

IT'S OR ITS (PODCAST 2 TRANSCRIPT)

Click link for Podcast 2, It's or Its: https://youtu.be/5MeymDV_k4Y

Hi everyone! This is Kurtis with another effective writing podcast. In this episode, I am not only going to use my voice, but I am also going to use still images. Today I want to talk about an error that will keep most English teachers up at night (though not me) and that is the error involving the correct formation of the three-letter word its.

I see the word "It's" written in one of three ways—it's, its, and its'.

Of those three versions of its, only two of the incarnations are correct, and using the correct form tends to be, perhaps surprisingly so, a fairly common error in writing. The it's/its/its' conundrum is one of those basic writing mysteries that you want to solve—and here's how:

All you need to do is remember this nifty mnemonic—something aptly titled the it's rhyme. I wish I could take credit for this memory device, but I am not its creator. I learned it years ago from a forgotten source and perhaps because I once made this mistake in my own writing. But not anymore.

The it's/its rhyme goes like this:

An apostrophe makes two words one:

it is = it's.

To make it possessive,

you use none:

its.

You will notice that i-t-s apostrophe is not in the rhyme, and that is because no such form of the word exists in the English language.

So all you need to remember is the rhyme—

An apostrophe makes two words one:

it is = it's

To make it possessive, you use none:

Its.

Of course, you need to know what a possessive is and when such a form is required, but that is a matter for another podcast.

Thanks everyone!

Happy writing!

