



我們是馬來西亞華裔, 我們會說不一樣的中文。 We are Malaysian Chinese, we speak different Chinese.

專題指導老師 | 林芳穂 Fang-Suey Lin

團 隊 成 員



李 之 晴 Zhi Qing Lee dawnlee419@gmail.com 視覺形象設計 | 文案企劃 動畫短片製作

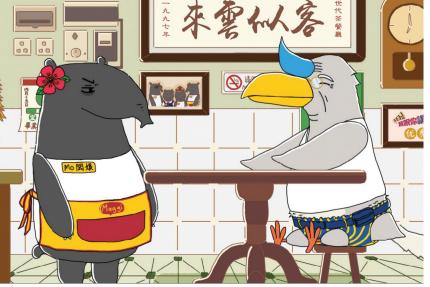


莊 鈴 巧 Ling Qiao Chun lingqiao1116@gmail.com 視覺形象設計 | 影片後製 D M 排版設計

馬來西亞是個多元種族的國家,包括三大民族馬來人、華人及印度人。基於馬來西亞完善的中文教育,如今幾乎所有的馬來西亞華裔都會說華語,且同時通曉華人方言,如廣東、福建、客家等。雖然馬來西亞華語是以現代標準漢語為基準,但仍受到當地的歷史、文化與社會環境等的影響,與台灣普通話有一定的差異,主要體現在日常口語及用詞上。在馬來西亞這個大雜燴的語言環境中,身為華裔的我們練就了獨特的說話方式和腔調。你是否曾聽不懂我們說的用語呢? Eh!我講給你聽蛤~。

Malaysia is a multi-ethnic country, including three major ethnic groups: Malays, Chinese and Indians. Because of Malaysia's comprehensive Chinese education, almost all Malaysian Chinese can speak Chinese today, and also knows Chinese dialects, such as Cantonese, Hokkien and Hakka. Although Malaysian Chinese is based on modern standard Chinese, it is still affected by local history, culture, and social environment. It's different from Taiwanese Mandarin and is mainly reflected in daily conversation. In the mixed language environment of Malaysia, Malaysian Chinese have developed a unique accent of speaking. Have you ever understood what we said? Eh! Let me tell you har~

094











a b c
d
e

a. 飲食篇~阿伯犀

b. 家庭篇~安娣犀

c. 社交篇~犀哥哥

d. 校園篇~犀妹妹

e. 交通篇~安哥犀

我們以馬來西亞國鳥——馬來犀鳥作為整個主題的視覺 形象,並以一個家庭為主題進行發想,創造了五種新 角色,分別為「犀鳥家庭」的五位成員。每個角色都 有著不同的性格與生活環境,並各自對應到了五種生 活場合「飲食篇、交通篇、家庭篇、社交篇、校園篇」。 篇章裡所使用的特色用語為我們創作的主軸。

We used the national bird of Malaysia, the Malay Hornbill as the visual image of the entire theme, and created five new characters on a theme of family, there are five members in "CC Family". Each character has a different personality and living environment, they correspond to five chapters 「Diet, Traffic, Family, Social, Campus」. The characteristic words used in this chapter are the main cores of our creation.







我們主要的傳達媒介為動畫短片與平面設計系統。動畫短片加上配音不僅能加強觀看者對用語的印象,也能讓大家更容易學以致用。而每個篇章的 DM 將會以其對應到的特色物品為設計素材,內收錄每個篇章所應用到的特色用語。同時以馬來西亞國旗三色與馬來西亞生活中常見的圖案紋路作為本創作的視覺風格表現,期待能凸顯華人在馬來西亞的生活特徵。

Our main communication media are divided into animated short films and graphic DM designs. Animated short films with dubbing will not only enhance viewers' impressions of terms, but also make it easier for everyone to put what we've learned into practice. The DM of each chapter will use its corresponding special items as design materials, and include the characteristic words used in each chapter. At the same time, the three colors of the Malaysian national flag and the patterns commonly seen in Malaysian life are used as the visual style expression of this creation, and it is expected to highlight the characteristics of Chinese life in Malaysia.

