

CURRENT SITUATION AND SOLUTIONS TO PRESERVE AND PROMOTE HÁT XẨM

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Hát XẨM, tracing back to the Trần Dynasty, is a form of folk singing practiced by blind artists for a living in the Red River Delta region. Hát XẨM, from the feudal to colonial times, has existed in crowded places such as markets, piers, and trams and seems to have reached its golden age. Since Vietnam opened up markets and globalized, Hát XẨM has gradually disappeared. The reason for this situation is that Vietnam government's policy "xóa đói, giảm nghèo, bền vững" (Hunger Eradication, Poverty Reduction, Stability) has decreased the number of people below the poverty line, therefore blind artists don't have to perform Hát XẨM to make a living. Hát XẨM, as a product of agricultural civilization, seems no longer suitable for "thế giới phẳng – cách mạng công nghệ 4.0" (flat world – technological revolution 4.0). Its artistic, aesthetic, humane qualities no longer attract modern audiences. Moreover, Hát XẨM's simplistic style including traditional costumes, melodies, and performance, cannot compete with other modern forms of entertainment. Therefore, to preserve and promote the values of Hát XẨM, we need to rely on the government's sponsorship, including subsidies, in the form of "living museums." In this way, with government support providing clear and scientific organization, policy planning and strategies, Hát XẨM artists will be able to continue to convey the humane traditions of these blind artists to current and new audiences.

Keywords: Music, Characteristics, Hát XẨM, Art.

