

It's or Its: Which Is a Pronoun?

With nouns, an apostrophe indicates possession (ex: Mireya's book, the doctor's stethoscope.) When substituting for nouns, we use personal pronouns (*he, she, it, we, they*, etc.). However, here possession is expressed with possessive pronouns, not apostrophes.

Each personal pronoun comes with a matching possessive pronoun: *his, her, and its*. Most people struggle with *its* because they confuse it with the contraction for *it is* or *it has, it's*. Let's take a look:

Example: The dog was biting its paw. [The paw belongs to the dog and its is therefore possessive.]

It's always is the contraction for *it is* or *it has*.

Example:. It's been a particularly warm summer. [*It's* is the contraction for *it has*.]

There is no word *its'*.

Choose the correct pronoun in the sentences below.

1. The manager doesn't think its/it's a good idea to hire more employees during an economic downturn.
2. The flashdrive appeared to have lost its/it's content.
3. Hao misplaced his phone, but he thinks its/it's on his desk.
4. It/It's always fun to watch a cat chase its/it's tail.
5. Although Esteban enjoyed the film, he wasn't impressed by its/it's CGI.
6. At its/it's last meeting, the Board of Directors voted to allow employees to work remotely.
7. Its/It's not surprising to see the cost of employee benefits rising.
8. In TechWave's offices, its/it's always acceptable to work on one of the many sofas placed around the open space.
9. The marketing department lost its/it's budget to hire freelancers.
10. Because its/it's been raining for a week, the Expo had to be moved indoors.