



**MAJLIS BAHASA MELAYU SINGAPURA**  
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**PRESS KIT**

**LAUNCHING OF MALAY LANGUAGE MONTH 2010**  
**26 JUNE 2010, 12PM AT THE NATIONAL LIBRARY BUILDING**

**Period**

26 June – 25 July 2010

**Slogan**

*Our Language. Use it.*

The slogan encourages Malay language users to improve their proficiency and confidence through using the Malay language in their lives.

**Our Language**

Malay is Singapore's national language and one of our four official languages. Our language is our heritage, and binds current and future generations of Singaporean Malays together. It is our responsibility as Singaporean Malays to carry the torch and ensure continued use of our language in our community.

**Use it**

When we use our language frequently in our daily lives, whether in formal or informal situations, or in different contexts, we would be able to increase our proficiency.

### **Malay Language Month 2010 aims to:**

- encourage Singaporean Malays to use standard Malay and increase their proficiency.
- instil pride in using the language.
- elevate the importance of language activities at the community and national level.

The variety of activities provide many opportunities for Singaporean Malays to use the language in their daily lives. Many organisations, educational institutions, community centres will be helping to attract participation through their diverse language activities.

### **History of Malay Language Month**

The Malay Language Month was first introduced in Singapore in 1962. It was organised by the National Language and Culture Board, a body set up by the government to promote the use of Malay language as Singapore's National Language. The Malay Language Month was discontinued after the National Language and Culture Board was disbanded. It was revived several years later by Majlis Pusat. In 1988, the Malay Language Committee took over and since then, the Malay Language Month has been organised every two years, alternating with the Malay Literary Award.

### **New Initiative**

#### **Language Ambassadors**

The Malay Language Month Organising Committee 2010 has appointed eight (8) popular personalities and professionals, and 180 students from primary and secondary schools, junior colleges and institutions of higher learning as ambassadors to promote the use of the Malay language.

Among the roles of the Language Ambassadors are:

- To inspire Singaporean Malays to have a greater interest in the Malay language.
- To increase awareness of the importance of speaking Malay.

Language Ambassadors will have the opportunity to be involved in discussions with community leaders and personalities that will enrich their knowledge in Malay language, literature and culture.

Leading the list of Language Ambassadors are:

1. Mr Taufik Batisah (entertainer)
2. Ms Rahayu Mahzam (lawyer)
3. Mr Suhaimi Salleh (consultant)
4. Mdm Asmah Laili (retiree and culinary consultant)
5. Ms Zaza Majid (radio deejay)
6. Mr Dyn Norahim (radio deejay)
7. Mr Hisham Hashim (journalist)
8. Mr Riz Sunawan (TV presenter)

### Student Language Ambassadors

Student Language Ambassadors have the opportunity to be involved in national language activities and will share their experiences with their fellow students to encourage them to use the Malay language. They will also participate in Malay Language Month activities happening on various social networking platforms and invite fellow students to provide comments and feedback to make the Malay language relevant in their lives, outside of the classroom. This will enable them to improve their language competency, self confidence, communication ability and teamwork skills.

### **Malay Language Month Organising Committee 2010**

Chairman- Mr Hawazi Daipi  
Deputy Chairman- Ms Zakiah Halim  
Secretary – Mr Tajudin Jaffar  
Assistant Secretary - Mr Juffri Supaat  
Treasurer – Mr Masran Sabran

### Members

1. Ms Isadhora Mohamed (Mediacorp Radio)
2. Mr Abdul Malek Ahmad (KGMS & TPJC)
3. Ms Haryani Ismail (Berita Harian)
4. Mr Yahya Hamid (MAEC Fuchun)
5. Mr Mohd Azmil (PBMUKS, NUS)
6. Ms Hasyimah Harith (Perbayu, NIE)
7. Mr Muhammad Rafi Abu Bakar (MOE)
8. Mr Muhammad Nabil (Republik Polytechnic)

### **Number and types of Activities**

A total of 57 activities such as performances, competitions, discussions on the Internet, seminars and workshops will be carried out. The schedule of activities is in Annex A.

## **Activities**

### Competitions

1.  *Blogging* – Perbayu, NIE & KGMS
2. Debate 4PM (Final) - 4PM
3. Language Competition – Ministry of Education (MOE)
  - 3-2-1 Action (Primary School)
  - Discussion on Literary Work (Secondary School)
  - Visual Discourse (Junior College)
4. Essay Writing Competition– NLB (Woodlands, Central & Tampines)
5. Poetry Competition – MAEC Telok Blangah
6. Syair Competition – MAEC Geylang Serai
7. Bilingual Competition – MAEC Nee Soon South
8. Story Telling and Poetry Recital Competition– MAEC Changi Simei & MAEC Kim Seng
9. Oratorical Competition – MAEC Clementi

### Seminars/Talks/Discussions

1. Culture Talk: Malay Dance Attire – Sri Warisan
2. Short Story Workshop - NLB (Bedok)
3. Malay Language Teaching Workshop - KGMS
4. TV Script Writing Workshop– MAEC Dover
5. Proverb Workshop – KGMS
6. Language in Songs with Cikgu Yusnor Ef - NLB (Woodlands)
7. Novel & Blog Writing Workshop with Ustaz Hasrizal Abd Jamil – MAEC Joo Chiat
8. Youth Workshop – Kampong Siglap Mosque
9. From Poetry to Song Workshop with Mohd Khair Yasin – NLB (Tampines)
10. Lyric Writing Workshop with Mohd Khair Yasin – NLB (Tampines)
11. Bangsawan Workshop– Perkumpulan Seni
12. Language and Literature Symposium – Bukit Panjang Govt High School

### Performances

1. Story Telling for Children ( National Library -12 sessions)
2. Cultural Symphony – MAEC Jurong RCs (Collaboration of 5 MAEC)
3. Language Festival – MAEC Bukit Batok
4. Children Play 'Golden Box' – MAEC Joo Chiat
5. My Language My Heritage – MAEC Frontier
6. Drama Teater 2000 & Harmoni Orkid Choir– Tampines West
7. Pantun Festival– MAEC Eunos
8. Language and Culture Night – MAEC Ayer Rajah
9. Poetry Rythm– MAEC Dover
10. Pantun Festival – MAEC Clementi
11. Bangsawan "Puteri Kasih Berkait" – Perkumpulan Seni



### Discussions

1. E-Forum: Language Discussion – MAEC Fuchun
2. Language Forum – MAEC Fuchun & KGMS
3. An Afternoon with a Special guest – MAEC Kaki Bukit
4. Institution of Higher Learning Forum – PBMUKS & Perbayu, NIE
5. Writers Discussion– MAEC Dover

### **Organiser**

#### Organisations

1. Perkumpulan Seni
2. KGMS
3. 4PM
4. Sri Warisan
5. National Library Board
6. PERKAMUS
7. Kampung Siglap Mosque

#### MAEC Community Centres/Clubs

1. MAEC Dover CC
2. MAEC Bukit Batok East CC
3. MAEC Telok Blangah
4. MAEC Changi Simei CC
5. MAEC Fuchun CC
6. MAEC Bukit Timah
7. MAEC Clementi CC
8. MAEC Eunos CC
9. MAEC Joo Chiat CC
10. MAEC Kaki Bukit CC
11. MAEC Kim Seng
12. MAEC Ayer Rajah
13. MAEC Nee Soon South
14. MAEC Tampines West CC
15. MAEC Telok Blangah CC
16. MAEC Jurong RCs (Collaboration of 5 MAEC)
17. MAEC Frontier
18. MAEC Geylang Serai

#### Institutions/Schools

1. NUS (PBMUKS)
2. Perbayu, NIE/NTU
3. Ministry of Education (MOE)
4. Bukit Panjang Govt High School