



## Fact Sheet (2008/09)

Fast facts on the Speak Good English Movement 2008

### Key Messages

- Be role models. Speaking good English begins with you. Make it a point to speak Standard English in your daily interactions.
- Being able to speak English well helps you to advance your career.
- Being able to speak English well helps you to express yourself and communicate better.

### Target Audience

#### *Primary Audience*

Singaporeans aged 16 – 40 (working adults, parents, teachers, youth). The target audience is further segmented into 3 groups:

1. **Group A:** Those who can speak Standard English.
2. **Group B:** Those who cannot speak Standard English and are amenable to taking action. Those who are unaware they are not speaking Standard English.
3. **Group C:** Those who cannot speak Standard English and are indifferent to the importance of speaking well.

#### *Secondary Audience*

Pre-school, primary and secondary school students.

### About the Speak Good English Movement

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

1. Ensure Singaporeans recognise the importance of speaking Standard English
2. Encourage Singaporeans to speak Standard English

Starting from 2003, the Movement has kicked off annually with a launch followed by year-long programmes and activities, and has succeeded in raising awareness among Singaporeans that speaking good English matters in their work and personal lives.