

## Advice vs. Advise

Despite the difference in meaning and pronunciation, people often get confused about advice and advise.

First, advice is a noun which means “an opinion or suggestion about what someone should do” or “an official notice concerning a business transaction.” See how advice is used as a noun in each headline:

“Fidelity Launches Automated Investment Advice Service”

[Wall Street Journal](#)

“Work Advice: She left for a better gig soon after starting. Is that okay?”

[Washington Post](#)

“Springer offers Trump advice on transitioning from TV to politics”

[New York Daily News](#)

On the other hand, advise is a verb that simply means “to give advice.” It is important for you to remember that just like any other regular verb ending in -e, advise has the forms advises, advised, and advising.

“Community colleges win grant to change how they advise students”

[The Seattle Times](#)

“Airbnb Hires Former Mayors to Advise, Lobby On Cities”

[Forbes](#)

“7 Foods With Vitamin D: New Health Guidelines Advise Increasing Daily Intake”

[Huffington Post UK](#)

Despite the difference in usage, some writers actually get them mixed up sometimes.

“Here’s what Aamir Khan advised mommy-to-be Kareena Kapoor Khan”

[Times of India](#)

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“Mutunga gave advise, but JSC is already faltering in recruitments”

[Zipo](#)

“Bangladesh’s communist party advises government to complete investigation, before reaching conclusion”

[The Indian Express](#)

You must also remember that advice as a noun referring to opinions or suggestions is an uncountable noun and has no plural form. If you want to refer to more than one advice, you can refer to them as pieces of advice or some advice.

“Nine Pieces of Advice For Launching Your Own Podcast”

[Forbes](#)

“Let’s go! Some advice for smart traveling”

[Chicago Tribune](#)

Below are some writing mistakes on the plurality of advice:

“Carole and Pippa Middleton panned for silly lifestyle advices”

[Daily Star](#)

“Seven of Warren Buffett’s Best Investing Advices”

[Bdaily](#)

In summary, remember that if you are referring to the noun for your sentence, you should choose advice and if you are referring to the verb, you should opt for advise.