

MEDIA RELEASE

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SPEAK MANDARIN CAMPAIGN LAUNCHES NEW INITIATIVES IN CELEBRATION OF ITS 40TH ANNIVERSARY

22 October 2019, Singapore – The Speak Mandarin Campaign celebrated 40 years since it was first launched in 1979, to encourage Singaporeans to speak Mandarin. To mark this milestone, a new slogan “讲华语，我可以。 Speak Mandarin? Yes, I can” was unveiled by Guest of Honour, Prime Minister Lee Hsien Loong, at its anniversary celebration held at the Singapore Chinese Cultural Centre.

2 Through the decades, Mandarin has helped unify Singapore’s Chinese community, strengthening kinship and enabling a deeper understanding of our Chinese culture. Moving forward, the Speak Mandarin Campaign aims to help Singaporeans build the capability and confidence to use Mandarin effectively in different contexts, as it continues to create conducive environments for Mandarin to be used and practised.

Database of Singaporean Mandarin Terms

3 Language reflects the identity and culture of a society, and testament to that is the Mandarin that Singaporeans speak and use, that carries unique nuances in vocabulary and turns of phrase. Singaporeans can soon find these Singaporean Mandarin terms in a newly created online Singaporean Mandarin database. The database features commonly used and unique Singaporean terms which reflect and celebrate Singapore’s multi-ethnic heritage and identity.

4 Led by Principal Investigator and Promote Mandarin Council member A/P Tan Chee Lay, the research project aims to compile the Singaporean Mandarin database (over two years), and will include terms that Singaporeans would have ascribed cultural, historical or sentimental value to. These terms are used in Singapore but may not be commonly used in other Mandarin speaking regions. Some examples of such unique terms include 巴刹, 乐龄, 德士 and 胡姬. The research into these terms would also provide information on their etymologies and equivalents used elsewhere. With such resources, the Speak Mandarin Campaign hopes to strengthen contextual understanding for the use of Mandarin in different regions, and reinforce a sense of Singaporean Chinese culture and identity.

5 Expert panel members guiding the project include Prof Chew Cheng Hai, Mr Lim Jim Koon, Mdm Heng Boey Hong, A/P Lan Luh Luh and Dr Liang Wern Fook.

Introducing Young Bilingual Professionals

6 The Promote Mandarin Council has collaborated with Business China to identify and recognise eight young bilingual professionals, whose language capability in Mandarin has helped them in their professional careers, or enriched their personal lives. These young bilingual professionals come from various sectors and industries such as Finance, Information Technology, Consumer and Medical.

7 Through the profile stories of these young professionals, the Speak Mandarin Campaign hopes to inspire confidence in others to use or improve Mandarin beyond their formal education, and to make effective use of their bilingual capabilities. Their stories and experiences also prove that Mandarin is an added advantage for business people and professionals who need to transact or communicate with Mandarin speaking communities in other countries.

An ongoing, collective effort to promote Mandarin

8 It takes continuous effort to learn and use Mandarin, which explains the Promote Mandarin Council's encouraging call for all Singaporeans to play active roles, to make the process a fun and enjoyable one. In line with that, the Speak Mandarin Campaign announced its new slogan: “讲华语，我也可以。 Speak Mandarin? Yes, I can.”

9 Mr Chua Chim Kang, Chairman of the Promote Mandarin Council, says, “This is a milestone year for the Speak Mandarin Campaign and we are encouraged that many believe Mandarin to be integral to strengthening a unique Singaporean Chinese identity. With this year's initiatives, we encourage everyone to embody the right attitudes, and to play active roles to encourage the use of Mandarin.”

10 As part of its 40th anniversary celebrations, the public can also look forward to the 讲华语运动 40 周年嘉年华 SMC 40 Carnival, which will take place at the Singapore Chinese Cultural Centre on 26 and 27 October 2019. The weekend carnival features programmes such as music performances, storytelling sessions, workshops, activities for families, and food and market stalls. There will also be opportunities to meet everyone's favourite radio DJs from Yes 93.3 and UFM1003. All activities will be conducted in Mandarin, to allow everyone to experience an immersive and enjoyable experience.

- 11 For more information, please refer to:
- Annex A – Promote Mandarin Council members
 - Annex B – Singaporean Mandarin Database page with term (for visual depiction only) and samples of terms
 - Speak Mandarin Campaign website and Facebook page: www.mandarin.org.sg
www.facebook.com/SpeakMandarinCampaign

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About the Speak Mandarin Campaign

This year marks the 40th anniversary of the Speak Mandarin Campaign (SMC) that was first launched in 1979 by then Prime Minister Lee Kuan Yew. The objective then was to encourage Singaporean Chinese to use Mandarin instead of dialects.

Over the years, the SMC has shifted its focus to encourage Singaporeans to embrace the use of Mandarin, and enjoy an appreciation for Chinese culture.

The SMC aims to promote the capability and confidence of Singaporeans to speak Mandarin in the relevant contexts, by creating conducive environments for them to use, practise and live the language.

Visit www.mandarin.org.sg and www.facebook.com/SpeakMandarinCampaign for more information.

Annex A: Promote Mandarin Council

PROMOTE MANDARIN COUNCIL (2018 – 2020)	
Chairman	Designation
Mr Chua Chim Kang	Chief Editor, Chinese News & Current Affairs, Mediacorp
Deputy Chairman	Designation
Ms Chew Lee Ching	Managing Director, Mandate Communications
Member	Designation
Mr Adrian Peh	Managing Director, Yeo-Leong & Peh LLC Chairman, Culture, Education & Community Affairs Committee, Singapore Chinese Chamber of Commerce and Industry
Mr Andy Hoon	CEO, Kim San Leng (F&B) Group and Yellow Submarines
Mdm Heng Boey Hong	Director, Mother Tongue Languages Branch, Curriculum Planning & Development, Ministry of Education
A/P Lan Luh Luh	Associate Professor, NUS Business School & Law School, National University of Singapore
Ms Lee Kuan Fung	Founder & Director, Lulele Learning Space
Ms Lee Siew Li	Director, Translation Department, Public Communications Division, Ministry of Communications and Information
Mr Lee Ee Wurn	Programmes Director, Singapore Chinese Cultural Centre
Dr Liang Wern Fook	Language Director, Xue Er You Language Centre
Ms Loh Gek Khim	Director, Skills Development Division, SkillsFuture Singapore
Ms Kai Ying	Assistant Programme Director, 88.3Jia FM DJ, So Drama! Entertainment
Mr Ng Keng Song	District Head, Pre-School Management Division, PAP Community Foundation
Ms Ng Wai Mun	Correspondent, Special Feature, News Hub, Chinese Media Group, Singapore Press Holdings

PROMOTE MANDARIN COUNCIL (2018 – 2020)	
A/P Tan Chee Lay	Deputy Head, Asian Languages & Cultures Academic Group, National Institute of Education, Nanyang Technological University
Ms Tang Tung San	Director-Designate, Volunteer Management Division, People's Association
Mr Wan Shung Ming	Chairman, Cultural and Arts Committee, Singapore Federation of Chinese Clan Associations
Ms Xiaohan	Lyricist, Writer Founder & Director, Funkie Monkies
Mr Yang Ji Wei	Board Member / Executive Director, The TENG Ensemble

Annex B – Singaporean Mandarin Database page with term (for visual depiction only, not for publishing) and samples of terms

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巴 刹
bā shā

地理相关
PLACES

Market



释义

名词 菜市场，马来语 *pasar* 的首译。

由来

- 马来语 *pasar* 据说源自于波斯语 *bazar*，指的是传统市场、商业活动和人们日常生活聚集的地方。
- 传到东南亚一带，*pasar* 的寓意与小型兜售有关，当地的华族也普遍使用这个用语，形成我们所熟悉的“巴刹”一词。
- 巴刹所售卖的不仅是蔬菜和肉类，也售卖日常用品如布匹、衣服和各类杂货等，至今在新加坡一些较传统的巴刹还能看到这样的景象。

例句

海军部巴刹今年开始关闭，以进行为期两年的大装修，摊贩明天将搬到约200米外兀兰星宇民众俱乐部旁的临时巴刹，估计一周内17个摊位可全面启用。（《联合早报》，16/6/2019）

其他地区用语

菜市（中）、街市（港）、菜市场（台）

参考资料

[请点击这里](#)

DEFINITION

Noun To be updated

ETYMOLOGY

To be updated

SAMPLE SENTENCE

To be updated

TERMS USED IN OTHER REGIONS

To be updated

REFERENCES

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See Related / 相关词汇 xiāng guān cí huì



食阁
shí gé
Food Court



百慕达裤
bǎi mù dá kù
Bermuda Pants



虎豹别墅
Hú Bào Bié Shù
Haw Par Villa

巴刹 <i>bā shā</i>	
词性	名词
类别	地理相关
释义	菜市场，马来语 <i>pasar</i> 的音译。
由来	<ul style="list-style-type: none"> • 马来语 <i>pasar</i> 据说源自于波斯语 <i>bazar</i>，一般指的是传统市场，是个进行商业活动和人们日常生活中聚集的地方。 • 传到东南亚一带，<i>pasar</i> 的寓意与小规模的兜售活动有关，当地的华族也普遍使用这个用语，形成我们所熟悉的巴刹一词。 • 巴刹所售卖的不仅是蔬菜和肉类，也售卖日常用品如布匹、衣服和各类杂货等，至今在新加坡大部分的巴刹还能看到这样的景象。
例句	海军部巴刹今午开始关闭，以进行为期两年的大装修，摊贩明天将搬到约200米外兀兰星宇民众俱乐部旁的临时巴刹，估计一周内17个摊位可全面启用。（《联合早报》，16/6/2019）
相关资料	巴刹也是新加坡人所熟悉的地标，尤其是一些富有历史性的巴刹，例如“铁巴刹”、“老巴刹”和“新巴刹”。建于1870年代的铁巴刹，原先位于美芝路（Beach Road），原名是克莱德台市场（Clyde Terrace Market），于1983年拆除。新巴刹指的是哥里门桥（Coleman Bridge）沿河一带的“爱伦坡巴刹”（Ellenborough Market），这是相对于我们今日所熟悉的“旧巴刹”或老巴刹（Lau Pa Sat，建于1825年）。
其他地区用语	菜市（中）、街市（港）、菜市场（台）
标签	
参考资料	<p>Tan, G.L. (2018). <i>An introduction to the culture and history of the Teochews in Singapore</i>. Singapore: World Scientific Publishing Co. Pte. Ltd.</p> <p>Samal, K.C. (2008). <i>Informal sector: Concept, dynamics, linkages & migration</i>. New Delhi: Concept Pub. Co.</p> <p>Geertz, C. (1963). <i>Peddlers and princes: Social change and economic modernization in two Indonesian towns</i>. Chicago: University of Chicago Press.</p> <p>王振春（1988）。<i>根的系列</i>。新加坡：胜友书局。</p> <p>吴彦鸿（1997）。<i>新加坡风土志</i>。新加坡：新加坡潮州八邑会馆文教委员会出版组。</p>

组屋 zǔ wū	
词性	名词
类别	地理相关
释义	由新加坡政府建造的居民住宅。
由来	<ul style="list-style-type: none"> • 早在英国殖民时期，新加坡就常面临居民住屋短缺的问题。1927年，殖民政府成立了新加坡改良信托局（Singapore Improvement Trust, SIT），负责市镇规划、道路建设和城市的整体改进。 • 1932年，居民住宅的短缺促使政府扩大改良信托局的职责，为低收入群体提供住房。 • 日据时期迫使改良信托局的建屋计划暂停。 • 1947年至1959年，改良信托局建设的住房预计有2万907个单位，但进度仍无法解决住宅短缺的问题。 • 新加坡政府于1960年成立了建屋发展局（Housing Development Board, 简称建屋局），这也意味着改良信托局的解散。建屋局原先仅提供出租的单位。 • 1964年，建屋局推出了“居者有其屋”的计划（Home Ownership Scheme），这些住房以99年地契售卖，普遍称为“组屋”。 • 如今，建屋局供出售的组屋主要分二房式灵活组屋（2-Room Flexi Flat）、三房式、四房式、五房式、三代同堂组屋（3-generation (3Gen) Flat）和公寓式组屋（executive flat）。
例句	建屋发展局更新可供常年申购的剩余组屋名单，共243个单位可供选择，其中三代同堂单位占了约两成，有多达49个单位，分布于武吉班让和兀兰。（《联合早报》，27/8/2019）
相关资料	
其他地区用语	国民住房（中）、公屋（港）、国民住宅、国宅（台）
标签	
参考资料	Phang, S.Y. (2018). <i>Policy innovations for affordable housing in Singapore: From colony to global city</i> . Cham, Switzerland: Palgrave Macmillan. Housing & Development Board, Types of Flats, retrieved on 12 Sept 19: https://www.hdb.gov.sg/cs/infoweb/residential/buying-a-flat/new/types-of-flats .