

Using apostrophes correctly

Apostrophes can show possession.

For a singular noun (one person or thing) add an apostrophe then s.

e.g. *The consumer's complaint was received.*

For a plural noun (more than one person or thing) add an apostrophe after s.

e.g. *Ten consumers' complaints were received.*



Some tricky ones!

- it's means it is
It's a fast internet connection.
- its means it belongs to something
The laptop is in its case.
- its' (There is no such word!)

Draw a tick or cross in the box to show if the apostrophe is used correctly. Add a capital letter for proper nouns (e.g. places, names of government departments).

1. australia's consumer law protects people's rights and safety when buying and goods and services.
2. If a retailer's practices are unfair or misleading, consumers' can seek help.
3. In some cases' , consumer's may be entitled to a refund, repair or replacement.
4. You should learn the name of your state's consumer agency in case you need help.
5. In new south wales, it's the department of fair trading. Victorian's can seek help from consumer affairs victoria. Queensland's' consumer agency is called the office of fair trading.

Read these two case studies. Draw apostrophes in the correct places.

Case study 1: Thao faulty laptop

Thao bought a laptop from a discount shop in her towns main shopping centre. After only one day, the laptop broke down. The discount shops manager sent the laptop out for repairs. When the laptop came back from repairs, its screen was broken. Thao called the Department of Fair Tradings hotline to find out what to do. Thaos consumer rights were explained to her. If a products problem or fault is serious, Thao can reject it and get a refund or replacement. Thao returned to the stores manager and explained that the governments laws protect her if she buys a faulty product. She asked for a new laptop. Despite the owners reluctance, when Thao explained about consumer guarantees, she received her new laptop.



Case study 2: Michaels faulty fitness watch

Michael bought a fitness watch online from an overseas website. The watch worked but it would not sync with his computer as promised. Michaels plan was to use the watch to help train for a marathon so he needed to track each weeks fitness goals. Michael looked at the overseas companys website but there was no technical support available. He sent several emails to the company but there was no reply. When he searched the web, Michael found online forums about the company. He found out that many consumers problems with the company had been even worse than his. Michael called the Fair Trading hotline. Unfortunately, Australias consumer law can only protect Michael if he buys from local retailers. Since the watches retailer was overseas, Michael was not able to get his money back.

