



The Speak Good English Movement 2012: 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 2012 movement is to continue to encourage Singaporeans to broaden the environment where Standard English is spoken and heard in Singapore.

The Movement also wants to heighten self-awareness among those who don't speak well and those who think they can speak well and encourage them to take action to improve their proficiency of English.

II. Tagline – "Make Good English Stick."

- "Make Good English Stick" is an important reminder that the skill of using the language effectively and successfully will stick with constant and consistent practice.
- In line with this "sticky" theme, this year's campaign will feature the creative use of sticky notes that act as a metaphor reminding all Singaporeans to always speak well.

5. What are some of the ways that the Movement is using sticky notes?

The Movement will be using sticky notes for the following activities:

• Sticky Note Wall Murals

The Movement is working with schools, popular eating places, creative agencies and shopping malls to create or provide venues for murals created entirely out of sticky notes.

• Sticky Note Fashion Show and Exhibition

The Movement has partnered the fashion design students of MDIS and Raffles Design Institute to create outfits made of sticky notes. These outfits will be modelled during the Movement's official launch event and later showcased at major shopping malls including bugis+ and Wisma Atria.

6. Are there any activities that the public can take part in?

The public is welcome to take part in the Movement's Facebook contests that will be based on the murals and fashion exhibition. More details can be found on the Movement's Website (www.goodenglish.org.sg) and Facebook page (www.facebook.com/speakgoodenglishmovement).

The Movement is also organising a "Write. Stick. Snap. Share." activity where Singaporeans can write their favourite quote or figure of speech on a sticky note, paste it on themselves or a personal property (office desk, television, kitchen sink, etc), take a photograph of it and share it on Instagram or Twitter using the hashtag #goodenglishsticks. They can also send the photograph to the Movement to upload onto the Movement's Facebook page.

7. 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 be 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 with peers and personal role models.