

as·sure

S2 W3 AC

/ə'ʃʊə \$ ə'ʃʊr/

verb [transitive]

- 1** PROMISE to tell someone that something will definitely happen or is definitely true so that they are less worried

SYN reassure:

assure somebody that

Her doctor has assured us that she'll be fine.

*The document is genuine, **I can assure you.***

assure somebody of something

The dealer had assured me of its quality.

→ **rest assured** AT REST² (5)

- 2** CERTAINLY/DEFINITELY to make something certain to happen or to be achieved

SYN ensure

Excellent reviews have assured the film's success.

assure somebody (of) something

A win on Saturday will assure them of promotion to Division One.

- 3 assure yourself** (formal)

to check that something is correct or true:

assure yourself that

Tim waited a moment to assure himself that he was not being followed.

assure yourself of

I took steps to assure myself of her guilt.

- 4 the sum assured** (formal)

the amount of insurance money to be paid out when someone dies

Word origin

Date: 1300–1400

Language: Old French

Origin: *assurer*, from Medieval Latin *assecurare*, from Latin *ad-* 'to' + *securus* 'safe'

Longman Dictionary of Contemporary English

© Pearson Education Limited 2009, 2011, 2015