

For Immediate Release

Students Turn Wordsmith in First Chinese Advertising Slogan Competition

21 May 2007, Singapore – Organised by Ngee Ann Polytechnic School of Humanities and supported by the Speak Mandarin Campaign, students turned in impressive advertising slogans at the first Chinese Advertising Slogan Competition. The competition called for students to develop advertising slogans for education institutions, government departments or charity organisations of their choice. The competition is one of the many activities under this year's Speak Mandarin Campaign.

Through the Chinese Advertising Slogan Competition, the organisers hope to promote the use of Chinese language beyond its functional use, and to help students gain a better appreciation of Chinese culture and tradition. This is in line with the Speak Mandarin Campaign's objective to make learning idioms and metaphors accessible to the target audience, in particular, the post-65ers.

"For an inaugural competition, we are very pleased with the high quality of entries received. The competition provides students with an exciting platform to hone their command of the Chinese Language. More importantly, students develop a deeper understanding of the richness of the Chinese language as the competition requires them to think creatively in Chinese." said Chen Ying, Lecturer from Ngee Ann Polytechnic, School of Humanities.

One of the judges for the competition, Mr Bernard Choo Chee Wee, Associate Editor, Friday Weekly, said, *"It was obvious that the students put in a lot of effort to come up with beautiful but equally meaningful slogans. It goes to show that using metaphors to encourage use of the Chinese language is the right direction to take in reaching out to the younger generation"*.

Lance Lin, a Nanyang Academy of Fine Arts (NAFA) student, who submitted five different slogans for his chosen organisation; the Singapore Red Cross and NAFA, won three prizes in the tertiary category. He said, *“Since young, I have always had a deep passion for the Chinese Language. In preparation for the competition, I did extensive research in understanding the root of the language before carefully selecting words which embody rich emotions and heritage to communicate the messages.”*

Encouraged by the enthusiastic response and the high quality submissions, the organisers are confident in having organisations adopt the winning slogans. In addition, plans are underway to publish a book featuring the winning entries.

The Chinese Advertising Slogan Competition was held from 30 October 2006 to 31 January 2007; and was open to all secondary and tertiary students. There was no limit on the number of entries per participant. Close to 200 entries were received for the competition and the prizes include MP3 players and cash. Please see Annex A and B for the list of winners and judges in English and Chinese respectively.

Annex A – List of winning entries and judges

Annex B – List of winning entries and judges (in Chinese)

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About Speak Mandarin Campaign

Now into its 27th year, the Speak Mandarin Campaign was first launched in 1979 by then Prime Minister Lee Kuan Yew, with the main objective of encouraging Chinese Singaporeans to speak Mandarin as a common language, instead of using dialects. This proved to be very successful, and since the 1990s, the campaign shifted its focus towards encouraging professionals and young people to learn and speak Mandarin.

Apart from promoting Mandarin as an avenue to understanding one's roots and Chinese culture, the campaign also highlights the importance of Mandarin for economic and business competitiveness. A lifestyle-oriented approach – with the tagline '华语 COOL' – is being used to reach out and engage more English speaking Chinese Singaporeans, particularly those in the 'post-65 generation', to speak and use Mandarin in their daily lives. Please visit www.mandarin.org.sg for more information.