

# emphasize

[ˈemfəsaɪz] *v*

- 1) подчёркивать, придавать особое значение, выделять; делать (особое) ударение (*на факте, мысли*)  
it cannot be emphasized enough that ... - ≃ необходимо ещё и ещё раз подчеркнуть, что ...  
I need hardly emphasize the point - вряд ли есть необходимость подчёркивать эту мысль
- 2) *лингв.* ставить логическое ударение
2. придавать выразительность  
gesticulation emphasizes speech - жесты делают речь более выразительной

## emphasize

Oxford Advanced Learners Dictionary 8th Ed.

**em·pha·size** **AW** (BrE also -ise) [**emphasize emphasizes emphasized**  
**emphasizing**] **BrE** [ˈemfəsaɪz] **NAmE** [ˈemfəsaɪz] **verb**

1. to give special importance to sth

**Syn:** ↑stress

- ~ **sth** His speech emphasized the importance of attracting industry to the town.
  - ~ **that...** She emphasized that their plan would mean sacrifices and hard work.
  - ~ **how, what, etc...** He emphasized how little was known about the disease.
  - **it must/should be emphasized that...** It should be emphasized that this is only one possible explanation.
  - **+ speech** 'This must be our top priority,' he emphasized.
2. ~ **sth** to make sth more noticeable
    - She swept her hair back from her face to emphasize her high cheekbones.
    - The rising tone of his voice emphasized his panic.
  3. ~ **sth** to give extra force to a word or phrase when you are speaking, especially to show that it is important

See also: ↑-ise

Verb forms:

verb forms	
present simple	
I / you / we /they	emphasize
	BrE / ˈemfəsaɪz/
	NAmE / ˈemfəsaɪz/
he / she /it	emphasizes
	BrE / ˈemfəsaɪzɪz/
	NAmE / ˈemfəsaɪzɪz/
past simple, past participle	emphasized
	BrE / ˈemfəsaɪzɪd/
	NAmE / ˈemfəsaɪzɪd/
-ing form	emphasizing
	BrE / ˈemfəsaɪzɪŋ/
	NAmE / ˈemfəsaɪzɪŋ/

Thesaurus:

**emphasize** (BrE also -ise) **verb** T

- The report emphasizes the need for economic stability.

**stress** • • **underline** • • **highlight** • • **point sth out** • |especially AmE, especially business **underscore** •

**Opp:** **understate**, **Opp:** **play sth down**

emphasize/stress/underline/highlight/point out **how...**

emphasize/stress/underline/point out **that...**

emphasize/stress/underline/highlight/point out/underscore **the fact that ...**

emphasize/stress/underline/highlight/point out/underscore the **importance** of sth

**Emphasize or stress?** **Emphasize** is slightly more formal, used more in written and academic English, especially when the subject is not human (**The report emphasizes .... Stress** is used more in spoken English and journalism, especially when the subject is human (**I must stress....**

Language 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**

Synonyms:

**stress**

## emphasize

These words both mean to give extra force to a syllable, word or phrase when you are saying it.

**stress** • to give extra force to a word or syllable when saying it: ▪ You stress the first syllable in 'happiness'.

**emphasize** • to give extra force to a word or phrase when saying it, especially to show that it is important: ▪ 'Let nothing ... nothing,' he emphasized the word, 'tempt you.'

### Example Bank:

- All the arguments serve to emphasize the controversy surrounding this disease.
- I have been at pains to emphasize the positive aspects of discipline.
- I must emphasize that this is only a summary, and the full report will not be available until next week.
- It is important to emphasize this point.
- The new law rightly emphasizes parental responsibility.
- 'Let nothing... nothing,' he emphasized the word, 'tempt you.'
- The report emphasizes the need for economic stability.

## emphasize

Longman DOCE 5th Ed. (En-En)

em [pha]size S3 W2 AC BrE <sup>ˈ</sup> AmE <sup>ˈ</sup> (also **emphasise** *British English*) /'emfəsaɪz/ verb  
[transitive]

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

### 1. to say something in a strong way **SYN stress**

▪ The report emphasizes the importance of improving safety standards.

▪ Logan made a speech emphasizing the need for more volunteers.

### emphasize that/how

▪ The Prime Minister emphasized that there are no plans to raise taxes.

### 2. to say a word or phrase louder or higher than others to give it more importance **SYN stress**

### 3. to make something more noticeable **SYN accentuate** :

▪ The dress emphasized the shape of her body.

• • •

## THESAURUS

- **emphasize** to say strongly or show clearly that a fact, idea etc is especially important: Our company emphasizes the need for good communication between staff.
- **stress** to emphasize something when you are talking about a subject: Most schools stress the importance of parental involvement in their child's learning. | He stressed the need for parents to listen to their children.
- **highlight** to show that something is important, so that people will pay special attention to it: This case highlights the need for tougher laws on gun ownership. | The report highlights the decline in the numbers of native plants and insects.
- **underline / underscore** to help to show clearly that a fact is true, especially a fact that is already known: These attacks underline the fact that the security situation here remains fragile. | The president's speech repeatedly underscored the progress that has been made.
- **accentuate** to show something clearly and make it easier to notice: The recent economic crisis has accentuated the gap between the rich and the poor.
- **overemphasize** to emphasize something too much: The relation between food and health is often overemphasized in my view.
- **play up** to emphasize something and make it seem more important than it really is, especially to get advantages for yourself: The story has been played up by the media. | The Labour party had a great time playing up the Conservatives' problems.

## emphasize

Freakuency Pack

12500 **3552**<sup>MCW</sup>

15000 **1245**<sup>COCA</sup>

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

3443 **8424**<sup>3921</sup> *vvi*

2422 **10685**<sup>2809</sup> *vv0*