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Abstract

Language Planning in Singapore: Promote the Use of Mandarin Campaign

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The campaign "Promote the Use of Mandarin" was opened on 7.9.1979 by the prime minister Lee Kuan Yew - "as an effort to support the Singaporean government's goal of universal bilingualism (meaning the ability to speak English and one other official language)". Appeal to use Mandarin instead of Chinese dialects. Native languages of Singapore. The role of Mandarin in Chinese education. The political importance of bilingualism in Singapore's multiracial and multicultural society. The campaign in terms of language planning.