

<b>Headline</b>	'I can'		
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<b>Description</b>	This year's Speak Good English Movement will target those working in the service and retail sectors. The intended message behind 'I can', which is 'I can help others improve their English. I can take action to improve my English. I can speak good English if I want to.'		

## 'I can'

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THIS year's Speak Good English Movement will target those working in the service and retail sectors.

And its key message is simply: 'I can'.

It aims to go beyond raising awareness of the importance of speaking good English, to encouraging Singaporeans to speak and use standard English, and to actively improve their English.

Hence, the intended message behind 'I can', which is 'I can help others improve their English. I can take action to improve my English. I can speak good English if I want to.'

This year's campaign will be officially launched by Minister Lim Boon Heng, Prime Minister's Office, on Aug 26 at Metro, The Paragon at 2 pm.

Said the organisers: 'Standard English is English with correct grammar and pronunciation. It has nothing to do with accent.'

'English has enabled generations of Singaporeans to communicate and do business with many countries around the world. More importantly, it is the social glue which binds us together for it is the language common to all regardless of race or religion.'

'As Singapore welcomes more immigrants, English will become more important as a unifying language. Speaking good English also has a ripple effect. People tend to reply in the same way in which they are spoken to.'

The movement is focusing on Singaporean service and retail staff.

'These are the people we meet everyday as soon as we step out of our homes - on the buses and MRT trains, in restaurants, in shops, clinics and hospitals, as well as in places of interest,' it said.

It also wants to reach out to parents and teachers who play vital roles in the learning and use of good English by youths, as well as students.

The movement has lined up a raft of programmes to reach out to different groups of Singaporeans.