

<b>Headline</b>	Speak Good English Movement help Singaporeans be more aware of their spoken English		
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## Speak Good English Movement help Singaporeans be more aware of their spoken English

Two out of three Singaporeans feel their standard of spoken English is now better than two years ago.

They feel that their spoken English is now more grammatically correct.

They feel this has allowed them to better express themselves and be better understood by others.

This from a survey of 1,200 Singaporeans done by Singapore Polytechnic.

The respondents say they spend more effort to speak grammatically-correct English in a business setting - such as with business associates and customers.

Most blamed their non-English speaking environment and their poor command of the language for them not speaking good English.

Three out of five respondents aged between 15 and 39 years admitted the Speak Good English Movement raised their awareness of the importance of speaking grammatically correct English.

Not only were they aware of the movement, it also encouraged them to speak better.

The annual Speak Good English Movement kicked off today with the key message of "I Can."

The focus of this year's campaign is for service and retail staff to speak better English.

It was launched by Minister in the Prime Minister's Office, Lim Boon Heng.

He stressed the importance of communicating effectively if Singapore wants to do more business.

"In the retail sector for example, we'd like to see more tourists come to Singapore, we'd like to sell more things to them. But in order to do so we must be understood. Our retail staff should be driven by the desire to sell more and give visitors a pleasant experience. It is good for the customer, it is good for our workers because finally it reflects how much they will be able to earn."

Asked to comment on the local film Mad About English which documents the unconventional ways people in China are learning the English language, Mr Lim had this to say.

"So it was national pride that drove people to speak English because they wanted to be good hosts to the visitors for the Olympic Games. At the same time it was also a matter of personal pride, whether one can learn a foreign language quickly. They were therefore very strongly motivated, they had the drive to learn."

Like the characters in the film, he says, those learning to speak better English should not let embarrassment stop them.