

Headline	SGEM aims to get youth intoxicated with language		
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Description	SGEM wants Singaporeans to be 'intoxicated' with the English language and organizers are especially targeting the youths (aged 18 – 29) to get them better to appreciate and use good English.		

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Speak Good English Movement aims to get youths intoxicated with language



Channel NewsAsia - Tuesday, August 25

SINGAPORE: This year's [Speak Good English Movement](#) aims to get Singaporeans "intoxicated" with the language.

Organisers are especially targeting young people, aged 18 to 29, to get them to better appreciate and use good English.

Goh Eck Kheng, chairman, Speak Good English Movement 2009, said: "Some people don't realise they're not speaking good English. That's one. Number two, they don't feel that they need to speak good English because they can get by with bad English."

Organisers said this is especially true for Internet—savvy Singaporeans, aged 18 to 29, based on a survey of some 1,500 people last year.

So new media will be used this year to get the wired generation "impressed, inspired and intoxicated" with the language.

More details will be available when the movement is officially launched on August 28.

MediaCorp Radio's 938LIVE will also start a new weekly series of 25 on—air programmes to help executives and businessmen communicate better in the office.

Gerardine Tan, senior programme director, 938LIVE, said: "We will feature a newly promoted manager and he will have different situations he has never had to face before and we'll see how he can deal with these situations and how to solve them — and hopefully inspire his co—workers around him as well."

938LIVE has roped in an industry trainer from VIA Group to help.

938LIVE plans to get more listeners to sign up for their "English@Work" e—newsletter, which currently has about 14,000 subscribers since its launch five years ago.

This is the tenth year that Singapore is having the Speak Good English Movement.

The year—long campaign will have several programmes, including workshops and a search for the top 10 most inspiring English teachers in Singapore, which will be announced in October. — CNA/vm

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