



SNS COLLEGE OF TECHNOLOGY

(**An Autonomous Institution**)

SNS Kalvinagar, Saravanampatti Post

Coimbatore - 641 035.

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

Accredited by NBA & accredited by NAAC with 'A++' Grade, Recognized by UGC

SUBJECT NAME: COMMUNICATIVE ENGLISH

SUBJECT CODE: 23ENT101

Topic – SPELLING





SPELLING

- "Spelling" refers to the act of forming words correctly by arranging letters in the proper order according to established rules of language.





SPELLING



- Spelling is an essential aspect of written communication and language proficiency.





WHY SPELLINGS ARE IMPORTANT- EFFECTIVE COMMUNICATION:



- Spelling errors can lead to misinterpretation and confusion in written communication. Correct spelling ensures that messages are conveyed accurately and clearly, enhancing communication effectiveness.





PROFESSIONALISM



- Proper spelling reflects professionalism and attention to detail, which are important in various contexts such as academic writing, professional correspondence, and business communication. It contributes to a positive impression of the writer's competence and credibility.





COMPREHENSION

- Correct spelling facilitates reading comprehension by enabling readers to recognize words quickly and accurately. Poor spelling can impede reading fluency and comprehension, particularly for unfamiliar or complex words.





EMPLOYABILITY:

- In many professions, including writing, editing, marketing, and customer service, strong spelling skills are valued and also essential for job performance. Job seekers with poor spelling may face challenges in securing employment or advancing in their careers.





DIGITAL COMMUNICATION:

- In the age of digital communication, where much of our written interaction occurs online through emails, social media, and messaging platforms, spelling errors can be particularly noticeable and may reflect negatively on the sender.





CONCLUSION



- Overall, spelling plays a critical role in effective communication, professionalism, academic success, and overall language proficiency. It is a fundamental skill that contributes to clarity, comprehension, and credibility in written expression.





THANK YOU