



# **Speak It!**

## **Maintaining Momentum for Dialect Usage**

**HI 105**

# Overview

- Introducing the Momentum
- Justifying Our Project
- Crafting Ideas for the Proposal
- Our Proposal & Limitations
- Concluding Our Project



# Introducing the Momentum

- Scope of Research
- What's Momentum

# Scope of Research

- How has dialect usage declined?
- Implications of this decline?
- Extent of development following the relaxation?
- How are we going to maintain momentum?

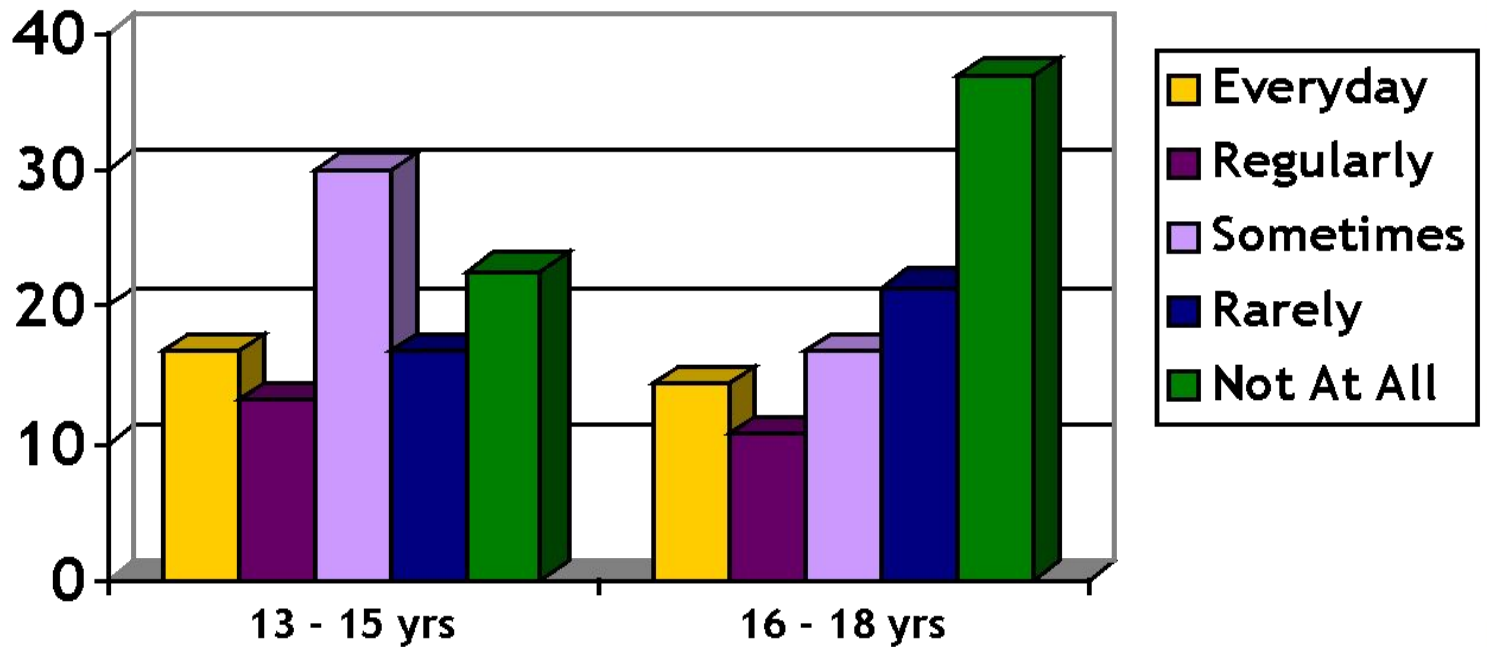
# Dialect Broadcasting Banned

- Ban of dialects
  - Dialects banned on mainstream broadcasting media in 1982
  - Dialect programmes were dubbed in Mandarin
  - In sync with the Speak Mandarin Campaign
  - Results in decline of dialect usage

# Dialect Usage Falls

- Decline of dialect usage
  - 1st generation Singaporeans: unaffected
  - 2nd generation Singaporeans: influenced by SMC to place Mandarin before dialects
  - 3rd generation Singaporeans: significant impact

# Frequency of Dialect Use



What Momentum?

# Dialect Ban Relaxed

- Relaxation of ban
  - Recommendation that dialect programmes be introduced gradually into mainstream television
  - Ministry of Communication, Youth and Sports welcomed and funded the LearnMyDialect programme



# Justifying Our Project

- Role of Dialects
- Implications of Decline
  - Other Benefits

# Role of Dialects

- Only communication tool within Chinese community until 1970s
- Bridges generations amongst Chinese
- Key to access valuable knowledge and experience withheld by older generation

## Common Language Used in Inter-generational Interactions

	<u>1<sup>st</sup> Generation</u>	<u>2<sup>nd</sup> Generation</u>	<u>3<sup>rd</sup> Generation</u>
<u>1<sup>st</sup> Generation</u> n	Dialects only	Dialects only	Mostly Mandarin/English with some use of dialects
<u>2<sup>nd</sup> Generation</u> n		Mostly Dialects with scattered use of Mandarin/English	Mostly Mandarin/English with some use of dialects
<u>3<sup>rd</sup> Generation</u> n			Mandarin/ English with scattered use of dialects

Why Maintain?

# Implications?

- Trends shows a segmentation of society by dialect abilities
- Social implications
  - Case study: Polyclinic doctor
  - Indicative of a social divide or gap

# Implications?

- Campaign and ban removed the link between certain age groups in society
  - E.g. students tend to “hide in a corner” during CIP involving elderly
  - Lack of two-way interaction leads to widening of generation gap

# Other benefits

- Improved dialect abilities of youths will prevent further deterioration of familial ties
- The cultural transmission of values and customs from old to young smoothens



# Maintaining the Momentum

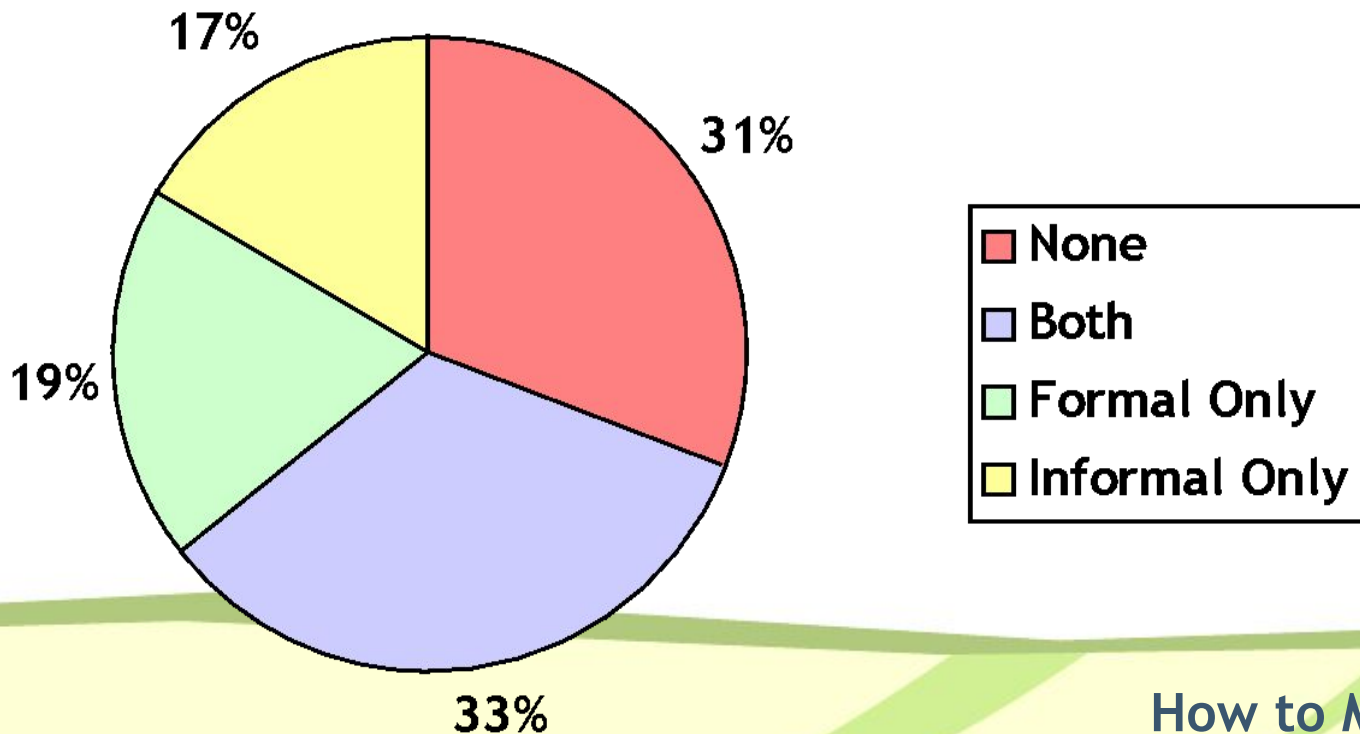
- Crafting Ideas for Proposal
  - Objectives of Proposal
  - Programme Overview

# Crafting Ideas for the Proposal

- Identifying Interest Level
  - Survey with youths aged 13 to 18
  - Formal and informal programmes

# Receptiveness to Dialect Programmes

- Majority indicated interest
- A portion not interested at all
- Equal split between formal and informal



How to Maintain?

# Objectives of Proposal

- Increase interest and exposure to dialects
  - Informal programmes
- Improve ability of youths to speak dialect
  - Formal programmes
- Change negative perceptions towards dialects

Informal  
Programmes

Formal  
Programmes

Help from Clan  
Association

**Speak It!**

Dialects Day

Dialect Interest  
Group

**How to Maintain?**

# Clan Associations Interviews

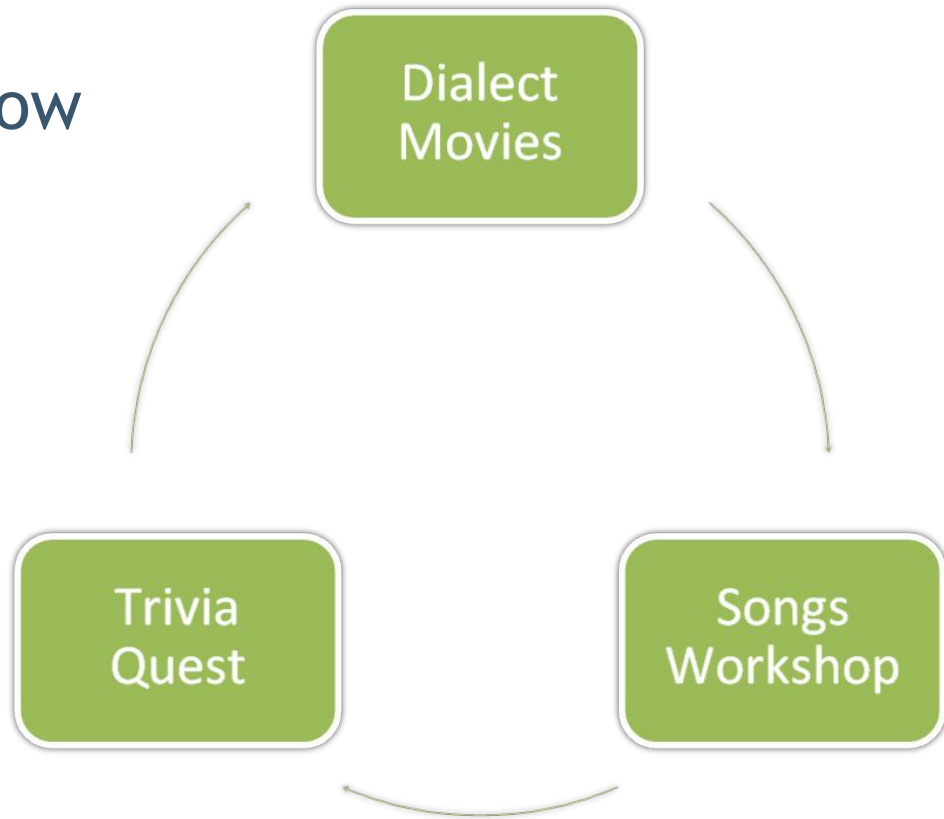
- Affirmed suggestion of repackaging dialects
- Emphasized importance of traditional dialect culture
- Can provide us with help and expertise

# Maintaining the Momentum

- Our Proposal In Detail
  - Limitations
  - Conclusion

# Our Proposal - In Detail

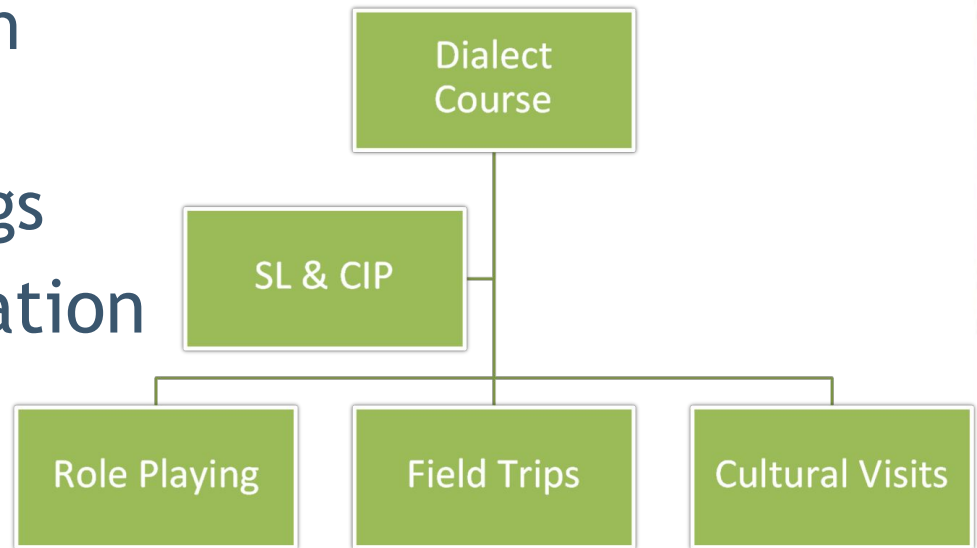
- Informal
  - Students with low interest level
  - Repackaging
  - 3 Elements:
    - Movies
    - Songs
    - Quests



How to Maintain?

# Our Proposal - In Detail

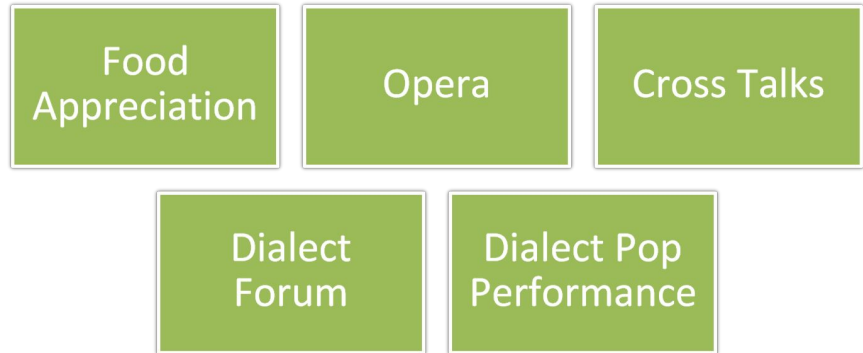
- Formal
  - Students with high interest level
  - Classroom- settings
- Bridging the generation gap
  - CIP/SL projects
  - Teachers are elderly volunteers
- Promote active aging



How to Maintain?

# Our Proposal - In Detail

- Concluding Event
  - Cultural festival
  - Food
  - Dialect operas and cross-talks
  - Invitation to family members
  - Forum



How to Maintain?

# Our Proposal - In Detail

- Follow-up
  - Dialect interest group
  - Continue to coordinate and organize potential programs
  - Maintain momentum

Dialect  
Interest Group

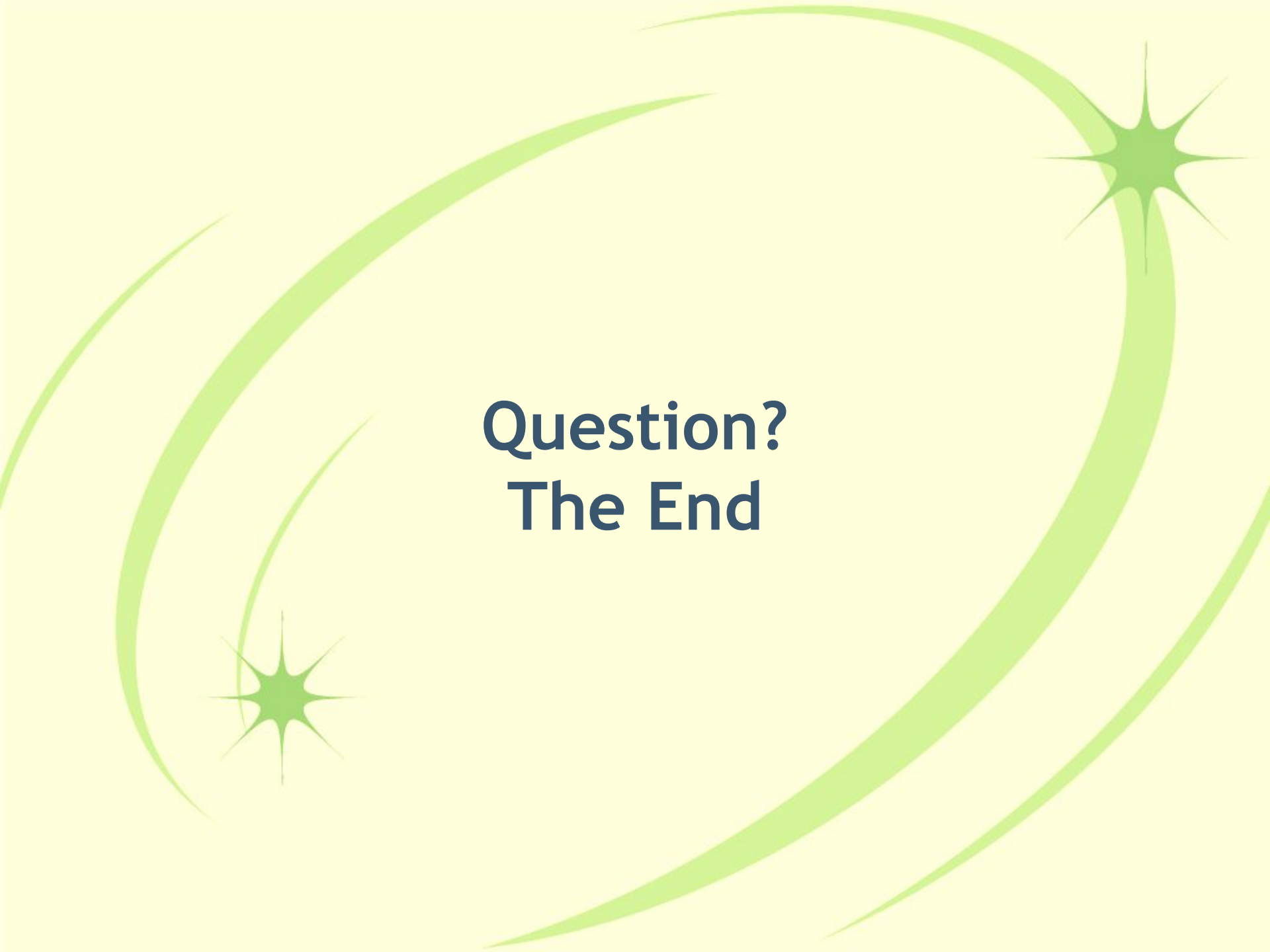
How to Maintain?

# Limitations?

- Scale and Content of Program
  - Schooling students only
  - Inappropriate usage in schools
- Nature of program
  - Parents support?
  - May be viewed as reversal of language campaigns by government
- Possible to reverse negative perception of dialects?

# Conclusion

- Society's need for a bridge between generations
- The development of dialect usage
- Peripheral benefits
- Take into account various perspectives
- Feasible
- Not compromising on our main aims of the project

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**Question?  
The End**