

There is considerable confusion about whether $\underline{\textit{ensure}}$ and $\underline{\textit{insure}}$ are distinct words, variants of the same word, or some combination of the two. They are in fact different words, but with sufficient overlap in meaning and form as to create uncertainty as to which should be used when. We define *ensure* as "to make sure, certain, or safe" and one sense of *insure*, "to make certain especially by taking necessary measures and precautions," is quite similar. But insure has the additional meaning "to provide or obtain insurance on or for," which is not shared by ensure. Some usage guides recommend using insure in financial contexts (as in "she insured her book collection for a million dollars") and ensure in the general sense "to make certain" (as in "she ensured that the book collection was packed well").

Examples of ensure in a Sentence // A combination of ... personal courage, dashing leadership from the front,

willingness to share the toughest rigours suffered by the ordinary soldiers, and a liberal dose of sheer good fortune ensured his stature as a great general. Paul Cartledge, History Today, July 2004 // Indeed, even though she's been off the mainstream radar for more than a decade,

her passionate love for and commitment to rock & roll have ensured that she's managed to make a steady living. Tom Sinclair, Entertainment Weekly, 24 Nov. 2000 // At 20, [Kobe] Bryant is already living the modern American dream, a \$70 million

man on the NBA's glamour team in the nation's starriest city. His acrobatic moves make him the envy of teenage boys and his good looks and megawatt smile a heartthrob for teenage girls, ensuring his status as one of the NBA's premier pitchmen ... - Allison Samuels et al., Newsweek, 31 May 1999

// They took steps to ensure the safety of the passengers. // regulations that ensure the wholesomeness of our food

// Experts in the field of low emitting technologies should be consulted on a

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consistent basis to ensure technical solutions are obtainable. - Baltimore Sun, 17 May 2022 // The threat has led the grid operators to push to keep certain plants online as last-

resort measures meant to ensure there are adequate electricity supplies. Katherine Blunt, WSJ, 16 May 2022 // Wipe knife clean with a towel to ensure your cuts are clean.

— Caron Golden, San Diego Union-Tribune, 11 May 2022 See More v

First Known Use of ensure

These example sentences are selected automatically from various online news sources to reflect current usage of the word 'ensure.' Views expressed in the examples do not represent the opinion of Merriam-Webster or its editors.

History and Etymology for ensure Middle English, from Anglo-French ensurer, alteration of assurer — more at ASSURE

1660, in the meaning defined above

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DanielleSpence-Tidd - 27 August, 2012 Son's language arts teacher mentioned in the syllabus for the kids to "insure they're ready for class". I remember when "insure" was strictly for insurance and if you wanted to make sure something happened you used "ensure". Reply 🖒 24 🖓 4 2 replies RobinElizabethWolfson - 15 March, 2013 Here's a quick mnemonic for remembering which of the assure/ensure/insure trio is which: Example: Let me assure you, we ensure your goods arrive and we'll insure you against Translation: Let me PUT YOUR MIND AT REST, we GUARANTEE your goods will arrive,

DavidCarter - 2 June, 2015 Since when are "insure" and "ensure" synonymous? "Insure" has ALWAYS meant "to protect against loss with regards to monetary reimbursement", and "ensure" has ALWAYS meant "to make certain/sure of something." They've NEVER been interchangeable, and yet I've been seeing "insure" in place of "ensure" ... See more

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difference between a loo a...

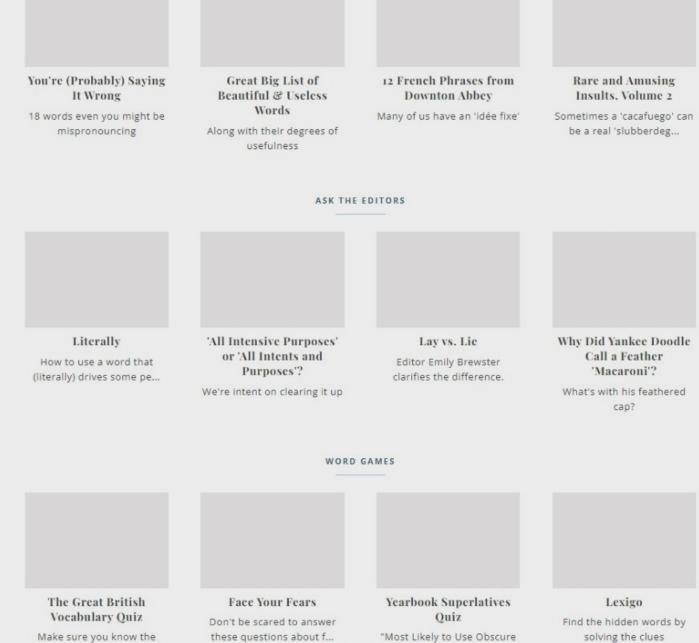
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