

Headline	Good English campaign to focus on front-line service staff		
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Description	The Speak Good English Movement is targeting the service and retail sectors. Organizers want to improve the standard of spoken English among those who communicate frequently with Singapore residents and visitors.		

Good English campaign to focus on front-line service staff



THIS year, the Speak Good English Movement is targeting the service and retail sectors.

The organisers want to improve the standard of spoken English among those who communicate frequently with Singapore residents and visitors.

Going beyond raising awareness of the importance of speaking the language well, the movement wants to encourage people who cannot speak Standard English to be open about improving their language skills.

The organisers said Standard English has nothing to do with accent. It only emphasises correct grammar and pronunciation. – CNA