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# THE RELATIONSHIP BETWEEN POLITICS AND YOUTH LIFESTYLE IN THE CURRENT CONTEXT

A RELAÇÃO ENTRE POLÍTICA E ESTILO DE VIDA DOS JOVENS NO CONTEXTO ATUAL

LA RELACIÓN ENTRE LA POLÍTICA Y EL ESTILO DE VIDA JUVENIL EN EL CONTEXTO ACTUAL

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ABSTRACT: The aim of the article is to analyze the relationship between politics and youth lifestyle in the current context, focusing on the interaction between political awareness and youth lifestyle orientation. The hypothesis is that political awareness is the main cause affecting youth lifestyle, or are there other causes? To clarify the goal and hypothesis, the article will delve into the following contents: Theoretical basis of politics and lifestyle, current status of political awareness and lifestyle, factors affecting the relationship between politics and lifestyle, and solutions to improve political awareness and positive lifestyle orientation for youth. The article uses the method of analysis, synthesis, and sociological investigation. In addition, the article also suggests further research directions, such as the impact of the fourth industrial revolution on youth lifestyle. This article will provide an overview of the relationship between politics and youth lifestyle, from which recommendations are made to build a generation of youth who are responsible for themselves, their families, and society.

**KEYWORDS:** Relationships. Politics. Lifestyle. Youth. Awareness.



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RESUMO: O objetivo deste artigo é analisar a relação entre política e o estilo de vida dos jovens no contexto atual, com foco na interação entre consciência política e orientação do estilo de vida juvenil. A hipótese levantada é a seguinte: a consciência política é a principal causa que influencia o estilo de vida dos jovens ou existem outros fatores determinantes? Para esclarecer o objetivo e a hipótese, o artigo aprofundase nos seguintes conteúdos: base teórica sobre política e estilo de vida; panorama atual da consciência política e do estilo de vida; fatores que afetam a relação entre política e estilo de vida; e propostas para fortalecer a consciência política e promover uma orientação positiva do estilo de vida entre os jovens. O estudo utiliza métodos de análise, síntese e investigação sociológica. Além disso, sugere novas direções de pesquisa, como o impacto da Quarta Revolução Industrial no estilo de vida dos jovens. Este trabalho oferece uma visão geral sobre a relação entre política e estilo de vida juvenil e apresenta recomendações para a formação de uma geração de jovens conscientes de suas responsabilidades consigo mesmos, com suas famílias e com a sociedade.

**PALAVRAS-CHAVE:** Relacionamento. Política. Estilo de vida. Juventude. Conscientização.

RESUMEN: El objetivo del artículo es analizar la relación entre la política y el estilo de vida juvenil en el contexto actual, centrándose en la interacción entre la conciencia política y la orientación hacia el estilo de vida juvenil. La hipótesis es: ¿es la conciencia política la principal causa que afecta al estilo de vida juvenil o existen otras causas? Para aclarar el objetivo y la hipótesis, el artículo profundizará en los siguientes contenidos: Fundamentos teóricos de la política y el estilo de vida, estado actual de la conciencia política y el estilo de vida, factores que afectan a la relación entre la política y el estilo de vida, y soluciones para mejorar la conciencia política y la orientación positiva hacia el estilo de vida juvenil. El artículo utiliza el método de análisis, síntesis e investigación sociológica. Además, el artículo también sugiere nuevas líneas de investigación, como el impacto de la cuarta revolución industrial en el estilo de vida juvenil. Este artículo proporcionará una visión general de la relación entre la política y el estilo de vida juvenil, a partir de la cual se formulan recomendaciones para construir una generación de jóvenes responsables de sí mismos, sus familias y la sociedad.

PALABRAS CLAVE: Relaciones. Política. Estilo de vida. Juventud. Conciencia.

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# INTRODUCTION

Lifestyle is one of the basic elements in the social life of young people, deeply influenced by economic, political, and ideological factors, and all aspects of material and spiritual life. In the current context, the relationship between politics and youth lifestyle is becoming increasingly clear, because politics not only guides awareness but also contributes to forming the value system and ethical standards of the young generation. Each society, in each historical period, has its requirements for the lifestyle of young people to ensure stability and sustainable development. Politics, with its guiding and regulating role, contributes to establishing core values to help young people build a positive, responsible, and community-conscious lifestyle. Conversely, the lifestyle of young people also affects political life, expressed through the level of interest, attitude, and participation in political and social activities.

Young people express themselves through practical activities, and in the process, they form their lifestyle (Farrugia, 2021). If properly oriented, young people will develop a positive, healthy lifestyle, contributing to the progress of society. On the contrary, political indifference or negative influences from deviant trends can lead to selfish, pragmatic lifestyles, causing undesirable impacts on common development. Therefore, raising political awareness and building a civilized, responsible lifestyle are important factors in the comprehensive development of the Vietnamese people. The document of the 9th National Congress of the Communist Party of Vietnam affirmed: "All cultural activities aim to build Vietnamese people who are comprehensively developed in terms of politics, ideology, intelligence, morality, physical strength, creativity, community awareness, compassion, tolerance, respect for humanity, a cultured lifestyle, and harmonious relationships in the family, community and society."

This emphasizes the role of politics in orienting youth lifestyles, while affirming the responsibility of the young generation in building a civilized, developed, and sustainable society. Based on the analysis and clarification of a number of theoretical issues on the relationship between politics and youth lifestyles, this study aims to assess the current state of political awareness and lifestyle of Vietnamese youth in the context of integration, digital transformation, and profound social changes today. At the same time, the study proposes directions and solutions to raise political awareness, promote positive lifestyles for youth, contributing to building a responsible young generation with strong political awareness and healthy lifestyles, in line with the sustainable development of the country. To achieve this goal, the study focuses on the following tasks:

- Analyzing and clarifying the theoretical basis of the relationship between politics and youth lifestyle, including influencing factors, influencing mechanisms, and changes in this relationship in historical periods;
- Assessing the current state of political awareness and lifestyle of Vietnamese youth





today, clarifying the interactions between these two factors as well as the issues raised in the context of modern society;

 Proposing some directions and solutions to raise political awareness, orienting positive lifestyles for youth, contributing to building a young generation with strong political will, good ethics and healthy lifestyles, meeting the requirements of national development in the new period.

### Theoretical basis

Research on politics has focused on many important aspects, reflecting the diversity and depth of this field. Studies analyze the process and measures of implementing public administration reforms (Neshkova & Kostadinova, 2012; Rosenbloom et al., 2022; Anwary, 2022), in order to meet the economic, social, and environmental challenges that countries are facing (Chen et al., 2023; Huda et al., 2022; Tang et al., 2023). The works have reviewed and evaluated the role, model, and development results of cooperatives, and proposed solutions from the state, community, and people to promote the sustainable development of cooperatives. Studies have suggested that it is necessary to form a tourism development policy framework for provincial governments (Li et al., 2024; Fadli et al., 2022; Zhu et al., 2024), following the tourism supply--demand approach, transforming policies in the context of changing natural and technological environments, to develop sustainable local tourism. Studies have examined the performance of state administrative organizations and public service units in Vietnam (Mai et al., 2023), to propose solutions to improve the efficiency and quality of public services. Some works have focused on assessing the impact of public policies, challenges, methods, and results achieved, to provide empirical arguments for policymakers. Recent studies have made important contributions to a better understanding of different aspects of politics. These works are the basis for us to continue to inherit and research the article in the most comprehensive way.

Research on the role of politics in society has attracted many researchers with many different approaches. Studies on the dialectical relationship between politics and society from Marx's perspective (Najafi, 2023; Musto, 2021; Dafermos, 2022) have shown that politics reflects the nature of class relations and is a means to maintain or change social order (Vo & Dung, 2024). The state as a political instrument plays a role in organizing, operating, and controlling society (Phuong & Dung, 2023; Dung, Minh, & Dinh, 2023). Studies emphasize the role of politics in reflecting and adjusting production relations, as well as promoting social development in a progressive direction. The state is an instrument of the ruling class, and politics determines the movement of society in the direction of history. In addition, studies also mention liberalism (Ilmi et al., 2024; Mansfield & Rudra, 2021; Cherniss, 2021), arguing that politics plays a role in protecting individual freedom, property rights, and the right to participate in



civic activities. The state is considered a necessary institution, but it needs to be limited in power to ensure human freedom. Conservatism (Tännsjö, 2022; Bryant & Farrell, 2024) argues that politics is a tool to maintain order, protect traditional values, and ensure social stability. Politics should not interfere too much in personal and economic life. However, in this work, we argue that the purpose of politics is to create a state apparatus and institutions to maintain order, manage social activities, and build common rules. Politics helps to identify and adjust policies to ensure the rights of people, especially disadvantaged groups. Studies on the role of politics in society not only help to understand the nature and function of politics, but also contribute to finding solutions to improve management efficiency, ensuring the sustainable development of society.

Research on lifestyle (Lubowiecki-Vikuk, et al., 2021; Younossi et al., 2023; Rokas, 2022; Dewar et al., 2024) argues that lifestyle is influenced by many different factors, the most important of which are socio-economic, cultural-educational, political-legal, and personal factors. Economic conditions, occupation, and living standards determine the way individuals and communities live (Castro & Sen, 2022; Ray et al., 2021; Boyd et al., 2022). The education system, knowledge, and cultural traditions also play an important role in the formation and development of lifestyle (Sugiarto et al., 2025; Piao & Managi, 2023. We believe that not only economic conditions and educational policies but also political policies and systems can directly affect people's behavioral patterns and lifestyle orientations. In addition, each individual's personality, interests, and life views also influence the choice and way of expressing lifestyle.

Studies on the factors that make up the lifestyle of young people (Shukshina et al., 2021; Shohbozjon & Azizjon. 2022) suggest that their lifestyle is a dynamic system, influenced by many different factors (Stoliarenko et al., 2021; Korsunova et al., 2021; Maidugu & Isah, 2024; Krawatzek, 2022). In this work, we argue that the value system and ideology play a core role in shaping lifestyle, expressed through ethical concepts, social responsibility, patriotism, and life ideals. In the modern context, Vietnamese youth both absorb traditional values and are influenced by integration trends. In addition, behaviors and living habits reflect how they use their time, choose careers, participate in social activities, and engage in entertainment. The development of digital technology has significantly affected lifestyles, from communication, information reception to working methods. Work and study are also important factors, reflecting young people's attitudes towards self-development and contributing to society. While some people are constantly learning to improve their capacity, others are passive and lack direction. In addition, social relationships and communication orientation also greatly affect lifestyles, as family, friends, colleagues, and the surrounding environment shape their thoughts and behaviors. In particular, the explosion of social networks has changed the way young people interact, creating opportunities but also posing many challenges. Studies on the relationship between politics and lifestyle (Theocharis et al., 2021; Piscitelli & D'Uggento,







2022; Gheihman, 2021) argue that this relationship is of great importance in understanding the interaction between political factors and the way people live and think in society (Seyfi et al., 2023).

Studies emphasize that politics does not exist independently but reflects economic and class relations in society (Manioudis & Meramveliotakis, 2022; Angus & Jhally, 2022; Block, 2021). Studies have also shown that lifestyles are not only passively influenced by politics but can also have a negative impact, contributing to the shaping of political institutions (Yan, 2025; Santamarina, 2025; Fragoso, 2022; Luo, 2024). However, many current studies have not yet built a unified theoretical framework to explain the relationship between politics and lifestyle comprehensively. Most of the new studies only focus on one direction of impact, such as politics affecting lifestyle, without delving into the opposite direction of impact. In addition, research methods are still traditional, not fully utilizing big data analysis technology or interdisciplinary research to have a more multidimensional view. Although there have been many studies on the relationship between politics and lifestyle, there are still many gaps that need to be filled.

# **RESULTS**

The current status of the relationship between politics and youth lifestyle in the current context

According to the results of the population and housing census of the General Statistics Office of Vietnam, at 0:00 on April 1, 2024, the population was 101,112,656 people, of which males accounted for 49% and females accounted for 50.2%. The proportion of the population aged 15-64 accounts for 67.4% (down 0.6 percentage points compared to 2019), the proportion of the population under 15 years old accounts for 23.3% (down 1.0 percentage points compared to 2019) and the proportion of the population aged 65 and over accounts for 9.3% (up 1.6 percentage points compared to 2019). According to Article 1 of the Youth Law 2020, young people are Vietnamese citizens between 16 and 30 years old. Vietnamese youth currently account for 22.5% of the country's population, 36% of the labor force, nearly 60% living in rural areas, 98.7% of people of working age have jobs. Political awareness and attitude of young people, many young people have good political awareness, the rate of young people striving to become members of the Ho Chi Minh Communist Youth Union, and members of the Communist Party of Vietnam is increasing. According to our survey results in September 2024, 87% of young people really want to join the Youth Union, 9% of young people have a normal attitude and 4% do not want to join; To join the Party, 86% of young people want to join the Party, 10% are normal and 4% do not want to join the Party organization.



Labor, employment, career, and income issues. Vietnamese young people are conscious of preparing themselves mentally, professionally, with skills, foreign languages, information technology... to be ready to adapt to the conditions of an increasingly developing knowledge--based economy. The career choice of young people today has changed; they tend to choose a suitable career, no longer having the only path of state employment as before. Due to the urbanization process and the impact of the market mechanism, a part of rural youth tend to leave their hometown to find jobs and switch to secondary jobs. Along with the development of the labor market, the demand for culture, qualifications, and occupations is increasing, encouraging young people to study more voluntarily. However, due to many objective and subjective reasons, vocational training is still a big problem for young people; the professional qualifications and occupations of young people do not meet the requirements of the labor market. Many rural youths have not had time to prepare for new careers, and cannot keep up with the development of society, leading to confusion and a lack of confidence. The provision of necessary knowledge and foreign languages for young people working abroad is still limited, affecting the quality of labor. According to our survey data conducted from April to October 2024 on 400 young people on career trends of young people, it shows that:



Chart 1: Career choice trends of young people

Source: Surveyed by the author.

Based on the data on career trends of young people, it can be seen that the groups of workers (30%) and business (27.5%) have the highest proportion. This shows that young people tend to choose jobs in the production and trade sectors, possibly due to the need for stable employment and economic development opportunities. Agriculture, forestry, and fishery (24%) also have a fairly high proportion, showing that there is still a group of young people interested in this field, possibly due to policies supporting agricultural development or





regional characteristics. Meanwhile, the groups of less chosen occupations include freelancers (13.5%), security—defense (2%), state officials (1.75%), politics-society (0.75%), and arts (0.5%). Although freelancing still attracts a segment of young people, reflecting the increasingly popular trend of starting a business and working independently, fields such as security—defense, state officials and politics—society have a relatively low rate, possibly due to the income level, promotion opportunities or the nature of the work not being attractive enough. In particular, the arts have a very low selection rate, showing that this is still not a field that many young people prioritize. In general, young people today tend to choose occupations with good income and high development opportunities, such as workers, business, and freelancing. In contrast, stable occupations in the state sector or less popular fields such as politics, society and arts do not receive much attention. The development of the economy, along with the trend of globalization, can be a factor affecting career choices when young people prioritize flexible occupations with higher income potential compared to traditional jobs. To educate Vietnamese youth about lifestyle, we conducted a survey with questions about the types of art they love. In this question, respondents can choose from many different types: The results are as follows:

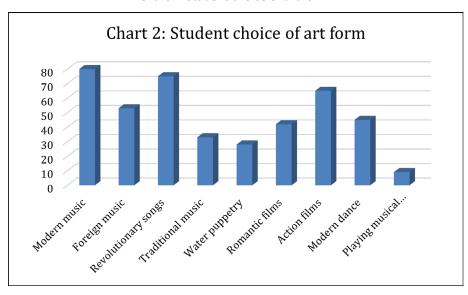


Chart 2: Student choice of art form

Source: surveyed by the author.

Based on Chart 2, it can be seen that the interest trends of young people participating in art forms mainly focus on music, cinema, and dynamic entertainment activities. Modern music and traditional music have the highest interest rate, reaching about 75-80, showing that music is still a field that attracts a lot of attention, regardless of modern or traditional style. In addition, modern dance and action movies also have high interest rates, reflecting the trend of young people being interested in vibrant and dramatic activities. The average interest group includes foreign music and revolutionary songs, although the interest rate is quite high, it is not superior to modern music or traditional music.





Romance movies and water puppetry also have average interest rates, showing that there are still some people interested, but they are not the first choice. Playing musical instruments is an activity with the lowest interest rate, although music is very popular, playing musical instruments directly does not attract many participants. This shows that the main interests of the participants are listening to music, watching movies, and participating in modern entertainment activities rather than pursuing traditional art forms such as water puppetry or playing musical instruments. The current entertainment trend has a strong shift towards modern, vibrant forms, while traditional art forms are less popular. If we want to promote traditional cultural values such as water puppetry or playing musical instruments, there must be appropriate promotional and educational measures to attract the attention of young people.

We also conducted a survey on what issues young people are interested in today: With this question, we encouraged the respondents to choose multiple issues at the same time. The results were as follows:

When asked about the issues young people are most interested in today, the survey results of 350 young people showed that:

**Table 1.** Issues that young people are most concerned about today

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STT	Issues most concerned by young people	<b>%</b>
1	Artificial Intelligence	86,25
2	Jobs, careers	96,75
3	Entertainment (sports, travel)	97,75
4	Study	81,75
5	Love, marriage, family	53,25
6	Social evils	88
7	Living and working conditions	54,5
8	Online gaming issues	30,25
9	Increasing prices of essential goods	43,5
10	Law violations, corruption	79,25
11	Environmental pollution	96,5
12	Traffic jams and traffic law violations	29
13	Climate change, natural disasters, epidemics	99,25
14	Increasing tuition fees at all levels and grades	35,25
15	Domestic economic and political situation	98,25
16	Domestic and international cultural and sports events	54
17	Food hygiene and safety	74,25
18	New issues in science and technology	69,75
19	Overseas economic and political situation	99,5

Source: surveyed by the author.



In general, young people today are highly aware of economic, political, and environmental issues and the development of science and technology. They are also very interested in careers and entertainment, but pay less attention to issues such as online gaming or traffic congestion. This reflects a change in young people's interests as they move towards global issues that directly affect their future.

The world and domestic situation is having many complex and unpredictable developments, the common risks of the country that the Communist Party of Vietnam has pointed out are:

- The country's economy still has many difficulties, not enough conditions to meet the needs of young people as well as the people in the fields of study, career, employment, income, health, entertainment, marriage, family...
- The shift in economic structure, the increasing gap between rich and poor, and the process of developing a market economy will create challenges for young people in terms of professional education, skills, and courage, and will have a profound impact on the thoughts, feelings, and lifestyle of young people. On the other hand, the shift in economic structure entails a shift in young labor, social structure, and young people's careers. The number of young people moving from rural areas to cities, industrial zones, economic centers, self-employed youth, unemployed youth, and unstable incomes is still increasing;
- The sabotage of external forces, the plots to erase the achievements of the socialist regime, to eliminate the leadership role of the Party, and to divide the great national unity bloc pose significant challenges to young people. The goal of hostile forces is always to target young people, considering them as easily swayed objects to use economic, political and cultural tricks to influence and distort them, creating seeds of opposition to the regime; trying to attract, corrupt young people, and inciting young people to participate in activities that destabilize the country's political security situation.

Under the impact of globalization, toxic and uncultured products through many channels, especially through the internet and media, will have a direct and continuous impact with high intensity on the lifestyle and living style of young people, creating pressure, causing many difficulties and complications for the protection and promotion of national culture among young people.

The increase of social evils such as drugs, prostitution, dangerous crimes, thugs, aggression, gangs... have not been effectively prevented; the social environment is not healthy; reproductive health, HIV/AIDS infection rate among young people will continue to develop complicatedly, at an alarming level... have, are and will have a negative impact on young people.



The domestic and international context not only brings opportunities and advantages but also brings many difficulties and challenges to young people. The basic thing is that each young person needs to have enough courage, will, and qualifications to promote advantages, take advantage of opportunities, overcome difficulties, and overcome challenges. That can only be achieved when each young person promotes the spirit of self-study and self-training, has enough heart and capacity to participate in the cause of industrialization and modernization of the country, and proactively participates in the economy.

# **DISCUSSION**

In the current context, the relationship between politics and the lifestyle of Vietnamese youth is influenced by many factors, in which political education in schools plays a core role. This is not only the process of equipping young people with knowledge about the political system, rights, and obligations of citizens, but also the foundation to help young people shape their thoughts, attitudes, and responsibilities towards society. Through subjects such as civics, history, and law, schools not only impart theoretical knowledge but also train young people in the ability to think critically, evaluate information objectively, and understand important social issues. In the context of multi-dimensional information and the strong development of the media, young people are easily influenced by different streams of opinion, including false information.

Therefore, a solid political education will help them have a clear stance, avoid negative influences, and enhance their sense of responsibility towards the country. However, for political education to be truly effective, schools must not only stop at theory but also combine it with practice through extracurricular activities, youth movements, and political and social programs. Direct participation in these activities helps young people not only better understand political issues but also train their sense of responsibility, civic awareness, and necessary social skills. The connection between political education and real life will contribute to creating a generation of young people with sharp thinking, strong character, and a spirit of dedication, actively contributing to the development of the country.

The family and social environment play an important role in shaping the lifestyle and political attitudes of young people. The family is not only a place to nurture moral values and personality, but also deeply influences the political awareness of each individual. If young people grow up in a family with a tradition of being interested in politics, where social issues are discussed regularly, they tend to have a higher political awareness, actively participate in community activities, and have a greater sense of responsibility towards society. On the contrary,





in families with little interest in political and social issues, young people may lack the motivation to learn about politics, even develop an indifferent attitude, or distance themselves from social activities. Research shows that the social environment also has a significant impact on young people's political awareness and behavior. A healthy social environment, where democratic values, civic responsibility, and community spirit are promoted, will encourage young people to participate in political and social life actively. On the contrary, if society tends to be indifferent to politics or there are negative views on the role of citizens in political life, young people are easily drawn into individualistic lifestyles, focusing more on private concerns instead of a sense of responsibility to the community. Therefore, to raise political awareness among young people, there needs to be close coordination between family, school, and society in ideological education, fostering a sense of responsibility and encouraging young people to participate in political and social activities proactively and positively.

The role of media and social networks is becoming increasingly important in shaping young people's political views and behaviors. The strong development of the internet and social networks helps young people access information quickly and multi-dimensionally. However, this also poses challenges when fake and biased information can negatively affect young people's perceptions. Policies and activities of mass organizations and socio-political organizations also have a strong impact on the relationship between politics and youth lifestyle. Organizations such as the Youth Union, Student Association, or other socio-political organizations play a role in connecting young people with political activities, helping them better understand their responsibilities to the country.

Obviously, the relationship between politics and youth lifestyle is influenced by many factors, from education in schools, family and social environment, the impact of the media, to the policies of sociopolitical organizations. To strengthen this connection, there needs to be close coordination between relevant parties to raise young people's political awareness, helping them build a more positive and socially responsible lifestyle.

#### FINAL CONSIDERATION

In the current context, the relationship between politics and the lifestyle of Vietnamese youth is influenced by many different factors. Political education in schools plays a fundamental role in shaping the political awareness and attitudes of young people. The family and social environment also have a profound influence on the lifestyle and political attitudes of young people. If living in a family with a tradition of interest in politics, young people often have a



higher political awareness. On the contrary, a social environment that is indifferent to politics can make young people distance themselves from sociopolitical issues, focusing more on their personal lifestyle. The role of media and social networks is becoming increasingly important in shaping the political views and behaviors of young people.

The strong development of the internet and social networks helps young people access information quickly and multi-dimensionally. However, this also poses challenges when fake and biased information can negatively affect young people's awareness. Policies and activities of mass organizations and sociopolitical organizations also have a strong impact on the relationship between politics and youth lifestyle. Organizations such as the Youth Union, Student Association, or other socio-political organizations play a role in connecting young people with political activities, helping them better understand their responsibilities to the country. In general, the relationship between politics and youth lifestyle is influenced by many factors, from education in schools, family and social environment, the impact of the media, to the policies of sociopolitical organizations. To strengthen this connection, there needs to be close coordination between relevant parties to raise young people's political awareness, helping them build a more positive and socially responsible lifestyle.





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