

Publishing

Proofread Your Ad

Reference Note

For information on **proofreading guidelines**, see page 13.

Getting It Right Before you create the final draft of your ad, have someone else **edit**, or proofread, it for you. Mistakes in your advertisement might make your target market wonder whether your product is also flawed.

Grammar Link

Punctuating Possessives

Advertisements often talk about the features of certain products. For example, an ad for a vacuum cleaner might list its attachments. To explain these features, you will use the possessive form of a noun.

To form the possessive of a singular noun, add an apostrophe and an *s*.

Examples:

the computer's software
the vacuum cleaner's brushes

If the noun ends in *s*, it will still take both the apostrophe and the *s*. If the extra *s* would make the noun awkward to say, you may use only the apostrophe.

Examples:

Jonas's house [*Jonas's* is not awkward to say.]
the Netherlands' exports [*Netherlands's* is awkward to say.]

To form the possessive of a plural noun, add only an apostrophe if the noun ends in an *s*.

Examples:

the brushes' bristles
four days' work

If the plural noun does not end in an *s*, add an apostrophe and an *s*.

Examples:

the teeth's enamel
children's games

Make sure nouns are possessive, not simply plural, before adding apostrophes.

Incorrect The girl's left their bicycles.

Correct The girls left their bicycles.

PRACTICE

For each sentence, identify the word that needs an apostrophe. Then, write the word correctly.

Example:

1. The beanbags stuffing is nontoxic.
1. *beanbag's*
1. Remove the air conditioners filter.
2. The two quilts stitching is excellent.
3. The womens team won both races.
4. Mrs. Rogers garden is blooming.
5. Everyone believed the four girls story.

For more information and practice on **punctuating possessives**, see page 638.

unset to observe the sun and the moon. [19] *He* then marked on the stick what he saw. According to one researcher, this calendar is the [20] *oldest* indication we have that native North American peoples recorded the year day by day.

The Noun

11a. A *noun* is a word or word group that is used to name a person, a place, a thing, or an idea.

Persons	Jessye Norman, teacher, chef, Dr. Ling
Places	Grand Canyon, city, Namibia, kitchen
Things	lamp, granite, Nobel Prize, Golden Gate Bridge
Ideas	happiness, self-control, liberty, bravery

Notice that some nouns are made up of more than one word. A **compound noun** is a single noun made up of two or more words used together. The compound noun may be written as one word, as a hyphenated word, or as two or more words.

One Word	grandmother, basketball
Hyphenated Word	mother-in-law, light-year
Two Words	grand piano, jumping jack

Exercise 1 Identifying Nouns

Identify the nouns in the following sentences.

EXAMPLE 1. We have been reading about patriotic heroines in our textbook.

1. *heroines, textbook*

1. Rebecca Motte was a great patriot.
2. During the Revolutionary War, British soldiers seized her mansion in South Carolina.
3. General Harry Lee told Motte that the Americans would have to burn her home to smoke out the enemy.

TIPS & TRICKS

To find the correct spelling of a compound noun, look it up in a recent dictionary.

HELP



In Exercise 1, some nouns are used more than once.

Reference Note

For more information about **capitalizing proper nouns**, see page 574.

4. Motte supported the plan and was glad to help her country.
5. She even supplied flaming arrows and a bow for the attack.
6. The house was saved after the enemy raised the white flag of surrender.
7. Other people might not have been so generous or patriotic.
8. Afterward, Motte invited soldiers from both sides to dinner.
9. How their laughter must have filled the air!
10. The colonies and all citizens of the United States are in her debt.

Proper Nouns and Common Nouns

A *proper noun* names a particular person, place, thing, or idea and begins with a capital letter. A *common noun* names any one of a group of persons, places, things, or ideas and is generally not capitalized.

Common Nouns	Proper Nouns
girl	Kay O'Neill
writer	Octavio Paz
country	Morocco
monument	Eiffel Tower
compact disc	<i>A Long Way Home</i>
book	<i>Tiger Eyes</i>
religion	Buddhism
language	Arabic
city	Ottawa

Exercise 2 Identifying Common Nouns and Proper Nouns

Write the nouns in each of the following sentences. Then, identify each noun as a *common noun* or *proper noun*.

- EXAMPLE 1. Mark visited an interesting museum in Colorado last month.
1. *Mark—proper; museum—common; Colorado—proper; month—common*

HELP

In Exercise 2, some nouns are used more than once.



1. Mark and his parents went to the Black American West Museum and Heritage Center in Denver.
2. The museum displays many items that cowboys used.
3. These items are from the collection of Paul Stewart, the man who founded the museum.
4. Mark saw saddles, knives, hats, and lariats.
5. He also saw many pictures of African American cowboys.
6. The museum is located in an old house that is listed in the National Register of Historic Places.
7. The house once belonged to Dr. Justina L. Ford.
8. She was the first black female physician in Colorado.
9. Mark was amazed by all of the old medical instruments in one display.
10. He said he was glad doctors don't use equipment like that anymore.

Exercise 3 Revising Sentences by Using Proper Nouns

Revise the following sentences by substituting a proper noun for each common noun. You might have to change some other words in each sentence. You may make up proper names.

EXAMPLE 1. An ambassador visited a local school and spoke about his country.

1. *Ambassador Rios visited Jackson High School and spoke about Brazil.*

1. That painting is in a famous museum.
2. The police officer cheerfully directed us to the building on that street.
3. My relatives, who are originally from a small town, now live in a large city.
4. The librarian asked my classmate to return the book as soon as possible.
5. That newspaper is published daily; this magazine is published weekly.
6. The girl read a poem for the teacher.
7. That state borders the ocean.
8. The owner of that store visited two countries during a spring month.
9. A man flew to a northern city one day.
10. Last week the mayor visited our school and talked about the history of our city.

Exercise 5 Writing Sentences with Concrete and Abstract Nouns

Identify each noun in the following list as *concrete* or *abstract*. Then, use each noun in an original sentence.

EXAMPLE 1. truth

1. *abstract*—People should always tell the truth.

- 1. soy sauce 4. ice 7. motor 9. pillow
- 2. brotherhood 5. excitement 8. health 10. honor
- 3. laughter 6. kindness

Collective Nouns

A *collective noun* is a word that names a group.

audience	committee	herd	quartet
batch	crew	jury	swarm
class	family	litter	team

Reference Note

For more information about **collective nouns**, see pages 468 and 477.

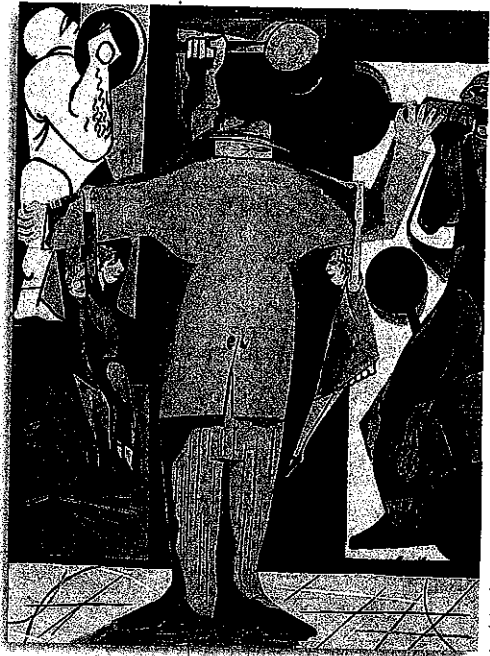
Review A Using the Different Kinds of Nouns

Complete the following poem, which is based on this painting. Add common, proper, concrete, abstract, or collective nouns as directed. For proper nouns, you'll need to make up names of people and places. Be sure you capitalize all proper nouns.

Meet my [1] (*common*), the really amazing,
 Truly tremendous [2] (*proper*), that's who.
 You can see what [3] (*abstract*) he gives
 The [4] (*collective*) of fans who hang on him
 like glue.

The walls of his gym on [5] (*proper*)
 Are covered with [6] (*concrete*) that show
 The muscled, tussled [7] (*common*) aplenty,
 Who work out there, come rain or come snow.

Eduardo, [8] (*proper*), and I really enjoy
 The [9] (*abstract*) of hanging on tight
 Way above the [10] (*concrete*) and swinging,
 Held up by the muscleman's might.



Jacob Lawrence, *Strong Man*. Gouache on paper, 22" x 17". Photo by Chris Eden, Francine Seders Gallery.

Name: _____

Date: _____

Collective Nouns Worksheet (Circling Part 1)

A collective noun is a word that refers to a group.

Station 7-Complete worksheet-Circle ALL the nouns in the 15 questions; put a "C" above collective nouns.

1. The army of soldiers walked across the land.
2. The troops headed towards the battlefield.
3. The flock of geese flew over the lake.
4. The herd moved towards the river.
5. I bought a loaf of bread at the market.
6. The group of dancers went to the auditorium.
7. A tribe of natives lived on the empty land.
8. A hive of bees attacked the boy.
9. A flock of birds flew over my house.
10. A tribe of baboons swung on trees in the forest.
11. A sloth of bears looked in the river for fish.
12. A band of jays may loud noises.
13. The class of students walked to the assembly.
14. A herd of cows walked to the barn.
15. A pride of lions went to hunt.