

**SPEECH BY MR LUI TUCK YEW,
MINISTER FOR TRANSPORT & SECOND MINISTER FOR FOREIGN AFFAIRS,
AT THE LAUNCH OF THE SPEAK MANDARIN CAMPAIGN 2011
MONDAY 4 JULY 2011, 11.20AM, AT THE ASIAN CIVILISATIONS MUSEUM**

推广华语理事会主席，萧作鸣先生

各位先生，各位女士

1) 早上好。很高兴能参与并掀开今年的讲华语运动。

华文- 不能忽视的语言

2) 越来越多新加坡人了解到华语的重要性。他们愿意学习华文并希望能把这重要的语言传承给下一代。

3) 随着中国的经济增长，能够说华语会让我们处在优势。而通过了解华文华语，这有助于我们连接到我们的文化根基和吸取祖先流传下来的许多宝贵教诲。

4) 如孔子所说的：学而不厌，诲人不倦。我们应该在生活中积极制造学习的机会，保持对学习不轻易感到满足的态度和精神。而教导他人时，我们要特别有耐性、不言疲倦。

5) 的确，最好的学习方法是通过多用并融入生活里。这也是今年讲华语运动所要传达的讯息- 华文华语多用就可以。

Mandarin. It gets better with use

6 This year, the Speak Mandarin Campaign is introducing fun and enjoyable activities to promote the wider use of Mandarin among Singaporeans. As mentioned by Choke Meng earlier, the Promote Mandarin Council is organizing a Theme Song Contest and Short Film Competition to demonstrate that Mandarin is both fun and accessible. This allows our young people to tap into the legacy of a language and culture with deep roots and tradition in using modern day tools of IT innovation and pop culture.

7 More importantly, to keep a language thriving, we need to appreciate it and live by it. In order to speak Mandarin well, we have to use it in our daily lives and learn, over time to use it better.

8 The home environment is especially crucial for exposing young children to a language. Therefore, it is important that those of you, who speak Mandarin, use Mandarin as the language of communication at home. Our effort and attitude to Chinese are important.

9 For parents, make an effort to speak well as you are teaching by example and your children will learn from you. When your attitude to Chinese language, culture and history is one of fun, discovery and adventure, your children will also see the Chinese language and culture in the same light. For those who want to learn or encourage our children to use Mandarin in their daily lives, expose them to Chinese television programmes and listen to Chinese radio are ways of learning by osmosis. Reading Chinese books, newspapers and even comics is yet another way.

10 In closing, I strongly urge you to join me in keeping Mandarin alive in our daily lives. Let us find time and opportunities to delve deeper into the Chinese language, discover and rediscover its many fascinating aspects. Encourage our young people to learn and embrace Mandarin in their lives, and some of them will grow up to be a bilingual and bicultural generation. With this, I would like to thank the Promote Mandarin Council for their efforts in promoting the use of Chinese and wish the Council success in its Speak Mandarin Campaign this year. Thank you.