

- lure** 1. [(j)ʊə] *n*
1. соблазн; соблазнительность, прелесть, притягательная сила  
lure of travel - заманчивость путешествий  
lure of the sea - зов моря
  - 1) *охот.* приманка  
2) *рыб.* искусственная приманка
2. [(j)ʊə] *v*
1. привлекать; завлекать, соблазнять, искушать  
a rival firm lured him away - его переманила конкурирующая фирма
  2. *охот.* приманивать, вабить

Oxford Advanced Learners Dictionary 8th Ed.

**lure** [lure lures lured luring] *verb, noun* *BrE* [lʊə(r)] <sup>1</sup> *BrE* [lɪʊə(r)] <sup>2</sup> *NAmE* [lʊr]

*verb* ~ **sb (+ adv./prep.)** (disapproving)  
to persuade or trick sb to go somewhere or to do sth by promising them a reward

**Syn:** ↑entice

- The child was lured into a car but managed to escape.
- Young people are lured to the city by the prospect of a job and money.

Verb forms:

verb forms	
present simple	
I / you / we / they	lure
	<i>BrE</i> /kɔːn(r)l/
	<i>BrE</i> /lɪʊə(r)l/
	<i>NAmE</i> /lɔːr/
he / she / it	lures
	<i>BrE</i> /kɔːz/
	<i>BrE</i> /lɪʊəz/
	<i>NAmE</i> /lɔːrɪz/
past simple, past participle	lured
	<i>BrE</i> /kɔːd/
	<i>BrE</i> /lɪʊəd/
	<i>NAmE</i> /lɔːd/
-ing form	luring
	<i>BrE</i> /lɪʊərɪŋ/
	<i>BrE</i> /lɪʊərɪŋ/
	<i>NAmE</i> /lɔːrɪŋ/

Word Origin:

Middle English: from Old French *luere*, of Germanic origin; probably related to German *Luder* 'bait'.

Example Bank:

- Consumers are often lured into debt by unscrupulous lenders.
- He tried to lure her away from her friends.
- He used sweets to lure the child away.
- I tried to lure the fox back with some food.
- The sirens sang to lure sailors to destruction.
- the woman who had lured him to his death

**noun**

1. **usually singular** the attractive qualities of sth  
• Few can resist **the lure of** adventure
2. a thing that is used to attract fish or animals, so that they can be caught

Word Origin:

Middle English: from Old French *luere*, of Germanic origin; probably related to German *Luder* 'bait'.

Example Bank:

- She can't resist the lure of the bright lights.

**lure**

Longman DOCE 5th Ed. (En-En)

I. **lure**<sup>1</sup> /lʊə, lɪʊə \$ lʊr/ *BrE*<sup>1</sup> *AmE*<sup>2</sup> *verb* [transitive]

1. to persuade someone to do something, especially something wrong or dangerous, by making it seem attractive or exciting

**lure somebody into (doing) something**

People may be lured into buying tickets by clever advertising.

**lure somebody away**

Computer games are luring youngsters away from their lessons.

2. to attract customers, workers, money etc from another company or place

**lure somebody back/away**

The bank launched an advertising campaign to lure back its traditional customers.

It's very difficult to lure talent away from Silicon Valley.

II. **lure**<sup>2</sup> *BrE*<sup>1</sup> *AmE*<sup>2</sup> *noun* [countable]

[Date: 1200-1300; Language: Old French; Origin: *luere*]

1. [usually singular] something that attracts people, or the quality of being able to do this

lure of

" the lure of easy money

" Malc wasn't mature enough to resist the lure of drink and drugs.

2. an object used to attract animals or fish so that they can be caught **SYN** decoy

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## lure

Freakuency Pack

12500 **8367**<sup>MCW</sup>

15000 **3155**<sup>COCA</sup>

RANGE: **8k** LURE <sup>7697</sup>

lure 4180

lures 1253

lured 1701

luring 563

COCA 500k Unlemmatized

1415 **12894**<sup>2142</sup> *nn1*

1576 **14937**<sup>1707</sup> *vvi*

309 **40906**<sup>322</sup> *vv0*

5 **283837**<sup>9</sup> *np1*

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