

### Important Distinctions in Words:

Word:	Definition and Use:	Example
There	An adverb used to indicate the location of something.	<i>Most studies can be found <b>there</b>. <b>There</b> are countless instances of this trend.</i>
Their	A possessive pronoun used to indicate that something belongs to or is associated with a noun/ subject that was previously mentioned, or which cannot be grammatically categorised as male or female.	<i><b>Their</b> arguments are very convincing. Scholars must ensure that <b>their</b> field of study is ethical.</i>
They're	A contraction of "they are".	<i><b>They're</b> going to conduct the research in Autumn. Evidence suggests that <b>they're</b> unable to assimilate.</i>
Then	An adverb used to denote time.	<i><b>Then</b> the group collected the data. The author was living in Dubai <b>then</b>.</i>
Than	A conjunction used to introduce an exception or a contradiction.  Also a preposition used for comparisons.	<i>Rather <b>than</b> passively listening, the student chose to take notes during the lecture. The study provides evidence, rather <b>than</b> mere summary.  <i>The second speaker was more convincing <b>than</b> the first.</i></i>
Affect	A verb that demonstrates when a subject has an impact on an object.	<i>Such policies greatly <b>affect</b> the cultural life of Dublin.</i>
Effect	A noun that identifies the consequences of an action.	<i>The <b>effect</b> of the patient's medication was measured over time.</i>

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Who	<p>A pronoun that identifies the subject that performs the verb of the sentence. "Who" usually introduces the next clause of a sentence.</p> <p>Tip: if you can replace the word with "he", "she", or "they", then you should probably be using "who".</p>	<p><i>Churchill, <b>who</b> was the Prime Minister between 1951 and 1955, won the Nobel Prize in Literature in 1953.</i></p> <p>Using the tip (left), this sentence could be: <i>Churchill won the Nobel Prize in Literature in 1953, and <b>he</b> was the Prime Minister between 1951 and 1955</i></p>
Whom	<p>A pronoun that identifies the object that is impacted by the subject performing the verb of the sentence.</p> <p>Tip: if you can replace the word with "him", "her", or "them", then you should probably be using "whom".</p>	<p><i>It was unclear to <b>whom</b> the letter was address.</i></p> <p>Using the tip (left), this sentence could be: <i>It was unclear whether the letter was addressed to <b>him</b>, to <b>her</b>, or to <b>them</b>.</i></p>
Further	<p>An adjective that indicates theoretical distance or time.</p> <p>Tip: think of further when you want to indicate "more".</p>	<p><i><b>Further</b> time and analysis is required. The dissertation presented <b>further</b> evidence of the argument in Chapter 2.</i></p>
Farther	<p>An adverb that indicates physical distance.</p> <p>Tip: think of farther when you want to show how "far" away something is.</p>	<p><i>The journalist travelled <b>farther</b> than he thought he would. Geospatial data is used <b>farther</b> afield than initially thought.</i></p>
Ensure	<p>A verb that demonstrates certainty of outcome.</p>	<p><i>The student want to <b>ensure</b> that all bibliographic details were correct.</i></p>
Insure	<p>A verb that demonstrates protection against loss, damage, or injury.</p>	<p><i>The coach was <b>insured</b> in case of an accident.</i></p>

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Enquire	A verb that demonstrates the asking of a general question. Used in everyday language.	The archaeologist <b>enquired</b> whether the site was ready for excavation.
Inquire	A verb that demonstrates a formal investigation, especially in legal or official matters.	<i>The commissioner's report <b>inquired</b> whether the law had been followed throughout the trial.</i>
Conscience	A noun that identifies an individual's sense of right and wrong.	<i>The sociological study investigated the extent to which participants' <b>consciences</b> were impacted during the experiment.</i>
Conscious	An adjective that describes an individual's awareness of/ response to stimuli.	<i>The patient was not <b>conscious</b> of the visitors in the room.</i>
Complement	A noun or verb that indicates the completion of something else.	<i>The image is used as a <b>complement</b> to the text. The argument <b>complements</b> and develops existing theories.</i>
Compliment	A noun or verb that expresses admiration.	<i>One of the conference attendees offered a professional <b>compliment</b> to the main speaker. The lecturer <b>complimented</b> the student's extensive research.</i>