



## **SPEAK GOOD ENGLISH MOVEMENT 2014: 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**

To ensure Singaporeans recognise the importance of speaking Standard English.

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. Why focus on grammar rules?**

Grammar is crucial when communicating in English, without which, communication can lack effectiveness and clarity. A good foundation in grammar rules ensures a better command and delivery of the English language, which can then lead to better personal and business communications, and even translate to enhancing prospects in a job or career.

### **5. What's new about this year's Movement?**

The 2014 Movement will take a witty and humorous approach, with a series of six videos used to highlight the importance of grammar rules. These videos are expected to gain viewership and traction powered by social media.

Popular Singaporean comedian Kumar will portray the "Queen of Grammar" in these videos, dishing out grammar rules as "she" attempts to lift the curse of bad English inflicted upon her subjects.