

LAUNCH OF MALAY LANGUAGE MONTH 2011
25 JUN 2011, 2.30pm
NATIONAL LIBRARY BUILDING,
VICTORIA STREET

Malay Language Month 25 June to 30 July 2011

1. Malay Language Month 2011 will take place from June 25, 2011 to July 30, 2011. It will be launched by the Minister of Environment and Water Resources, Dr. Vivian Balakrishnan.
2. The celebration last year received very positive support from the community. Thus, the Malay Language Month would be celebrated every year starting this year.

Slogan - Heritage for the Future. Our Language. Use It.

3. This year, Malay Language Month will focus on the importance of leaving a legacy to the future generations.

Our Language. Our Heritage

4. Malay Language is a heritage of our society. It is our collective responsibility to pass it on to the next generation. Our language is a connector of the values and culture of the Malay community.

Use It.

5. We must continue to use the Malay language, every time we have the opportunity. This will ensure that it will continue to be use in our daily lives and remain relevant for the current and future generations.

Objectives of the Malay Language Month

6. Language Month aims to:
 - encourage communities to enhance their proficiency of the Malay language and be proud of the language, and
 - co-ordinate the language activities in Singapore to create an impact among the community and on a national level.

Concept for Malay Language Month 2011

7. The Malay Language Month activities reflect the diverse opportunities available for our use in our daily lives. It is hoped that Malay language users will participate in the various activities organised by partners, educational institutions and community centres and clubs. .

Language Ambassadors 2011

8. Starting 2010, the committee has appointed Language Ambassadors as role models to encourage people to use the Malay Language more frequently. These ambassadors are personalities, professionals, primary, secondary, junior college and tertiary students,
9. The role of the language ambassadors are :
 - ignite an interest in the Malay language
 - communicate messages in Malay
10. This year, three new Language Ambassadors have been identified to carry the torch, along with those introduced in 2010. They are:
 1. Noshin Putri Adel (Young Language , 7 years)
 2. Dr Jazlan Joosoph (Specialist, Gynecology and Obstetrics)
 3. Encik Khairudin Saharom (Architect and Media Personality)

Student Language Ambassadors

11. Student Language Ambassadors will spark an interest in language skills among the youth. These student ambassadors will be able to engage in language activities in Singapore and share their experiences. This experience provides the opportunity to enhance self-confidence, communication skills and team work.

Program for Language Ambassadors

12. Among the programs for Language Ambassadors, is the coverage of activities in the Malay language, posting these on social networking sites and inviting friends to review their work. This will provide an opportunity for language ambassadors and their friends to actively use the Malay language outside the school. This makes the Malay language relevant in their daily lives.
13. In addition, the Language Ambassadors will be given the opportunity to engage in discussions with leaders and public figures as well as participate in other programs that will enrich their knowledge in language, literature and culture of the Malays.

Recording Children Songs in conjunction with the Language Month 2011

Traditional Poetry / Poetry for Children 2011

14. Literary works such as poetry and rhymes reflect human feelings such as joy, sadness, anger and fear. Therefore, good literary works written in beautiful language will be able to interest children. Traditional poetry, created through the ages, can play a role in language learning for children. Traditional poetry introduces children from different generation to the real world which they experience every day, in addition to introducing them to the world of imagination. Therefore, we cannot deny the link in these language skills can be done through poetry for children.
15. In an effort to maintain this beautiful heritage and pass it on to future generations, the Malay Language Council has recorded 25 children's songs that can be used to educate children about values, culture and language. These songs (versions with lyrics and minus-one) can be downloaded without charge from the website of the Malay Language Council, Singapore: mbms.sg

16. Among the songs recorded are 'Tepuk Amai-amai, Burung Kakatua, Tanya Sama pokok, Suriram, Bangun Pagi, Buih Sabun, Katak lompat, Oh Bangau, Suriram and more. With the songs being available for free and can be downloaded using a computer or mobile phone, it is hoped that parents, educators and Malay Language users in general can benefit from the songs. With these efforts, the children's songs will be made popular again and deeply ingrained in our children's lives, just as how we have enjoyed them when we were younger.
17. This project received funds from the Malay Language Learning and Promotion Committee (MLLPC) and is supported by DeeJays from Ria 89.7FM and Warna 94.2FM who sang the songs.
18. The songs will be launched by the Minister of Environment and Water Resources, Dr Vivian Balakrishnan, the Launch on 25 June 2011.

Malay Language Month 2011 Committee

19. Language Month 2011 Committee:

Chairman - Mr Hawazi Daipi

Secretary - Mr Tajudin Jaffar

Assistant Secretary - Ms Raihanah Mohd Said

Treasurer - Mr Masran Sabran

Members

1. Ms Isadhora Mohamed (MediaCorp Radio)
2. Ms Haryani Ismail (Berita Harian)
3. Ms Julina Khusaini (Malay Heritage Foundation)
4. Mr Mail Kancil (MESRA)
5. Ms Naqiah Sumri (PBMUKS, NUS)
6. Ms Nurhazimah Halim (NIE)
7. Mr Rohanizam Basheer (KGMS)
8. Mr. Abdul Hakim Yusoff (4PM)

Malay Language Month 2011 Activities

- 20 A total of 38 performances, competitions, seminars, lectures, and workshops will be conducted.

Activity

Competition

1. 4PM Debate (Finals) - 4PM
2. Story-telling and Acting Competition (Teenage Network Club, PA)
3. Peraduan Kosa kata – PERKOTA (MAEC Tampines)
Vocabulary Competition – PERKOTA (Tampines MAEC)
4. Animasi Video – lagu kanak-kanak (Jawatankuasa Bulan Bahasa 2011) Video Animation –children’s songs (ML Month Committee 2011)
5. Jejak Minda (Eunos MAEC)
6. Peraduan Sketsa Buku Book-Sketch Competition (Tanjong Katong Secondary School)
7. Merentas Cipta(Perpustakaan Negara) Across Innovation (National Library)
8. *Vijasa* Competition(Bukit Panjang Govt High School)

Seminar/Lecture/Workshop/Discussion

1. Bangsawan Workshop (Perkumpulan Seni)
2. *Misteri jam Dua* (National Library)
3. It is Fun to Tell Stories (National Library)
4. Discussion on the Art of Sance(Sri Warisan)
5. *BICARAKU@BEPL* (National Library)
6. *Syair* Festival (Geylang Serai MAEC CC)
7. Discuss with Ustadz habiburrahman El-Shiray(National Library)
8. Coping with Reluctant Readers(National Library)
9. Arts Symphony II(Jurong Green CC MAEC)
10. Dikir Barat Workshop (Dover MAEC)
11. ‘Gurindam & Seloka’ Seminar by Pak Tenas (Joo Chiat MAEC & Pioneer JC)
12. Discussion with Rasia Halil(Dover MAEC)
13. *Ceramah Temasek* (KGMS)
14. PSLE Motivational Talk (Bukit Panjang Govt High School)
15. Nurturing the Love for Reading (National Library)
16. Storytelling sessions (National Library)

Performances

1. Storytelling for Children (Tanjong Katong Sec School)
2. Children’s Act : Bunga Rimba(Persatuan Kemuning)
3. Solo Performance (Perkumpulan Seni)
4. Language Festival (Bukit Batok East MAEC CC & Lianhua Pr School)

5. Poetry : *Gerak Puisi* (Literary Schools Cluster)
6. Arts@the Park(Perkumpulan Seni)
7. Poetry: Gema Puisi(Telok Blangah MAEC)
8. Stories at Taman Warisan (National Library)
9. Drama 'Nasi Ambeng (National Library)
10. Galuh Musical (Literary Schools Cluster)
11. Poetry :Rambat Puisi (NUDA)
12. Poetry :Senandung Irama Puisi(Kemuning Association & National Library)
13. Langauge Festival (MOE)



Partners

Organisation

1. Arts Group
2. KGMS
3. 4PM
4. Sri Warisan
5. National Library
6. Teenage Network, People's Association
7. NUDA

MAEC Community Centres/Clubs

1. MAEC Dover
2. Bukit Batok East CC MAEC
3. Macpherson MAEC
4. Eunos CC MAEC
5. Joo Chiat CC MAEC
6. Kaki Bukit CC MAEC
7. Tampines West CC MAEC
8. Telok Blangah CC MAEC
9. Jurong MAEC RCS (Combined 5 MAEC)
10. Geylang Serai MAEC

1. Ministry of Education, Singapore (MOE)
2. Bukit Panjang Government High School
3. Tanjong Katong Secondary School
4. Literary Schools Cluster
5. Pioneer Junior College