



## **MEDIA RELEASE**

### ***FOR IMMEDIATE RELEASE***

**The Speak Good English Movement encourages Singaporeans to broaden the environment where Standard English is spoken and heard in Singapore.**

31 August 2010 – The Speak Good English Movement is encouraging Singaporeans to join the Movement in expanding the environment where Standard English is spoken and heard. This is so that Singaporeans who are weak in the language can be exposed to good English, be immersed in it and learn by example.

This year's campaign tagline is "Get It Right!". It is a call to action for everyone to make the extra effort to ensure they use the English language accurately and correctly.

For those who are trying to improve, "Get It Right!" is a motto to remind them that whenever they use English, they should try to use it correctly.

"Get It Right!" is also a rallying cry for those who are proficient in English to collectively and consciously raise the standard of English in Singapore.

Mr Goh Eck Kheng, Chairman of the Speak Good English Movement explains, "This latter group is key because those that speak English well can be role models to those who need help with their English, whether in school, at work or at home."



## **The Activist Toolkit**

"Get It Right!" is also the central theme for the first-ever Speak Good English Movement Activist Toolkit. This toolkit is created to help its users correct bad English and encourage good English. It includes sticky notes, stickers and notebooks – tools that are both practical and fun.

Activists are encouraged to use the sticky notes to correct English errors they find as they go about their daily lives. For example, one can use it to highlight writing mistakes or a poorly written sign – and provide the correct expression on the note. This toolkit enables all Singaporeans to take small steps in raising the awareness of good English

## **Our Partners and Programmes**

Partners are critical to the Movement as they add value to and support the Movement by helping it reach groups of Singaporeans that it cannot reach on its own.

Pronunciation is one of the linguistic challenges Singaporeans face. "Say It Right!" is a resource that gives the correct pronunciation of commonly mispronounced words in a Singaporean voice. This will be made available to the public first on the Speak Good English Movement website and STOMP's English As It Is Broken microsite. Further releases like podcasts and an iPhone application can be expected in the near future.



Singaporeans are mostly functional users of the English language and many have some difficulty in expressing and communicating our thoughts and feelings on an emotive level that is key to relationship building. To encourage the acquisition of this skill from young, Sparky Animation will be producing an animated series for children that promote the use of Standard English in expressing one's emotions and feelings.

Nurturing youth to be creative and quick-witted is the goal of Story Challenge 2011. Created by The Theatre Practice, Story Challenge is an original improvisational storytelling competition that requires participants to come up with a story within the few minutes before they take the stage. Speaking good English is emphasized during the workshops, competition and judging as the best stories can only be told when one has the skills to express and articulate ideas. The Movement is supporting Story Challenge for the second year running.

### **Speak Good English Movement 2010 Launch**

Minister Vivian Balakrishnan, Minister for Community Development, Youth and Sports, will be the Guest of Honour at the Speak Good English Movement 2010 Launch. He will share Speak Good English Movement's key messages and initiatives for the year during the event on 7 September 2010.

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## **About the Speak Good English Movement**

Launched in 2000, the Speak Good English Movement is a nationwide movement to encourage Singaporeans to speak Standard English that is universally understood. Standard English is English with correct grammar and pronunciation, and is not about accent. The Speak Good English Movement and its partners provide programmes to help people learn to speak good English in fun and interesting ways. To learn more, visit [www.goodenglish.org.sg](http://www.goodenglish.org.sg).