

Headline	Government Briefs		
Date	August 2003		
Media Title	Marketing	Section	
Page No	6	Size	1 colx

GOVERNMENT BRIEFS

This year's Speak Good English campaign aims to guide Singaporeans in using simple words and helping improve their language skills. The year-long campaign was launched early July, with the National Library Board joining in to organise reading and literacy programmes and the British Council and NewsRadio 93.8FM both supporting a bi-monthly e-newsletter. The Speak Good English movement was first launched in April 2000 over concerns that broken English would hurt the country's economy aims.