

Your and you're

The Craft of Writing · By Simon Townsend · 1 min read

You have confused your and you're. You must, as I do, regard this as a serious spelling error. Your . . . you know what your means. You're is the contraction of "you are". So your and you're sound the same but have totally different meanings. Mix them up and you make a goose of yourself. Journalists simply aren't allowed to mix up your and you're. Make this silly error and you'll look unprofessional.

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