

potential**1. [pə'tenʃ(ə)] n****1. потенциал**

potentials of war - военный потенциал

nuclear potential - ядерная мощь

2. = potentiality

to reach one's potential - достичь предела своих возможностей; полностью раскрыть себя

3. 1) *тех., физ.* потенциал**2) *эл.* напряжение, потенциал**

potential difference - разность потенциалов напряжение

4. *сокр. от* potential mood [см. potential II 1, 2]**5. *физ., мат.* потенциальная функция****2. [pə'tenʃ(ə)] a****1. 1) потенциальный возможный; скрытый**

potential danger - скрытая опасность

potential energy - *физ.* потенциальная энергияpotential flow - *физ.* безвихревое /потенциально/ течение**2) сослагательный**potential mood - *грам.* сослагательное наклонение, выражающее возможность**2. *редк.* мощный, могущественный****potential**

Oxford Advanced Learners Dictionary 8th Ed.

po-ten-tial AW [potential potentials] adjective, noun BrE [pə'tenʃl] ¹ NAmE[pə'tenʃl] ¹

adjective only before noun

that can develop into sth or be developed in the future

Syn: ↑possible

- potential customers
- a potential source of conflict
- the potential benefits of European integration
- a potential prime minister
- First we need to identify actual and potential problems.

Word Origin:late Middle English: from late Latin *potentialis*, from *potentia* 'power', from *potent-* 'being able', from the verb *posse*. The noun dates from the early 19th cent.Thesaurus:**potential** adj. only before noun

• First identify the actual and potential problems.

possible • • **likely** • • **prospective** • |especially written **probable** •**Opp:** actuala potential/possible/likely/prospective/probable **site**a potential/possible/likely/probable **cause/effect/consequence/outcome**a potential/possible/likely/prospective **candidate****Potential or prospective?** Both words can be used to talk about people who might become buyers, employees, etc.**Prospective** is used to describe sb who has already shown some interest in sth; **potential** is used to talk about people in general who might become interested in a product or service.Example Bank:

- What are the potential benefits of these proposals?
- a potential advantage/benefit/improvement/saving
- a potential audience/buyer/client/consumer/customer
- a potential complication/danger/disaster/drawback/embarrassment/hazard/pitfall/risk/threat

Derived Word ↑**potentially****noun****1. uncountable** the possibility of sth happening or being developed or used• ~ **(for)** the potential for change• ~ **(for doing sth)** The European marketplace offers excellent potential for increasing sales.**2. uncountable** qualities that exist and can be developed**Syn:** ↑promise

- All children should be encouraged to **realize their full potential**.
- She has great potential as an artist.
- He has the potential to become a world-class musician.
- The house has a lot of potential.

3. uncountable, countable (physics) the difference in ↑voltage between two points in an electric field or ↑circuitWord Origin:

late Middle English: from late Latin **potentialis**, from **potentia** 'power', from **potent-** 'being able', from the verb **posse**. The noun dates from the early 19th cent.

Thesaurus:

potential noun U

• She has great potential as an artist.

possibilities • • **prospects** • • **promise** •

potential/possibilities/prospects **for** sth

sb/sth **with** potential/possibilities/prospects/promise

commercial / development / economic potential/possibilities/prospects

have potential/possibilities/prospects/promise

Potential or possibilities? People or things can have **potential**, especially people; things, but not usually people, can have **possibilities**.

Example Bank:

- He believes that religion allows us to develop our human potential.
- John Cadbury could see the potential for his product.
- She showed great potential as an actor.
- Signing for a top club would enable him to fulfil his true potential.
- The new business offers great potential for growth.
- They were among the first companies to exploit the potential of the Internet.
- This young man has enormous potential.
- We're looking for a trainee with potential.
- You aren't using your computer to its full potential.
- an industry that has the potential for growth
- his dream of fulfilling his true potential
- All children should be encouraged to realize their full potential.
- It is clear that the potential for change is there.

potential

Longman DOCE 5th Ed. (En-En)

I. **po ten tial**¹ **S3 W2 AC** /pə'tenʃəl/ *BrE*^u *AmE*^u *adjective* [only before noun]

[**Word Family**: noun: ↑potential, ↑potentiality; **adverb**: ↑potentially; **adjective**: ↑potential]

[**Date**: 1300-1400; **Language**: Late Latin; **Origin**: potentialis, from Latin potentia 'power', from potere; ⇒ ↑potent]

likely to develop into a particular type of person or thing in the future **SYN possible**

potential customer/buyer/client

" new ways of attracting potential customers

potential benefit/problem

" the potential benefits of the new system

potential danger/threat/risk

" the potential risks to health associated with the drug

• • •

COLLOCATIONS

■ nouns

- **a potential customer/buyer/client** Advertisers want to reach as many potential customers as possible.
- **a potential candidate** Party leaders have put together a list of 10 potential candidates.
- **a potential problem** There is a potential problem with the new equipment.
- **a potential danger/threat/risk** Tired drivers are a potential danger to other road users.
- **potential conflict** Funding is an area of potential conflict between the two departments.
- **a potential benefit** The potential benefits must be weighed up against the costs involved.
- **a potential source of something** A dirty kitchen is a potential source of infection.

II. **potential**² **W3 AC** *BrE*^u *AmE*^u *noun* [uncountable]

[**Word Family**: noun: ↑potential, ↑potentiality; **adverb**: ↑potentially; **adjective**: ↑potential]

1. the possibility that something will develop in a particular way, or have a particular effect

potential for

" The company certainly has the potential for growth.

potential of

" the potential of the Internet to create jobs

2. if people or things have potential, they have a natural ability or quality that could develop to make them very good

have/show potential

" She has the potential to become a champion.

with potential

" a young player with great potential

achieve/fulfil/realize your (full) potential (=succeed as well as you possibly can)

3. **technical** the difference in ↑voltage between two points on an electrical ↑circuit

• • •

COLLOCATIONS (for Meaning 2)

■ verbs

- **have potential** When he saw I had some potential, he gave me extra coaching.

- **show potential** Nicholson soon showed great potential as an actor.
- **develop your potential** (=succeed by using your skills or talents) A good school aims to enable pupils to develop their potential.
- **achieve/fulfil/reach/realize your potential** (=succeed as much as you have the potential to succeed) A lot of athletes find it difficult to achieve their potential.
- **exploit sb's/sth's potential** (=use all the qualities that someone or something has) Until now, the island has not exploited its potential as a tourist destination.
- **unlock/unleash sb's potential** (=allow them to succeed as well as they can) Training is a way of unlocking the potential of the workforce.

■ **ADJECTIVES/NOUN + potential**

- **great/enormous/considerable potential** This is a team with great potential.
- **sb's full potential** We continuously seek to develop people to their full potential.
- **sb's true potential** (=their full potential) Malaysia only showed glimpses of their true potential in the final stages of the tournament.
- **commercial/economic potential** (=the potential to earn money) They were quick to recognize the band's commercial potential.
- **leadership potential** (=the potential to become a leader) She always felt that I had leadership potential.
- **star potential** (=the potential to be a star in music, films etc) The woman who spotted Kate's star potential was Sarah Doukas.
- **human potential** (=people's abilities or qualities) Mass unemployment is a shameful waste of human potential.

potential

Freakuency Pack

12500 **1472**^{MCW}
 15000 **739**^{COCA}
 RANGE: **2k** **POTENTIAL** 63384
 potential 50457
 potentials 585
 potentiality 152
 potentialities 127
 potentially 12063
 COCA 500k Unlemmatized
 21064 **1275**³²⁷⁸⁷ *jj*
 12253 **2423**¹⁷⁶³¹ *nn1*
 33 **130982**³⁵ *nnu*
 3 **466693**⁴ *np1*