



1. What is the difference between a *standard* and *non-standard* variety? Give examples.
2. When should you use a *standard* variety? a *non-standard* variety?
3. What is the purpose of this campaign?
4. Which groups support this campaign? Why?
5. For Singaporeans who only speak Singlish, what types of problems might they have?
6. Which expression is grammatically correct? Which expression has *mutual intelligibility*?
7. If you were a tourist in Singapore, which expression would be best to use? Why?



speak up. speak out. speak well.

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The Speak Good English Movement 2005 Singapore

**speak up
speak out.
speak well.**



Welcome to the Speak Good English Movement 2005!

Celebrating its 5th anniversary on 13th May 2005, the Movement focuses on role models, primarily parents and teachers. Other target groups include customer facing staff, the service industry, leaders of organisations, HR and training, all of whom create an impact on the individuals they communicate with.

In addition, we have identified 12 Singaporeans who we call the Good English Icons – they speak good English, are bilingual and communicate well with others.

You can add tremendously to our efforts by supporting and promoting our message to your community. You are a great role model to those you interact with and you too can show them how easy it is to speak good English and have fun doing it!



PM Lee's speech

AT THE LAUNCH OF THE SPEAK
GOOD ENGLISH MOVEMENT 2005,
HDB HUB, 13 MAY 2005

[Read it here](#)



Professor Koh Tai Ann's interview with Straits Times

[Details.](#)

