

Commonly Misused Words

- Affect-effectEach word has a noun and a verb form, don't confuse themAffect (verb)= to influence, have an effect on ("That image deeply affected me") (2)to pretend or to assume ("He affected indifference, but we knew he cared")Affect (noun)= emotional reaction ("The patient showed no affect")Effect (noun)= an influence or impact ("The play had a big effect on me")Effect (verb) = to bring about ("To effect any change, we need committed action")
- **Assure-ensure-insure** All three mean "to make certain or safe." Use *assure* with persons, *ensure* with things, and *insure* when talking about money and guarantees (e.g., car insurance).
- **Lay-lie** The verb *lay* means "to put or set down, to place," as in "Please lay the book on the table." *Lay, laid, laid, laying*.

Lie, means "to recline" as in "Let's lie down for a bit." Tenses: lay (past), lain (past perfect), lying (past progressive).

Oral-verbal If it's spoken, it's *oral* (e.g., "oral contract"); if it's in words it's *verbal* (e.g., "verbal contract"). An oral reply is always verbal (unless it's wordless), but a verbal response isn't always oral.

Revert-regress Both mean, "go back." The expressions "revert back" and "regress back" are redundancies; simply say, "She reverted to her old ways."

There, their, they're The adverb *there* means "in or at that place," "She is there now." The pronoun *there* is the possessive form of they, e.g., "their home." *They're* is a contraction for they are, "They're watching the game in the room."

Throughout Includes the idea of "entire," whereas *through* does not. Say either "Throughout the story . . . " or "Through the entire story . . . "

Common Irregular Verbs

Base Form	Past Tense	Past Principle
Arise	arose	arisen
Begin	began	begun
Fly	flew	flown
Lie (recline)	lay	lain
Ride	rode	ridden
Rise (get up)	rose	risen
Swim	swam	swum