

FACT SHEET

The Speak Good English Movement was started to promote the habit of using and speaking Standard English amongst Singaporeans. Standard English is simply English with correct grammar and pronunciation; and is not about accent. For more information, please visit www.goodenglish.org.sg

Objectives

The objectives of the 2007 Speak Good English Movement:

- (i) To raise awareness of the importance of speaking and using good English in our daily lives and to make speaking good English a lifestyle choice.
- (ii) To encourage everyone, especially our youth to express themselves not just with functional language but also with the language of the heart, to say what they feel, not just what they think and analyse.

Target Audience

The Speak Good English Movement 2007 is targeting four main groups – parents, teachers, frontline staff and youth. This year the Speak Good English Movement has identified youth as the key target group. Beyond the necessity of having good English for their education and work, we want everyone including our youth to be able to use English to express themselves as people who are able to communicate well with each other and build healthy and happy relationships.

Parents and teachers are especially important in this initiative as they are the main facilitators and educators of youth, and play a vital role in the acquisition and usage of good English by youth.

Frontline staff have also been given attention as a target group as they are the interface between the public and the organisations they represent. They reflect the professionalism of their organisations and the level of education and training that they have been given.

Upcoming Programmes

The Speak Good English Movement partners play a critical role by allowing for and organising resources and programmes to be made accessible to all Singaporeans. These programmes are designed to be stimulating and interesting so that people will find learning to speak and use Standard English fun. Students, parents, and teachers, employers and employees, can participate in a range of partner-led activities to improve their English. Please refer to annexes for details and for regular updates, please visit www.goodenglish.org.sg