



## **Speak Good English Movement 2013: 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?**

The key focus for the 2013 movement is to shift away from just creating awareness for a greater focus on empowering Singaporeans and providing them with the tools to improve their proficiency in Standard English. It is thus up to Singaporeans to arm themselves with these tools and make a conscious effort to increase their fluency in Standard English. In addition to reaching out to the general population, the Movement will also be focusing on working adults aged 20 to 39.

### **5. Why focus on working adults?**

The importance of communicating in Standard English is especially important for this particular demographic due to an increasingly open and challenging global economy today. To remain competitive, working adults in Singapore need to be proficient and skilled users of the language so that they can communicate effectively with their fellow colleagues, business partners and potential clients.

**6. What are some of the tools that Singaporeans can use?**

The Movement is unveiling ten tips that Singaporeans can use improve their proficiency in Standard English.

The ten tips are:

1. Grow in confidence by reading aloud regularly
2. Speak slowly and clearly
3. Make a conscious effort to listen to good English
4. Always check, then double check
5. Use English resources to get it right
6. Make it a point to improve your English with a loved one
7. Get help to arrest your mistakes
8. Keep on reading
9. Don't be afraid to get help to correct your English
10. Think before you speak

**7. How are these tips being shared to all Singaporeans?**

The Movement is printing these tips on mugs that will be used in F&B establishments across Singapore. These include cafes, restaurants and hawker centres.

Eating areas are common meeting grounds for all Singaporeans, regardless of age. It is thus an opportunity for the Movement to reach out to even more people than before, in a fun and light-hearted manner using the mugs.

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

Some of our partners such as ITE, The Theatre Practice, Eye Power Games, T-Net Club and the YMCA will be running English programmes in support of the Movement. For the working adults, partners such as Ascend, The English Professionals, Language Works and Quantico will be running free workshops that cover work-related topics. These workshops will be held in museums and libraries across the island.