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MALAY VALUES ARE THE FOCUS AT THIS YEAR'S BULAN BAHASA

"Bulan Bahasa" returns for its 25th year, with the aim of bringing the beauty of the Malay language to the wider community.

This year's campaign, themed "Nilai dan Budi", has been conceptualised to bridge gaps by allowing simple yet heart-warming communications in line with traditional values that are close to everyone's hearts.

The Chairman of Bulan Bahasa, Mr Zaqy Mohamad shares more on Bulan Bahasa, *"The Malay language has always had a special place in the community. It is our identity, and yet, it also represents more - our heritage, our culture and even our values. 'Nilai dan Budi' reflects how the Malay community is associated with certain values, where graciousness and respect often come to mind. This year's campaign will feature more mainstream events, including a social media campaign, to make Bulan Bahasa more accessible to a more diverse audience."*

The Malay Language Month kicks off with a launch on 1 July 2012, 3pm, at the Plaza, National Library. Minister for Information, Communications and the Arts, Dr Yaacob Ibrahim will grace the occasion as Guest-of-Honour. There will be a showcase of a wide variety of Malay language resources such as CDs, books and e-resources at the National Library.

Island-wide events and activities have also been planned for the entire month.

Community-driven programmes

A common love for the Malay language has seen the community coming together to spearhead activities. Community groups like the Malay Activity Executive Committees and

schools have lined up activities like story-telling contests and motivational talks all over Singapore.

In addition, this year, the Bulan Bahasa Committee has also invited partners to create programmes and activities on the 1st, 7th and 14th of July at the National Library, the Esplanade and Jurong Regional Library.

There is something for everyone, from the literary arts-based activities at the Esplanade to open-mike sessions at Jurong Regional Library, where members of the public can express themselves through song and reciting poetry in Malay.

Sri Warisan, a performing arts company and a long-time partner of Bulan Bahasa will be organising a programme “Bual dan Tunjank” at the Jurong Regional Library. Marina Yusoff, Creative Director of Sri Warisan, says that *“Bual dan Tunjank’ will be fun and will encourage spontaneous participation from the audience and is accessible to people of all ages.”*

The Language Ambassadors’ all important Role

The Malay Language Council, Singapore has appointed three prominent Malay individuals from different walks of life, Daud Yusof, Imran Ajmain and Munirah Jaafar as Malay Language Ambassadors for 2012, bringing the total number of ambassadors to 14.

Daud Yusof explains why he agreed to be Malay Language Ambassador, *“I’m doing my humble bit by accepting the call to be a Malay Language Ambassador. Malay is my language, our language. We have to defend this language from losing its sense of importance, especially among future Malay generations in Singapore. Malay is also our cultural language. Without the language, and without the ability to express ourselves effectively, we may lose the ability to express ourselves as Malays.”*

The Council looks forward to having these role models actively promote the love of the Malay language and culture in their spheres of influence.

Together with these Language Ambassadors, the Bulan Bahasa Working Committee has generated creative ideas to promote the use and the richness of the Malay language and culture to the greater community.

About Bulan Bahasa

Bulan Bahasa was first launched in 1988 to encourage the Malay community to embrace the Malay language in their daily lives. Users of the Malay language are heirs and ambassadors of the rich Malay language and can ensure the continuity of the language through continuous usage. From being a biannual event, Bulan Bahasa, since 2010, has become an annual event. The various activities of Bulan Bahasa have been created to promote and instil greater confidence in and mastery of the Malay language.

For more information, please refer to the website at <http://mbms.sg> .