



SPEECH BY MR GOH ECK KHENG, CHAIRMAN, SPEAK GOOD ENGLISH MOVEMENT, AT THE MEDIA BRIEFING FOR THE SPEAK GOOD ENGLISH MOVEMENT 2009, 24 AUGUST 2009, 10.30 AM AT THE POD, NATIONAL LIBRARY BOARD BUILDING.

1. This year's tagline for the Speak Good English Movement is: Impress. Inspire. Intoxicate.

2. The Speak Good English Movement encourages all Singaporeans and residents to use Standard English in order to:

- (1) Impress those we communicate with,
- (2) Inspire others to motivate them as well as inspire others as role models of good English, and
- (3) Make everyday communication more engaging through the use of words that intoxicate.

3. The tagline also conveys our message that communicating well goes beyond the use of correct grammar and accurate vocabulary. It means using words and expressions suitable to the occasion. Speaking good English is not just about being understood but about also expressing oneself well.

4. We have opportunities to impress, inspire and intoxicate with the English language everyday in many common situations: An executive who knows how to impress, inspire and intoxicate when presenting a proposal will have a real advantage. A parent can make a bedtime story come alive by an impressive, inspiring and intoxicating telling. A sales person will certainly succeed when she impresses, inspires and intoxicates in her pitch. Every young person trying to get friends to join in an activity understands that there is a need to impress, inspire and intoxicate them.



5. Each year, the Speak Good English Movement works with a spectrum of partners to provide programmes and opportunities for those who wish to improve their English. We are thankful for their support.

6. In a short while, our partners will present to you their programmes in detail.

7. Let me now share with you the Speak Good English Movement's new initiative for the year.

8. With the growing importance of digital communication technologies and the rise in popularity of social networking tools among the youth, the Speak Good English Movement will be using new media to reach out to this target audience. A contemporary urban tale will be played out entirely online through social media platforms such as blogs, Twitter and Facebook. Titled "Six Lives", the series will follow a group of friends as they plan an event that will change their lives forever. Secrets will be uncovered as they realise that communication is more than just being understood.

9. We'll tell you more on 28 August when DPM Teo Chee Hean launches the main website.

10. The Speak Good English Movement is a movement that needs the participation and support of those who are effective in English.

11. As members of the media who communicate facts, feelings and ideas everyday, you are skilled in impressing, inspiring and intoxicating others with appropriate words.

12. Our goal is to help and encourage Singaporeans to express themselves in English as well as you can. I hope that you will help us to achieve that.

Thank you.