

<b>Headline</b>	but how about Singlish?		
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## But how about Singlish?

August 27th, 2008 by laichow

**Youth.SG** were at Paragon Metro (yes the departmental store) during office hours. We weren't slacking, but there at the **Speak Good English Movement 2008 launch**.

Last year's campaign was targeted at us young people (a.k.a youth, duh) while this year, the plate's gone over to the service and retail industry. It's a move inspired by the upcoming international events we're hosting soon, like the F1 night racing in Sept and of course, the 1st Youth Olympic Games. Kudos to that, because we've had countless encounters with service staff here who couldn't speak or understand simple English, even if they tried to be helpful.



*A mannequin industriously plugging this year's SGEM tagline 'I can'*

Guest of honour Mr Lim Boon Heng categorised Singaporeans into three groups: 1. those who speak good English, and know how to switch between Singlish and ~~anggrah-slang~~ proper English 2. those who don't speak good English, and wish to improve 3. those who don't speak good English, but are blissfully unaware.

The last group of Singaporeans, he says, is the group that the campaign aims to reach out to most.

I think he left out one more group: those who speak good English, but can't speak Singlish. Except for, perhaps, the cliché 'lah' and 'lor'. While speaking proper English is important (it's more professional; people from all over the world can understand you better etc etc), Singlish is an intriguing slang sculpted from the interaction between different cultures and our languages. Singlish is part of our national identity, no?

Anyway, we are digressing from the message of the Speak Good English campaign, which is...

**Speak Good English! (or at least know how to)**

Technorati Tags: speak good english movement, singapore, singlish, metro, customer service

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