

discount**1. [ˈdɪskavnt] n****1. КОМ.** скидка, сбавка

to give 10% discount for cash - делать десятипроцентную скидку при условии расплаты наличными
 at a discount - а) ниже нарицательной цены; со скидкой; б) обесцененный, имеющийся в избытке; в) **разг.** непопулярный
 sentiment is at a discount - чувства упали в цене
 politeness is at a discount - вежливость перестала цениться /стала непопулярной, нынче не в моде/

2. фин.

1) дисконт, учёт векселей

2) процент учёта

2. [ˈdɪs(ʹ)kavnt] v**1. фин.**

1) дисконтировать, учитывать векселя

2) снижать учётный процент при досрочной оплате векселя

3) ссужать под векселя при условии выплаты процентов вперёд

2. снижать, сбавлять

3. портить, омрачать; сводить на нет

to discount smb.'s enjoyment (of a book) - испортить кому-л. всё удовольствие (от книги)
 my gains are largely discounted by my previous losses - мои (нынешние) приобретения почти уравновешиваются
 предшествующими потерями; мои прежние потери почти сводят на нет мои (нынешние) приобретения

4. не принимать в расчёт, во внимание; игнорировать

to discount smb.'s opinion - не принимать в расчёт чьё-л. мнение
 you must discount half of what he says - половина того, что он говорит, не заслуживает доверия

5. относиться скептически, не принимать на веру

to discount a story - усомниться в истинности рассказа

6. предвидеть неблагоприятные обстоятельства и стараться ослабить их действие

discount

Oxford Advanced Learners Dictionary 8th Ed.

dis·count [discount discounts discounted discounting] noun, verb
 noun BrE [ˈdɪskaʊnt] ¹; NAmE [ˈdɪskaʊnt] ² countable, uncountable

an amount of money that is taken off the usual cost of sth

Syn: ↑reduction

- to **get/give/offer a discount**
- **discount rates/prices**
- ~ **(on/off sth)** They're offering a 10% discount on all sofas this month.
- They were selling everything **at a discount** (= at reduced prices) .
- a **discount shop** (= one that regularly sells goods at reduced prices)
- Do you give any discount?

Word Origin:

early 17th cent.: from obsolete French **descompte** (noun), **descompter** (verb), or (in commercial contexts) from Italian (di)scontare, both from medieval Latin **discomputare**, from Latin **dis-** (expressing reversal) + **computare**, from **com-** 'together' + **putare** 'to settle (an account)'..

Collocations:**Shopping***Shopping*

go/go out/be out shopping
go to (*especially BrE*) the shops/(*especially NAmE*) a store/(*especially NAmE*) the mall
do (*BrE*) the shopping/(*especially NAmE*) the grocery shopping/a bit of window-shopping
(NAmE, informal) **hit/hang out at the mall**
try on clothes/shoes
indulge in some retail therapy
go on a spending spree
cut/cut back on/reduce your spending
be/get caught shoplifting
donate sth to/take sth to/find sth in (*BrE*) a charity shop/(*NAmE*) a thrift store
buy/sell/find sth at (*BrE*) a car boot sale/(*BrE*) a jumble sale/a garage sale/(*NAmE*) a yard sale
find/get/pick up a bargain

At the shop/store

load/push/wheel (*BrE*) a trolley/(*NAmE*) a cart
stand in/wait in (*BrE*) the checkout queue/(*NAmE*) the checkout line
(NAmE) **stand in line/** (*BrE*) **queue** at the checkout
bag (*especially NAmE*) (your) groceries
pack (away) (*especially BrE*) your shopping
stack/stock/restock the shelves at a store (with sth)
be (found) on/appear on supermarket/shop/store shelves
be in/have in/be out of/run out of stock
deal with/help/serve customers

run a special promotion

be on special offer

Buying goods

make/complete a purchase

buy/purchase sth online/by mail order

make/place/take an order for sth

buy/order sth in bulk/in advance

accept/take credit cards

pay (in) cash/by (credit/debit) card/(BrE) with a gift voucher/(NAme) with a gift certificate

enter your PIN number

ask for/get/obtain a receipt

return/exchange an item/a product

be entitled to/ask for/demand a refund

compare prices

offer (sb)/give (sb)/get/receive a 30% discount

Example Bank:

- Customers are allowed a discount on orders over £500.
- If you collect ten bonus points, you will be entitled to a discount.
- It is important to negotiate a good discount and obtain books on approval
- Members are given a discount card which entitles them to 20% off.
- There is a special discount for employees.
- They offer a trade discount to builders.
- They only give you a discount if you buy more than a certain amount.
- Tickets are available to members at a discount.
- We offer a 5% cash discount for prompt payment.
- a discount of 30%
- a prescription drug discount card
- The store manager gave us a 10% discount on the drum set.
- They were selling everything at a discount.

verb BrE [dis'kaunt] ; NAme [dis'kaunt] ; ['diskaunt]

1. (formal) to think or say that sth is not important or not true

Syn: ↑dismiss

- ~ sth We cannot discount the possibility of further strikes.
- ~ sth as sth The news reports were being discounted as propaganda

2. ~ sth to take an amount of money off the usual cost of sth; to sell sth at a discount

Syn: ↑reduce

• discounted prices/fares

- Most of our stock has been discounted by up to 40%.

Verb forms:

verb forms	
present simple	
I / you / we / they	discount
	BrE /dis'kaunt/
	NAme /dɪs'kaʊnt/
	NAme /'dɪskaʊnt/
he / she / it	discounts
	BrE /dis'kaʊnts/
	NAme /dɪs'kaʊnts/
	NAme /'dɪskaʊnts/
past simple, past participle	discounted
	BrE /dis'kaʊntɪd/
	NAme /dɪs'kaʊntɪd/
	NAme /'dɪskaʊntɪd/
-ing form	discounting
	BrE /dis'kaʊntɪŋ/
	NAme /dɪs'kaʊntɪŋ/
	NAme /'dɪskaʊntɪŋ/

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early 17th cent.: from obsolete French descompte (noun), descompter (verb), or (in commercial contexts) from Italian (di)scontare, both from medieval Latin discomputare, from Latin dis- (expressing reversal) + computare, from com- 'together' + putare 'to settle (an account)'..

Thesaurus:

discount verb T, usually passive (especially business)

- Stock has been discounted by up to 40%.

take sth off sth • • take • • reduce • • cut • • mark sth down • • subtract • • deduct • |informal knock sth off (sth) • • slash •

Opp: put sth up, Opp: increase, Opp: add

take/subtract/deduct sth from sth

discount/take/subtract/deduct/knock sth off an amount

discount/take sth off/reduce/cut/mark down/knock sth off/slash prices

Example Bank:

- Buckingham Palace discounted fears for the Queen's health.

- The goods have been heavily discounted.
- This theory has now been largely discounted.
- We're offering discounted prices throughout March.
- You can find discounted flights on the Internet.

discount

Longman DOCE 5th Ed. (En-En)

I. **dis**count¹ S3 /'dɪskaʊnt/ BrE " AmE " noun [countable]

a reduction in the usual price of something

10% discount/discount of 25% etc

" Members get a 15% discount.

at a discount

" Employees can buy books at a discount.

discount on

" The Young Persons Railcard gives you a discount on rail travel.

offer/give somebody a discount

discount price/fare

" discount airfares to Europe

discount store/shop/warehouse (=a place where you can buy goods cheaply)

• • •

COLLOCATIONS

■ verbs

- **get/receive a discount** You get a discount if you book more than ten tickets.
- **give (somebody) a discount** Many theatres give discounts to students.
- **offer (somebody) a discount** Lenders may offer a discount on larger loans.
- **ask for a discount** I asked for a discount because the vase was slightly damaged.
- **be entitled to a discount** (=have the right to get a discount) Staff are entitled to a 20% discount.

■ adjectives

- **a special discount** Some of the hotels offer special discounts during the winter.
- **a big/small discount** If you spend over £50, you get a big discount.
- **a substantial/good discount** (=a fairly big one) Insurance companies give substantial discounts to mature drivers.
- **a 10%/40% etc discount** The magazine is offering readers a 15% discount on its subscription fees.

■ discount + NOUN

- **a discount price** You can buy books online at discount prices.
- **a discount fare** The bus company offers discount fares to pensioners.
- **a discount scheme** (=system for giving discounts to people) Many stores operate discount schemes for regular customers.
- **a discount card** The discount card entitles customers to 15% off.
- **a discount store/shop** (=selling things more cheaply than other shops) There's a lot of competition from large discount stores.

II. **dis**count² /dɪs'kaʊnt \$ 'dɪskaʊnt/ BrE " AmE " verb [transitive]

1. to regard something as unlikely to be true or important:

" Experts discounted the accuracy of the polls.

" General Hausken had not discounted the possibility of an aerial attack.

2. to reduce the price of something:

" Games were discounted to as little as \$5.

discount

Freakuency Pack

12500 **3392**^{MCW}

15000 **2956**^{COCA}

RANGE: **2k** DISCOUNT⁸⁷⁵²

discount⁴⁸⁹⁷

discounted¹³⁵⁵

discounting⁴⁵²

discounts¹⁹⁵⁸

discounter⁹⁰

COCA 500k Unlemmatized

2617 **8206**⁴⁰⁷² *nn1*

565 **28824**⁵⁹⁶ *vvi*

219 **49247**²²⁹ *vv0*