



1. An em dash highlights or interrupts a thought. It shouts where a comma pauses (and a parenthesis whispers).

The cover—with Madonna—will carry an increased price (\$5.99), but that's okay.

2. Names of books, movies, television shows and magazines go in italics. Song titles and articles go in quotes.

Did you see *Glamour's* article, "Your Healthy Hair"? It had more information than the other article, "Great Hair Styles."

3. Use double quotes for irony, slang or to emphasize a word. Use single quotes for quotes within quotes.

She had an "OMG" moment.
He has a "passion" for everything blue.

4. Apostrophes show possession or omission, not plurals.

One reader's comment is shown. All of our readers' attitudes are measured. We've worked with URLs and PDFs since '01, not the 1990s.

If you're not sure, look it up or call a pro. Some punctuation situations can go either way and some rules can be ignored in the name of "style." Always strive for clarity, be able to defend your position, and keep your style consistent throughout.

5. Headlines and bullet points don't need periods. Other punctuation is okay if needed.

No Time? Help Is Here
Five Quick, One-Pan Recipes to Love

6. Try flipping around a sentence if you find it ending with .com. Flip it to avoid awkward line breaks, as well.

Call me or visit mywebsite.com.
Visit mywebsite.com or call me.

7. Hyphens turn words into adjectives and provide emphasis or clarification. Don't use a hyphen with an "ly" word.

In the final-review process, re-read it before you email it or put it on the website.

8. Commas separate a dependent clause or phrase, two adjectives, or items in a series.

Judy, a total pro, can save the day. She writes at lightening speed, has creative, on-target ideas, and can manage a project from beginning to end.

8 Grammar Tips

Judy Corcoran

For more tips, copywriting, proofreading and project management, contact JudyCore@aol.com or 212-315-2449.