



The Speak Good English Movement 2010: Fact Sheet

1. About the Movement

The Speak Good English Movement was launched in 2000 by then Prime Minister Goh Chok Tong with the aim of making Singaporeans recognise the importance of speaking Standard English and encouraging them to do so.

2. Objectives of the Movement

- I. to ensure Singaporeans recognise the importance of speaking Standard English
- II. to encourage all Singaporeans to speak Standard English

3. What is Standard English?

Standard English is English that is grammatically correct and accurately pronounced. It is not about accents since accents vary between people and places. It is not about vocabulary either. Standard English is English that conforms to the rules (grammar and pronunciation) of the language and can be understood by English speakers anywhere.

4. Target Audiences

The Movement reaches out to people with different levels of language proficiency:

I. For those who are weak in English

- The Movement aims to provide resources for this group to improve their English
- The Movement and its partners will support a broadening of the environment where Standard English is used

II. For those who speak English well

- The Movement aims to encourage this group to help those who are weak in English by being role models and broadening of the environment where Standard English is used

5. What's new about this year's Movement?

I. Strategy

The key focus for this year's movement is to encourage Singaporeans to **broaden the environment where Standard English is spoken and heard in Singapore**. The Movement will invite those who can speak Standard English to consistently use it, so that those who are weak in the language can be exposed to, and immersed in it, and learn by example.

II. Tagline – "Get it Right!"

- "Get it right!" is a reminder for all Singaporeans to always use good English
- It is a slogan to motivate those who are trying to improve to always use the language correctly

- "Get it right!" is also a call to action for activists of good English to take a step towards collectively raising Singapore's English proficiency

III. Partners & Sponsors

The Movement is proud to have 22 committed partners this year (12 returning and 10 new)

IV. Marketing Collaterals

A brand new set of below-the-line marketing collaterals is being designed, and will include sticky-notepads, notebooks and posters

6. What has the movement achieved so far?

Over the years, the Movement has raised **awareness** of the cause and today, Singaporeans are more conscious of the importance of speaking good English. According to a survey conducted by the Singapore Polytechnic in November 2007, **60% of the people interviewed said they were aware of the campaign.**

7. How has the focus of the Movement shifted over the years?

Speaking good English takes a long-term commitment and is a continuous learning process over a lifetime. The Movement's approach is to engage our target audiences year-after-year through **different themes and platforms that resonate and reiterate the importance of speaking good English.**

8. What does the Speak Good English Movement seek to achieve by targeting those who are already fluent in English?

This group of people can set **good examples** and are **role models** for those who want to learn and improve. Like all languages, English improves with practice and that can be achieved through interactions between peers and personal role models.

9. What are some things parents can do to help improve their children's English?

Parents are important influencers and role models for the children. **The Speak Good English Movement encourages parents and children to improve their English together.** How?

- I. Parents can **read** to their children to practise their own pronunciation as well as expose their children to good English
- II. The **National Library Board**, has a large collection of books that enriches minds while improving English at the same time
- III. The Movement's partners also run **workshops and talks at the libraries** that parents and their children can participate in together

10. How can other organisations become partners of the Movement?

The Speak Good English Movement believes in forging lasting, mutually beneficial relationships with brands and organisations that are committed to promoting the use of good spoken English through their business operations, communication platforms, programmes and events. The Movement offers partners an opportunity to position themselves as industry leaders and showcase their efforts in connecting with their audiences. Interested parties may contact us at info@goodenglish.org.sg.