

于2009年3月17日下午5点假职总大厦礼堂所举行的讲华语运动2009推介会上推广  
华语理事会主席林少芬小姐的致词

**SPEECH BY MS LIM SAU HOONG, CHAIRPERSON OF PROMOTE  
MANDARIN COUNCIL, AT THE LAUNCH OF THE SPEAK MANDARIN  
CAMPAIGN 2009 ON 17 MARCH 2009, 5.00 P.M. AT NTUC AUDITORIUM.**

内阁资政李光耀先生  
Minister Mentor Lee Kuan Yew

总理公署部长林瑞生先生  
Mr Lim Swee Say, Minister, Prime Minister's Office

教育部兼新闻、通讯及艺术部高级政务部长吕德耀少将  
Rear Admiral (NS) Lui Tuck Yew, Senior Minister of State for Education and  
Information, Communications & The Arts

各位嘉宾  
Distinguished guests

先生女士们  
Ladies and gentlemen

下午好  
Good Afternoon

引言  
**Introduction**

我感到万分的荣幸，能够在此与大家一起参与讲华语运动的 30 周年庆典。30 年前，内阁资政李光耀先生发起这项意义非凡的运动。推展至今，讲华语运动取得了不错的成效，成功地鼓励更多的新加坡人开口说华语，并在日常生活中使用华文。

It is my pleasure to be here with you today to celebrate the 30<sup>th</sup> anniversary of the Speak Mandarin Campaign. This campaign has come a long way since Minister Mentor Lee Kuan launched it 30 years ago. Over the years, we have succeeded in inspiring more Singaporeans to speak and use Chinese.

不过，要不是有很多与我们有共同信念，与我们携手一起推广华文华语的合作伙伴们，相信成果不会如此丰硕，在此，且让我向合作伙伴们致意，感谢他们多年来的支持与鼓励。

But these efforts would not have been realized without the partners who share our vision of promoting the proficiency in Mandarin. I would like to take this opportunity to thank all partners for their support.

### 学习华语的重要性

#### **Importance of learning Mandarin**

中国崛起为世界经济文化强国，推动了华文华语在全球的使用率。北京去年举办奥林匹克运动会，更大大提高了全世界人民对于华文华语，以及中华文化的认识。

Mandarin has made its presence felt all over the world with the emergence of China as an economic and cultural world player. The hosting of the Olympic Games in Beijing last year created an even greater awareness of Mandarin and Chinese culture.

学习华语，不应仅仅是因为这个语文的商业价值。通晓华语更是通向了解、领会 5,000 年中华文化的一道桥梁，有助我们找到做为华人的根，这层身份认同感，能加强我们与全世界所有会讲华语、欣赏中华文化的各界人士之间的交流。

The learning of Mandarin goes far beyond its usefulness in conducting commercial transactions. This is because knowledge of Mandarin provides a bridge by which we can appreciate better the richness of a 5,000-year-old culture. This in turns help us to identify with our roots which could lead to better universal interaction between all people who speak Mandarin and appreciate Chinese culture.

### 推广华语理事会意义重大的里程碑

#### **A significant milestone for Promote Mandarin Council**

讲华语运动已经步入第 30 个年头，这是一个意义重大的里程碑，有感于此，推广华语理事会更希望能进一步鼓励和支持华族同胞成为通晓双语的双文化人。我们将通过一项全国性大型活动，让全民参与，深化大家对中华文化语文的认识，并提升使用华语进行沟通交流的能力。

At this important milestone – the 30th Anniversary of the campaign – Promote Mandarin Council will place even greater emphasis on encouraging and supporting Chinese Singaporeans and Permanent Residents to be effectively bilingual as well as bicultural. This will be done through a nationwide initiative that aims to deepen their appreciation of Chinese culture and grow their competency level in communicating in Mandarin.

有效的沟通需要的不单只是语文的掌握能力，更需要对彼此的社会文化背景有正确、深度的了解。推广华语理事会意识到，下一阶段的讲华语运动必须超越语文学习的层面，进入拥抱中华文化的范畴。唯有如此，我们才能协助华人族群成为通晓

双语的双文化人。

Good, effective communication goes beyond language competency, and requires an accurate and deeper understanding of people's socio-cultural background.

The Promote Mandarin Council recognises that for the next phase of Speak Mandarin Campaign, we have to move beyond the learning of the language to also embrace the cultural aspect. It is only then that we can equip our target audience to be both effectively bilingual and bicultural.

介绍《华文？谁怕谁！》

### **A sneak preview of The Chinese Challenge**

推广华语理事会将在两周后，推出一项崭新的互动式中华文化语文大挑战的活动，以游戏、比赛的方式，鼓励新加坡人学习华文华语。大挑战形式简单，提高了积极学习中华语文文化的动力以及乐趣。

In two weeks' time, the Promote Mandarin Council will launch a new and interactive challenge to encourage Singaporeans to learn Mandarin. This Challenge uses a simple format to make learning of the language and culture an active and rewarding experience.

最后，让我和大家分享一个电视广告片，在接下来的 60 秒，你将能够感受到这个语言超越国籍，超越国界的魅力。世界各地的人们都已经在拥抱华文华语，我们又有什么理由迟疑呢？

For now, let me share with you a television commercial where you will see that people all over the world, regardless of their colour, nationality and race, are embracing the language. So what are we waiting for?

谢谢大家。

Thank you.

[主持人示意观众鼓掌，以及指示工作人员播放广告]

***[Emcee to step in to cue for applause and cue for TVC to run]***

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