

IMPROVING BEHAVIORAL CULTURE FOR UNIVERSITY STUDENTS CURRENTLY

MA. Nguyen Thi Hue

Faculty of Political Theory and Social Sciences and Humanities
People's Police Academy

<https://doi.org/10.54922/IJEHSS.2025.1004>

ABSTRACT

Behavioral culture is a content, a basic aspect of culture in general and individual culture in particular, including the totality of values created by humans in activities and in behavioral relationships in accordance with the cultural standards of each community and nation. Behavioral culture is expressed in people's lifestyle, way of living, thinking and behavior towards themselves, towards those around them, at work and in their daily working environment. Cultivating behavioral culture for university students in our country today is a process of influencing each student to continuously and comprehensively develop their qualities and behavioral abilities according to the value standards of the pedagogical and social cultural environment, contributing to building a healthy pedagogical atmosphere in schools.

Keywords: Solution, Improvement, Behavioral Culture, Students, University.

1. INTRODUCTION

In Resolution No. 29-NQ/TW dated November 4, 2013 of the 8th Conference of the Party Central Committee (11th session) on fundamental and comprehensive innovation of education and training and Resolution No. 33-NQ/TW dated June 9, 2014 of the 9th Conference of the Party Central Committee (11th session) on building and developing Vietnamese culture and people to meet the requirements of sustainable national development, urgent tasks were identified: “building Vietnamese human culture to meet the requirements of the new development stage”. Nowadays, students are young people in their twenties, they are young and dynamic, with the conditions to develop comprehensively in terms of physical, mental, intellectual, moral aspects, and access to an open economy with great cultural exchange from the region and the world. This is one of the basic, central and mainstay tasks of the comprehensive innovation in our country today. The responsibility first and foremost belongs to the Education sector, especially higher education. To carry out that task well, one of the important measures is to build a behavioral culture for university students, contributing to building a truly healthy cultural environment making cultural values, standards, and behaviors deeply ingrained and transformed into good qualities and abilities in students, shaping students' personalities in accordance with educational and training goals, meeting the requirements of society and carrying out the task of building and developing Vietnamese culture and people according to the Party's guidelines and policies.

2. CONTENTS

2.1 Behavioral culture for students - Some theoretical issues

First, behavior is a person's response to the influence of others on them in a certain specific situation. Behavior is a manifestation of communication and is shown through attitudes, behaviors,

gestures, and ways of speaking of people to achieve the best results in relationships between people. Human behavior is governed by clear social norms.

Second, culture is the harmonious synthesis of material and spiritual values created by humans throughout history. Behavioral culture is a manifestation of communication, is the reaction of people to the impact of others on them in a certain situation expressed through attitudes, behaviors, gestures, and ways of speaking of people to achieve good results in relationships between people. Behavioral culture is the personality traits of an individual expressed through the attitudes, behaviors, gestures, and words of each individual in social communication.

Third, behavioral culture is human behavior and conduct that achieves the cultural standards of truth, goodness, and beauty, that is, cultural behavior; it is a vibrant and rich area of human cultural life that takes place every day. That is also the soft power that creates beauty and is the key to success for each person and each organization. Behavioral culture is a system of attitudes and behaviors determined to handle relationships between people on legal and ethical grounds to promote rapid development of the community and society.

Fourth, student behavior culture is understood as the concepts, standards, and regulations on how to behave and communicate between students, between students and lecturers, and the way of learning and acquiring knowledge expressed through the school's educational philosophy, through communication behavior, dress, behavior with the environment...

Fifth, the student behavioral culture system includes behavioral culture in studying, behavioral culture in social relationships at school, behavioral culture in group activities and behavioral culture in personal life.

Sixth, students' behavioral culture is expressed through behavior, gestures, language, attitude and dress. A student with good cultural behavior has civilized and polite behavior and gestures, uses standard language, has a gentle and proper attitude, and polite dress which is suitable for the situation, the nature of the job, and meets the aesthetic concept of the community.

2.2. Current situation of behavioral culture of university students

2.2.1. Some positive manifestations of behavioral culture among students

First, student behavior towards lecturers. Overall, most Vietnamese students today still maintain traditional beauty in their behavior towards lecturers, keep standards of respect and politeness towards teachers. Reality shows that students are now very active, enthusiastic, confident and have great creativity. Lecturers need to create conditions, encourage and support, not impose their subjective opinions in order to promote the level, capacity, position and role of students. Learners are the center of all educational activities of schools. The relationship between students and teachers today also has many changes. Nowadays, students are free to express their opinions, thoughts, personality, and express "yourself" more than before. They understand that they are the center of the lecture, they actively absorb knowledge and boldly respond to opinions that they think the teacher gives inaccurate information. The behavior between lecturers and students is a bridge for the formation and development of good personality for students. Students with good behavior, attitude and communication are a factor that contributes to increasing brand value and beautifying the image of the school. Thus, the way students behave towards lecturers in schools has a positive, reciprocal impact on each other. This relationship is maintained, harmoniously combined with the common goal of training good labor resources, meeting social needs. As a result, school promotion is increasingly good and brings high communication efficiency in attracting new students, employers and parents. We need to create conditions to

promote democracy and freedom for students within the framework, and to consolidate and develop individual status in the collective.

Second, student behavior with each other. Students' behavior with friends is also an important content in behavioral and communication culture. The encouragement of friends will be like adding wings for students. Studying and improving yourself to have the ability to think independently and gain experience are not enough to create a professional style. Students need to know how to work together. Like bricks, based on harmony and cohesion will create a house that is both beautiful and durable. Through open and sincere communication and behavior, students easily understand each other and find similarities in study and life. For example, go to the library together to look for materials, complete the assigned lesson together... Don't show off your superiority or inferiority with your friends. Always create an equal mindset and behave gently, sincerely, do not sympathize or encourage bad things. Always show the dynamic, confident and enthusiastic nature of a student, not the spirit of a straw hero, trickery and deceit. When friends are in trouble, they are ready to share, encourage, support and comfort. A gentle and sincere thank you or apology can leave a good impression and can resolve any conflicts that may arise. Helping each other progress, sharing difficulties, participating in activities, Youth Union work... help students get closer together.

Third, students with school and social activities. Both the natural environment and the cultural environment are contributed by cultural behavior. Whether a school environment is clean, beautiful, and cultured or not depends largely on how students behave. Each individual, through his or her attitude and behavior towards the surrounding environment and participation in common activities of the school and society, contributes to creating school culture. For university students, they are aware of cleaning up their own food bags and packaging after class. When buying things at the canteen, they refuse to use plastic bags for unnecessary items. There are trash cans on each floor. Everyone voluntarily sorts plastic bottles and cans to one side and packaging and paper to the other. The "Green Sunday" activity received positive responses from students through main activities such as cleaning, sweeping, weeding, and sorting trash for reuse... around the school. In the practice rooms in the old school, students did a great job of industrial hygiene. After effective practice sessions, they cleaned up the scraps of fabric and thread ends that fell out during the sewing process so that the next class would not be affected. In the dormitory, trash collection is done daily to ensure cleanliness.

Forth, every week, students collect waste such as plastic bottles, cans... to have the opportunity to confess their love on the dormitory loudspeaker. Volunteering is a good and useful activity that is strongly responded to, spread and shared by students. They post articles on social networks and personal pages calling on everyone (not only students in the school but also people living in the surrounding area) to join hands in protecting the environment. Some volunteer teams went to student dormitories to collect waste paper and bottles to contribute a small amount of income for their volunteer trips far away. The school's youth union organized a tree planting festival to decorate the school grounds. The Youth Unions units participated enthusiastically. There are some Youth Unions units that won prizes in that competition.

2.2.2. Some negative manifestations in students' behavioral culture

First, for the lecturer. Students today believe that lecturers only have the responsibility of teaching professional skills and expertise, while the responsibility of educating ethics and culture belongs to the family. However, it is because of that comfort that a part of students today has an attitude of disrespecting lecturers, disrespecting lecturers' lectures, especially young lecturers.

When the lecturer entered the classroom, the students forgot to greet the teacher - a mandatory action at the beginning of class that was formed since school. During class, the phenomenon of students still doing their own work is still quite common; when answering questions, students still sit in their seats; many students are late for class; some students even make excuses or argue back with lecturers when reminded or criticized. Students no longer say “Yes, sir/madam”, and do not use honorifics when interacting with lecturers. Lecturers invite students who do not comply with school and lecturer regulations to leave the classroom, and students calmly walk out of the classroom along with laughing and talking. Addressing lecturers in a curt, indifferent, and subject-less manner is common. During class, if the lecturer does not have good teaching methods, students will take advantage of the opportunity to chat privately, play games, go on social networks, etc. Especially in credit classes, because they are made up of many classes, students will push things around, make excuses, and the lecturer must specifically call them to do certain tasks such as wiping the board, closing the door, turning off the lights, and locking the classroom.

When meeting a lecturer, some students forget greetings, and some even decide to walk ahead of the lecturer to avoid being punished for being late. Fighting for elevators, pushing each other on stairs, buses, etc. are some of the ugly actions that still exist among students. Students even call teachers “Mr” and “Mrs” as a matter of course. In addition, students also thoroughly use social networks to spread and disseminate exam information, copying techniques, and criticize teachers and friends... These are uncultured behaviors that need to be eliminated and stopped in the school environment.

Some students have poor learning spirit and low self-discipline in studying. It is quite common to rely on and expect from lecturers. The requirement of innovation in university education methods is to take learners as the center, students are required to prepare lessons before going to class. Reality shows that not many students prepare their lessons, if they do, it is only for the purpose of getting points and coping with the lecturer's test. During discussion and practice hours, although assigned and guided by the lecturer, not many students participated in the preparation and discussion process in class. Most assigned groups will have only a few people doing the main work, the rest will be indifferent, uninterested or just doing it perfunctorily. Some people consider discussion time as a “break time” to do their own work.

Second, student-to-student behaviors. Some students often have an extreme attitude and lack of composure when their friends make them unhappy. Therefore, just an “unusual” look, just a slight collision, a small conflict can lead to vulgar, impolite words, even quarrels and fights. Among students, they often have an overly intimate, casual, joking attitude, leading to the use of deviant language in social communication. When going to the canteen, shops or when entering the dormitory, everywhere you can hear vulgar and uncultured words from students. When walking on the street, many students also show their uncultured communication in front of the elderly: no greetings even use offensive words. Discrimination against academic ability, discrimination between rich and poor, ethnic discrimination, contempt and criticism leading to fighting still exist among students.

Third, culture of behavior towards the environment. Nowadays fashion trends have a strong impact on young students. Going in for a fashion, trends, and idols happens everywhere. The lecture hall “accidentally” also becomes a place filled with fashion trends brought in by students, it's easy to see that. Nowadays, school uniforms are no longer too strict; students are no longer forced to wear rigid uniforms every day like in high school. However, comfort must go hand in hand with the criteria of discretion, elegance, and neatness which are suitable for the learning

environment in the classroom. Some students today are “unintentionally” turning their schools into involuntary “fashion runways”. Girls wear skirts that are too short or shirts that are open in the front and back; super thin shirts; boys wear earrings and torn pants, with the criteria that the more torn the pants, the more “beautiful” and fashionable they are... It has been a long time since we have seen simple, modest white blue outfits or the flowing *ao dai* in schools. Compliance with school regulations is also an extremely important issue; being late for school is no longer a strange thing, or the situation of studying and taking exams for others still occurs. It is a phenomenon that happens many times, gradually becoming a bad habit in the whole community, affecting the students themselves first; knowledge is not guaranteed, learning results are not as expected, thereby wasting money and time of the students themselves. If discovered, the situation of studying or taking exams for someone else will certainly be disciplined and forced to leave school; all of the student's efforts, the expectations of family and teachers will all disappear...

2.2.3. Causes of negative manifestations in the behavioral culture of university students today

First, subjective causes: Due to student awareness. Because the social awareness of students is not complete and correct, combined with the lack of courage, not being able to control themselves, and being easily swayed by friends, a number of students lack the awareness to study and train themselves, have attitudes and behaviors that are not standard and not polite; Due to the quality of incoming students. Many universities consider admission based on high school graduation scores, so many students have low admission scores. This also affects the ability to receive knowledge in university from basic to specialized. Besides, some students passed the exam but this were not their first choice, they did not like the subject, so their motivation to study was not properly determined, which more or less affected their awareness of studying in class.

Second, objective reasons: Due to influenced by family and friends. Students' behavioral culture is not only formed when they attend school but is influenced by their families from high school. Not all parents behave properly, civilly, politely and have effective and positive measures to educate their children. Many children are even negatively affected by their parents' way of pampering their children, their way of thinking about studying, communicating and behaving. Many students play together and learn cultural behavior together, so they are often influenced by each other's bad cultural behavior; Due to the impact of the external environment: Students are often exposed to the outside world through social networks, through reality with many negative phenomena, through unofficial information sources that are not properly oriented, so they are easily negatively influenced by outside society from the Internet; Due to the limitations of cultural and behavioral education at universities. The school has not yet had strict management measures and has not yet seriously handled violations of regulations and rules in studying and student behavior. When encountering students with inappropriate behavior, we only remind them to change but do not handle them seriously. The education of cultural behavior for university students has not been taken seriously, this content is only included in a part of the main activity week and left to the students to learn and study on their own. The school has not organized cultural and behavioral seminars for students to enhance cultural and behavioral skills for students in extracurricular activities or classroom activities.

2.3. Solutions to improve behavioral culture for university students today

First, raising awareness of cultural behavior for students. The purpose of this solution is to raise awareness of school culture and create consensus and unified implementation among

students. To implement this solution, three contents must be combined: *Firstly*, popularizing, education and promotion of the role of public opinion in raising awareness of the position, role and importance of cultural behavior in universities. Besides propagating the Party's viewpoints and policies, there should be soft measures so that cultural and behavioral factors permeate students' thoughts and actions. Integrate the content of regulations on cultural conduct into the training process so that students have the opportunity to exchange and practice. Raising awareness of cultural behavior will help students develop comprehensively, fairly and sustainably. *Secondly*, coordination between schools, authorities, families and society in educating students about cultural behavior. Communication work is responsible for disseminating and popularizing cultural elements to help students perceive and behave towards each other in a friendly, tolerant and positive manner. In addition, Party cells, Faculties, Centers, and Departments need to closely coordinate with the student affairs department, homeroom teachers, academic advisors, and class officers in propagating cultural and behavioral orientation for students. Praising good behavior, criticizing and warning against bad actions, considering it a key task in training and developing high-quality human resources to meet current social needs. *Thirdly*, strengthen the leadership role of Party committees and School boards, promote the role of the Youth Union and Student Association in behavioral education activities. Promote the spirit of self-awareness, democracy, and adherence to the school's goals and principles. The Party Committee, Board of Directors, Faculties and Centers must be aware of the importance and urgency of educating about behavioral culture in general and behavioral culture in students in particular. The school has issued regulations and rules on communication and behavior in the university education environment, so these regulations need to be regularly disseminated and widely applied. Organize inspection, supervision and summary of the implementation of school behavioral culture, organize activities and cultural behavior emulation movements through activities such as elegant student competitions, movements of saying good words and doing good deeds, and doing a good deed every day.... *Fourthly*, enhance the role of the teaching staff, combine teaching professional knowledge with enhancing political, ideological, ethical and lifestyle education for students, arouse students' self-awareness in the self-education process to improve the quality of education and training. Besides demonstrating professional competence and innovating teaching methods, lecturers' behavior and attitude must be exemplary. Lecturers play the role of initiators, orienteers, and advisors so that students can proactively and actively acquire knowledge and form cultural behavior. Besides, lecturers must be exemplary in ethics, lifestyle and be a model of cultural behavior for students to follow.

Second, innovating the content, methods and forms of education to improve the implementation of rules and regulations on student behavior at school. Every day, students have to face and deal with many situations in life and study. The most important thing is that behavior must be appropriate, intelligent, clever, tactful, understanding and reasonable depending on each specific case. To do that, it is necessary to have appropriate content, methods, forms and means of behavior. The content and approach to cultural behavior education in schools must be consistent with the purpose of university education. Ethical and humane standards and rules need to be preserved and respected, but attention should be paid to building and establishing criteria for cultural behavior in schools based on regulations in modern universities. The university environment is where students are given the opportunity to demonstrate all their abilities and capacities, so students need to express their attitudes, views and perceptions through learning, research and movement activities. However, all those activities, actions and behaviors must be

correct and show aesthetics, modernity and civilization. In addition, it is necessary to promote the school's core value system (traditional and modern), standard codes of conduct, written and unwritten regulations in the school to achieve the goal of cultural behavior, build good schools, create friendly relationships and improve the quality of education, and develop the brand of schools. The forms of implementing behavioral education in schools need to be diverse and close to students. Specifically, through annual activities of schools such as welcoming new students, sharing of previous students, concerts, study clubs, etc., the organizations in charge can assign students to participate. The Board of Directors, Faculties, Centers and Departments support students in improving their skills, self-organization, adaptability and promoting youthful spirit. In activities, all participants from learners to managers, teachers and staff must comply with state laws, regulations and rules of schools. Apply timely forms of assessment, commendation and reward for good examples of cultural behavior. Strictly handle members who behave in a way that violates ethics and lifestyle. Training in lifestyle, ethics and personality must be done regularly to contribute to building and developing a strong school culture of behavior, meeting the demand for high-quality human resources in universities. Moreover, it is necessary to create a communication channel for students to share good articles, good actions, and share the knowledge and skills they have learned with their friends in the school. Create a useful playground, increase competition and healthy competition between faculties, classes, majors and students through competitions such as Olympics, sports, and skills competitions. Encourage university students to do scientific research, participate in seminars to contact with different environments, gain practical experience, thereby demonstrating their abilities and developing themselves.

Third, promoting the role of students to limit violations of school culture. Students are the main subjects implementing school behavior. Therefore, in relationships between students, there must be an attitude of respect, sincerity, friendliness, outspoken criticism, suggestions, and a determination to fight against wrong and negative manifestations. Solidarity, openness, sympathy and sharing will build healthy relationships to help each other progress. Avoid jealousy, envy, conflict, factions, disunity, false reflection that hurts each other, covering up shortcomings, and chasing after achievements. In school, students use clean language, do not swear or curse, and have proper behavior and gestures; know how to admit mistakes and correct them when they make mistakes. For staff, lecturers and employees in the school, students must have a respectful and polite attitude, from greeting behavior to language of address showing "respect for teachers and esteem for education". When expressing personal opinions and wishes, students need to have a positive, straightforward, sincere, honest and constructive attitude. Avoid behaviors that violate moral qualities and damage the teacher-student relationship. Boldly fight to clarify acts of persecuting and threatening students. Students strictly follow the rules and regulations of the schools, learn about history and traditions to better understand the environment in which they are studying, thereby being self-aware, proactively participating in discussions and debates in class, completing assigned exercises well and on time, and actively and creatively applying knowledge to real life. Honesty, seriousness in studying and training, avoiding cheating in exams in any form by students not only show respect for lecturers, but also show respect for knowledge and respect for the students themselves. Implementing this solution, students will perfect their life and learning skills in a university environment.

3. CONCLUSION

Students' communication culture is the principles, cultural standards, ethics, aesthetics... expressed in the lifestyle, customs, habits, and common cultural traditions of that society and nation. The above principles and standards are the basis for each individual and each group of people to build a suitable lifestyle for themselves. Educating students, the future owners of the country, about lifestyle and communication culture in universities is a very important task. This work needs to be done on three fronts: raising awareness, educating attitudes, forming standard behavior and habits requires unified coordination between family, school, society, especially the efforts of self-cultivation and training of each student. Synchronously implementing the above solutions will contribute to making the university education environment healthier, helping to improve student relationships, and enhancing their ability to adapt to the environment and future work. The core task of students is to study, practice, cultivate morality, culture and lifestyle. Behavioral culture does not come naturally. It is through struggle, cultivation, development, inheritance and refinement. Schools and families are cultural examples, places that nurture students' dreams and ambitions. Behavioral culture is one of the beautiful features and content that needs to be maintained and nurtured in school culture. School environment is a very important place to train personality, train and educate people with ambition and good ideals. The issue of building a culture of behavior for students must be considered the most important and central issue. If the university environment lacks a culture of behavior, it cannot fulfill its function of transmitting humanistic knowledge values to the younger generation. It is time we look back at school culture, especially student behavior culture, and see the need to educate students on ethics and civilized behavior. Building a healthy young generation with a beautiful spirit.

REFERENCES

- [1] Ministry of Education and Training, Committee on Culture and Education of the National Assembly (2022), *Conference documents: "Promoting school culture"*. Ha Noi.
- [2] Le Thu Nguyet (2024), *President Ho Chi Minh's views on teachers' teaching content - the basis for innovating the education and training content in Vietnam today*. <https://www.quanlynhanuoc.vn/2024/06/11/quan-diem-cua-chu-tich-ho-chi-minh-ve-noi-dung-day-hoc-cua-nha-giao-co-so-de-doi-moi-noi-dung-giao-duc-dao-tao-o-viet-nam-hien-nay>.
- [3] Nguyen Thi Que (2024), *Solutions to improve the quality of traditional moral values education for university students today - a case study at Hung Yen University of Technical Education*. <https://www.quanlynhanuoc.vn/2024/06/18/giai-phap-nang-cao-chat-luong-giao-duc-gia-tri-dao-duc-truyen-thong-cho-sinh-vien-dai-hoc-hien-nay-nghien-cuu-truong-hop-tai-truong-dai-hoc-su-pham-ky-thuat-hung-yen>.
- [4] Nguyen Tuyet Lan (2019), *Communication and behavioral culture - the basic foundation of the culture of People's Public Security schools in the current period*, Education Journal, July special issue (2019, p. 163-166).
- [5] Do Long (2008), *Psychology with behavioral culture*, Culture and Information Publishing House (4, p.73).
- [6] Tran Thi Tung Lam (2017), *The effectiveness of school culture education for university students in Hanoi today - through a survey of some schools training in technical fields*, PhD thesis in Political Science, Hanoi, p. 19.
- [7] Do Long (2008), *Psychology and behavioral culture*, Culture and Information Publishing House, Hanoi, p.73.