



CONTENTS

Preface

STUDIES – DISCUSSION

Bui Ha Trang	Interdisciplinary Approaches in Heritage Education: Opportunities and Challenges in the Context of Comprehensive Educational Reform	5
Bui Thi Thanh Huong Nguyen Thi Thu Hoai Nguyen Thi Ket Hua Thanh Hoa Nguyen Thi Luyen Do Thanh Lam	Integrating Media into Climate Change Education at High School: A Case Study	25
Tran Duc Tam	Japanese Zen Buddhism and Its Influence on America: A Cultural Diplomacy Approach	44
Nguyen Ha Linh Tran Thi Bich Ngan	Factors Influencing Vietnamese’s Fans’ Online Engagement, Celebrity Idolization, and Program Commitment in Music Reality Shows	65
Trieu Minh Hai	Technological Power in the Aesthetic Order: Algorithmic Agency and Co-Creation in Contemporary	91
Nguyen Thanh Tai Dang Thi Lanh	Cultural Anthropological Narratology: Culture as the Logic of Narrative Organization (A Case Study of <i>Bừu Sơn Kỳ Hương</i> by Lý Lan)	101
Mai Thi Thu Huyen	From Folk Myth to National Icon: The Transformation of the Saint Giong Image Throughout Vietnamese Cultural History	121

BOOK REVIEW

Nguyen Khoa Anh Tuan	The Paradox of Digital Agency: Book Review of <i>Digital Performance in Everyday Life</i>	142
Nguyen Thi Mai Lan	New Contributions to Research on Vietnam - China Cultural Exchange from An Interdisciplinary Approach	149