



## **Embargoed Press Release**

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### **BULAN BAHASA 2022 – IGNITING THE LOVE FOR MALAY LANGUAGE**

Majlis Bahasa Melayu Singapura (MBMS or Malay Language Council, Singapore) invites everyone in the community to participate in Bulan Bahasa 2022, taking place from 13 August to 9 October this year. The official launch ceremony of Bulan Bahasa will be broadcast at 8.30pm on Mediacorp Suria, on Saturday, 3 September 2022.

Bulan Bahasa 2022 remains steadfast in its objective of engaging the Malay community to love and appreciate the Malay language, culture and heritage. This year, Bulan Bahasa partners will present both virtual and physical events and programmes for all to enjoy, moving away from the fully virtual campaign in the past two years.

“Language promotion and cultural transmission is an unending project. But with community effort, and support from organisations like the Lee Kuan Yew Fund for Bilingualism and the Malay Language Learning and Promotion Committee, I believe we can keep Malay language and culture shining bright for generations to come,” said Second Minister for Education Dr Maliki Osman, who was Guest-of-Honour at the launch of Bulan Bahasa 2022.

#### **Programmes for All**

Bulan Bahasa 2022 aims to reach out to everyone in the community as we celebrate the richness of the Malay language. Our calendar of events will suit different interests as partners present a rich variety of programmes that will run physically and on virtual platforms from 13 August to 9 October 2022.

Take the opportunity to create fantastic stories and shadow puppets together in **Bayang Troupe’s Bengkel Bayang Boneka** with your families. Inculcating interest for the Malay language, participants will learn the beauty of the language through shadow puppetry.

Parents and children are challenged to communicate with one another through different ways of expressing themselves in **Elements Pictures’ Kreatif Bahasa Bersama... - Cerita Makanan**. In this workshop, participants will learn to use their visualisation and listening skills to creatively express their thoughts through painting and speech in activities that are related to food.



Learn the Malay terms for the tertiary colours and their significance in the Malay culture, and apply the knowledge in a collaborative work of batik painting in **Kamal Arts Ltd's Warna Warni Bicara Seni (Colourful Arts Discourse)** workshop. Participants will be exposed to the wealth of the Malay language in defining the different colours.

Inspired by the different sounds that they would hear in the workshop, participants are challenged to draw what they hear in **Lakarkan Bunyian**, organised by **Elements Pictures**. Families are encouraged to participate in this workshop together.

Discover the strength and beauty of lyrics in traditional classic songs at **Muzika Bahasa Kalung Irama** organised by **Artisan Entertainment**. Additionally, participants can gain knowledge on the classic Malay opera motion movies from the past.

Learn more about the origins of silat movements, which are derived from the behaviour of animals by participating in **Perguruan Silat Seni Gayong Singapura's Asal Kapas Jadi Benang**. Participants will be able to learn more about and maybe even pick up some skills in silat through this programme.

Deepen your understanding and appreciation towards Malay literature and dance movements in **Wirasa – Poetry in Motion** organised by **Perkumpulan Seni**. Participants will be able to explore traditional Malay culture creatively and express themselves through a 3-minute dance piece that participants will perform at the end of the workshop.

For details on other programmes or the full calendar of events, please visit MBMS' Facebook Page at <https://fb.com/majlisbahasa> or follow Bulan Bahasa on Instagram @bulanbahasa



## **Official Launch Ceremony and Programme Broadcast on Suria - 3 September 2022**

Everyone is invited to the launch of Bulan Bahasa 2022, as we present a programme rich with language and culture while we celebrate our Malay language. Tune in to Mediacorp Suria at 8.30pm, on Saturday, 3 September 2022 for the official launch of Bulan Bahasa 2022. Viewers can expect appearances by our Duta Bahasa (Language Ambassadors) including performances by Rahila Rashun, Ryan Sufiyan, Qis Maraj and many more.

### **Duta Bahasa (Language Ambassadors) 2022**

Duta Bahasa are appointed by MBMS as champions and avid users of the Malay language. This year, two more ambassadors have been identified based on their expertise in, passion for and affinity to the Malay language and culture, and their involvement with the community.

1. Hans Hamid – TV Personality
2. Fir Rahman – TV Personality

For more details, please refer to [Annex A](#).

### **Rakan Bahasa 2022**

The Rakan Bahasa (Friends of the Language) continue to be an integral part of Bulan Bahasa festivities. Malay language students are appointed yearly as Rakan Bahasa with the objective of promoting the Malay language among their family and friends. Programmes such as Pertandingan TeeVers (previously known as Pertandingan NewsMaker; video-making competition), Penterjemah Pintar (Rakan Bahasa Translation Competition), and the Kembara Rakan Bahasa (Rakan Bahasa Journey) activity cards continue to build the capability and confidence of our Rakan Bahasa.



## **Invitation to support Bulan Bahasa 2022**

The MBMS would like to bring together members of the community to partake in the celebrations for Bulan Bahasa 2022.

If you happen to be out and about, look out for SBS buses featuring the Bulan Bahasa 2022 creative identity. These will ply routes for service numbers 21, 28 and 39, and the buses have been on the road since 16 July 2022. Members of the community are invited to snap a picture of these buses. Upload them on Instagram stories with #citacitracintabahasakita and tag @bulanbahasa.

## **Creative Identity for Bulan Bahasa 2022**

Since 2021, the creative identity for Bulan Bahasa has featured six icons (*palari*, mouse deer, lion, rocket, guitar and pen) that represent different ideals and aspirations for the Malay community.

This year, floral motifs are added and used in the creative identity to symbolise the creativity of the Malay community in promoting, growing, and preserving the Malay language and traditions.

The creative identity also celebrates our Malay crafts and artisans and recognises their important role in society.

Please refer to [Annex B](#) for Bulan Bahasa 2022's creative identity and details on the six icons.



## **About Bulan Bahasa by Majlis Bahasa Melayu Singapura**

Bulan Bahasa (Malay Language Month) was first launched as a biennial event in 1988 by Majlis Bahasa Melayu Singapura (MBMS or the Malay Language Council, Singapore). Since 2011, it has become an annual celebration that continues to attract community interest, participation and support.

As a signature initiative of the MBMS, Bulan Bahasa is focused on encouraging the community to embrace and use the Malay language in their daily lives. It also aims to instil a deeper appreciation for the Malay culture, and promote the preservation of the community's rich heritage.

For more information about MBMS and Bulan Bahasa, please visit [mbms.sg](http://mbms.sg), [@bulanbahasa](https://www.instagram.com/bulanbahasa) on Instagram and [facebook.com/majlisbahasa](https://www.facebook.com/majlisbahasa).

## **Theme of Bulan Bahasa**

'Cita. Citra. Cinta. Bahasa Kita.' reflects the dynamism of the Malay language as we move towards a new era. 'Cita' encapsulates the aspiration of the community to maintain the relevance of the Malay language. 'Citra' underscores the diversity in the usage and adaptation of the language. It also represents the potential of the Malay language as a window to knowledge and a means of communication. 'Cinta' emphasises the need to cultivate the love and appreciation towards the Malay language.



## Annex A

### Duta Bahasa 2022

#### Fir Rahman



**Mr Fir Rahman** is a multi-disciplinary actor with over 20 years of experience in local and regional theatre, film and television. He is most recognised as the lead actor in *Apprentice*, Singapore's submission for the Cannes Film Festival in 2016.

Fir made local history by being the first Singaporean to be nominated as Best Newcomer in the acting category in the 11th Asian Film Awards.

Fir's success today has its roots in theatre. From a humble teenager stepping onto the stage for the first time ever, Fir has since had the opportunity to discover a variety of theatre genres from drama, comedy, musical, tragedy and more. In June 2022, Fir made his mark as Lisander in *Bangsawan Gemala Malam*, Teater Ekamatra's adaptation of *Midsummer Night's Dream* as part of the Singapore International Festival of the Arts. In 2009, Fir played the antagonist Adnan in *Wira Bukit*, Teater Kami's staging of acclaimed Malaysian novelist A. Samad Said's best-selling book of the same name.

Fir is also a familiar face on local TV screens. In 2002, he was crowned winner of Mediacorp Suria's reality talent contest, *Juara*. Among his many achievements include being crowned Best Actor for a Supporting Role in Suria's Pesta Perdana 2019 for his performance as traditional-minded barber Zikri Aziz in *Gunting*. Fir is also part of Mediacorp Channel 5's *Lion Mums* series, playing the role of a doting father who overcomes numerous challenges at work and at home.

As Duta Bahasa, Fir hopes to inculcate the beauty of the Malay language and culture into our youth through Malay performance arts – Theatre, Dance, *Taridra*, *Silat*, *Kompang*, *Dikir Barat* and Traditional Music.



## Duta Bahasa 2022

### Mr Hans Hamid



**Mr Hans Hamid** was the 2018 champion for Mediacorp Suria's inaugural talent reality competition, Elit Suria. He also appeared in numerous Mediacorp Suria programs and was also involved as a host for Suria's 20th anniversary events including a program collaboration between Brunei and Singapore.

Hans was anchor to Mediacorp Suria's lifestyle program, Manja for 4 seasons alongside other established local personalities and he was also the host for Celebfest Virtual 2020, an online virtual event showcasing local singers during the Covid-19 circumstances.

Outside of his television and hosting scope, Hans is a fitness enthusiast. Hans placed 2nd for the NABBA WFF (National Amateur Body Builders Association World Fitness Federation) Singapore- Mortal Battle Nationals 2016 and Internationals 2017 under the Men's Sports Model Category. He enjoys and believes in a healthy and active lifestyle and he goes trekking often.

Hans is a proud father of 6 children and despite his hectic schedule, he makes time for his loving and understanding family.

Hans aspires to cultivate his skills and talent on a regional level. He believes in spreading positivity and inspiring gratitude and happiness. As Duta Bahasa, Hans hopes to inspire the younger generation to embrace the Malay culture and heritage, and to take pride in speaking and loving the Malay language.



**Annex B**

**Bulan Bahasa 2022 Creative Identity**





The creative identity for Bulan Bahasa 2022 features six icons (*palari*, lion, guitar, mouse deer, pen and rocket). Each of these icons represent different ideals and aspirations for the community. The creative identity also celebrates our Malay crafts and artisans and recognises their important role in society.

With the floral motifs being featured in the creative identity, it signifies the creativity of the Malay community in promoting, growing, and preserving the Malay language and traditions.

### **About the Six Icons**

History places Singapore as a significant printing and publishing hub in a regional network of writers and readers. Literature and contributions from our local writers are also an important aspect of the Malay language.

1. *Palari* - A *palari* is a sailing vessel originally built by the *Bugis* in the 20<sup>th</sup> century. It is a common symbol of trade which represents inter-connectedness within the Malay Archipelago (Nusantara). Likewise, the Malay language is a medium of communication for the people in the region, connecting people across different cultures and locations.
2. Lion - The Malay Annals tell of how Singapore was named by Sang Nila Utama after a lion (*singa*), which is known for its pride, courage and strength. Just like the lion, one should be proud of his or her Malay identity and culture.
3. Mouse Deer - A mouse deer often appears as a protagonist in famous local fables, such as *Sang Kancil dan Buaya* (The Mouse Deer and the Crocodile). Its encounters with various animals, and how it engages with them, reflects its wittiness, adaptability and quick-thinking when faced with challenges. Similarly, one should emulate the mouse deer's wisdom and intellect when faced with difficulties.
4. Guitar - The Nusantara features many musicians who are adept at producing both traditional and contemporary Malay music. Music ignites emotions, and encourages reflections, bonding and relationships. The guitar represents this connection between individuals. Music, like the Malay language, connects and brings people together regardless of their backgrounds.
5. Pen - The pen symbolises the Malay's literary heritage. The permanence of the ink represents our aspirations for the Malay language to be an everlasting element of our Malay culture and heritage.



6. Rocket - The rocket symbolises change, innovation, and dynamism. It represents our desire to promote the use and awareness of the Malay language, through exciting and innovative ways.