My friend, if you learn to use apostrophe well, you will surely be a beloved writer.

- Apostrophe is a rhetorical device in which the writer breaks out of the flow of writing to directly address a person or personified object. It should not be confused with the punctuation mark of the same name, to which it has no relation.
- Example:
  - “So the sun set over Paris—Paris, my first love, sultry and secretive, beguiling and shy, how I wanted to hold you forever as the sun went down that summer day.”