

## **ABSTRACT**

Effective communication through signboard prints is vital for conveying accurate messages to the public. However, common English errors on signboard prints in Pilar pose significant challenges to communication clarity and comprehension. This study aimed to identify these errors and proposed solutions to mitigate them. Through the analysis of 10 captured images of signboard prints and interviews with owners, common errors in spelling, punctuation, and capitalization were identified. Spelling errors were observed, including misspelled words. Punctuation errors ranged from the absence of colons and commas to incorrect usage of ellipses. Additionally, apostrophes for possession were consistently absent, and capitalization errors were noted. Solutions proposed include implementing proofreading and training procedures, educating signboard creators, and emphasizing the importance of accurate writing and design. By implementing these solutions, stakeholders in Pilar can enhance the professionalism and effectiveness of signage communication within the community.

*Keywords:* Common English errors, signboard prints