

A Systematic Review of Literature on Creative Culture and Persistence

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ABSTRACT

This article is part of a study entitled “RueaNuea in Khiri Wong: Development, Rituals, and Participation in Conservation.” This article aims to conduct a systematic review of literature on creative culture and persistence. The results of the study showed that culture is a way of life and a pattern of actions. There are cultural changes and inheritance that allow for new social structures or socially acceptable standards. Culture should be reinterpreted and disseminated and should adapt to changes to persist and sustain new, mutually acceptable multicultural norms. This aspect of culture promotes new local systems and values for the development of the country.

Keywords

A Systematic Review of Literature; Creative Culture and Persistence

Introduction

Culture is diverse and complex. It is highly abstract as it exists in the minds and thoughts of the people. It is a form of action as it is manifested through the expression of feelings toward various situations, which can be perceived and understood together by the members of the same society [1]. Culture encompasses everything. It is a way of life of human beings in any group of society, which create rules and regulations for the proper functioning of their society. It shapes the belief system and popular knowledge of society. It is the basis for the development of various technologies for human prosperity and survival [2].

The elements of arts play an important role in the process of cultural persistence. Societal beliefs and other elements are arranged in such a way that they are in harmony with each other and are transformed into a holistic culture. Each culture has specific characteristics. When a society interacts with neighboring societies or discovers new things within itself, it tends to make adjustments and allow for the persistence of culture. Each element of culture has a symbolic system, which conveys a profound meaning. These symbolic systems play a crucial role in the process of creating cultural persistence. Humans live in groups. Cultural changes occur as modifications in a group rather than on an individual level. Inheritance of cultures must be passed from one generation to another as a group. Cultural change is, therefore, a modification of the group. Human behavior is flexible and easily modified. There is no behavior that cannot be adjusted. There are processes and procedures for the transmission of cultures from one generation to the next and for their integration. These processes include learning traditional lifestyles, cultural preservation, cultural inheritance, and sustainable cultural dissemination [3].

Keeping the importance of culture in mind, in this article, we aim to conduct a systematic review of literature on creative culture and persistence. This article discusses the characteristics of cultural persistence, the process of creating cultural persistence, and the conservation and reconstruction of cultural persistence. This article also presents cultural strategies for the further development of the country.

Objective

This paper aims to conduct a systematic review of literature on creative culture and persistence.

Cultural meaning

Culture is a belief system as well as a way of life. It is the rules or standards of behavior that people in society accept and follow together. It is the lifestyle of any particular group. Culture keeps evolving and is inherited from one generation to another [4]. It is important to note that society and culture are inseparable. Both share a deep, inseparable relationship. Culture arises to meet social and psychological needs. Human culture is what keeps social

structures in place. Because there is a mental bond of many people, culture acts as the foundation of society. The progress and development of society require culture. A stable and sustainable society has a thriving culture as its foundation [5]. According to Kroeber and Kluckhohn [6], culture is the system of beliefs and social values behind human behavior. Culture is the rules or standards accepted by people in a society. Fundamental cultural characteristics are as follows:

Culture encompasses social thoughts and values. Culture defines the standards of behavior of people in the same society; it can predict behavior in different situations and make the behavior consistent with others.

Culture is what human beings learn from their childhood and as they grow into adulthood in their society. Like a social legacy, it is transmitted from one generation to another through the process of cultural transmission or cultural learning process.

Culture is based on the use of symbols. Human behavior originates from the use of symbols, which help humans to collect their knowledge of nature systematically. They pass on this knowledge to future generations through cultural legacy.

Culture is a body of knowledge and wisdom. It is responsible for the basic human ways of life. It sets rules for human beings to live together and to enable society to function systematically. It allows society to function efficiently and helps humans to adapt to the environment. It is the basis for the development of technology for human prosperity and survival.

Culture is a process by which humans assign meaning to life and the environment around them. It helps create concepts and interpret changes. This quality has brought about positive evolution and development in society.

Culture is dynamic and is constantly changing and adapting all the time. There are many reasons for cultural change.

Characteristics of cultural persistence

Cultural persistence is an index that indicates sustainability in the interaction between human beings and nature. The persistent characteristics of the past continue to evolve and adapt to meet the needs of society. Cultural persistence takes place through a coordinated group that aims to help each other in various matters. Cultural persistence undergoes processes of adjustment to develop styles, remain up-to-date, and become more suitable for the current era [7]. The present indigenous community shows greater cultural persistence because of its adaptability and being in harmony with nature. It is considered an ideal community and is used as a benchmark for determining whether or not other communities are sustainable. However, judging the sustainability of current cultures and communities based on the past is a distorted judgment norm. In some cases, communities can develop and sustain new norms based on their new cultures. There is no fixed measure of sustainability as it varies in different contexts. There is also the need to define what level of cultural change is considered sustainable [8].

The process of creating cultural persistence

Culture is the foundation that defines attitudes, ideas, and behaviors as a unified and unique model. Culture is important in sustaining a successful and stable society. The cultural persistence creation process by Mamat et al. [9] includes:

The perception of having a common ancestor and a common religious language is ingrained in the minds of the members of society through the process of cultural transmission from one generation to another. However, some groups of youth show little interest in following cultural norms and processes, which have been passed on from one generation to the next.

Knowledge is exchanged or passed on by sharing personal experiences among members of society. Knowledge, such as performing religious rituals, can be shared and transferred by explaining or practically demonstrating that knowledge. Knowledge of an individual in society can be shared by converting it into different expressions.

Members of different societies often follow government orders and work together on activities or projects in different departments. They work together without thinking of the cultural differences of the group members.

Hence, accepting and working together and converting various activities into action enables the transmission of culture. The person in charge of the activity project helps motivate the meeting attendees to think and speak and express themselves. Such a platform provides an opportunity for attendees to inquire and exchange information. It encourages people who are less daring to share their ideas with the community members. The summary of the project is the overview of the group. This process makes it easier to compile the ideas of the participants. It also helps create a sense of belonging and participation.

It is important to consider the problems that arise in a multicultural society. Understanding the root cause will help solve the problem. Details of the problem should be carefully analyzed, and options should be explored for solving the problem. This will help the decision-maker to analyze and develop various solutions to the problem, which can be used for decision-making in choosing a viable alternative.

Having confidence and faith in one's tradition enables the process of cultural persistence. Adhering to cultural doctrines and setting an example for others to follow is important for the process of creating cultural persistence. When information about local culture is transmitted to the target audience, that audience decides whether to accept, conserve, or develop that culture. There are periodic reinforcements after a culture has been passed on and assimilated. Target groups should apply and practice the culture to achieve persistent behavior. Group leaders need to search for appropriate alternatives to encourage all members. Members should be allowed to express their opinions. Group leaders should evaluate options and decide on an alternative so as not to affect the efficiency of group decision-making. A review should be conducted before implementing the results.

Adaptation and systematic management of culture can promote contemporary activities, creating social values. This also enhances the potential of the community's cultural resources. The community also plays an important role in the process of systematic management. Effective management processes of cultural identity by Chootrakul and Haocharoen [10] include:

- Processes should be jointly planned in each sector to determine and frame the direction of operation.
- A committee should be appointed to carry out the implementation of the plan.
- Coordination requires community participation.
- Community resources should be used in organizing learning activities to promote knowledge and skills for the community.
- For an effective evaluation process, operational indicators should be set. A systematic management system contributes to the persistence of the community culture. Scholars and those interested in community culture can achieve academic benefits through such a system.

Conservation and reconstruction of cultural persistence

A country's national identity and culture are fundamental in creating new values and in the process of cultural exchange. As Vallipodom [11] pointed out, the present Thai culture is in a critical state because of the trend of social change and an unstable economy. To overcome the challenges created by this instability, focusing on economic investment is key. Efforts must be put to build an industrial country to export as many products as possible and create wealth for the country. Citizens of the country can quickly adapt to new values and ideas from outside the country. Currently, there are ideas in many aspects of the society and culture of the country, including:

Cultural heritage is important for preserving and sustaining a culture and for society to function smoothly. There should be a balance between material needs and matters of the mind concerning the moral system and the virtues of humanity.

Central and state departments of the government should participate in the process of cultural preservation. They should take responsibility for promoting cultural arts. Central government agencies such as the Fine Arts Department, the Department of Religious Affairs, tourism promotion organizations, and central representatives play an important role in the preservation of culture.

Cultural products of the past have little relevance in today's society because society and culture keep evolving and changing. However, cultural heritage has important implications for communication because it is perceived as being shared in society. Cultural heritage, such as archaeological sites and relics, should be preserved for study. Through them, people can understand and connect with their past.

□ Knowledge and understanding of the importance of the cultural heritage of each locality should be promoted and provided. This will create good understanding among communities, helping establish a stable nation as a whole.

Putjornand and Vechpong [12] discussed the enhancement of cultural management. Participatory planning and local experience play an important role in the process of cultural management. A meeting should be organized to analyze the potential of cultural management, including decision-making on ways to enhance cultural management. The required qualifications of culture managers should be clearly defined, and their skills should be constantly upgraded. The process of cultural transmission, learning and creation, and coordination and evaluation of cultural management should be enhanced for the conservation of cultural persistence. Chareonwongsak [13] emphasized the importance of pulling the country out of the income trap. Developing and moving toward a high-income country depends on many factors. Culture is a capital factor. Culture may be used in the development of the country both directly and indirectly. Culture or cultural capital has a significant effect on the economic development of a country. To develop Thailand into a high-income country, it is necessary to consider important development factors and propose cultural strategies. Both the economic dimension (value-added products) and the human resource development dimension (good values or lifestyle plans) should be explored. This form of culture will help in the development of the country as a high-income country. Individuals should be conscious of the values of their indigenous culture and should preserve them. It becomes a psychological mechanism that presents several advantages [14]. Culture plays a role that bridges tremendous cultural changes and differences in the community. It also plays a truly important role in the history of local options [15].

Conclusion

Culture is diverse and has a profound meaning. It is a way of life for the people of society. It helps set rules and regulations that allow a society to function systematically. Culture keeps evolving and changing and is passed on from one generation to another. Culture is what keeps social structures alive. It is the basis for standards that people in society follow. Due to the changing nature of cultural belief systems, they are given new interpretations with time. Culture is responsible for basic human needs. Sustainable cultural preservation and persistence occur through the process of cultural inheritance and dissemination. Culture keeps developing and adapting per the needs of the people whose aim is to help each other. Coordinating and developing patterns that are modern and suitable for the times is important in achieving sustainable cultural persistence. Sustainability is based on new norms derived from the new cultures they have adopted. The foundation of a culture is defined as a unified stereotype from the perception of having a common ancestor. Knowledge is transferred through the process of cultural transmission from one generation to another. Knowledge is also exchanged or passed on by sharing personal experiences among members of society. Accepting differences and working together create a sense of belonging. Participating in a multicultural society and developing various possible solutions to existing problems help build a stable society. A society must decide whether to accept, practice, preserve, or develop a culture. It must also review it before it is implemented. Such effective management processes contribute to the persistence of the community culture, leading to the creation of new values and the exchange of cultures for creative persistence. There should be a balance between material needs and matters of the mind concerning the moral system and the virtues of humanity. Knowledge of a cultural product in a particular society should be promoted, and others should be made to understand its importance. Cultural management should be enhanced through participatory planning. It is important to consider key development factors and formulate cultural strategies for national development.

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