

the
ACCIDENTAL
apostrophe

...and other misadventures in punctuation

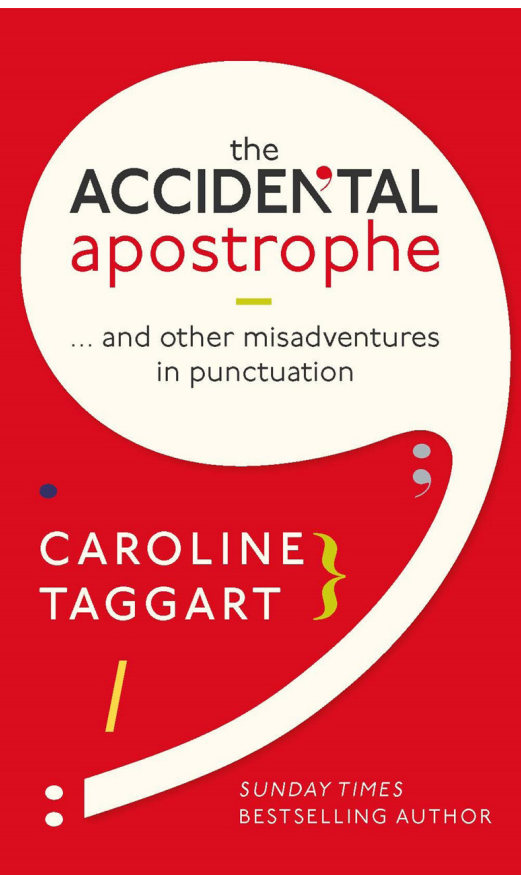
by **CAROLINE TAGGART**

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Are you a pedant and proud? Do you want to write well – whether you're building an Instagram following or applying for a job? Have you ever itched to correct (or – admit it now, you're among friends – actually corrected) a poorly punctuated notice?

Which rules no longer matter in the modern world? (Be warned: passions run high when it comes to punctuation, so this chapter will cause controversy!) What impact have social media and emojis had on the written language? How do you use a semi-colon correctly? If Halloween is correct, will we soon be dropping an apostrophe in 'oclock'?

Punctuation is important. "Let's eat, Grandma!" and "Let's eat Grandma!" lead to very different lunch parties. *The Accidental Apostrophe* covers things that clarify, things that confuse, things that express emotion and things that make you look good, and is peppered throughout with fascinating examples and anecdotes from history and literature.



CAROLINE TAGGART knows a thing or two about writing, having sold over a million books including the *Sunday Times* bestseller *My Grammar and I*. *The Accidental Apostrophe* is the witty, wise and essential style guide for the modern writer. She's also a fount of interesting information and has appeared on BBC1 Breakfast and BBC Radio 4 among many others discussing language and grammar.

Find Caroline online at:

www.carolinetaggart.com  [@citaggart](https://twitter.com/citaggart).

Media Opportunities:

- Caroline is an experienced broadcaster and available for expert comment on related stories
- Exclusive author features: the history of punctuation / the rules it's ok to break (controversial!) / 10 points of punctuation you've been getting wrong / great writers on writing
- Serial and extract rights available
- Lighthearted punctuation quiz
- Perfect Christmas gift

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