



SPEAK GOOD ENGLISH MOVEMENT



Background

- The Movement was launched in 2000 by then Prime Minister Goh Chok Tong to:
 - Ensure Singaporeans recognise the importance of speaking Standard English
 - Encourage Singaporeans to speak Standard English
- Since 2003, the Movement has kicked off annually with a launch followed by year-long programmes and activities, and has succeeded in raising awareness among Singaporeans that speaking good English matters in their work and personal lives.





2000 – 2004

- **Target Audience:**

- Frontline Staff, Adults in Leadership Roles

- **Tagline:**

- Speak Well. Be Understood.

- **Overview:**

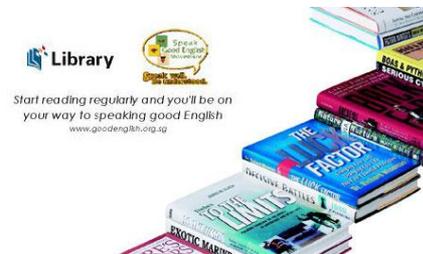
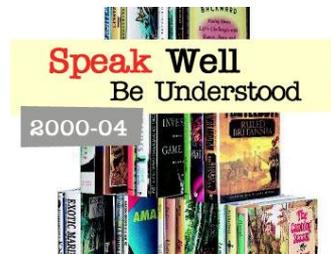
- To help Singaporeans move away from the use of Singlish and to Speak Well. Be Understood, the Speak Good English Movements from 2000 – 2004 ran programmes to:
 - drive the message that with practice, it is not difficult to speak good English
 - improve the standard of English of teachers
 - promote the advantages of speaking good English when conducting business
 - reduce the use of Singlish in broadcast media



2000 – 2004

- **Highlights:**

- To support the Movement in 2000, the Regional Language Centre (RELC) launched Grammar Matters, a series of 5 books using comics to illustrate the correct use of grammar.
- More than 170,000 people called in to listen to our Phone-In Lessons in 2002 to learn how to speak good English.
- The SDEA DRAMazing Race in 2003 saw 145 students race to 8 public libraries, using good English to solve problems and get to the end of the line!



2005

- **Target Audience:**

- Parents, Teachers, Youth, Frontline staff, Adults in leadership roles

- **Tagline:**

- Be Understood: Speak Up. Speak Out. Speak Well.

- **Overview:**

- Speak Up. Speak Out. Speak Well. – the theme for Speak Good English Movement 2005/06 aimed to get Singaporeans to speak standard English all the time, instead of switching to proper English only for formal occasions.

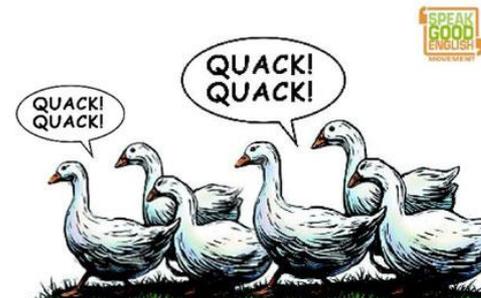
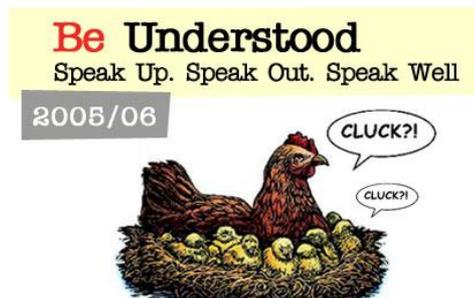
Teachers and parents were encouraged to be good role models by not speaking Singlish, as well as making language lessons fun and lively, or reading aloud to their children more often.



2005

- **Highlights**

- We offered partial scholarships to volunteers involved in reading programmes or literacy volunteer work to attend a READi Course for Reading Facilitators.
- The 8th Plain English Speaking Awards (PESA) saw some 140 students compete via story telling sessions as well as planned and impromptu oratorical speeches on various topics of interest.



2006

- **Target Audience:**

- Parents, Teachers, Youth, Frontline staff, Adults in leadership roles

- **Tagline:**

- Be Understood: Not only in Singapore, Malaysia and Batam.

- **Overview:**

- Be Understood. Not only in Singapore, Malaysia and Batam – the message for Speak Good English Movement 2006 intended for Singaporeans to recognise and use standard English.
- Partners such as British Council and the Ministry of Education ran programmes to build emotional literacy as well as foundational skills in grammar, spelling and pronunciation.

2006

- **Highlights**

- A new column, English as it is Broken, appeared in the Generation Y page of The Sunday Times, to address readers' queries on the usage of English. The column ran for 2 years and is now a regularly updated online column on STOMP.
- The National Institute of Education (NIE) designed a workshop for the public to acquaint themselves with the International Phonetic Alphabet (IPA).



2007

- **Target Audience:**

- Parents, Teachers, Youth, Frontline staff, Adults in leadership roles

- **Tagline:**

- Rock Your World! Express Yourself.

- **Overview:**

- The theme for Speak Good English Movement in 2007/08, Rock Your World! Express Yourself aimed to promote and showcase the use of good English through music, drama and The Art of Persuasion – an oratorical contest/showcase.

– Youths were encouraged to showcase their talents while creatively expressing themselves in good English.

2007

- **Highlights**

- Local bands played at Timbre every Wednesday in support of the Speak Good English Movement.



2008

- **Target Audience:**

- Parents, Teachers, Youth, Frontline staff, Adults in leadership roles

- **Tagline:**

- I Can.

- **Overview:**

- The key message for Speak Good English Movement in 2008 was simply "I Can". I can help others improve their English. I can take action to improve my English. I can speak good English if I want to.

– Retailers METRO and TANGS led the way in raising the level of spoken English among frontline retail staff by sending employees for training.



2008

- **Highlights**

- Members of the public participated in free English proficiency tests by WDA at 4 public libraries.
- We co-presented the 2nd Inspiring Teacher of English Award to salute teachers who inspire!
- A new training program for frontline retail staff – “Service English for Retail Professionals” – was launched in partnership with the Singapore Retailers Association.



2009

- **Target Audience:**

- Parents, Teachers, Youth (16 to 29 years) , Bosses, Managers & Working Executives

- **Tagline:**

- Impress. Inspire. Intoxicate.

- **Overview:**

- This year's Movement launched with an exciting drama series following 6 friends played out entirely online through blogs, Twitter and Facebook at www.sixlives.sg .
- English anecdotes, tips and lessons were weaved into the story to demonstrate what it means to impress, inspire and intoxicate with the English language – our tagline for the year.

2009

- **Highlights**

- a series of English workshops for teachers and parents with kindergarten and primary school children
- a new radio programme on “How to Inspire and Motivate your Team”
- a new programme to train interested caregivers and parents on instilling children with a love for reading
- quizzes and monthly contests



2010

- **Target Audience:**

- Young people (below 19 years), Parents, Teachers, Pre-school Educators

- **Tagline:**

- Get It Right.

- **Overview:**

- The key focus for this year's movement is to encourage Singaporeans to broaden the environment where Standard English is spoken and heard in Singapore. The Movement will invite those who can speak Standard English to consistently use it, so that those who are weak in the language can be exposed to, and immersed in it, and learn by example.
- This year's campaign tagline is "Get It Right!". It is a call to action for everyone to make the extra effort to ensure they use the English language accurately and correctly.
- For those who are trying to improve, "Get It Right!" is a motto to remind them that whenever they use English, they should try to use it correctly.
- "Get It Right!" is also a rallying cry for those who are proficient in English to collectively and consciously raise the standard of English in Singapore.



2010

- **Highlights**

- The Movement launched "Say It Right!" and the "Say It Right" iPhone Application to help members of the public pronounce commonly mispronounced words correctly.
- RazorTV produced "Street Speak", a video series highlighting common problems Singaporeans face when using English.
- mypaper started a series profiling young executives whose good command of English has helped them excel in their careers and personal lives.
- The School Invasion Tour kicked off in January 2011. Homegrown bands, including West Grand Boulevard shared how good English has helped them bring their songs to a wider audience.
- ITE compiled an English phrase-book for preschool teachers.
- Banquet, Kopitiam and Ya Kun supported by putting up Speak Good English stickers, posters and banners on their premises.



2011

- **Target Audience:**

- Influencers of Children (Parents, Teachers, Pre-school Educators)

- **Tagline:**

- How You Speak Makes A Difference.

- **Overview:**

- The Movement called out to all Singaporeans to join the Movement by being good role models of English, especially to all children they interact with. By doing so, they will help in expanding the environment where Standard English is spoken and heard, so that fellow Singaporeans who are weak in the language can be exposed to good English, be immersed in it and learn by example.
- This year's campaign tagline is "How You Speak Makes a Difference". It 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.



2011

- **Highlights**

- On 10 and 11 September, the Movement transformed the entire five levels of Jurong Regional Library into a “Speak Good English Carnival”. There will be lots of games and activities for children, parents and young people to show that they can have fun while still learning and using Standard English. The library will also be turned into a “Good English Zone” where the Movement’s partners, library staff and visitors will be encouraged to speak only in good English.



2012

- **Target Audience:**

- Working Adults

- **Tagline:**

- Make Good English Stick.

- **Overview:**

- The Speak Good English Movement 2012/13 campaign features the extensive use of sticky notes, which act as a visual representation of this year’s tagline and a call for all Singaporeans to “Make Good English Stick” by constantly making the effort to use and practise the English language.
- The Movement’s new tagline for the year also underscores the use of sticky notes as a metaphor of a reminder to speak Standard English at all times. With a host of activities and events centred on sticky notes, the Speak Good English Movement will be planting visible reminders around Singapore of the need to make good English stick.



2012

• Highlights

- The Movement’s new series of posters complement this year’s message by sharing four ways we can improve our English and make good English stick:

- 1. Make the Effort to Start
- 2. Stretch Yourself
- 3. Practise, Practise, Practise
- 4. Never Underestimate your Own Power



- Designed by students from MDIS’ School of Fashion & Design and Raffles Design Institute, the designs were inspired by their thoughts about the English language as well as quotes from their favourite designers. These unconventional outfits were displayed at Nex, Millenia Walk, Wisma Atria, Bugis Junction and Bugis +.
- To encourage Singaporeans to take part in the Movement’s call to make good English stick and see its relevance in their daily lives, the Movement invited Singaporeans to “Write. Stick. Snap. Share.” Singaporeans can write their favourite phrase, quote or figure of speech on a sticky note, stick it on themselves or their personal property, take a photograph and send it to the Movement or post it on their Twitter or Instagram accounts using the hashtag #goodenglishsticks.
- The first step to improving is awareness of one’s language proficiency. For many Singaporeans the Movement’s self-assessment quiz is a good tool to ascertain if their standard of English is at the level they think it is. Developed by the British Council (Singapore) in support of the Movement, the quiz focuses on commonly made errors by Singaporeans and is a fun and accessible way to gauge one’s proficiency.

2013

- **Target Audience:**

- Working Adults

- **Tagline:**

- 10 Tips to Improve Your English.

- **Overview:**

- The Speak Good English Movement put out ten quick and simple tips that all of us can use to increase our standard of English. These tips also show that taking a little step each day, whether it is reading a book or listening to the radio, can significantly help to improve our English proficiency.
- With these tips, the Speak Good English Movement encourages all Singaporeans to take action this year by actively seeking out the tools and resources that are available to increase their language proficiency.

2014

- **Target Audience:**

- Young Adults, Schools (Students, Teachers, Support Staff)

- **Tagline:**

- Grammar Rules.

- **Overview:**

- The Speak Good English Movement is going back to basics this year by focusing on ‘Grammar Rules’ through a series of six videos.
- 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.

2014

- **Highlights**

- This year, the Speak Good English Movement launched a series of six witty and humorous videos to debunk the myth that grammar rules are boring and didactic, and brings some fun back to appreciating good English. Through the videos, Singaporeans can be both entertained and educated on the importance of grammar rules in spoken and written English. The videos can be found on the Movement's [Facebook](https://www.facebook.com/speakgoodenglishmovement) page (www.facebook.com/speakgoodenglishmovement) or YouTube channel (www.youtube.com/user/goodenglishg).
- Understanding that the loss of grammar perpetuates bad English, the Movement turns the spotlight on grammar rules, and commonly heard Singaporean blunders and grammar gaffes, captured in a new series of notebooks. The topics are:
 - 1. Tenses
 - 2. Subject-Verb Agreement
 - 3. Prepositions
 - 4. Countable and Uncountable Nouns
 - 5. Singaporean Blunders
 - 6. Grammar Gaffes



Contact

For more information, write to the Speak Good English Movement at nhb_speakgoodenglishmovment@nhb.gov.sg.

You can also visit us at our

- Website:
www.goodenglish.org.sg
- Facebook Page:
www.facebook.com/speakgoodenglishmovement
- YouTube Channel:
www.youtube.com/user/goodenglish

