



SPEAK GOOD ENGLISH MOVEMENT



Background

The Movement was launched in 2000 by then Prime Minister Goh Chok Tong to:

- Ensure Singaporeans recognise the importance of speaking Standard English
- Encourage Singaporeans to speak Standard English

The Movement shares English language resources on its website, and its partners support with programmes to help people experience English in engaging and interesting ways.



Background

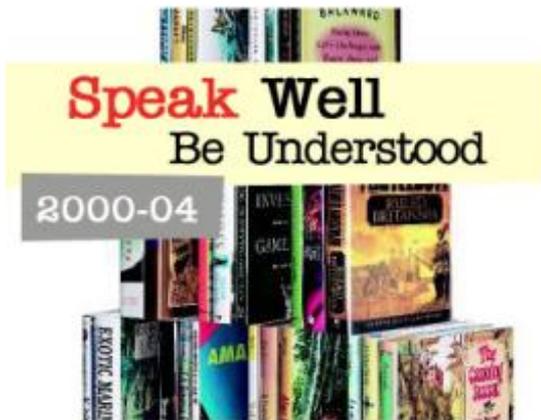
Excerpt of Speech by then PM Goh Chok Tong at the Launch of Speak Good English Movement 2000:

“The ability to speak good English is a distinct advantage in terms of doing business and communicating with the world. This is especially important for a hub city and an open economy like ours. If we speak a corrupted form of English that is not understood by others, we will lose a key competitive advantage. My concern is that if we continue to speak Singlish, it will over time become Singapore’s common language.”

For full speech, visit:

<http://goodenglish.org.sg/~media/sgem/document/press%20room/2000/sgem%20launch%202000%20goh%20speech.pdf>

Highlights 2000 - 2004



To support the Movement in 2000, the Regional Language Centre (RELC) launched Grammar Matters, a series of 5 books using comics to illustrate the correct use of grammar.

More than 170,000 people called in to listen to the Movement's Phone-In Lessons in 2002 to learn how to speak good English.

SCEW 2004 / News paper Article

SPEAK GOOD ENGLISH WEEKEND

Calendar of Events

Friday-Sunday, 23-25 April 2004

Screening Room		
Friday - 23 April		
12 - 2pm	Opening Programme: (12.30 - 1.30pm) Effective Business Communication Chi-Ho Song, Wall Street Institute (Presented by NewsRadio 93.8FM)	
Saturday - 24 April		
Screening Room	Blue Room	Living Room
11 - 12pm	The World of 'Mat Champion' - Quest 1 Teater Ekamatra	
12 - 1pm	Librarian's Pick NLB	
1 - 2pm	Giant Scrabble British Council	Poetry for the Young and Young@Heart Julie Gabriel Speech & Drama Centre
2 - 3pm	Phonology Fun (2.00 - 2.45pm) British Council Giant Scrabble (2.45 - 3.30 pm) British Council	The Search for the Missing Giant Julie Gabriel Speech & Drama Centre
3 - 4pm	Storytelling (3.30 - 4.00pm) British Council	Learn English Online! ITE
4 - 5pm	Communicative Comprehension for Kids (4.00 - 4.30pm) British Council Spelling Competition (4.30 - 5.00pm) British Council	Grammar Matters (4.00 - 4.30pm) RELC
5 - 6pm	Giant Scrabble (2.45 - 3.30 pm) British Council	
Sunday - 25 April		
12 - 1pm		Learn English Online! ITE
1 - 2pm	The World of 'Mat Champion' - Quest 2 Teater Ekamatra	
2 - 3pm		Learn English Online! ITE
3 - 4pm	The World of 'Mat Champion' - Quest 3 Teater Ekamatra	
4 - 5pm	Stories with the Librarians (4.00 - 4.30pm) NLB	Grammar Matters (4.00 - 4.30pm) RELC
5 - 6pm		Closing Programme: Beyond the Mountains, Beyond the Seas Asian Storytelling Network

SYNOPSIS OF ACTIVITIES (IN ALPHABETICAL ORDER)

BEYOND THE MOUNTAINS, BEYOND THE SEAS
By Asian Storytelling Network
Singapore's first professional storytelling company will delight you with folktales drawn from the rich heritage of Asia and beyond. (For parents and children)

COMMUNICATIVE COMPREHENSION FOR KIDS
By British Council
An interactive activity for children to make sense of given texts and enhance their comprehension skills. (For students aged 8 to 12)

EFFECTIVE BUSINESS COMMUNICATION - Demystifying Miscommunication at the Workplace
By Chi-Ho Song, Wall Street Institute Singapore
(Presented by News Radio 93.8FM)

Effective business communication is more important than ever in today's global business environment. This presentation looks at how English is used in the business environment and aims to demystify/miscommunication in both written and spoken aspects. (For working adults)

GIANT SCRABBLE
By British Council
Try your hand at our giant scrabble game! A fun competition for all the family! (For parents, teachers and children)

GRAMMAR MATTERS
By Regional Language Centre
A 30-minute skill that looks at the importance of using proper grammar in spoken and written English. (For ages 8 and above)

LEARN ENGLISH ONLINE!
By Institute of Technical Education
The course offers adult learners an opportunity to acquire a basic education in English. Pick up some grammar rules and the proper use of English through an interactive multimedia experience. (For working adults)

LIBRARIANS PICK
By National Library Board
This session will help you get an idea of what books you can search for in the libraries on your next visit. (For ages 8 and above)

PHONOLOGY FUN
By British Council
Trainers from our Professional Development Centre will introduce you to a range of useful and entertaining activities that will help you improve your English pronunciation. (For parents, teachers and other working adults)

POETRY FOR THE YOUNG AND YOUNG@HEART
By Julie Gabriel Speech and Drama Centre
We're never too young or too old to enjoy the images, sounds and rhythms of poetry - poetry to move to, listen to, touch, taste, see and enjoy. (For ages 8 and above)

SPELLING COMPETITION
By British Council
Do you think you are good at spelling? Come join our spelling challenge and you stand to win exciting prizes. (For students aged 10 to 14)

STORYTELLING
By British Council
Bring your little ones down to enjoy our storytelling session. Our teacher uses words and pictures to share interesting stories. (For children aged 5 to 7)

STORIES WITH LIBRARIANS
By National Library Board
30 minutes of fun with stories and songs for children aged 4 to 6 years old.

THE SEARCH FOR THE MISSING GIANT
By Julie Gabriel Speech and Drama Centre
Wizard Misson Wirestone II and his helpers will be searching for the Missing Giant, Jon him as they ask about their search and try out his tricky tongue-twisters. (For children below 12 years of age)

THE WORLD OF 'MAT CHAMPION'
Sleath...Champion? (Who is the...Champion?)
By Teater Ekamatra

Join Pande, Dri, Jenn Jent and Katak, Dok, 3 helpless classic Malay heroes in their new, zany and colourful quests to become the greatest superheroes of all time. An interactive drama series in English and Malay. (For parents, teachers and children up to 12 years of age)

Quest 1: Dri & the Magic Lamp
Quest 2: Jen in Galiga Land
Quest 3: Rumbins' Dok

From 2.00 to 3.00 pm, catch the 3 Mat Champions roaming the Arts House as they go on their zany adventures.

There will also be booths where you can browse and borrow books from the National Library, pick up newspapers and flyers from the British Council and ITE, as well as talk to trainers and staff of the RELC for English courses.

ROOM CAPACITY
Venue Maximum Seating Capacity
LIVING ROOM (2nd Floor) 25
BLUE ROOM (2nd Floor) 50
SCREENING ROOM (1st Floor) 75

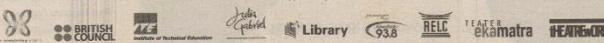


H/EC N/A

Calendar of Events for
Speak Good English
Weekend
23 - 25 April 2004



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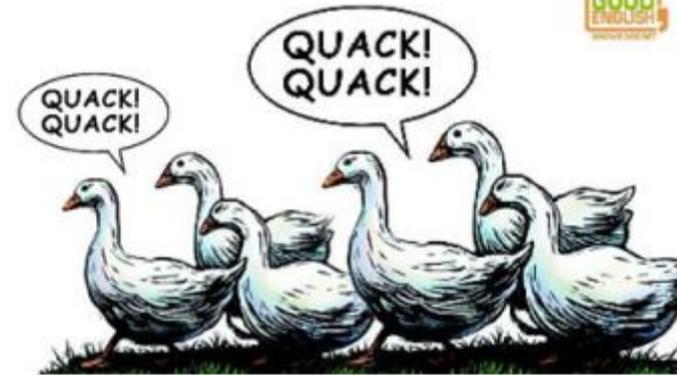
Highlights 2005



Be Understood

Speak Up. Speak Out. Speak Well

2005/06



The Movement offered partial scholarships to volunteers involved in reading programmes or literacy volunteer work to attend a READi Course for Reading Facilitators.

The 8th Plain English Speaking Awards (PESA) saw 140 students compete in story telling sessions, with rehearsed and impromptu oratorical speeches on various topics.

Highlights 2006



The National Institute of Education (NIE) designed a workshop for the public to acquaint themselves with the International Phonetic Alphabet (IPA).

Highlights 2007



Local bands played at Timbre every Wednesday in support of the Speak Good English Movement.

Highlights 2008



Members of the public participated in free English proficiency tests conducted by WDA at 4 public libraries.

A new training program for frontline retail staff – “**Service English for Retail Professionals**” – was launched in partnership with the Singapore Retailers Association.

Highlights 2009



The Movement ran a series of English workshops for teachers and parents with kindergarten and primary school children.

A new radio programme on “How to Inspire and Motivate your Team” was launched.

Highlights 2010



The Movement launched "Say It Right!" and the "Say It Right" iPhone Application to help members of the public pronounce commonly mispronounced words correctly.

Banquet, Kopitiam and Ya Kun supported by putting up Speak Good English stickers, posters and banners on their premises.

Highlights 2010

SPEAK GOOD ENGLISH MOVEMENT

Getting it right - from the start

Role models wanted to help those less proficient in the language, says SGEM head

By Fiona Low

IF YOU are reading this, you are probably a target of the Speak Good English Movement's (SGEM) new campaign. The campaign aims to enlist those who already have a good grasp of English as ambassadors for the movement, which is in its 10th year.

ON THE PLATE

"You are more likely to meet a diverse range of people with different levels of English proficiency in a hawkler centre or food court than anywhere else in Singapore, so it is a good place to have role models who speak good English."



SGEM chairman Goh Eok Beng

WWW.SPEAKGOODENGLISH.MOVEMENT.COM

WEDNESDAY SEPTEMBER 8, 2010 A11

SPEAK GOOD ENGLISH MOVEMENT

Role models wanted to help those less proficient in the language, says SGEM head

IF YOU are reading this, you are probably a target of the Speak Good English Movement's (SGEM) new campaign. The campaign aims to enlist those who already have a good grasp of English as ambassadors for the movement, which is in its 10th year.

hope that we will be able to influence parents, so that they, too, will start being more aware of their English. This year's movement will also see a tie-up with local education company Study Action, which will produce a children's series to promote the use of standard English.

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SGEM chairman Goh Eok Beng

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SGEM chairman Goh Eok Beng



get it right

goodenglish.org.sg

GET IT RIGHT STICKY NOTES

I got headache. I have a headache.

Get your English right - even at the kopitiam

By GWENDOLYN NG

THE next time you visit a Ya Kun Kaya Toast outlet for coffee, you might find notes on the tables telling you to mind your English.

These notes are part of this year's Speak Good English Movement campaign.

Launched in 2000 to encourage the use of proper English, this year's campaign features the theme "Get It Right!" and seeks to expand the areas where standard English is used by roping in food-and-beverage outlets.

Partners such as Ya Kun and food-court chain Kopitiam will display table stickers encouraging customers to use standard English, such as "Have you ordered?" instead of "You order already or not?"

During yesterday's media briefing, the campaign's head secretariat, Ms Jennifer Yin, said: "Most Singaporeans would have gone to a food court at least once a day. If we have our partners on board from the hawkler centres, from the food courts, this will certainly get our message out very well."

The campaign also rallies proficient English speakers to be role models for those who may need guidance.

Said chairman Goh Eok Beng: "The best way to learn is through interaction and by being conscious. It's an everyday thing."

The campaign is also introducing an activist kit to help correct poor English, complete with a sticky-note pad used to correct wrongly expressed signs and incorrect writing.

Its 22 partners, including Singapore Press Holdings (SPH), will each help to spread the message via their communication tools.

SPH's citizen-journalism website Stomp will leverage on its popular online column, English As It Is Broken, by launching a weekly quiz based on its content.

Said its editor, Mr Chew V Ming: "For anyone who is interested in learning English, Stomp brings to the table a fun and interactive element via the website."

On the other hand, SPH's online video news channel RazorTV will embark on a five-part series, Street Speak.

Taking to the streets with a language expert in tow, hosts of the reality-style programme will talk to the man in the street to highlight the mistakes that often go unnoticed in our daily use of English.

RazorTV editor Jonathan Ng said: "It's more fun and watchable. It's real. The reality concept makes it easier to grasp."

Hoping to inspire readers to learn from others' success, my paper will be profiling young executives in a series called Execs Speak Well.

Said my paper (English) editor Yew Kai Chai: "By highlighting professionals across different fields who have benefited from mastering English, we hope that we can spread the message that anyone can pick up the language in his or her own way."

nggwen@sph.com.sg

HELPDESK 我的字典

Outlet: 经销店 jing xiao dian

Proficient: 精通 jing tong

Element: 元素 yuan su

Concept: 概念 gai nian

Highlights 2011



The Movement transformed all five levels of Jurong Regional Library to host a “Speak Good English Carnival”.

There were games and activities for children, parents and young people to show that they can have fun while still learning and using Standard English.

Highlights 2012



The Movement's series of posters complement the year's message by sharing four ways to make good English stick:

1. Make the Effort to Start
2. Stretch Yourself
3. Practise, Practise, Practise
4. Never Underestimate your Own Power

Highlights 2013



The Speak Good English Movement put out ten quick and simple tips that all of us can use to increase our standard of English. These tips also show that taking a little step each day, whether it is reading a book or listening to the radio, can significantly help to improve English proficiency.

Highlights 2013



MUG FOR GOOD ENGLISH:

Yesterday, 5,000 mugs invaded Raffles Place to promote the Speak Good English Movement. Passers-by were invited to take one home. The movement launched 10 simple tips to help Singaporeans improve their English. These tips have been illustrated on the mugs that will be distributed to food and beverage outlets.



Ten tips to help Singaporeans improve their English, were designed on mugs and distributed to members of the public.

Highlights 2014 - 2016



The Speak Good English Movement launched a series of six witty and humorous videos to debunk the myth that grammar rules are boring and didactic, and brings some fun back to appreciating good English. Videos are available on the Movement's YouTube Channel.

Highlights 2017



The Speak Good English Movement held its first ever symposium at The Arts House on 15 July 2017. The fully subscribed symposium was attended by over 200 participants. All sessions can be viewed on the Movement's YouTube channel.

The Movement also released a Grammar Rules guidebook, which was well received by members of the public and the media. A pdf version of the guidebook can be found on the Movement's website.

Highlights 2017

Grammar Rules for good English

Free book covers grammar topics, highlights common errors made by Singaporeans

COMMON MISTAKES

- Wrong:** Please off the tap
Standard English: Please turn off the tap
- Wrong:** With regards to the matter, I think...
Standard English: With regard to the matter, I think...
- Wrong:** He scored eight upon 10 for the math test
Standard English: He scored eight out of 10 for the math test
- Wrong:** Lisa is taking writing classes to upgrade her skills
Standard English: Lisa is taking writing classes to improve her skills
- Wrong:** Today is my off day
Standard English: Today is my day off
- Wrong:** Please revert to me as soon as possible
Standard English: Please reply as soon as possible
- "However, using revert to mean 'reply to' is common in some varieties of English, e.g. Indian English

Yuen Sin

How many times have you been told to "please off the tap", instead of "please turn off the tap"?

Then there is the officious-sounding "please revert to me", which really should be "please reply".

To avoid such gaffes, the Speak Good English Movement has published a free guidebook to help people speak and write better.

Grammar Rules is a pocket-sized book which covers topics in grammar, including tenses and the use of adverbs and conjunctions. It also highlights common English language errors made by Singaporeans and provides the correct words and phrases.

The book was officially launched yesterday and there will be 10,000 copies available.

Most of the material had originally appeared as short excerpts in notebooks issued by the movement over the years.

But this is the first time that such a comprehensive guidebook has been launched.

"The popularity of the notebooks and the grammar tips they contained motivated the movement to compile the material into one volume," said a spokesman.

"Through Grammar Rules, the Speak Good English Movement hopes to draw attention to the importance of grammar so that

Singaporeans may be encouraged to improve their standard of spoken and written English."

The movement was launched in 2000 by then Prime Minister Goh Chok Tong over concerns that widespread use of broken English involving "ungrammatical and truncated" expressions would affect Singapore's ability to do business and communicate with the world.

At that time, popular TV sitcom Phua Chu Kang, which featured artist Gurmit Singh playing the lead role of a Singlish-speaking contractor, came under fire.

Over the years, the movement has roped in various partners to promote the use of standard, grammatical English, including food and beverage outlets, the National Library Board and the British Council. But concerns about how the use of Singlish may displace the mastery of standard English by Singaporeans still remain.

Responding to media queries, the movement's chairman, Mr Goh Eek Kheng, said that while Singlish is a "cultural marker" for many Singaporeans and comes with its own syntax and vocabulary, "it is important to be aware of the differences between Singlish and English because there is a time and place for each of them."

He added that the movement will be organising a symposium in the second half of this year to discuss the English language in Singapore. More details will be released at a later date.

Those who would like a copy of Grammar Rules may collect it from the Singapore Philatelic Museum

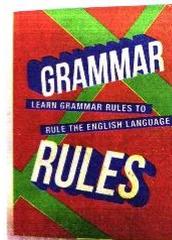
and Sun Yat Sen Nanyang Memorial Hall during opening hours.

It will be given out on a first come, first served basis, while stocks last,

said Mr Basheer. Technician Basheer Ahmed, 48, obtained a copy of the book earlier this month. He said it has encouraged him to pay more attention to his sentence structure when he speaks English.

"Sometimes, we say things like 'why you never do this' or 'on the light', that are actually incorrect," said Mr Basheer. He added that he will encourage his nieces and nephews, who are still in school, to take a look at the guidebook as well.

yuensin@sph.com.sg



GERAKAN BERTUTUR
BAHASA INGGERIS YANG BAIK (SGEM)

Terbit panduan tatabahasa, perbetul kesilapan lazim

GERAKAN Bertutur Bahasa Inggeris Yang Baik (SGEM) telah menerbitkan panduan percuma bagi membantu orang ramai dalam isu tatabahasa.

Selain memaparkan pelbagai topik tatabahasa utama termasuk kata nama, kata ganti nama, kata sifat, kata depan dan kata penghubung, buku yang dinamakan *Grammar Rules* itu menarik perhatian terhadap beberapa kesilapan bahasa Inggeris yang dibuat warga Singapura.

Malah, buku bersaiz kecil itu memberi contoh bagaimana membetulkan kesilapan itu.

Kebanyakan bahan dalam buku tersebut pernah diterbitkan dalam buku nota yang dikeluarkan gerakan itu.

Dengan kepopularan buku nota itu serta panduan tatabahasa di dalamnya, gerakan tersebut terdorong menghimpunkan bahan itu menjadi satu himpunan.

Selain itu, bahan baru ditambah bagi menjadikan buku panduan itu lebih menyeluruh.

Menerusi buku itu, SGEM berharap dapat menarik perhatian orang ramai terhadap

peri pentingnya tatabahasa agar warga Singapura terdorong memperbaiki tahap penggunaan bahasa Inggeris mereka, baik semasa bercakap mahupun menulis.

Sebanyak 10,000 naskhah buku itu telah dicetak.

Profesor Madya Pengajian Teater dan Persembahan di Universiti Pengurusan Singapura (SMU), Dr Margaret Chan, menyifatkan buku itu sebagai sumber bahasa berguna yang harus dimiliki setiap orang.

"Kejayaan bergantung pada (kebolehan seseorang) mengetahui, bercakap dan menulis bahasa Inggeris yang baik.

"*Grammar Rules* menunjukkan cara melakukan demikian," ujarnya.

Orang awam yang ingin mendapatkan buku itu boleh pergi ke Muzium Setem Singapura atau Dewan Peringatan Sun Yat Sen Nanyang semasa waktu operasi.

Mereka yang ingin mendapatkan buku itu dalam jumlah yang besar pula harus e-mel nhb_SpeakGoodEnglishMovement@nhb.gov.sg.

Highlights 2017/2018



More funds to support use of standard English

Speak Good English Movement unveils scheme, which has no cap; calls for new ideas from public

Melody Zaccheus

Projects that raise awareness of the importance of using good English and encouraging the use of standard English in Singapore can now receive funding from the Speak Good English Movement.

The Funding Support Scheme, which has no cap, was announced at the movement's symposium yesterday as part of its launch.

Its chairman, Mr Goh Eck Kheng,

In July 2017, the Movement announced that it is offering funding support for programmes that can raise awareness on the importance of using good English and encourage the use of Standard English in Singapore.

The proposals are evaluated twice a year and interested applicants may download the Programme Proposal & Funding Support Request Form from the Movement's website. <http://goodenglish.org/programme-support>

Inspiring Teacher of English Award (ITEA)



Inaugurated in 2008, the **ITEA Teaching Award** is presented by the Speak Good English Movement and the Straits Times, with the support of the Ministry of Education (MOE).

The Teaching Award recognises English teachers for their efforts at making lessons exciting and relevant to their students. In 2014, the **ITEA Leadership Award** was introduced to acknowledge school leaders who have led their schools in the development and implementation of an effective English programme.



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