

# FINDING THE PLACE OF THE ART OF HÁT XẨM IN MODERN LIFE

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In recent decades, Vietnam's economic and social life has undergone many changes. The demand for cultural enjoyment has become more and more diversified. Modern forms of entertainment include movies, the Internet, Facebook, Zalo, YouTube, etc. and have eclipsed the popularity of Hát Xẩm. The context and performance environment of today's Hát Xẩm art has changed, resulting in a decline in the number of artists. Hát Xẩm faces the risk of extinction due to the lack of a performing environment and the inability to compete with other forms of entertainment on modern and content-rich media.

Using methods of cultural research and synthesized analysis, this essay identifies the change of the environment of performing and practicing Hát Xẩm, in order to find out ways to preserve and promote Hát Xẩm today. To preserve the art, it will be necessary to accept modifications due to changes in the performance and practice environment but in a way that does not allow fundamental distortions in the content, musical structure, style and rhythms of Hát Xẩm.

Keywords: conservation, contemporary life, Hát Xẩm, performance environment, promotion, change.