

Lecture 10 & 11: Speak More Mandarin and Less Dialects



**Speak Mandarin Campaign
(SMC)**





Daily life

Chinese New Year

HUAT AH!

BEST DEALS
IN SINGAPORE
FOR CNY

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3,347 Views

The Ang Moh Wedding



The Chinese Wedding in Singapore



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Apps



Lexis in daily speech

kiasu [adjective, “overly competitive”/noun, “a must-win attitude”], *kaypoh* [“a busybody”], *suaku* [adjective/noun, “unsophisticated”/“country bumpkin”], both of which have come about as innovations from other local languages and dialects. While this variety of English is popularly known as Singlish, it would



The Singapore Ethnic Mosaic

Many Cultures, One People

edited by Mathew Mathews



World Scientific

INTRODUCTION: ETHNIC DIVERSITY, IDENTITY AND EVERYDAY MULTICULTURALISM IN SINGAPORE¹

Mathew Mathews

Other than vocabulary items, CSE's stock of discourse particles point to a Singaporean identity that is shared widely across different ethnic groups. Discourse particles are words carrying discourse-pragmatic effects, such as signalling speaker attitudes and emotions. They can indicate shared background knowledge between speakers too.³⁰ The different

discourse particles used by speakers of CSE include *lah*, *ah*, *what*, *lor*, *hor*, *leh*, *meh* and *mah*.³¹ Some discourse particles are favoured or even used exclusively by speakers of a particular ethnic community.³² Others, however, are shared amongst Singaporeans. *Lah* is ethnically neutral — the majority of Chinese, Indian and Malay speakers in a study were found to use it.³³ Although the origins of *lah* cannot be determined definitively, it is likely to be Hokkien Chinese or Bazaar Malay.³⁴ Speakers can use *lah* for different function such as persuasion, to signal solidarity, emphasis, show annoyance or strong objection. Some examples of the use of *lah* to indicate solidarity because *lah* makes the request or assertion more polite is seen in the following phrases: "Come with us *lah*," and "Wrong *lah*."³⁵



Singapore Colloquial Mandarin



Politics

2011 GE & 2012 by-election



刘程强
LOW THIA KHIANG



饶欣龙
YAW SHIN LEONG



方荣发
PNG ENG HUAT

Teochew candidate key to their votes

Sun, Feb 19, 2012

The Workers' Party has fielded a Teochew-speaking candidate in the ward since 1991, when Mr Low Thia Khiang, WP's secretary-general, won the seat. -TNP

Amanda Phua

The Workers' Party (WP) has fielded a Teochew-speaking candidate in the ward since 1991, when Mr Low Thia Khiang (facing page), WP's secretary-general, won the seat.

Mr Low's heir apparent, until the General Election in May, Mr Eric Tan, also speaks Teochew.

Mr Tan, 55, who was WP's treasurer, was expected to be the party's candidate for Hougang. But he led a team for the East Coast GRC instead.

Mr Yaw Shin Leong, the former Hougang MP, speaks the dialect.

The People's Action Party (PAP), too, has fielded candidates in the ward who speak Teochew.

Mr Desmond Choo, 33, was PAP's candidate in last year's election. Like the others, he is a Teochew who speaks the dialect well.

In the 2001 and 2006 polls, Mr Eric Low, also a Teochew, was PAP's candidate for Hougang SMC.

So, why the focus on Teochew?

The New Paper learnt during the General Election last May that many of the older residents had moved to Hougang from Kampong Ponggol, a community mostly made up of Teochews.

One of the first things Mr Yaw did when he delivered a speech on April 28, 2011 was to declare that he's a Teochew.

Mr Yaw won the Hougang seat in last year's elections with 64.8 per cent of the votes cast.

Incidentally, in 1991, PAP fielded its incumbent, Mr Tang Guan Seng, who did not speak Teochew.

He lost the election to WP's Mr Low.

Why the PAP lost Hougang [ARTICLE + ILLUSTRATION]

Page 25

The Straits Times, 11 September 1991 | Microfilm Reel NL17488

Why the PAP lost Hougang When the news that the PAP had lost Hougang came through on election night, party members were stunned, as it had been a relatively safe seat in 1988. In the first of a special election series, Sumiko Tan of the Political Desk spoke to Hougang

11 Sep 1991

Why the PAP lost Hougang

When the news that the PAP had lost Hougang came through on election night, party members were stunned, as it had been a relatively safe seat in 1988. In the first of a special election series, Sumiko Tan of the Political Desk spoke to Hougang residents to find out their reasons for wanting a change of MP.



"This is such a sleepy, stagnant town," says Mr Lee, a senior officer in a shipping agency.

"Development is slow and there are few facilities. There are no places to go to, no library for the kids, nothing to do. There is no Hougang spirit."

The lack of facilities, he says, is one major reason Mr Tang Guan Seng, the People's Action Party candidate and incumbent MP, lost to the Workers' Party's Low Thia Khiang at the recent polls.

Twenty-eight other residents interviewed cite other factors which contributed to the swing against the PAP:

- Transport problems.
- High cost of living.
- An MP seen to be unfriendly.
- Mr Low's credentials, and his ability to speak Teochew.
- Opposition rallies.
- The by-election effect and the desire for an opposition.

No one reason was the decisive factor but, taken together, they were enough to get Mr Low into Parliament.

Of course, not all the

A working-class, Teochew area

■ The opposition candidate

Mr Low's ability to speak Teochew is said to be a plus point among the largely Teochew population.

Says a 56-year-old resident, who did not want to be named: "I didn't vote him just because he speaks my dialect. Voting is not as simple as that."

"But by speaking Teochew, he shows that he is not ashamed of his background, and I am proud to have someone like that to be my MP."

Mr Loh says that Mr Low's credentials also stood him in good stead.

"If an Opposition can have a university degree, it means he can do things for the people. He also has three children, and this shows that he is a stable person," he says.

Another resident, who only wanted to be known as Mr Hussein, says: "He looks sincere, he sounds sincere, why not give him a try? Let us see whether he proves himself."

He adds: "I think he will not fail as he has the whole Workers' Party behind him to help run the town council."

PAP supporter Mrs Sharon Tan, however, says Mr Low came across as "too aggressive" during his speeches.

■ Rallies

Several of the residents feel that the three WP rallies in Hougang captured many votes, especially the one on the eve of Polling Day when Mr Low spoke in Teochew.



Vote Workers' Party







THE STRAITS TIMES

AUG 23, 2015.

A Singaporean born and bred





After she appeared at a Pasir Ris- Punggol GRC grassroots event earlier this month, People's Action Party candidate Sun Xueling, 36, was targeted by xenophobic netizens who thought she was a Chinese national because of the hanyu pinyin spelling of her name.

The third-generation Singaporean, who is also known as Soon Sher Rene, was born here and raised by her grandmother who encouraged her to volunteer and help the needy. She met her Beijing-born husband while studying in London. He became a Singapore citizen six years ago.

Soft-spoken and articulate, she said: "What's important is he took an active step to become a Singaporean. He was attracted to the values and dynamism we have here."

She hopes to change the minds of those who are less than welcoming of new citizens, saying: "They want to become Singaporeans because they love this place and want a role in building the country."





GE2015: On the campaign trail with PAP's Sun Xueling

SEP 9, 2015

It is one close to her heart, given that she is married to a Beijing-born new citizen, an IT entrepreneur, 37.

Ms Sun, who also goes by the name Soon Sher Rene, has also been the target of xenophobic comments online due to her hanyu pinyin name.

On hindsight, she admitted, that "it might have sounded naive" that she never considered that the backlash would have occurred just from her choice of name. She had offered her hanyu pinyin name when she was introduced as a candidate as "it didn't cross my mind, if I had given this name and not the other, it would have been different".

The incident, she realised after some reflection, boiled down to the importance of economic growth.

"When economic growth slows, the pie is a lot smaller. So when someone gets a slice at your expense, you feel robbed. I thought, there must be an underlying reason why netizens felt that way. They must be feeling that new immigrants were seizing opportunities from them."



Moving forward

The second phase of the campaign (1989-1998) switched its target audience from blue collar to white collar workers, changing the main focus from “speaking dialect less” to “understanding of Chinese culture”. Being the main target audience, white collar workers at that time mostly used English as their main working language. Even when some of them were bilingual in both English and Mandarin, it was common for them to use English as the dominant language. Hence, the average Mandarin proficiency of this group of people was likely to deteriorate. The campaign fixed its main target audience during this time to be white collar workers (1988), senior managers (1990), and the English educated Chinese (1991). The campaign slogan also changed from “Mandarin for Chinese Singaporeans: More Than a Language” (1991), “Say it in Mandarin” (1992) to “Speak Mandarin, Explore New Horizons” (1996).

Language Shift and Language Revitalization

Nancy H. Hornberger

The Oxford Handbook of Applied Linguistics (2 ed.)

Edited by Robert B. Kaplan

Print Publication Date: Sep 2010 Subject: Linguistics, Sociolinguistics

Online Publication Date: Sep 2012 DOI: 10.1093/oxfordhb/9780195384253.013.0028



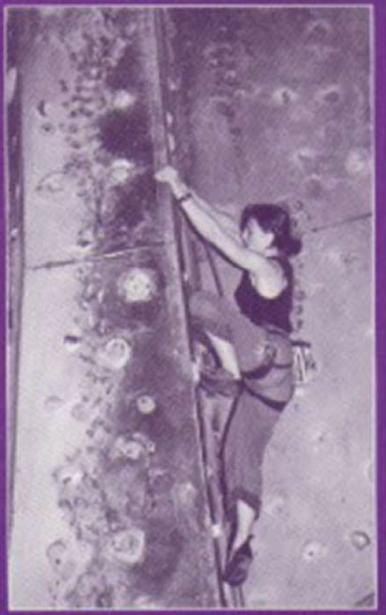
Language shift refers to “the gradual displacement of one language by another in the lives of the community members” manifested as loss in number of speakers, level of proficiency, or range of functional use of the language. The contrasting term has traditionally been language maintenance, which “denotes the continuing use of a language in the face of competition from a regionally and socially more powerful or numerically stronger language”.

Language revitalization, renewal, or reversing language shift goes one step further than language maintenance, in that it implies recuperating and reconstructing something that is at least partially lost, rather than maintaining and strengthening what already exists.

MULTILINGUAL MATTERS

Can threatened languages be saved?

Edited by
Joshua A. Fishman



Chapter 1

Why is it so Hard to Save a Threatened Language?

(A Perspective on the Cases that Follow)

J.A. FISHMAN

In Singapore, Chinese Dialects Revive After Decades of Restrictions

By IAN JOHNSON AUG. 26, 2017

For the first time since the late 1970s, a television series was recently broadcast in Hokkien, which in the 1970s was the first language of about 40 percent of Singaporeans. Many young people are also beginning to study dialects on their own, hoping to reconnect with their past, or their grandparents.

And in May, the government endorsed a new multidialect film project, with the minister of education making a personal appearance at the film's release, unthinkable just a few years ago.

The government's easing of restrictions amid public discontent makes Singapore something of case study for how people around the world are reacting against the rising cultural homogeneity that comes with globalization.



For some, it means committing to learn their ancestral language.

At the Hokkien Huay Kuan, a community center founded in 1840 to promote education and social welfare among immigrants from Fujian Province, classes have been offered for the past few years in the Hokkien dialect.

One recent Friday evening, about 20 people sat in a small classroom learning phrases like “reunion meal,” “praying for blessings” and “dragon dance.” Three students were doctors specializing in geriatric care who wanted to understand older patients. Others were simply curious.



TV

THE STRAITS TIMES

Chinese dialect drama for seniors to return for second season; new variety show on the way

NOV 9, 2016,



Aileen Tan (right) and Li Yinzhu (second from right) and local filmmaker, Royston Tan (left, with dark glasses) on the set of Eat Already?. PHOTO: MCI

SINGAPORE - A Chinese dialect drama meant to enhance communication of government messages and information to seniors has been renewed for a second season, with another dialect variety show directed by Jack Neo on the way.

Jiak Ba Buay or Eat Already? will return for another 10-episode season in February (2017) following a strong showing, the Ministry of Communications and Information (MCI) said in a release on Wednesday (Nov 9).

The drama, a collaboration between MCI and Mediacorp, in partnership with Chuan Pictures and Tribal Worldwide, will air its ninth and final episode of the season on Friday (Nov 11) on Channel 8.

Director Royston Tan, who will again helm the lens for season two, said: "Weaving government messages for seniors into a dialect TV drama while keeping it entertaining has been a challenging but meaningful experience. We adopted a humorous approach to the screenplay, and tried to crunch complicated policy terms into witty, memorable bite-sized information."

<https://youtu.be/Zs3MizmQD6M> [Video](#)



轻松应对生活大小事 8



Pioneer Generation Package

SINGAPORE - A Chinese dialect drama meant to enhance communication of government messages and information to seniors has been renewed for a second season, with another dialect variety show directed by Jack Neo on the way.

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<https://youtu.be/Zs3MizmQD6M> [Video](#)

Videos explaining the Pioneer Generation Package



For example, you don't need to worry about large hospital bills.
You pay a small part of the bill, and insurance pays the rest.



when you bring this card to the specialist,
you will get an additional 50% off your medication.



Can you show it to me?



MCI's response to PQ on Government communication

Parliament Sitting on 9 July 2014

QUESTIONS FOR ORAL ANSWER



***79. Mr Baey Yam Keng:** To ask the Minister for Communications and Information with regard to the various Chinese dialect YouTube videos explaining the Pioneer Generation Package (a) how such videos be better tapped on so that Pioneer Generation members who do not understand any of the four official languages can better understand and appreciate how they will benefit from the package; and (b) whether the Government will consider using free-to-air broadcast channels as one of the communication platforms.

Answer:

The Government recognises that it is important for the beneficiaries of the Pioneer Generation Package and MediShield Life to receive accurate and timely information that is relevant to them.

- 2 This is why MCI adopted the approach of communicating the Pioneer Generation Package and its benefits in Chinese dialects. Malay and Tamil videos are also being prepared and will be released soon.
- 3 The dialect videos were produced primarily to communicate with dialect-speaking Singaporeans at community and grassroots events. For the convenience of many, such as caregivers and family members of Pioneers who want to access these videos at their own time, we have posted these videos online on key information portals such as Gov.sg YouTube Channel and our newly launched Gov.sg Facebook.
- 4 We are also using the existing dialect programming time belts on both TV and radio channels to broadcast these dialect videos.

Parliament: Dialect restrictions not for all communication platforms, says Sim Ann



Ah Ma you look unwell. What's the matter?
Come, sit down and let me have a look.

-- PHOTO: SCREENGRAB FROM VIDEO

⌚ PUBLISHED JUL 9, 2014, 4:12 PM SGT

Maryam Mokhtar

SINGAPORE - Dialect is not prohibited on all communication channels, said Minister of State for Education and Communications and Information Sim Ann on Wednesday.



SINGAPORE - Dialect is not prohibited on all communication channels, said Minister of State for Education and Communications and Information Sim Ann on Wednesday.

Ms Sim, speaking in Parliament, stressed that while restrictions on dialect were put in place on free-to-air broadcast channels and TV programming to encourage the speaking of Mandarin, the Government has been "relatively free in controlling" its use on other channels.

These include on DVDs, Pay-TV and public entertainment platforms.

She was responding to a question from Mr Baey Yam Keng (Tampines GRC) in Parliament on whether the Government will consider using free-to-air TV as one of the communication platforms for the Pioneer Generation Package, and what the difference is for dialect use on TV and in social media.

In March, the Government released a Hokkien video explaining the Pioneer Generation Package. It was broadcast on YouTube and during existing dialect programming time belts on both free-to-air TV and radio channels.

Mr Zaqy Mohamad (Chua Chu Kang GRC) wanted to know why priority had appeared to be given to dialects over the national languages of Malay and Tamil in producing explanatory videos. The Malay and Tamil versions have yet to be broadcast.



What is COVID-19? (Hokkien)

新冠病毒疫情是怎么一回事？



What is COVID-19? (Teochew)

新冠病毒疫情是怎么一回事？

潮州话篇



What is COVID-19? (Cantonese)

新冠病毒疫情是怎么一回事？

广东话篇



What is COVID-19? (Hakka)

新冠病毒疫情是怎么一回事？

客家话稿



What is COVID-19? (Hainan)

海南话篇



Are You Hokkien? (你是福建人吗？)

- Are You Hokkien is a Singapore television series produced by Threesixzero Productions for Singtel Mio TV Cable Television to be broadcasted on Jia Le Channel. It is hosted by veteran Singapore actor Marcus Chin, and Taiwan-based actor Huang Jinglun. For the second season of this show, the film crew travelled to Malacca and Klang before coming up to Penang.



We helped him barbecue
the bak kwa...
又跟他烤肉干

Toy Factory to stage musical with Hokkien songs

JAN 23, 2018



The cast of *Sometime Moon* includes (front row from left) Abby Lai, Ian Chionh, Chriz Tong, Joel Low, Trissie Liew and Derrick Tay. In the back row are (from left) composer Benny Wong, director Goh Book Teck, producer Justin Wong and vocal coach Elaine Chan. PHOTO: TOY FACTORY PRODUCTIONS



Radio

THE STRAITS TIMES

Singapore Talking: Presenting the news in Chinese dialects

JUN 8, 2017

Singapore is a tapestry of languages, each with its own unique syntax and history. Some are endangered and others are thriving. In the latest instalment of a weekly series, The Straits Times speaks to dialect newsreaders from Mandarin radio station Capital 95.8 FM.



[Video](#)

Seventy-six-year-old Liang Tian has been a Capital 95.8 FM dialect newsreader for 36 years, but he has never taken a day of medical leave, even when he has a flu or a fever.

"As long as I can walk, I'll make my way to work. If I don't do it, who will?" said Mr Liang, who is also a veteran Mediacorp actor.

He reads Hakka news at the Mandarin radio station thrice a week, and is one of 25 dialect newsreaders there. They are mostly in their 60s and 70s.

Sandwiched between Mandarin radio programmes, each news segment is three to four minutes long, and available daily in Teochew, Hokkien, Cantonese, Hakka, Foochow and Hainanese.

They cater to listeners, mostly senior citizens, who are more familiar with these dialects than Mandarin.

Capital 95.8 FM is the only radio station here which offers news bulletins in Chinese dialects. Of the newsreaders, six read in Cantonese, five in Hokkien and five in Teochew, four in Hainanese, three in Hakka and two in Foochow.

Mr Liang predicts a future shortage of radio newsreaders as there are fewer speakers with radio presence. "We are like extinct animals now," he said.

He had previously mentored eight students, but most of them could not cope with the demands of the job.

These dialect newsreaders view their job as a form of social service.

Foolish to advocate the learning of dialects

RECENTLY, I WROTE AN article in *The Straits Times* ("The problem - that is, to take the Chinese to English") expressing a query from Dr Ng See Ching, acting head of Nanyang Technological University's centre focused on Chinese and Multilingual Studies. Although Singaporeans are still multilingual, "a long ago, we were even more multilingual, making dialects an integral part of their language at all times."

To every argument given, it has to be responded, losing one language does frequently mean losing other languages too. Hence, the more languages a person knows, the greater the difficulties of retaining them at a high level of fluency.

There are linguistic ghettoes in Singapore who are hardly multilingual because the Singapore government has, over years of implementing the bilingual education policy, has been too keenly aware that it is virtually impossible to cope with two language groups when they are as diverse as the Chinese and Mandarin.

This is why we have encouraged the

We have achieved progress with our bilingual education. It would be stupid for any Singapore agency or NTU to advocate the learning of dialects, which must be at the expense of English and Mandarin.

use of dialects in junction with the mastery of English, and English interpretation from native friends of the various mother languages and the various ethnic groups to suit the need.

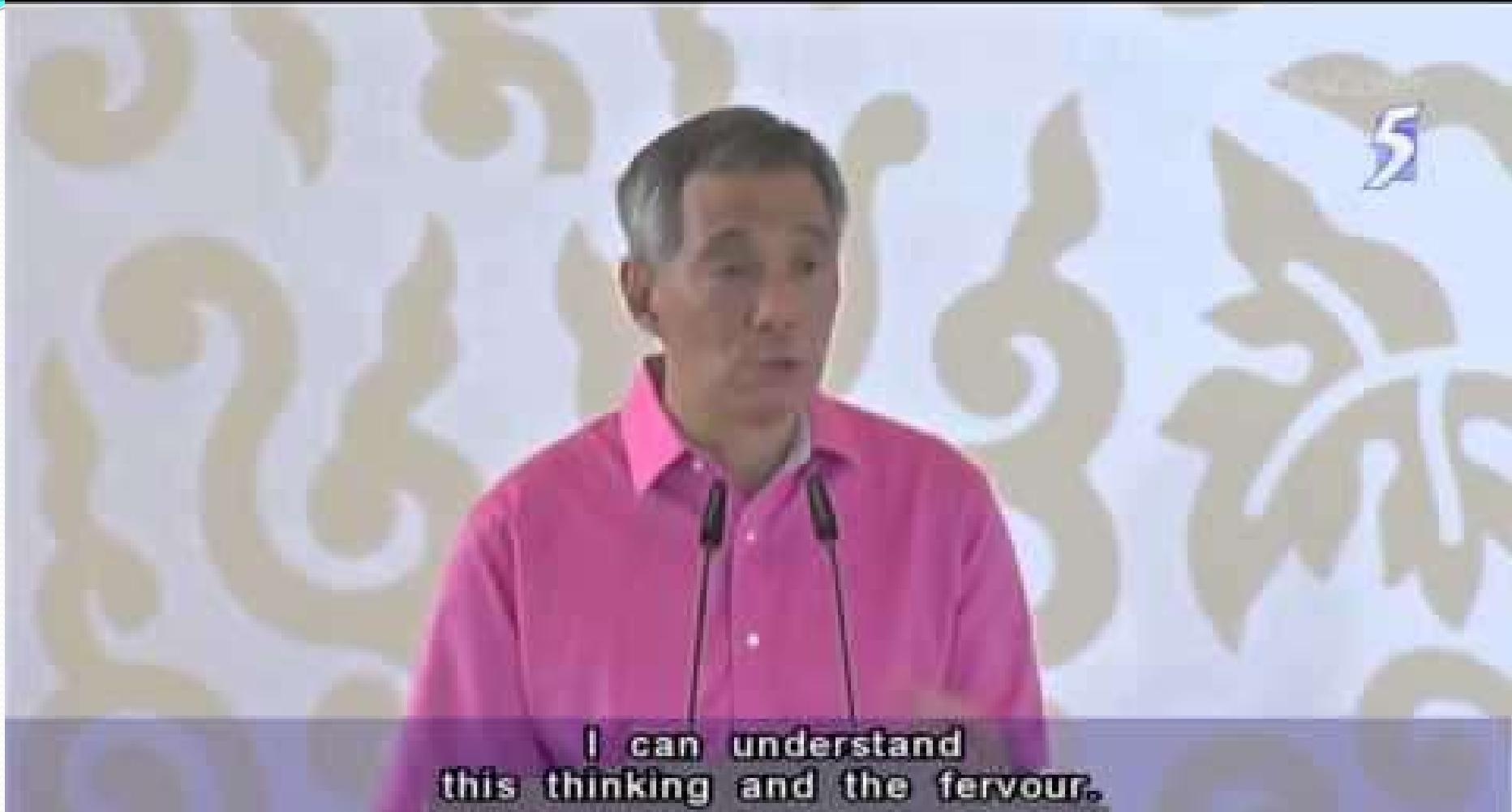
We also addressed the question of whether, in view of the rather language-all Chinese Singaporeans regardless of their dialects speak, this is the primary language or one of three spoken in China. The original Chinese, whereas Cantonese and Teochew are former dialects yet not the basis of the official Chinese position.

We have achieved progress with our bilingual education in the past few

decades. Many Singaporeans are now fluent in both English and Mandarin. It would be stupid for any Singapore agency or NTU to advocate the learning of dialects, which would be at the expense of English and Mandarin.

That was the reason the government dropped its dialect programme on radio and television after 1979, said its last-tittering days. When Prime Minister Lee Kuan Yew also stopped making speeches in Hokkien, which he had become fond of after being sent there in 1949,

Chow Hong Tai
Principal Private Secretary
to the Minister Mentor



I can understand
this thinking and the fervour.



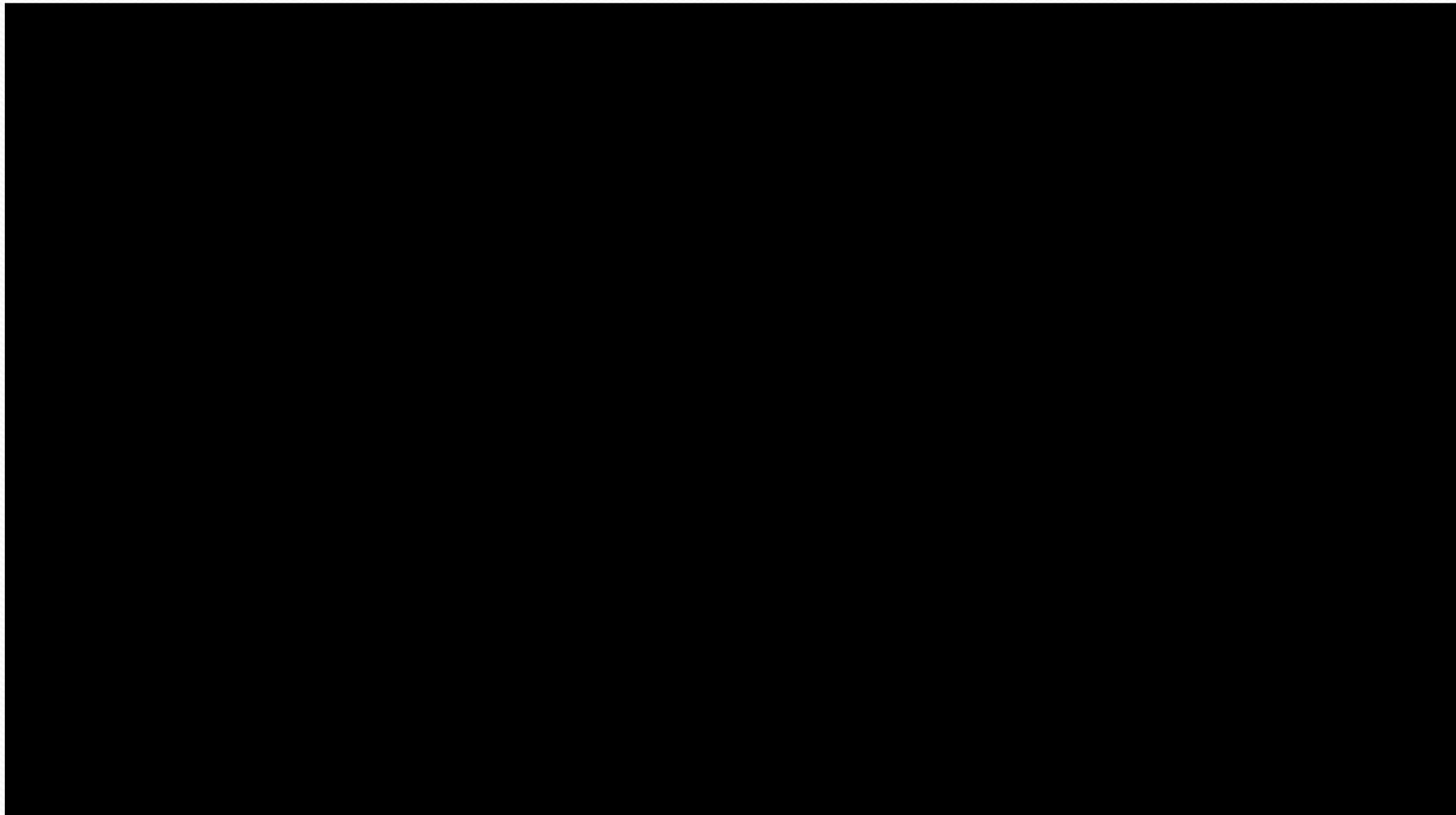
Clan associations

The first Singapore Hokkien Festival was held in
2006



Singapore Hokkien Festival 2015

Hokkien people, we walk together



SINGAPORE HOKKIEN FESTIVAL 2017- “OUR ROOTS . OUR BONDS”





We
are
180!



PRIME MINISTER'S OFFICE
SINGAPORE

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SM Teo Chee Hean at Singapore Hokkien Huay Kuan's Spring Reception and Launch of SHHK 180th Anniversary Celebrations

SINGAPORE TEOCHEW FESTIVAL (2014) – A FEAST OF TEOCHEW DELICACIES AND CELEBRATION

SEPTEMBER 28, 2014



Singapore Teochew Festival (2014) – This is Singapore's first large-scale **Teochew Festival** occupying an area of more than 30,000 square feet at Ngee Ann City Civic Plaza from **25th September to 6th October 2014**. (Extended by 1 Day to **6th October** due to popular demand)

Teochew Poit Ip Huay Kuan presents a unique 11-day festival dedicated to the intricacies of Teochew culture. The public can look forward to specially curated sections of Culture & Heritage, Food & Beverage and Arts & Crafts.



Thye Moh Chan Goodies and Gifts



Fried Kway Teow with Preserved Radish from Chui Huay Lim Teochew Cuisine

THE STRAITS TIMES

Teochew festival targets the young

DEC 10, 2016.

The festival, which is into its second edition, was officially opened by Minister for Health Gan Kim Yong yesterday. It aims to attract more than 150,000 visitors this year, up from 100,000 in 2014.

Teochew Poit Ip Huay Kuan president George Quek, 61, better known as the founder of the BreadTalk group chain, said that the Teochew clan association has nearly 5,000 members. This includes more than 400 young people - up from 200 in 2013.





We want younger generations to think that learning Teochew is cool. It is an ancient language. It's a beautiful language, and sounds melodious and gentle. Many people think Teochew stage shows are things only grandparents watch. But actually the performance skills are brilliant.

DR PETER LIM, Teochew Poit Ip Huay Kuan's vice-president.

Teochew festival targets the young



1 of 2 VIDEO: TIFFANY GOH FOR THE STRAITS TIMES



Teochew people, We are one family







Lim Sau Hoong is CEO and Executive Creative Director of 10AM Communications, an advertising agency that Ms Lim founded in 2000.

BreadTalk founder blends old values with fresh ideas



Mr George Quek at the BreadTalk IHQ in Tai Seng Street. He says BreadTalk's recipe for success is its ability to change with the times. Every year, the company launches three or four new products. ST PHOTO: MARK CHEONG



Most people in Singapore know Mr George Quek as the man behind the BreadTalk Group.

Less well known, perhaps, is his role as president of the Teochew Poit Ip Huay Kuan, a position he has held since 2013.

Last month, the umbrella body for Teochew clans in Singapore organised the second Teochew Festival, which drew a record 150,000 people, up from 100,000 in 2014. Under Mr Quek, the 5,000-strong group has also seen its young members double to about 400.

But after four years at the helm - the maximum allowed - Mr Quek, 61, will be stepping down by the first quarter of this year.

Speaking to The Straits Times in Mandarin over a cup of teh-c at the BreadTalk IHQ in Tai Seng Street last Friday, Mr Quek said he is glad to see greater camaraderie in the Teochew community, with help from leaders of the eight individual Teochew clans.

Ngee Ann Cultural Centre Presents 義安文化中心主办

潮州文化美食节 2019

Teochew Cultural & Food Festival

地点: 義安城广场, Venue: Ngee Ann City Civic Plaza

开幕: 13/12/2019 (星期五), 11am, Opening: 13/12/2019 (Fri), 11am

活动日期: 13-15/12/2019 (星期五至星期日),

Event Date: 13-15 December 2019(Fri-Sun)

2019年12月13日至15日 (星期五至日), 13-15 December 2019 (Fri-Sun)

美食节时段 Food Fair: 11am-2pm 及 5:30pm-8:30pm

潮剧表演时段 Teochew Opera Performance: 12:30pm-2:30pm 及 7pm-9pm

*表演时段将依活动所需也有所更改 Timing is subject to change

仅能凭赠券购买饮食。

Only complimentary coupons are accepted for purchase of food and beverage.



主办单位: 義安文化中心
Organiser: Ngee Ann Cultural Centre



義安文化中心
NGEE ANN CULTURAL CENTRE

赞助单位: 義安公司
Sponsor: The Ngee Ann Kongsi



義安公司
THE NGEE ANN KONGSI

协办单位: 新加坡潮州总会
Supported by: Teochew Federation (Singapore)



场地单位: 義安城
Venue Sponsor: Ngee Ann City



義安城
NGEE ANN CITY

THE STRAITS TIMES

'New face' of Teochew entrepreneurs at inaugural awards

JUN 27, 2016



Ms Ng was the youngest winner at the Teochew Entrepreneur Award. She is the founder of Porcelain, a face spa company. ST PHOTO: LAU FOK KONG

Ms Ng, managing director of Porcelain, was among the 12 Promising Award recipients. Another 16 winners were honoured with the Prestige Awards. She was also one of the six Grand Award winners for topping her category.

The awards were separated by the size of the business. Promising Award winners' businesses must have an annual turnover of at least \$1 million each but not more than \$10 million, while Prestige's must all be above \$10 million.

"I am very honoured by the recognition given to me by the clan association and will continue to work hard though I grew up not speaking Teochew," said Ms Ng, who founded her company with her beautician mother Jenny Teng, 53, soon after she graduated from Singapore Management University in 2009.

Ms Ng has grown her business from a two-bed face spa in Cantonment Road in 2009. It now has its own line of skincare products and 45 employees, most of them therapists. She will have three outlets by October this year.

The award's organising chairman Kenny Sim, 46, said the idea for the event was mooted two years ago when the Teochew clan, the second biggest here after the Singapore Hokkien Huay Kuan, wanted "to do something different to attract the young to the clan".



国家发展部兼贸工部高级政务部长许宝琨医生（左五）、新加坡潮州八邑会馆会长蔡纪典（右五）、名誉会长林镇成（右六）、“亚细安潮人企业家奖”首席评审吴木兴（左四）和嘉宾们一同主持推介仪式。（叶振忠摄）

THE STRAITS TIMES

Selling beauty of Teochew heritage with a pageant

OCT 2, 2017



Newly crowned Miss Teochew pageant winner Angele Chan, a student, is flanked by first runner-up Jaslyn Tan (right), a property agent, and second runner-up Pow Chen Wei, a research coordinator, at the finals on Saturday. ST PHOTO: DESMOND WEE

Teochew clan group hopes beauty contest will draw younger people to the organisation, promote the dialect



OK?



[video](#)

THE STRAITS TIMES

A bite of Teochew coming-of-age ritual



Student Geena Ang having a go at a rooster's head, alongside her schoolmate Andrea Chua, while taking part in the ancient Teochew coming-of-age ritual known as Cu Huay Hng at Chui Huay Lim Club yesterday. ST PHOTO: DESMOND FOO

Cu Huay Hng (Teochews)

Cu Huay Hng, which means “leaving the garden”, is a rite of passage for a person’s transition to adulthood. The ceremony is usually conducted when the child is 15. It starts with participants washing their faces with floral water basins to get rid of bad luck. The participants will then put on red clogs and red shirts and offer tea to their parents as a show of gratitude for bringing them up. The ceremony also involves each participant biting the head of a steamed chicken. This practice of taking a bite of a chicken

head originated from the Ming Dynasty, where a top Teochew scholar Lin Daqin bit the head of a chicken as instructed by his father as it signified that he will be ahead of others. Although this is not commonly practised amongst the Teochews nowadays, the Kityang Huay Kuan has sought to revive this practice by organising an event in August 2016 where 12 girls and 15 boys, mostly in their teens, who took part in the ceremony. With support from Ngee Ann Kongsi, Teochew Poit Ip Huay Kuan, the Teochew Federation and Chui Huay Lim Club, there are plans to hold this event once every two years for the younger generation.

“Leaving the garden” ritual



新加 坡 揭 阳 会 馆
SINGAPORE KITYANG HUAY KWAN



潮州人传统习俗

出 花 围

2015年8月16日(星期天)

早上10点至下午2点





Aimed at inspiring the youth to connect with their roots, Ho Yeah Festival is a youth initiative to showcase Cantonese culture through documentary film screening, heritage food booths, carnival games, live band music, heritage gallery highlighting the contributions of well-known Cantonese to Singapore, workshops on Cantonese dialect, opera, martial arts, lion dance, and more. The festival will be conducted in English, Mandarin, and Cantonese.

年轻人发起“好嘢节”推广客粤文化

2018年3月23日 星期五 03:30 AM

文 / 林心惠 (/byline/lin-xin-hui) 摄影 / 邝启聪 (/photographer/kuang-qi-cong)
来自 / 联合早报 (/publication/lian-he-zao-bao)



发起“好嘢节”的冈州会馆青年团主任黄钰清（中）、清远会馆总务李俐仪（左）和碧山民众俱乐部青年团主任邓恩屏合作，准备了醒狮和粤剧等表演。他们也准备早期移民的服饰，让公众有机会装扮成红头巾和蓝头巾等。（邝启聪摄）



Learning of Chinese dialects

Your Letters

Offer option of dialect classes for the young

🕒 PUBLISHED FEB 5, 2017, 5:00 AM SGT

The use of dialects has been discouraged by the Government for more than 30 years.

As a result, most of the younger generation are unable to comprehend dialects and cannot communicate in dialect with the elderly.

The recent screening of TV shows in dialect, such as *Jiak Ba Buay* and *Hua Hee Tio Ho*, suggests that the Government is softening its stand.

In order for the younger generation to continue preserving our culture and be able to communicate with the elderly, it is essential that the Ministry of Education considers offering dialect classes to them, either as an enrichment programme or elective subject.

Leow Wen Hao

More young Singaporeans signing up for dialect classes

Demand for lessons has shot up in the last two to three years, from those who want to connect with the elderly or their own roots

The 21-year-old is one of 30 undergraduates from the Department of Pharmacy at the National University of Singapore (NUS) who signed up for a course in Cantonese. As a subject, it's got nothing in common with their usual staple of cell biology, analytical chemistry and pharmaceutical analysis. It adds zero value to their grades.

But, these third-year students clearly think it important enough to make time in their hectic schedules for learning the Chinese dialect.

The four-week course was organised by their seniors, to better equip these future pharmacists for when they encounter older, dialect-speaking patients on the job. Said Ms Xing: "With our aging population, a high percentage of the patients will be elderly. And if I can speak their language and understand their situation, I can provide better care to them."



The pharmacy undergraduates find speaking a dialect useful when doing volunteer outreach work with elderly clients. (Photo courtesy of NUS)

She also wanted to be able to communicate better with her maternal grandmother. Like a number of elderly Singaporeans, grandma speaks Mandarin, but often lapses into her dialect when she struggles to find the Mandarin words.

BRIDGING THE GENERATIONAL RIFT

- But more and more, younger Singaporeans are going back to school to learn their grandparents' tongues – in large part, to bridge that linguistic gap between the generations.
- Catering to them are groups like Viriya Community Services, which started free Learn My Dialect classes in 2007 to build awareness and promote intergenerational bonding. Response was slow initially 10 years ago. But in the past two years, their classes in Hokkien, Teochew and Cantonese have boomed in popularity.
 - “We see a growing interest from those in the medical field and those doing community outreach programmes, because they deal mainly with the elderly who understand only dialect,” said Michelle Cheng, 33, Viriya’s senior programme executive.

KEEPING HERITAGE ALIVE

Various clan associations that CNA Insider spoke to also reported an increase in sign-ups for dialect lessons. The Singapore Hokkien Huay Kuan (SHHK) said interest has been growing over the last three years, especially among those in the medical field, lawyers, undergraduates and property agents.

Mr Jeremiah Soh, a marketing executive with the association, said: “Most of those who sign up for these courses do so because of work.

“There is a small percentage that is keen to learn the dialect to know about their culture and roots. ”

Once held on an ad-hoc basis, these days, four general Hokkien conversational courses – each about three months long, for a fee of S\$280 – are conducted each year, with one or two specialised courses involving medical jargon.

“It is a good phenomenon. Dialect is rooted in our heritage and our ethnic group. When you pick up the dialect, you also pick up a connection with their elder generation,” said the head of the translation and interpretation programme at the Singapore University of Social Sciences.

So is there hope for those who would like dialects preserved for posterity – or will dialects lose their place in Singapore as the years roll by?

“It is possible that it will be lost,” said Dr Francesco Perono Cacciafoco, lecturer in linguistics and multilingual studies at the Nanyang Technological University, who said that regional dialects were also falling out of use in his native Italy.

But there’s hope yet, if young people in Singapore are leading the charge. “You may have some social revival, like the way people in Scotland are trying to speak Gaelic so as to preserve their language,” he said.

Xinyao song now 'unbanned' after 23 years



THE STRAITS TIMES (/SOURCE/STRAITS-TIMES-0) | Aug 04, 2013

SINGAPORE - A local Mandarin song containing Cantonese lyrics has apparently been "unbanned" after 23 years.

Ma Que Xian Zhu Zhi (Sparrow With Twigs) by singer-songwriter Liang Wern Fook is one of the songs featured in the local movie That Girl In Pinafore, now showing in cinemas. According to the Facebook page of the movie, the song has been "unbanned" after 23 years and can now be played on the radio.

[Song](#)

- Sparrow with Bamboo Twigs takes its title from a song by eminent Singaporean songwriter Liang Wern Fu. Included in the Para Site exhibition and playing throughout the space, it was released in 1990 in the album “Singapore Style” where the title song was seen as a key example of the use of Mandarin in Singapore. However, due to the additional use of Cantonese, Hokkien, and Hakka within the song’s lyrics, Sparrow with Bamboo Twigs was banned from public broadcast, in light of Singapore government’s Speak Mandarin campaign (1979 - ongoing). This campaign has been a key instrument in creating a racialised common identity among the different Chinese groups, overcoming their cultural and language differences. The ban on Sparrow with Bamboo Twigs was finally lifted in 2013 in light of a growing interest in cultural heritage. As an unprecedented gesture to mark the occasion, Singapore’s three largest Mandarin radio stations broadcasted the song in full at the same time on 1 August, 2013, 23 years after the song’s initial release. The historical circumstances governing the banning and subsequent unbanning of Sparrow with Bamboo Twigs are seen as mirrors to the racial, language, and cultural politics in Singapore from the 1960s onwards.





A question

- Terminal lucidity, rally before death or end-of-life rally