

<b>Headline</b>	Speaking well: When good English goes further		
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<b>Description</b>	This year's Speak Good English Movement aims to encourage the youths in Singapore to speak proper English in order to communicate better. One of this year's initiatives is an online drama series, Six Lives.		

## SPEAKING WELL

# When good English goes further

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ITS MEMBERS found out last year that four in 10 Singaporeans — especially the younger ones — did not see the need to speak proper English, so this year, the Speak Good English Movement is out to set that right.

It is focusing on those aged between 18 to 29, and reaching out to them with an online drama series called *Six Lives* ([www.sixlives.sg](http://www.sixlives.sg)).

The drama follows the lives of six friends as they realise the importance of communicating well.

"We want to give them (younger Singaporeans) the thought that they can communicate better, not only just be understood but also to use the language well," said chairman of the movement Goh Eck Kheng at a media briefing yesterday.

"I think some people don't realise they are not speaking good English, and they don't feel the need to speak good English because they feel they can get by with bad English, and they don't realise that out of Singapore, they will have problems if they

don't speak English well."

The series — to be launched on Friday by Deputy Prime Minister Teo Chee Hean — can be followed through blogs, Twitter and Facebook.

**Say 'That coat is expensive, but it suits you' rather than 'That coat suits you, but it's expensive'. It's little things like that.**

Ms Sylvia Fernandes, founder and CEO of VIA Group

Themed "Impress. Inspire. Intoxicate", the campaign this year will also give professionals an eye-opener, with a new programme on *938LIVE*.

Named Communicate Confidently, the programme — which kicks off in November — will show them how the right choice of words can get them further at the workplace.

"It's not just about speaking grammatically, but also about speaking well," said Ms Sylvia Fernandes, founder and chief executive officer of VIA Group, which is partnering *938LIVE* for the programme.

For instance, as people usually do not remember information in a sentence that comes before the word "but", one should emphasise the positive aspects after the "but".

"For example, say 'That coat is expensive, but it suits you' rather than 'That coat suits you, but it's expensive'," said Ms Fernandes. "It's little things like that."

The focus last year was on improving English standards among service staff, but even as those efforts continue, Singaporeans have to speak English well — especially when they are also concerned about the language skills of foreign service staff here.

Mr Goh cited an example where two Chinese nationals were sent for English classes, only to find that they could not practice with their colleagues what they learnt because the latter often spoke English poorly themselves.

Singaporeans have to speak English well themselves to create an environment for everyone else to do the same, he said.



[www.goodenglish.org.sg](http://www.goodenglish.org.sg)

Check out other programmes that are taking place this year