, dan tranh, dan nhi, bamboo flute which were introduced to Vietnam.

Vietnam feudal dynasty

Vietnamese music had many similarities to those of other oriental countries, especially China's Tuong, one of the most popular genre at that time was introduced from that nation. Beside the music genres that had taken place since the previous generations, other distinctive genres also appeared, such as cheo, xam, quan ho, chau van, ho, and so on. Among all the aforementioned genres, Nha nhạc – Vietnamese court music which was played during special rituals is the most noticeable as it was recognized as UNESCO Intangible cultural heritage.

Early modern period

Early 20th century, since the French domination, Western music was introduced to Vietnam by the French. First was the Catholic church chant, then to Western classical music and dance music.

During the revolution against the French, music was composed to encourage Vietnamese people. This kind of music is referred to as revolutionary music or red music. One of the most famous composers of it was Van Cao, who wrote Vietnamese national anthem.

Revolutionary music continued to develop during the war between Vietnamese and American. This was also the time when cải lương, a variant of Tuong music, started becoming famous. Simultaneously, pre-war music which mainly contained love songs were favorable in the southern part of the country.

After 1950, foreign songs of Elvis Presley, Paul Anka and The Beatles were introduced to Vietnam.

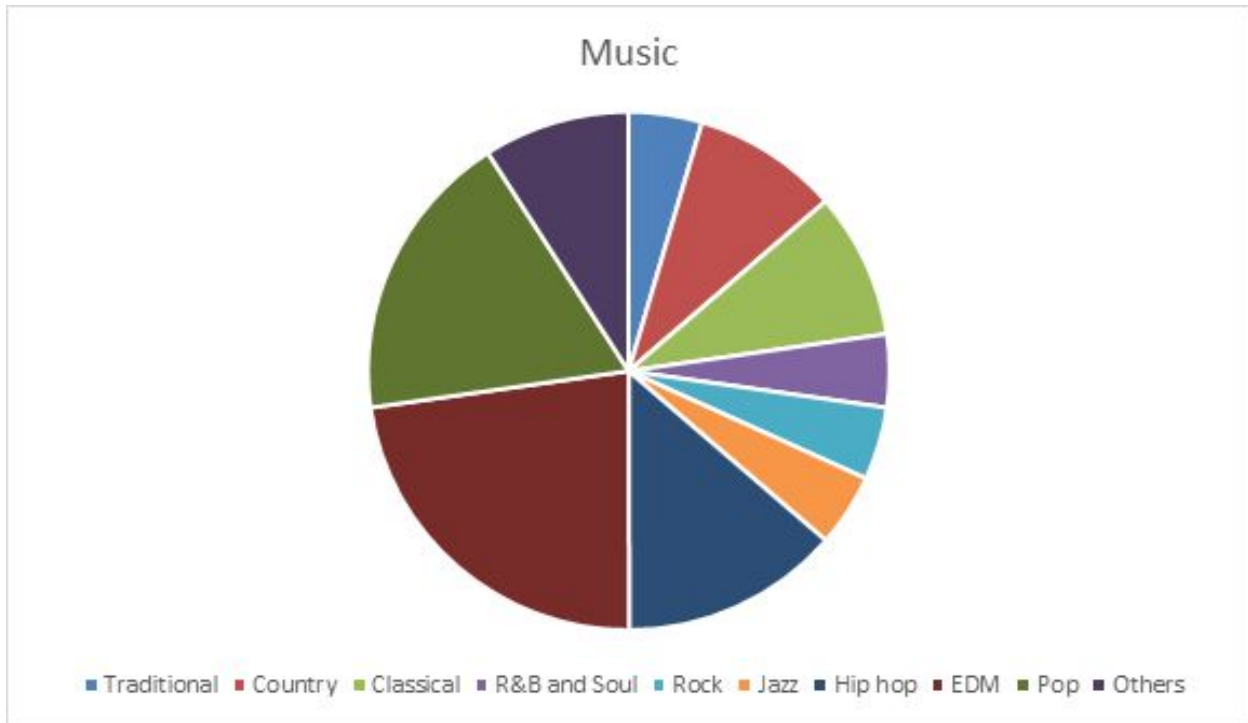
From 1975 to now

After the unification of Vietnam, music been through many ups and downs. Pre-war music was banned in the country because it did not fit the political policy. After the 4th Congress administered the renovation policy, art culture was more opened. Love songs continued to develop, followed by the popularity of several artists such as Tran Tien and Trinh Cong Son, whose music was subsequently considered a distinct genre. Meanwhile, Russian music became popular, leading to a trend of translating its lyrics to Vietnamese.

Nowadays, Vietnamese people listen to many different kinds of music, varying from classical music, folk music to pop music including Vpop, Kpop and music from America and Europe.

It is undeniable that traditional music is no longer favorable to Vietnamese people; therefore, it is gradually forgotten and ignored. Not only Vietnam but almost every country in this world is facing with the same problem. According to our survey conducted for teenagers from the age of 24 and below from 10 different regions, 15% of them never listen to traditional music, 40% of them claimed that they rarely listen to it, approximately 30% voted for “often” and the rest referred to it as their favourite music.

Another figure depicts the proportion of different music genres, from that we can see classical music takes up 25% of the most popular ones, while popular music, including country, R&B, Rock, Jazz, Hip hop, pop and EDM accounts for a bulk of 40%. Traditional music is almost the least likeable choice as it only comprises 20%.



Why are there changes?

Change in human's lifestyle is inevitable. Since traditional music related to every activities of people from the old period, once the society evolves to a higher level, it becomes old-fashioned and unnecessary to most modern citizens. Besides, due to the cultural integration and globalization, a variety of new kinds of performance which is more appealing and entertaining exists. As a result, music is mainly composed for a wider range of audience from all over the world.



Source: <https://www.youredm.com>

In addition, there are not many opportunities for traditional music to be passed on to the next generation as most educational institutions focus only on teaching academic knowledge and students are too busy that they do not have enough time for studying old tradition.

Despite the fact that traditional music is replaced by other genres to be mainstream, we are still responsible for preserving it. By organizing competition and festival, people are encouraged to get accessed to this music genre. Additionally, extra classes and clubs should be widely opened, offering children and teenagers chances to learn about it as well as contribute their creativity to develop it. Government should foster the propagation of traditional music to the world.



Source: <https://www.vietvisiontravel.com/blog/vietnamese-music/>

Conclusion

Traditional heritage plays a pivotal role in civilization, and traditional music can be a beneficial tool to preserve and disseminate the culture of a country. Hence, it is imperative that people, especially the young generation, can understand the necessity of preventing traditional music from being lost in oblivion.