

emphasis[ˈɛmfəˌsɪs] *n* (*pl* -ses)

1. 1) подчёркивание, ударение, эмфаза

to put /to lay, to place/ an emphasis on /upon/ smth. - делать ударение на чём-л., уделять особое внимание чему-л.

to lay special emphasis on smth. - подчёркивать /выделять/ что-л., придавать особое значение чему-л.

morality was the emphasis of his speech - основной упор в своей речи он сделал на моральную сторону дела

2) *лингв.* ударение, акцент, выделение3) *полигр.* выделение в тексте (*курсивом и т. п.*); выделительный шрифт**emphasis added** - «курсив мой» (*пoмeтa в скобках*)2. 1) яркость (*чувств*); резкость; выразительность (*жестов и т. п.*)2) *жив.* резкость контуров**emphasis**

Oxford Advanced Learners Dictionary 8th Ed.

em·phasis **AW** [**emphasis emphases**] *BrE* [ˈɛmfəˌsɪs] ^ˈ *NAmE* [ˈɛmfəˌsɪs] ^ˈ**noun** (*pl.* **em·phases** *BrE* [ˈɛmfəsiˌɒz] ^ˈ ; *NAmE* [ˈɛmfəsiˌɒz] ^ˈ) **uncountable, countable****1.** special importance that is given to sth**Syn:** ↑stress• ~ **(on/upon sth)** The emphasis is very much on learning the spoken language.• to **put/lay/place emphasis** on sth

• Increased emphasis is now being placed on corporate image.

• We provide all types of information, **with an emphasis on** legal advice.• There has been **a shift of emphasis** from manufacturing to service industries.

• The course has a vocational emphasis.

• The examples we will look at have quite different emphases.

2. the extra force given to a word or phrase when spoken, especially in order to show that it is important; a way of writing a word (for example drawing a line underneath it) to show that it is important**Syn:** ↑stress

• 'I can assure you,' she added with emphasis, 'the figures are correct.'

Word Origin:late 16th cent.: via Latin from Greek, originally appearance, show, later denoting a figure of speech in which more is implied than is said (the original sense in English), from **emphainein** 'exhibit', from **em-** 'in, within' + **phainein** 'to show'.Thesaurus:**emphasis** **noun** **U, C**

• The company lays great emphasis on customer care.

stress • **priority** •(a) **particular/special/equal** emphasis/stress/priority**put/lay/place** emphasis/stress **on** sb/sth**have** a ...emphasis/priorityLanguage Bank:**emphasis***Highlighting an important point*▪ This case **emphasizes** ▪ / **highlights** ▪ the importance of honest communication between managers and employees.▪ Effective communication skills are **essential** ▪ / **crucial** ▪ / **vital** ▪.**It should be noted that** ▪ this study considers only verbal communication. Non-verbal communication is not dealt with here.**It is important to remember that** ▪ / **An important point to remember is that** ▪ non-verbal communication plays a key role in getting your message across.▪ Communication is not only about the words you use but also your body language and, **especially** ▪ / **above all** ▪, the effectiveness with which you listen.▪ I would like to **draw attention to** ▪ the role of listening in effective communication.▪ Choose your words carefully: **in particular** ▪, avoid confusing and ambiguous language.▪ Finally, and perhaps **most importantly** ▪, you must learn to listen as well as to speak.**note** at ↑**essential****Language Bank** at ↑**vital**Example Bank:

• Both subjects should be given equal emphasis.

• Education received special emphasis.

• Examine the events leading to the war, with particular emphasis on France's role in them.

• He put extra emphasis on the word 'never'.

• His slight emphasis on the word 'Lady' was definitely mocking.

• I believe the education system places undue emphasis on exam results.

• In recent years, the emphasis has moved away from punishing drug addicts towards helping them.

• Little emphasis was placed on educating people about the dangers.

• She repeated the question with emphasis.

• The Democrats shifted the emphasis away from direct taxation.

• The company lays great emphasis on customer care.

- The emphasis is on keeping fit rather than developing lots of muscles.
- We discussed where the main emphasis should be placed.
- a cultural emphasis on educational achievement
- schools that put a heavy emphasis on sporting achievement
- with the new emphasis on individuality and creative expression
- The classes have a vocational emphasis.

emphasis

Longman DOCE 5th Ed. (En-En)

em **pha** **sis** **S3 W2 AC** /'emfəsəs, 'emfəsis/ *BrE* ^ˈ *AmE* ^ˈ *noun* (plural **emphases** /-siːz/)

[uncountable and countable]

[Word Family: **verb**: ↑emphasize; **noun**: ↑emphasis; **adverb**: ↑emphatically; **adjective**: ↑emphatic]

[Date: 1500-1600; Language: Latin; Origin: Greek, from emphainein 'to show']

1. special attention or importance

emphasis on

ˈ In Japan there is a lot of emphasis on politeness.

put/place emphasis on something

ˈ The course places emphasis on practical work.

ˈ a change of emphasis in government policy

2. special importance that is given to a word or phrase by saying it louder or higher, or by printing it in a special way ⇒ **stress**

emphasis on

ˈ The emphasis should be on the first syllable.

ˈ 'And I can assure you,' she said with emphasis, 'that he is innocent.'

• • •

COLLOCATIONS

■ verbs

- **put emphasis on something** We need to put greater emphasis on planning. | The airline is accused of placing more emphasis on profit than on safety.
- **place/lay emphasis on something** *formal* The coach has placed the emphasis firmly on youth by including three teenagers in the team.
- **give emphasis to something** Since league tables were introduced, schools have given even greater emphasis to exam results.
- **shift the emphasis** (=change the emphasis to something else) With drug addicts, we need to shift the emphasis from punishment to treatment.
- **add emphasis** (=make an opinion or fact seem more important) Put bullet points before each statement to add emphasis.
- **the emphasis shifts/moves** (=changes) The emphasis is now shifting away from oil towards renewable sources of energy.

■ adjectives

- **great emphasis** The company places great emphasis on customer care.
- **a strong/heavy emphasis** There is a strong emphasis on research in the university.
- **the main emphasis** The main emphasis must be on quality, not quantity.
- **particular/special emphasis** The new legislation places particular emphasis on energy conservation.
- **increased/increasing emphasis** Recently, there has been an increasing emphasis on creating more jobs.
- **considerable emphasis** Most religions put considerable emphasis on the importance of marriage.

■ phrases

- **a change of emphasis** (also **a shift in emphasis**) There has been a change of emphasis in the government's foreign policy.

emphasis

Freakuency Pack

12500 **1719**^{MCW}

15000 **1245**^{COCA}

RANGE: **2k EMPHASIS** 35752

emphasis 15550

emphases 391

emphasise 52

emphasises 32

emphasised 44

unemphasised 0

emphasising 9

emphasize 6730

emphasized 6158

unemphasized 4

emphasizes 3925

emphasizing 2857

COCA 500k Unlemmatized

10096 **2742**¹⁵⁵³⁸ *nn1*

12 **233645**¹² *nnu*