

ASSURE vs ENSURE

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ASSURE

To tell someone confidently that something is true, so that they do not worry.

Only people who feel anxious or doubtful can be assured.

THINGS CANNOT BE ASSURED.

Examples:

- Tom assured Mike that he'd come to the party early.
- She assured us (that) the car would be ready the next day.
- I assure you that I will do my very best not to disappoint you.

ENSURE

To guarantee an event or condition; to make something certain to happen. To make sure that something happens or is definite.

Only things can be ensured.

PEOPLE CANNOT BE ENSURED.

Examples:

- The role of the police is to ensure that the law is obeyed.
- The lifejacket had almost certainly ensured her survival.
- A good anti-virus will ensure that your PC remains virus free.

Common mistakes :

- ✗ I ensure you, we will get to the play on time.
- ✓ I assure you, we will get to the play on time.
- ✗ I need to study more to assure I get a passing grade.
- ✓ I need to study more to ensure I get a passing grade.