



## Fact Sheet

Fast facts on the Speak Good English Movement 2009

### Key Messages

- Tagline for this year – Impress. Inspire. Intoxicate.
- Speaking good English is about communicating well.
- Going beyond the use of correct grammar and accurate vocabulary, communicating well is about being able to express yourself better with the language and is more than just being understood.
- Communicating well can be simple as encouraging a colleague with an inspiring story or impressing an interviewer with clear and confident responses.

### Target Audience

#### *Primary Audience*

Singaporean youth aged 18 – 29 . The target audience is further segmented into 2 groups:

1. **Group A:** Those who cannot speak Standard English well and want to improve.
2. **Group B:** Those who think they speak well but may not, and are not aware they need to improve their spoken English.

To reach out to our target audience, we will be launching this year's Movement with an exciting drama series that will play out entirely online through social media platforms such as blogs, Twitter and Facebook.

Titled "Six Lives", the series follow 6 friends as they plan an event that will change their lives forever. Secrets will also be uncovered as the friends realise that communication is more than just being understood.

English anecdotes, tips and lessons will be weaved into the story to reflect our message and demonstrate what it means to **impress, inspire and intoxicate** with the English language.

#### *Secondary Audiences*

- Pre-school, primary and secondary school students.
- Frontline/service workers.

### About the Speak Good English Movement

The Movement was launched in 2000 by then Prime Minister Goh Chok Tong to get Singaporeans to:

1. Ensure Singaporeans recognise the importance of speaking Standard English
2. Encourage Singaporeans to speak Standard English

Starting from 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.