



The Speak Good English Movement 2011: 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 does speaking Standard English mean?

Speaking Standard English is using grammatically correct English where rules for constructing sentences are adhered to. Accent is not an issue but pronunciation should be accurate.

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

I. Strategy

The key focus for the 2011 movement is to encourage Singaporeans to **broaden the environment where Standard English is spoken and heard in Singapore.**

This year, the Movement will also encourage all adults to be conscious of how they speak, especially around children.

II. Tagline – "How You Speak Makes a Difference"

- "How You Speak Makes a Difference" is an important reminder that how we speak affects those who listen to us, especially young children who are curious learners and tend to mimic what they hear.
- When we make the effort to speak well around children, we also become more conscious of how we speak.

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

Speaking good English 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 reiterate the importance of speaking good English.**

6. 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, speaking English improves with practice and that can be achieved through interactions between peers and personal role models.

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

Parents are important influencers and role models for 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 and audio materials that enriches minds while improving English at the same time
- III. There are online resources such as English As It Is Broken, Say It Right and Fix That Sign that can all be found on STOMP (english.stomp.com.sg).
- IV. The Movement's partners also run **workshops and talks at the libraries** that parents and their children can participate in together.