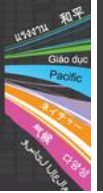


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Mongolian Cultural Heritage and Traditional Clothes

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Mongolia is a very vulnerable country especially in the areas of expressing their cultural identity and safeguarding the traditional culture. Much of these values and cultures have been lost in recent years. The western influences are often preferred by younger members of the society who account for the majority of the Mongolian population. Under the socialist regime, school children were neither taught folk care arts nor encouraged to learn traditional customs and other cultural practices. As a result of this, traditional customs and culture can best be found in the grandparents of the young generation looking at results of research, observation and analysis. It is clear that globalization, assimilation, and urbanization have a significant impact on intangible cultural heritage in Mongolia.

The main goal of my presentation is to disseminate Mongolian traditional clothing history to the young Mongolian generation and preserve Mongolian clothing culture and cultural heritage.

As a result of my feature material, our society and young generation will be aware of their own roots and cultural heritage. On television, we tried to write the script in a way that younger people would be interested and can understand. There are some positive and negative influences of mass media on young people. We are expecting some positive influences on young generation from this program. We hope to change conception that traditional clothing is only for old people and encourage preserving our clothing cultural heritage and passing it to the next generation safely and correctly. Mass media can help accomplish this by influencing teenagers with a new way of presenting traditional clothing.

Source materials: July 2009 *Fashion (TV Programme)*