

Headline	Speak Good English message spread to sign makers		
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Description	The Speak Good English Movement reaches out to sign makers to help set standards in Singapore so that people will be aware of the standard of English they use on signs.		

Speak Good English message spreads to sign makers

ENCOURAGED by the success of the recent "Fix That Sign" contest, the Speak Good English Movement has expanded the initiative to include local sign makers to spread the message of and teach good English.

The contest, which spanned three months, was jointly organised by Stomp and the Speak Good English Movement. It asked people to send in pictures of poorly worded and ungrammatical public signs in English, with suggestions on how these signs should be edited.

Close to 400 entries were submitted, 10 of which were short-listed by STOMP as contenders for the worst or most glaringly wrong signs. The entries were put up for public voting early last month and more than 10,000 votes were cast. The three entries with the most votes were unveiled by Stomp and *my paper* yesterday.

Some of the most commonly identified signs written in broken English include "Please Keep Door Close", "Thank You for Your Corporation" and "No Outside Food Allowed".

Following the contest, a list suggesting grammatically correct phrases for use in signs was generated. The list, which will first be publicised in areas popular for sign making, such as Ubi and Bras Basah, can be used by sign makers as a reference or to advise customers.

"This initiative is to help set standards in Singapore, so people can be more aware of the standard of English they use on signs," said Goh Eck Kheng, chairman of the Speak Good English Movement.

The movement, which was launched in 2000, aims to encourage Singaporeans to speak standard English – focusing on proper grammar and pronunciation, rather than accent – that is universally understood.



MR GOH

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