

Speak Good English Movement

2000 – 2023

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

The Movement shares English language resources on its website, and its partners support with programmes to help people experience English in engaging and interesting ways.

Background

Excerpt of Speech by then PM Goh Chok Tong's National Day Rally Speech in 1999:

“If we want to be an education hub, attracting good students from the region, then we **must provide a good English-speaking environment**, i.e. one where **people speak Standard English, not Singlish.**”

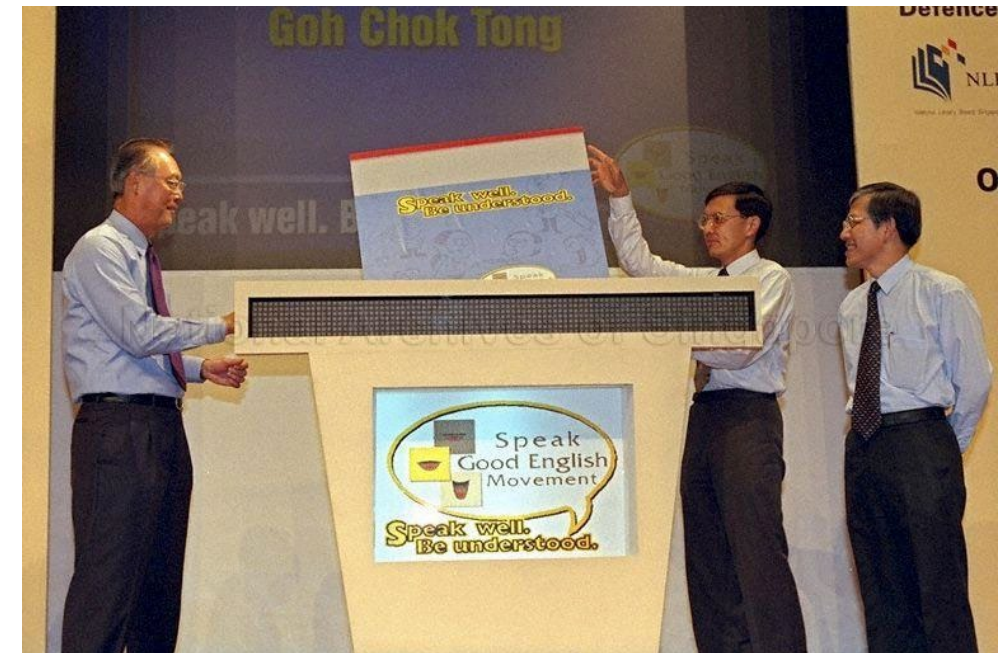
“But we should nurture the next generation to have higher standards of English than ourselves. We can help them by **discouraging the use of Singlish, or at least not encouraging it.**”

Background



Excerpt of Speech by then PM Goh Chok Tong at the Launch of Speak Good English Movement 2000:

“The ability to speak good English **is a distinct advantage in terms of doing business and communicating with the world**. This is especially important for a hub city and an open economy like ours. If we speak a corrupted form of English that is not understood by others, **we will lose a key competitive advantage**. My concern is that if we continue to speak Singlish, it will over time become Singapore’s common language.”



Highlights 2000 - 2004



To support the Movement in 2000, the Regional Language Centre (RELK) 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 the Movement's Phone-In Lessons in 2002 to learn how to speak good English.

**SPEAK
GOOD ENGLISH
WEEKEND**

Calendar of Events

Friday-Sunday, 23-25 April 2004

Screening Room		
Friday - 23 April		
12 - 2pm	Opening Programme: (12.30 - 1.30pm) Effective Business Communication Chi-Ho Song, Wall Street Institute (Presented by NewsRadio 93.8FM)	
Saturday - 24 April		
Blue Room	Living Room	
11 - 12pm	The World of 'Mat Champion' - Quest 1 Teater Ekamatra	
12 - 1pm	Librarian's Pick NLB	
1 - 2pm	Giant Scrabble British Council	Poetry for the Young and Young@Heart Julia Gabriel Speech & Drama Centre
2 - 3pm	Phonology Fun (2.00 - 2.45pm) British Council Giant Scrabble (2.45 - 3.30 pm) British Council	The Search for the Missing Giant Julia Gabriel Speech & Drama Centre
3 - 4pm	Storytelling (3.30 - 4.00pm) British Council	Learn English Online! ITE
4 - 5pm	Communicative Comprehension for Kids (4.00 - 4.30pm) British Council Spelling Competition (4.30 - 5.00pm) British Council	Grammar Matters (4.00 - 4.30pm) RELIC
5 - 6pm	Giant Scrabble (2.45 - 3.30 pm) British Council	
Sunday - 25 April		
12 - 1pm		Learn English Online! ITE
1 - 2pm	The World of 'Mat Champion' - Quest 2 Teater Ekamatra	
2 - 3pm		Learn English Online! ITE
3 - 4pm	The World of 'Mat Champion' - Quest 3 Teater Ekamatra	
4 - 5pm	Stories with the Librarians (4.00 - 4.30pm) NLB	Grammar Matters (4.00 - 4.30pm) RELIC
5 - 6pm		Closing Programme: Beyond the Mountains, Beyond the Seas Asian Storytelling Network

Speak Good English Movement • www.goodenglish.org.sg

SYNOPSIS OF ACTIVITIES IN ALPHABETICAL ORDER

BEYOND THE MOUNTAINS, BEYOND THE SEAS

By Asian Storytelling Network
Singapore's first professional storytelling company will delight you with folktales drawn from the rich heritage of Asia and beyond. (For parents and children)

COMMUNICATIVE COMPREHENSION FOR KIDS

By British Council
An interactive activity for children to make sense of given texts and enhance their comprehension skills. (For students aged 8 to 12)

EFFECTIVE BUSINESS COMMUNICATION -

Demystifying Miscommunication at the Workplace

By Chi-Ho Song, Wall Street Institute Singapore
(Presented by NewsRadio 93.8FM)

Effective business communication is more important than ever in today's global business environment. This presentation looks at how English is used in the business environment and aims to demystify miscommunication in both its written and spoken aspects. (For working adults)

GIANT SCRABBLE

By British Council
Try your hand at our giant scrabble game! A fun competition for all the family! (For parents, teachers and children)

GRAMMAR MATTERS

By Regional Language Centre
A 30-minute skit that looks at the importance of using proper grammar in spoken and written English. (For ages 8 and above)

LEARN ENGLISH ONLINE!

By Institute of Technical Education
The course offers adult learners an opportunity to acquire a basic education in English. Pick up some grammar rules and the proper use of English through an interactive multimedia experience. (For working adults)

LIBRARIANS' PICK

By National Library Board
This session will help you get an idea of what books you can search for in the libraries on your next visit. (For ages 8 and above)

PHONOLOGY FUN

By British Council
Trainers from our Professional Development Centre will introduce you to a range of useful and entertaining activities that will help you improve your English pronunciation. (For parents, teachers and other working adults)

POETRY FOR THE YOUNG AND YOUNG@HEART

By Julia Gabriel Speech and Drama Centre
We're never too young or too old to enjoy the images, sounds and rhythms of poetry - poetry to move to, listen to, touch, taste, see and enjoy. (For ages 6 and above)

SPELLING COMPETITION

By British Council
Do you think you are good at spelling? Come join our spelling challenge and you stand to win exciting prizes. (For students aged 10 to 14)

STORYTELLING

By British Council
Bring your little ones down to enjoy our storytelling session. Our teacher uses words and pictures to share interesting stories. (For children aged 5 to 7)

STORIES WITH LIBRARIANS

By National Library Board
20 minutes of fun with stories and songs for children aged 4 to 6 years old.

THE SEARCH FOR THE MISSING GIANT

By Julia Gabriel Speech and Drama Centre
Wizard William Wilberforce II and his helpers will be searching for the Missing Giant. Join him as they set about their quest and try out his tricky tongue twisters. (For children below 12 years of age)

THE WORLD OF 'MAT CHAMPION'

By Teater Ekamatra
Join Pandir (Dr. Jeean Ueni and Kadek, Doki, 3 hopeless dispirited Malay heroes in their new, zany and colourful quest to become the greatest superheroes of all time. An interactive drama series in English and Malay. (For parents, teachers and children up to 12 years of age)

Quest 1: Dir & the Magic Lamp

Quest 2: Jen in Gelliga Land

Quest 3: Rumbling Dok

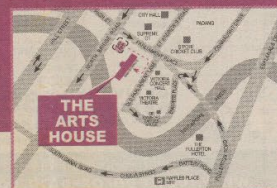
From 2.00 to 3.00 pm, catch the 3 Mat Champions roaming the Arts House as they go on their zany adventures.

There will also be booths where you can browse and borrow books from the National Library, pick up booklets and flyers from the British Council and ITE, as well as talk to trainers and staff of the RELIC for English courses.

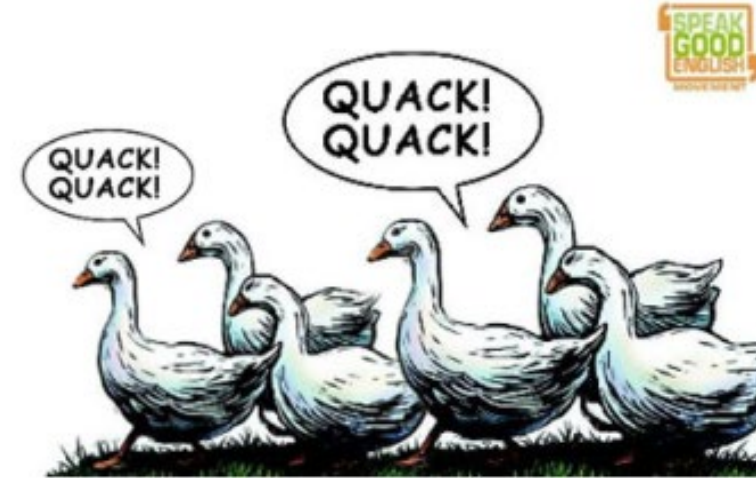
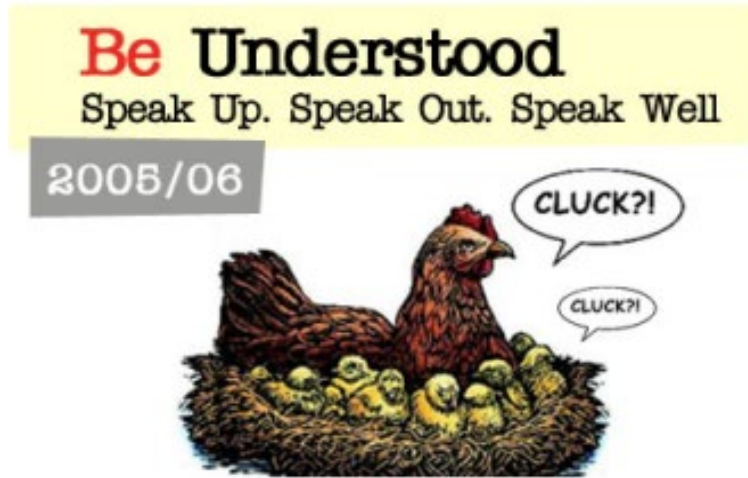
Leaving infants recommended ages only. Programmes are open to all. Seats are on a first-come, first-served basis. No registration required. Admission is FREE.

ROOM CAPACITY

Venue	Maximum Seating Capacity
LIVING ROOM (2nd Floor)	25
BLUE ROOM (2nd Floor)	50
SCREENING ROOM (1st Floor)	75



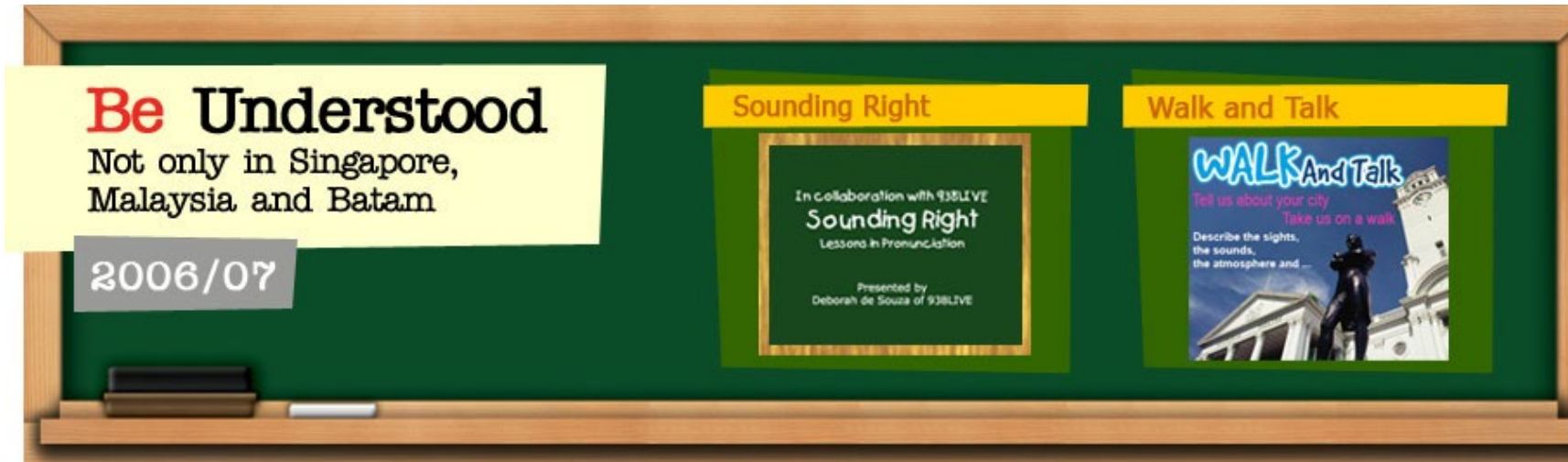
Highlights 2005



The Movement 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 140 students compete in story telling sessions, with rehearsed and impromptu oratorical speeches on various topics.

Highlights 2005



The National Institute of Education (NIE) designed a workshop for the public to acquaint themselves with the International Phonetic Alphabet (IPA).

ENGLISH AS IT IS BROKEN

Not sure what is good English and what is not? Write to The Sunday Times and we will get language experts to answer your queries. This is the start of a new series in support of the Speak Good English Movement.



COFFEESHOP at Block 82A, Tampines St 81.

Familiar with this notice?

Have you seen this sign? You can find many like it in coffeeshops. We understand what it is trying to say even though it is written in non-standard English.

One way to convey the same message in standard English is: "Food and drinks from other outlets should not be consumed on these premises." Or, more informally: "Please do not consume food and drinks brought elsewhere in our coffeeshop."

Let's go back to the sentence on the sign. There are several common mistakes here that we can learn from.

► "Outside foods" — We can say "outside food", "outside restaurant" and "outside cafe", but not "outside foods". The usage of "outside" here is wrong. Refer to a good dictionary for the correct usage of the word.

► "Foods" — The plural form of the word refers to different types of food, not a single item. Here, the sign refers to food in general, so the singular "food" is the correct form.

► "To consume" — This is wrong. The correct form is "be consumed".

► "In this premises" — This is wrong. The correct form is "in these premises".

If you spot a sign with bad English, send an SMS to 73557 or e-mail 73557@stomp.com.sg

What's wrong?

► "Please off your mobile phone"

We hear it so often: "Please off your mobile phone/lighter/camera".

And we know exactly what to do, even though there is no such word as "to turn off". In the sentence, we know that the person is being asked to turn off his mobile phone.

► "Please switch off your mobile phone"

This is the correct form. The word "switch" is the correct verb to use here.

► "Please turn off the light"

Some of us would think that the request might mean we are being asked to "get off" the light.

This tendency to drop the verb for the sake of brevity seems to be a universal trend, thanks to SMS and e-mail, and has found its way into general usage.

It is possible to be brief and still be correct. "Lighten off, please" is brief, correct and easily understood. So, if we must be short and sharp, why not try: "Mobile phones off, please?"

HOW TO SEND IN YOUR QUERIES

Please use the keyword <english> SMS/MMS: 73557 Email: 73557@stomp.com.sg



OUR LANGUAGE EXPERTS are left to right: Mr. Lee Kah, Mrs. Regina Sim, Mrs. Cecilia Keng and Mrs. Jocelyn Ang. All have been members of the English Language Society who help learners develop good building practices and programmes.



Why youths prefer Singlish in day-to-day speech

By Nur Amirah Abdul Karim

SIXTEEN-YEAR-OLD Ang Wei Kiat says his class in maths and science has been taught in English. Although the Secondary 4 student's Mandarin conversation at home is sprinkled with English, he has difficulty expressing himself fully in English.

Wei Kiat admits that his grasp of English grammar is poor and his vocabulary weak.

He does not speak "high-class English" to his friends and family. Says Wei Kiat: "It is not people think I very serious."

He also makes a distinction between the English he speaks and the "school type" of English.

"The speaking we need to be so good at."

His best friend, Ong Chee Keng, 17, agrees.

The polytechnic student is fluent in Mandarin but speaks mostly English to his mutual friends.

An aspiring chemical engineer, Chee Keng does not think speaking Singlish hinders communication. In fact, he believes he is understood better by his friends.

"We people are heartlanders mah... we not going to be English teacher or MP or what, so what for? Singlish can already."

—ONG CHEE KENG, 17

However, he does think that using Singlish and abbreviations undermines their use of proper English.

Almond, 16, is a junior college student, believes that slang is merely used for fun and that people would not confuse it with proper English that is acceptable for formal use.

He says: "I say 'wassup' or 'supercal' which are equivalent to 'how are you?' to my friends. But I will certainly not write that down in an essay."

Life can get overwhelming sometimes. But you can have fun in it. Write to us and we will get trained counsellors to help you through your problem. Email your letters to: stomp@stomp.com.sg

Some time ago, I came across this "Only you can give others the permission to walk all over you." Have you given your children an easy way out of their responsibilities?

I wonder if the situation calls for you to sit down with them with a clear "to do" list which spells out the tasks, roles and responsibilities of each of them. This may work better than a verbal discussion where you make windy-windy decisions in which nothing gets done.

Your role will be to show the others to do their best. You must fight off the urge to take control of the whole project. If it lands squarely on your lap, that is definitely not what you would want.

With all these happenings, junior college years can be taxing both physically and emotionally. The last thing you want to do is to compromise on your sleep because that could really take a toll on you.

Also, you may want to seek a doctor's help. This may prevent you from slipping into depression.

Life can be very lonely when you have no one to share your problems with. Is it possible to make one of your classmates your friend? Someone with whom you can discuss your present situation or who can at least help you vent your problems?

At times, it is the ability to share your troubles with someone and not the finding of a solution that is more important.

Reconnect you find yourself searching for answers because you are not prepared to settle for anything less than the answer you want to hear.

► Our counsellor

Ms Carol Balakrishnan, Head of the Singapore Society has been counselling families and their children since 1990. She is the director of the society's Youth Development Centre in Tanjong Pagar.

Speak Good English Movement

Highlights 2007



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

Highlights 2008



Members of the public participated in free English proficiency tests conducted by WDA at 4 public libraries.

A new training program for frontline retail staff – “**Service English for Retail Professionals**” – was launched in partnership with the Singapore Retailers Association.

Highlights 2009



The Movement ran 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” was launched.

Highlights 2010



The Movement launched "Say It Right!" and the "Say It Right" iPhone Application to help members of the public pronounce commonly mispronounced words correctly.

Banquet, Kopitiam and Ya Kun supported by putting up Speak Good English stickers, posters and banners on their premises.

Highlights 2010

Get your English right – even at the kopitiam

By GWENDOLYN NG

THE next time you visit a Ya Kun Kaya Toast outlet for coffee, you might find notes on the tables telling you to mind your English.

These notes are part of this year's Speak Good English Movement campaign.

Launched in 2000 to encourage the use of proper English, this year's campaign features the theme "Get It Right!" and seeks to expand the areas where standard English is used by roping in food-and-beverage outlets.

Partners such as Ya Kun and food-court chain Kopitiam will display table stickers encouraging customers to use standard English, such as "Have you ordered?" instead of "You order already or not?"

During yesterday's media briefing, the campaign's head secretariat, Ms Jennifer Yin, said: "Most Singaporeans would have gone to a food court at least once a day. If we have our partners on board from the hawker centres, from the food courts, this will certainly get our message out very well."

The campaign also rallies proficient English speakers to be role models for those who may need guidance.

Said chairman Goh Eek Kheng: "The best way to learn is through interaction and by being conscious. It's an everyday thing."

The campaign is also introducing an activist kit to help correct poor English, complete with a sticky-note pad used to correct wrongly expressed signs and incorrect writing.

Its 22 partners, including Singapore Press Holdings (SPH), will each help to spread the message via their communication tools.

SPH's citizen-journalism website Stomp will leverage on its popular online column, English As It Is Broken, by launching a weekly quiz based on its content.

Said its editor, Mr Chew V Ming: "For anyone who is interested in learning English, Stomp brings to the table a fun and interactive element via the website."

On the other hand, SPH's online video news channel RazorTV will embark on a five-part series, Street Speak.

Taking to the streets with a language expert in tow, hosts of the reality-style programme will talk to the man in the street to highlight the mistakes that often go unnoticed in our daily use of English.

RazorTV editor Jonathan Ng said: "It's more fun and watchable. It's real. The reality concept makes it easier to grasp."

Hoping to inspire readers to learn from others' success, my paper will be profiling young executives in a series called Execs Speak Well.

Said my paper (English) editor Yee Kai Chai: "By highlighting professionals across different fields who have benefited from mastering English, we hope that we can spread the message that anyone can pick up the language in his or her own way."

nggwen@sph.com.sg

HELPDESK 我的字典

Outlet: 经销店 jing xiao dian

Proficient: 精通 jing tong

Element: 元素 yuan su

Concept: 概念 gai nian

SPEAK GOOD ENGLISH MOVEMENT

Getting it right – from the start

Role models wanted to help those less proficient in the language, says SGEH head

By FIONA LOW

IF YOU are reading this, you are probably a target of the Speak Good English Movement's (SGEH) new campaign.

The campaign aims to enlist those who already have a good grasp of English as ambassadors for the movement, which is in its 10th year.

These ambassadors have to speak well at the time in order to create an environment that makes it easy for those who are weaker in the language to learn.

Said SGEH chairman Goh Eek Kheng: "Those who speak English well can be role models to those who need help with their English, whether in school, at work or at home."

He explained that the key to this year's campaign was to get people to consciously speak in grammatically correct English, regardless of whether you are having a conversation with a store assistant, hawker or taxi driver.

"The starting point is believing that everyone wants to learn to speak good English," he said. "The target of this year's campaign – Get It Right! – is aimed at motivating Singaporeans to always use good English, period, not just in an encouraged Singaporean but to 'shush down' the language, because interaction is the best way for the less proficient to learn."

Additionally, this year's campaign will see a partnership with partners such as Ya Kun Kaya Toast, Kopitiam and Baroque.

"In Singapore, food courts and hawker centres are where people of different levels of English competency interact," said Mr Goh. "You are more likely to meet a diverse range of people with different levels of English proficiency in a hawker centre or food court than anywhere else in Singapore, so it is a good place to have role models who speak good English."

Cafe chain Ya Kun, which has about 40 outlets in Singapore, has pledged to be part of the movement by ensuring that all posters and signs in the establishment are written in proper English.

To do so, it has consulted the British Council on the accuracy of the text on its marketing materials.

Said Ya Kun executive chairman, Adin Lee: "We hope that we will be able to influence patrons, so that they, too, will start being more aware of their English."

This year's movement will also see a tie-up with local animation company Spiky Animation, which will produce a children's series to promote the use of standard English.

The series, which will be launched in the first quarter of next year, will also encourage children to learn to communicate well from a young age. The series is tentatively slated to be shown in national libraries and other public areas.

The Institute of Technical Education (ITE) College Central will also chip in to help the movement by creating a guidebook for those working with preschoolers.

Students from the early education faculty will spend time in preschools observing teachers and their charges to compile a list of commonly used phrases in non-standard English, such as "mum, mum", which is common baby talk for telling toddlers that it is meal time.

The students will then put together a guidebook to help correct these common phrases.

Said Mr Ng Lee Kong, director of the school of business and services at ITE College Central: "It is important to acquire good linguistic habits from a young age. This book will be ITE's contribution to the children's sector, to help young children learn to speak better right from the start."

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ON THE PLATE

"You are more likely to meet a diverse range of people with different levels of English proficiency in a hawker centre or food court than anywhere else in Singapore, so it is a good place to have role models who speak good English."

SGEH chairman Goh Eek Kheng



SPEAK GOOD ENGLISH MOVEMENT

Role models wanted to help those less proficient in the language, says SGEH head

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GET IT RIGHT
STICKY NOTES

I got headache.
I have a headache.

SPEAK GOOD ENGLISH MOVEMENT

goodenglish.org.sg

get it right

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SGEH chairman Goh Eek Kheng

Highlights 2011

Speak
Good
English
Movement



The Movement transformed all five levels of Jurong Regional Library to host a “Speak Good English Carnival”.

There were games and activities for children, parents and young people to show that they can have fun while still learning and using Standard English.



Highlights 2012



The Movement's series of posters complement the year's message by sharing four ways to make good English stick:

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

Highlights 2013



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 English proficiency.

Highlights 2013

MUG FOR GOOD ENGLISH:

Yesterday, 5,000 mugs invaded Raffles Place to promote the Speak Good English Movement. Passers-by were invited to take one home. The movement launched 10 simple tips to help Singaporeans improve their English. These tips have been illustrated on the mugs that will be distributed to food and beverage outlets.



Ten tips to help Singaporeans improve their English, were designed on mugs and distributed to members of the public.



Highlights 2014 - 2016



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. Videos are available on the Movement's YouTube Channel.

Highlights 2017



The Speak Good English Movement held its first ever symposium at The Arts House on 15 July 2017. The Movement was able to connect with Singaporeans through an actual event, gathering all who are passionate about the English language to have a lively discussion on why good English matters. The fully subscribed symposium was attended by over 200 participants. All sessions can be viewed on the Movement's YouTube channel.

The Movement also released a Grammar Rules guidebook, which was well received by members of the public and the media. A pdf version of the guidebook can be found on the Movement's website.

Highlights 2017

Grammar Rules for good English

Free book covers grammar topics, highlights common errors made by Singaporeans

COMMON MISTAKES

Wrong: Please off the tap
Standard English: Please turn off the tap

Wrong: With regards to the matter, I think...
Standard English: With regard to the matter, I think...

Wrong: He scored eight upon 10 for the math test
Standard English: He scored eight out of 10 for the math test

Wrong: Lisa is taking writing classes to upgrade her skills
Standard English: Lisa is taking writing classes to improve her skills

Wrong: Today is my off day
Standard English: Today is my day off

Wrong: Please revert to me as soon as possible
Standard English: Please reply as soon as possible

"However, using revert to mean 'reply to' is common in some varieties of English, e.g. Indian English

Yuen Sin

How many times have you been told to "please off the tap", instead of "please turn off the tap"?

Then there is the officious-sounding "please revert to me", which really should be "please reply". To avoid such gaffes, the Speak Good English Movement has published a free guidebook to help people speak and write better.

Grammar Rules is a pocket-sized book which covers topics in grammar, including tenses and the use of adverbs and conjunctions. It also highlights common English language errors made by Singaporeans and provides the correct words and phrases.

The book was officially launched yesterday and there will be 10,000 copies available.

Most of the material had originally appeared as short excerpts in notebooks issued by the movement over the years.

But this is the first time that such a comprehensive guidebook has been launched.

"The popularity of the notebooks and the grammar tips they contained motivated the movement to compile the material into one volume," said a spokesman.

"Through Grammar Rules, the Speak Good English Movement hopes to draw attention to the importance of grammar so that

Singaporeans may be encouraged to improve their standard of spoken and written English."

The movement was launched in 2000 by then Prime Minister Goh Chok Tong over concerns that widespread use of broken English involving "ungrammatical and truncated" expressions would affect Singapore's ability to do business and communicate with the world.

At that time, popular TV sitcom Phua Chu Kang, which featured artist Gurmit Singh playing the lead role of a Singlish-speaking contractor, came under fire.

Over the years, the movement has roped in various partners to promote the use of standard, grammatical English, including food and beverage outlets, the National Library Board and the British Council. But concerns about how the use of Singlish may displace the mastery of standard English by Singaporeans still remain.

Responding to media queries, the movement's chairman, Mr Goh Eek Kheng, said that while Singlish is a "cultural marker" for many Singaporeans and comes with its own syntax and vocabulary, "it is important to be aware of the differences between Singlish and English because there is a time and place for each of them".

He added that the movement will be organising a symposium in the second half of this year to discuss the English language in Singapore. More details will be released at a later date.

Those who would like a copy of Grammar Rules may collect it from the Singapore Philatelic Museum

and Sun Yat Sen Nanyang Memorial Hall during opening hours.

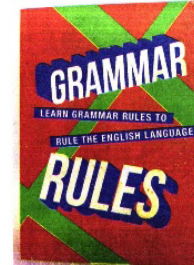
It will be given out on a first come, first served basis, while stocks last.

Technician Basheer Ahmed, 48, obtained a copy of the book earlier this month. He said it has encouraged him to pay more attention to his sentence structure when he speaks English.

"Sometimes, we say things like 'why you never do this' or 'on the light', that are actually incorrect," said Mr Basheer.

He added that he will encourage his nieces and nephews, who are still in school, to take a look at the guidebook as well.

yuensin@sph.com.sg



GERAKAN BERTUTUR
BAHASA INGGERIS YANG BAIK (SGEM)

Terbit panduan tatabahasa, perbetul kesilapan lazim

GERAKAN Bertutur Bahasa Inggeris Yang Baik (SGEM) telah menerbitkan panduan percuma bagi membantu orang ramai dalam isu tatabahasa.

Selain memaparkan pelbagai topik tatabahasa utama termasuk kata nama, kata ganti nama, kata sifat, kata depan dan kata penghubung, buku yang dinamakan *Grammar Rules* itu menarik perhatian terhadap beberapa kesilapan bahasa Inggeris yang dibuat warga Singapura.

Malah, buku bersaiz kecil itu memberi contoh bagaimana membetulkan kesilapan itu.

Kebanyakan bahan dalam buku tersebut pernah diterbitkan dalam buku nota yang dikeluarkan gerakan itu.

Dengan kepopularan buku nota itu serta panduan tatabahasa di dalamnya, gerakan tersebut terdorong menghimpunkan bahan itu menjadi satu himpunan.

Selain itu, bahan baru ditambah bagi menjadikan buku panduan itu lebih menyeluruh.

Menerusi buku itu, SGEM berharap dapat menarik perhatian orang ramai terhadap

peri pentingnya tatabahasa agar warga Singapura terdorong memperbaiki tahap penggunaan bahasa Inggeris mereka, baik semasa bercakap mahupun menulis.

Sebanyak 10,000 naskhah buku itu telah dicetak.

Profesor Madya Pengajian Teater dan Persembahan di Universiti Pengurusan Singapura (SMU), Dr Margaret Chan, menyifatkan buku itu sebagai sumber bahasa berguna yang harus dimiliki setiap orang.

"Kejayaan bergantung pada (kebolehan seseorang) mengetahui, bercakap dan menulis bahasa Inggeris yang baik.

"*Grammar Rules* menunjukkan cara melakukan demikian," ujarnya.

Orang awam yang ingin mendapatkan buku itu boleh pergi ke Muzium Setem Singapura atau Dewan Peringatan Sun Yat Sen Nanyang semasa waktu operasi.

Mereka yang ingin mendapatkan buku itu dalam jumlah yang besar pula harus e-mel nhb_SpeakGoodEnglishMovement@nhb.gov.sg.

https://www.goodenglish.org.sg/-/media/sgem/document/additional-sgem-resources/pdf/grammar-rules-_speak-good-english-movement.pdf?la=en

Highlights 2017 - 2018

More funds to support use of standard English

Speak Good English Movement unveils scheme, which has no cap; calls for new ideas from public

Melody Zaccheus

Projects that raise awareness of the importance of using good English and encouraging the use of standard English in Singapore can now receive funding from the Speak Good English Movement.

The Funding Support Scheme, which has no cap, was announced at the movement's symposium yesterday as part of its launch.

Its chairman, Mr Goh Eck Kheng,

In July 2017, the Movement announced that it is offering funding support for programmes that can raise awareness on the importance of using good English and encourage the use of Standard English in Singapore.

The proposals are evaluated twice a year and interested applicants may download the Programme Proposal & Funding Support Request Form from the Movement's website.
<http://goodenglish.org/programme-support>

Inspiring Teacher of English Award (ITEA)

Speak
Good
English
Movement



Inaugurated in 2008, the **ITEA Teaching Award** is presented by the Speak Good English Movement and the Straits Times, with the support of the Ministry of Education (MOE).

The Teaching Award recognises English teachers for their efforts at making lessons exciting and relevant to their students. In 2014, the **ITEA Leadership Award** was introduced to acknowledge school leaders who have led their schools in the development and implementation of an effective English programme.

<https://goodenglish.org.sg/inspiring-teacher-of-english-award/2023>

Speak Good English Movement - Logos



2000 - 2004



2005 to June 2019



June 2019 - Present

Highlights 2019



Key visuals placed around Singapore in 2019
(North, South, East, West and Central locations)

Highlights 2019



Placements of visuals at 200 Bus Shelters and 6 MRT stations from June to November 2019



Bus Service Numbers 50 & 154 to run from end July to December 2019



SGEM Key Visuals in **The Straits Times** from 14 to 19 June 2019

Key Visual Placements: MRT Platforms, Bus Shelters, Buses and Print Media

Highlights 2019

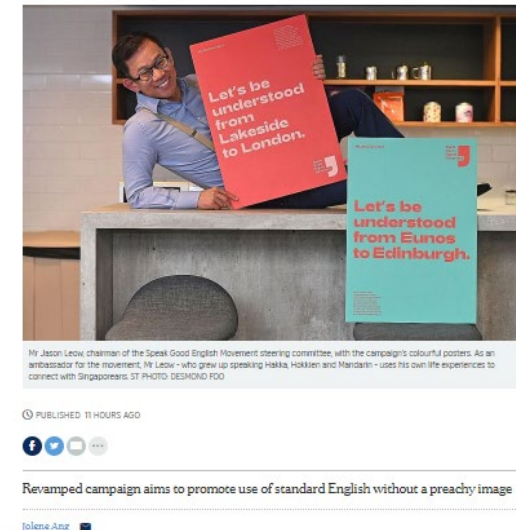


“Hangout with The Straits Times” conducted an interview with the Speak Good English Movement on 14 June 2019



Mothership.sg interview with the Speak Good English Movement - read [commentary](#) 21 July 2019

A friendlier, more relatable Speak Good English Movement



The Straits Times published an [article](#) on 13 August 2019, featuring the Speak Good English Movement's friendlier and more relatable approach

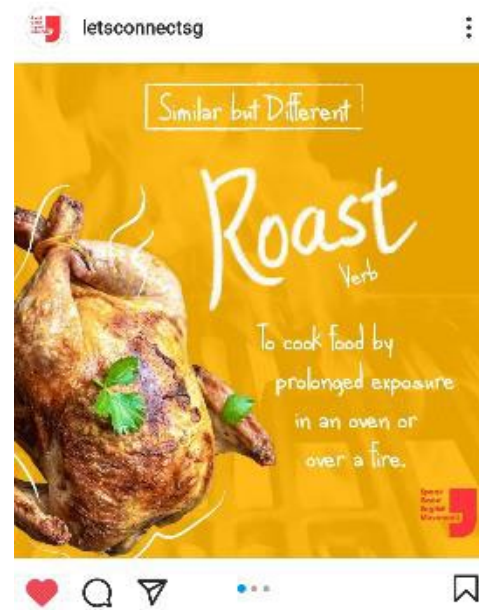
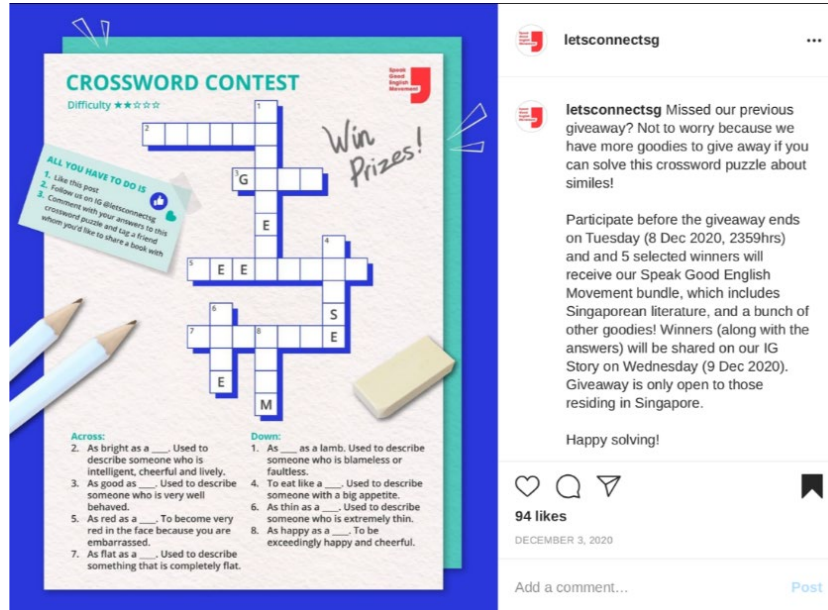
Highlights 2020



The Speak Good English Movement released a set of [5 videos](#), with the letter mascots in 2020 to achieve a more humorous and relatable dimension to the Movement. The concept of the videos featured two characters debating word or grammar choices in everyday situations in a lighthearted manner. This set of videos was the Movement's first TV commercials in a while, to connect with the general public.

The videos were promoted on social media and aired on TV, Channel 5.

Highlights 2020



The Speak Good English Movement's Instagram account, @letsconnectsg was launched in July 2020. The Instagram account publishes language tips and resources, targeted at youths and millennials.

Highlights 2020

The Speak Good English Movement worked with various media owners, such as The Smart Local and Mothership.sg to produce content on encouraging the use of standard English.



Singaporeans Try: Commonly Mispronounced Words
([YouTube Video](#))
Published on 13 Jan 20

WORD	COMMONLY MISPRONOUNCED IN SINGAPORE	STANDARD ENGLISH PRONUNCIATION
FLUR	FLAM	FLOWER
ALGAE	EL-GAY	AL-JEE
CEMENT	SEE-MEN	SI-MENT
DIVORCE	DE-VAYS	DI-VAYS
PRAYER	PRAY-ER	PRARE
SALMON	SAL-MON	SAM-UM
ALMOND	AL-MON	AA-MUND
TUTION	TU-TION	TOO-GH-UN
WOMEN	WOO-MEN	WIM-IN
COLLEAGUE	KER-LIGG	KOL-LEEG
PROBABLY	PROBLEE	PROB-BUH-BLEE
PROPERLY	PROPLEE	PROP-PER-LEE
SURTLE	SUB-TERH	BUTTLE
SWORD	SWARD	SORD
FILM	FUM	FIL-N
WEDNESDAY	WEN-BESS-DAY	WEND-DAY
RECEIPT	RE-SEEP	RE-SEET
LOOSE	LOOS	LEE-ROE
ANYONE	ABBA-LAWN	AB-UN-UN-NET

Words Singaporeans Mispronounce
(Infographic)
Published on 20 Jan 20

10 Common Words In Singapore That We Always Mix Up Since Secondary School

6 minutes reading time

17 Feb 2020 Renae Cheng · Self Improvement

Common words in Singapore that are mixed up



Image adapted from: @snapaphoto, via Unsplash

We often rely on our phone's Autocorrect keyboard or programs like Google Docs or Grammarly to steer our writing. No squiggly red line appearing under a word to shout out a typo or misspelling means it's all good to go.

10 Common Words in Singapore That We Always Mix Up Since Secondary School
([Article](#))

Published on 17 Feb 20

9 English Phrases Singaporeans Use That May Confuse People Outside Our Little Red Dot

6 minutes reading time

06 Mar 2020 Farzana Fattah · Culture

English phrases in Singapore



English phrases in Singapore

Most Singaporeans grew up learning British English in school, but that didn't stop us from coining our very own expressions and using them in casual conversations with our peers.

Such expressions are made up of words you'll find in the Oxford Dictionary, but which Singaporeans have given different meanings to. These 9 common English phrases may come naturally to us.

9 English Phrases Singaporeans Use That May Confuse People Outside Our Little Red Dot
([Article](#))

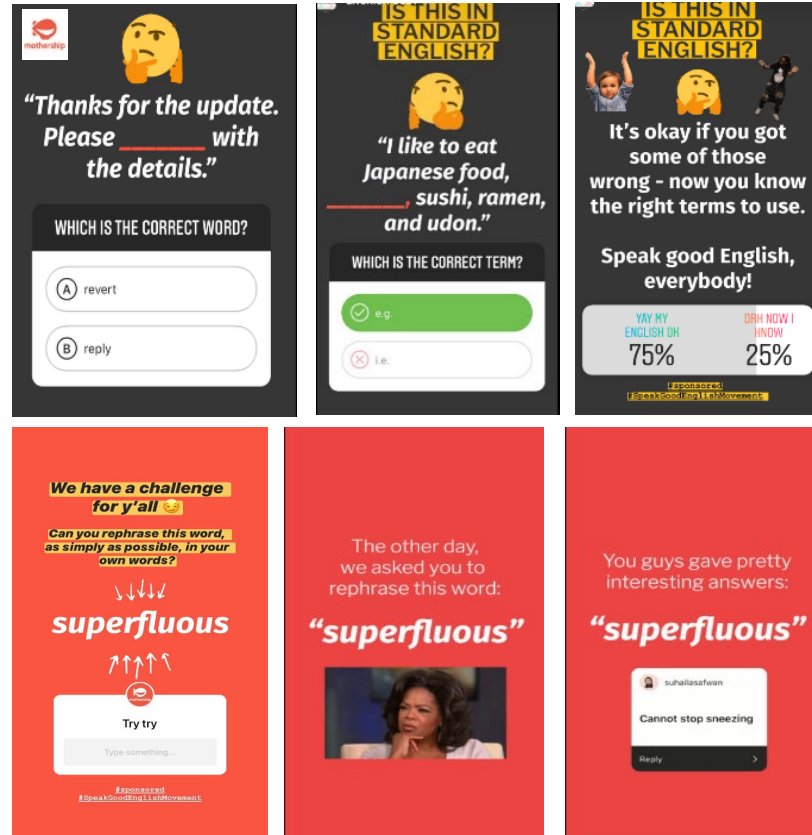
Published on 6 Mar 20

Highlights 2020



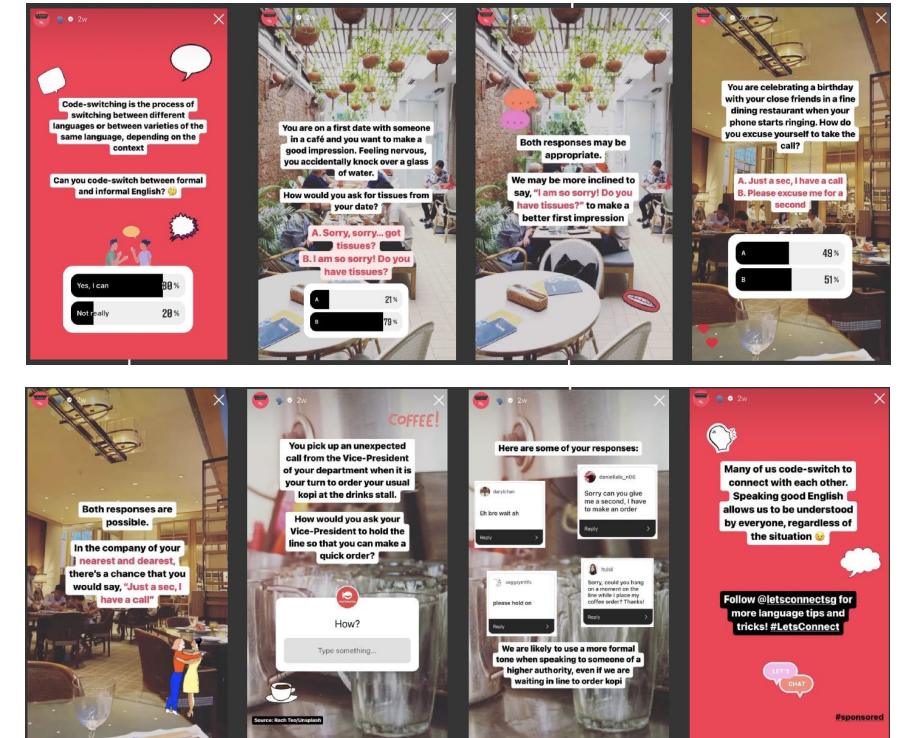
Write Better English (Infographic)

Published on 16 Jan 20



InstaStory: English Questions & Superfluous

Published on 9 Jan 20 & 19 Mar 20



InstaStory: Code Switching

Published on Nov 2022

Highlights 2021



The Speak Good English Movement released another set of [5 videos](#), as a follow up to the first series released in 2020. Departing from a storyboard which features two characters debating a word or phrase, the 2021 videos feature the same character debating the use of a word or a phrase with their doppelganger to represent their internal monologues. The videos convey the message that everyone gets stumped sometimes, regardless of their familiarity with the English language. The videos were posted on both social media and broadcasted on TV, Channel 5.

The videos were aired on Mediacorp's Ch5 and also promoted on SGEM's social media platforms.

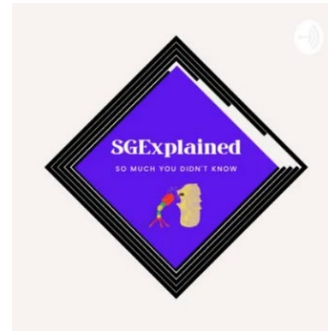
Highlights 2021



On the Mic
with Yahoo -
Amanda



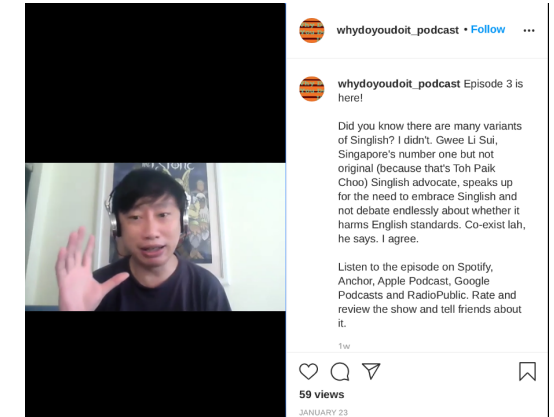
Randomly Relatable –
Fauzi from The Smart
Local



SG Explained -
Melissa



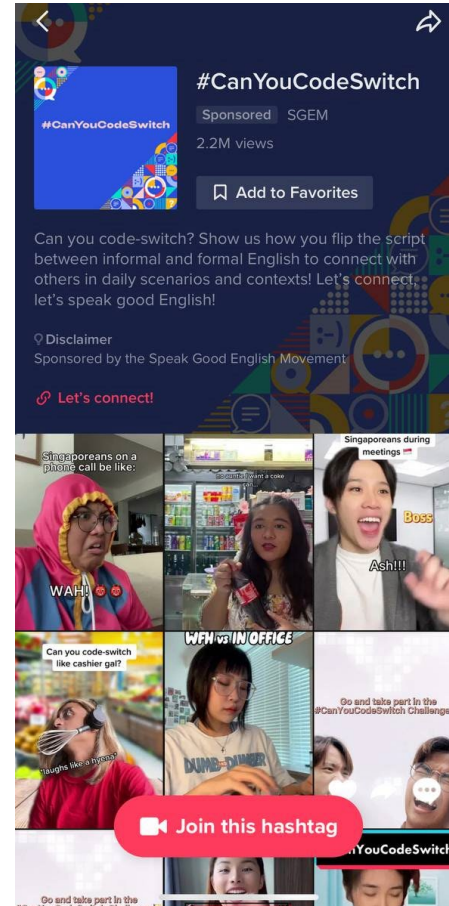
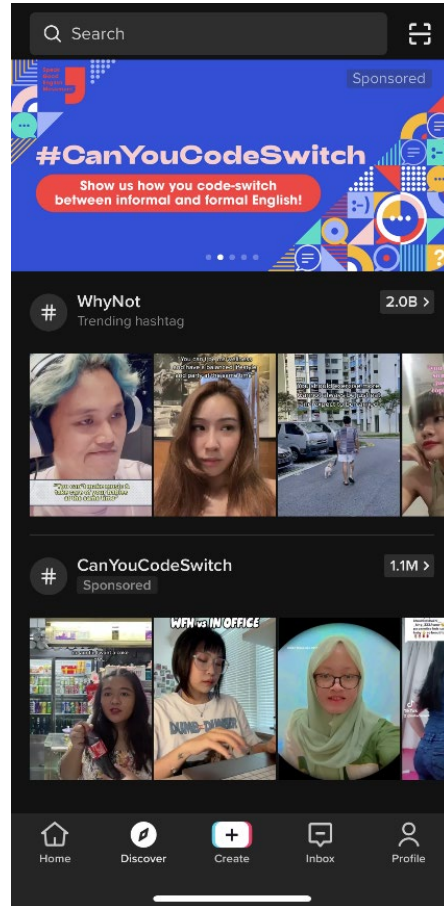
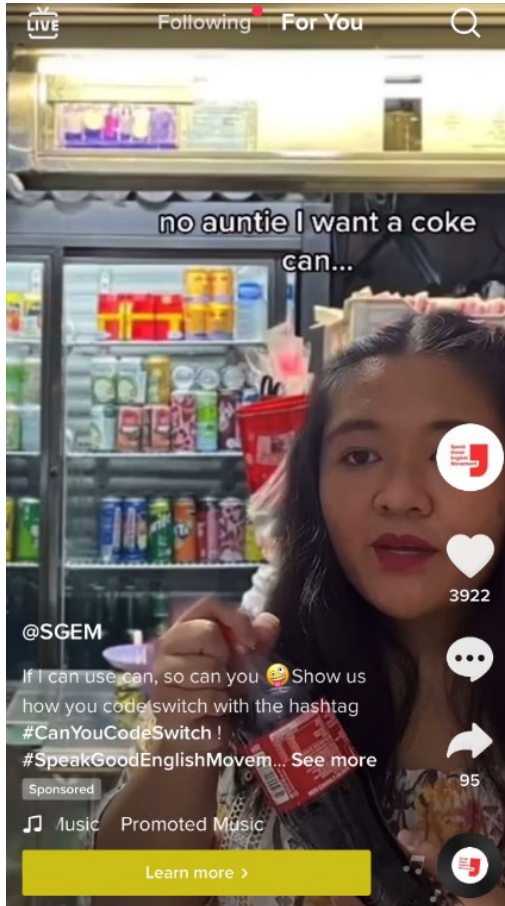
Oh for the Love of Life -
Jason



Why Do You Do It? –
A podcast by Chairman
Jason Leow featuring Dr
Gwee

The Speak Good English Movement engaged with Singaporean podcast platforms to feature committee members as well as SGEM advocates, and explored podcasts as a new medium to connect with Singaporeans. The podcast episodes discussed topics like language learning journeys, the popularity of internet-speak and the value of good English in daily contexts and situations.

Highlights 2022



The Movement ventured into TikTok with a TikTok Hashtag Challenge, **#CanYouCodeSwitch**.

The challenge aims to connect with younger Singaporeans who may already be fluent in the English language and code-switching. **#CanYouCodeSwitch** challenged users to demonstrate the benefits of code-switching between informal and formal English, depending on situations to connect with others and showcases the value of good English, regardless of formality.

All videos can be viewed here:
<https://vt.tiktok.com/ZSe3qDwAM/>

Highlights 2022



In 2022, the Speak Good English Movement released another set of [5 videos](#), as a follow up to the first two series released in 2020 and 2021. The 2022 videos feature an unnamed “voice of Good English”, interacting with the characters in the video. The “voice of Good English” appears to be unsure of the usage of a particular word/phrase which prompts the character to question the voice’s word/phrase choice. The aim of these videos is to convey the message that even the supposed voice of Good English can be fallible, and everyone gets stumped sometimes.

The videos were posted on both social media and broadcasted on TV, Channel 5.

Highlights 2023

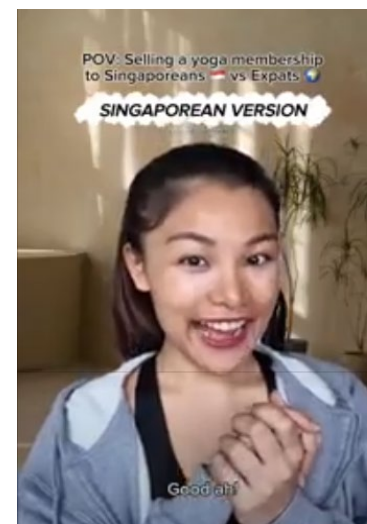


In 2023, the Speak Good English Movement released the final set of [5 videos](#) as a follow up to the first three series released between 2020 and 2022.

Similar to the 2022 videos, the 2023 videos feature the unnamed “voice of Good English”, interacting with the characters in the video. The videos aim to communicate the message that even the presumed authority on Good English can make mistakes, emphasizing that everyone encounters linguistic challenges at times.

The videos were posted on both social media and broadcasted on TV, Channel 5.

Highlights 2024



In 2024, the Movement did a re-run of the TikTok hashtag challenge.

Unlike the 2022 challenge, the goal for 2024 was clearly and singularly focused on raising awareness about speaking well and code switching, rather than encouraging video creation by the public to participate in the challenge.

Building on the positive audience response from 2022, we continued to raise awareness in a light-hearted manner to maintain relatability and engagement.

Click on the individual images to watch the videos.

Storytelling Sessions by SGEM



The Speak Good English Movement collaborates with various partners to conduct nation-wide storytelling sessions as part of its awareness and outreach initiatives. Notable partners include Heritage Institutions, Children's Museum Singapore, the Singapore Heritage Festival, Singapore Kindness Movement, and the National Library Board.

Speak Good English Movement



www.goodenglish.org.sg



facebook.com/speakgoodenglishmovement



@letsconnectsg



youtube.com/goodenglishsg



soundcloud.com/speak-good-english