

**popularity**[ˌpɒpjʊˈlærɪti] *n*

популярность

actor's popularity - популярность актёра

the popularity of football - популярность /распространённость/ футбола

to win popularity - завоевать /снискать/ популярность

to enjoy popularity - пользоваться популярностью

**popularity****popu-lar-ity** [popularity] *BrE* [ˌpɒpjʊˈlærəti] <sup>ˈ</sup> *NAmE* [ˌpɑːpjʊˈlærəti] <sup>ˈ</sup> *noun***uncountable**

Oxford Advanced Learners Dictionary 8th Ed.

the state of being liked, enjoyed or supported by a large number of people

- the increasing popularity of cycling
- Her novels have **gained in popularity** over recent years.
- ~ **with/among sb to win/lose popularity** with the students
- Their music still enjoys widespread popularity among teenagers.

**Example Bank:**

- He still tops national popularity polls.
- He'll do anything he can to boost his popularity.
- Organic produce appears to be gaining in popularity.
- She enjoys huge popularity with the voters.
- She is a tough decision-maker who does not court popularity.
- The French president is enjoying unprecedented popularity due to his anti-war stance.
- The current system has never enjoyed popularity among teachers.
- The film deserves its popularity.
- They are running neck-and-neck in the popularity stakes.
- This helps explain the popularity of underwater photography.
- We want to remain high in the popularity stakes.
- the recent upsurge in the popularity of folk music
- when the style loses popularity

**popularity****pop-ular-ity** /ˌpɒpjəˈlærəti, ˌpɒpjʊˈlærəti \$ ˌpɑː-/ *BrE* <sup>ˈ</sup> *AmE* <sup>ˈ</sup> *noun* [uncountable]

Longman DOCE 5th Ed. (En-En)

[Word Family: **noun:** ↑popularity ≠ ↑unpopularity, ↑popularization; **verb:** ↑popularize; **adverb:** ↑popularly; **adjective:** ↑popular ≠ ↑unpopular]

when something or someone is liked or supported by a lot of people

**popularity of**

- The popularity of the Internet has soared.
- The president's popularity has declined considerably.

**gain/grow/increase in popularity** (=start to be liked by many people)

- Country music is growing in popularity.
- • •

**COLLOCATIONS****verbs**

- **enjoy popularity** (=be popular) The band enjoyed great popularity in the 1980s.
- **achieve popularity** (=become popular) Her books achieved tremendous popularity on both sides of the Atlantic.
- **gain/grow/increase in popularity** Extreme sports are growing in popularity.
- **court popularity** (=try to be popular by pleasing people) It is tempting for politicians to court popularity.
- **somebody's popularity soars** (=increases by a large amount) Opinion polls showed that his popularity had soared to a record level.
- **something's popularity declines** As fashions changed, their popularity declined.

**adjectives**

- **great popularity** His great popularity with British audiences dates from that period.
- **enormous/tremendous/immense popularity** the enormous popularity of Coca-Cola
- **widespread/wide popularity** (=with a lot of people, or in many places) Astrology enjoyed widespread popularity.
- **growing/increasing/rising popularity** This may be the key to explaining Celtic music's increasing popularity.
- **continuing/enduring popularity** Today, the novel enjoys enduring popularity and ranks among the USA's top-selling books.
- **personal popularity** While these changes were controversial, his personal popularity remained high.
- **political popularity** The sagging economy has seriously damaged his political popularity.

**popularity + NOUN**

- **a popularity contest** (=competition to find who the most popular person is) All election campaigns are popularity contests to some degree.
- **a popularity poll** (=survey to find how popular someone is) In most popularity polls, he is in fourth or fifth place.
- **somebody's popularity rating** (=how popular someone is according to a poll) His popularity rating dropped quite dramatically after the events of last year.

**popularity**12500 **4820**<sup>MCW</sup>15000 **844**<sup>COCA</sup>RANGE: **2k** **POPULAR** 55308

popular 44167

popularity 7110

popularly 598

unpopular 2117

unpopularity 190

popularise 0

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populariser 0

popularisers 0

popularize 151

popularized 686

popularizing 117

popularization 91

popularizer 38

popularizers 31

popularizations 12

COCA 500k Unlemmatized

<sup>5624</sup> **5344**<sup>7092</sup> *nn1*<sup>9</sup> **274804**<sup>9</sup> *nnu*<sup>9</sup> **275220**<sup>9</sup> *np1*