

quality**1. ['kwɒlɪti] n****1) 1) качество, сорт; свойство**

adequate quality - доброкачественность

bottom quality - низкое качество

premium /prime/ quality - высшее качество

milk quality - удойность (коровы)

cutting quality - режущая способность

goods of high [of poor] quality - товары высокого [низкого] качества

the better quality of cloth is more expensive - материя высшего качества дороже

to manufacture /to make/ goods in various qualities - производить /выпускать/ товары различного качества

to aim at quality rather than quantity - предпочитать качество количеству

transition from quantity to quality - *филос.* переход количества в качество**2) уровень качества, класс, калибр**

to upgrade the quality of incoming students - повышать требования к отбору студентов

3) высокое качество; достоинство, ценность

goods of quality - высококачественные товары

wine of quality - отборное /высокосортное/ вино

to admire the quality of smth. - восхищаться (превосходным) качеством чего-л.

to be up to quality - соответствовать требованиям

2. часто pl качество, свойство, признак; характерная особенность

moral quality - моральные качества

quality of leadership - качества руководителя

a person of excellent qualities - человек, обладающий прекрасными качествами

to be distinguished by noble qualities - отличаться душевным благородством

to be possessed of rare [fine] qualities - обладать редкими [прекрасными] качествами

to possess healing qualities - обладать целебными свойствами

qualities of the pine-wood - отличительные свойства сосны

to give a taste of /to show/ one's quality - показать /проявить/ себя; обнаружить черты своего характера

to test another's qualities - испытывать чей-л. характер

primary [secondary] quality - *филос.* первичное [вторичное] качество**3. физ. тембр**

the quality of a voice - тембр голоса

4. уст.**1) знатность; положение в обществе**

people of quality - высшее общество, аристократия знать, господа

a lady of quality - знатная дама

2) (the quality) знать**2. ['kwɒlɪti] a**

высококачественный, высокого качества

quality

Oxford Advanced Learners Dictionary 8th Ed.

qual-ity [quality qualities] noun, adjective BrE ['kwɒləti] ^ɪ NAmE ['kwɑːlətɪ] ^ɪ

noun (pl. qual-ities)

1. uncountable, countable the standard of sth when it is compared to other things like it; how good or bad sth is• to **be of good/poor/top quality**• goods of a **high quality**

• high-quality goods

• a decline in water quality

• When costs are cut product quality suffers.

• Their **quality of life** improved dramatically when they moved to France.**2. uncountable** a high standard**Syn:** ↑excellence• contemporary writers **of quality**

• We aim to provide quality at reasonable prices.

• Get it right, even if it takes time; it's quality not quantity that matters.

3. countable a thing that is part of a person's character, especially sth good• **personal qualities** such as honesty and generosity• to have **leadership qualities**

• She has all the qualities of a good teacher.

• It's hard to find people with the right qualities for the job.

4. countable, uncountable a feature of sth, especially one that makes it different from sth else

• the special quality of light and shade in her paintings

• His voice has a rich, melodic quality.

5. countable (BrE) = ↑quality newspaperWord Origin:Middle English (in the senses 'character, disposition' and 'particular property or feature'): from Old French **qualite**, from Latin **qualitas** (translating Greek **ποιότης**), from **qualis** 'of what kind, of such a kind'.

Thesaurus:

quality noun

1. U, C

- The goods are of very poor quality.

standard • • **grade** • • **level** • |BrE **calibre** • |AmE **caliber** •

be of a/the ... quality/standard/grade/level/calibre

high/highest/low quality/standard/grade/level/calibre

raise/improve the quality/standard/grade/level/calibre

maintain the quality/standard/grade/level

2. U

- We provide quality at reasonable prices.

value • • **excellence** • • **merit** • • **worth** • • **distinction** • • **meaning** •

sb/sth **of** quality/value/excellence/merit/worth/distinction/meaning

great/real quality/value/merit/worth/distinction/meaning

have quality/value/merit/worth/distinction/meaning

3. C, U

- personal qualities such as honesty and generosity

characteristic • • **feature** • • **trait** • • **point** • • **attribute** • |formal **technical property** •

a/an **essential/desirable/individual** quality/characteristic/feature/trait/attribute/property

a/an **important/natural/special/useful** quality/characteristic/feature/attribute/property

possess/display/share (a) quality/characteristic/feature/trait/... points/attribute/property

Example Bank:

- Advances in technology would, it was hoped, improve the quality of life.
- All our cakes are made with top quality ingredients.
- How can we increase production without sacrificing quality?
- I found him thoroughly unpleasant, with no redeeming qualities whatsoever.
- The music gives the movie a dreamlike quality.
- The photos are of variable quality.
- They have real star quality.
- We aim to deliver quality to our customers.
- a singer with that elusive quality that sells records
- Get it right, even if it takes time; it's quality not quantity that matters.
- He showed great energy and leadership qualities.
- It's hard to find people with the right qualities for the job.
- Most of the goods on offer are of very poor quality.
- The ancient city of Assisi has a wonderful magical quality.
- The film has a dream-like quality.
- Their quality of life improved dramatically when they moved to the US.
- There's been a serious decline in air quality recently.
- Use the highest quality ingredients you can find.
- We offer unbeatable performance and quality in all our products.
- contemporary writers of quality
- personal qualities such as honesty and generosity

adjective

1. only before noun used especially by people trying to sell goods or services to say that sth is of a high quality

- We specialize in quality furniture.
- quality service at a competitive price

2. (BrE, slang) very good

- 'What was the film like?' 'Quality!'

Word Origin:

Middle English (in the senses 'character, disposition' and 'particular property or feature'): from Old French **qualite**, from Latin **qualitas** (translating Greek **ποιότης**), from **qualis** 'of what kind, of such a kind'.

Example Bank:

- Try our top range of quality products.
- We offer a quality service to all customers.

quality

Longman DOCE 5th Ed. (En-En)

1. **quality** ¹ **S1 W1** /'kwɒləti, 'kwɒlɪti \$ 'kwɑːlɪ-BrE " AmE " noun (plural **qualities**)

[Date: 1200-1300; Language: Old French; Origin: **qualité**, from Latin **qualitas**, from **qualis** 'of what kind']

1. [uncountable and countable] how good or bad something is:

- Much of the land was of poor quality.
- Use only high quality ingredients.

quality of

- The quality of the water is reasonably good.

2. [countable usually plural] something that people may have as part of their character, for example courage or intelligence ⇒

characteristic:

- He shows strong leadership qualities.
- the personal qualities necessary to be a successful salesman

quality of

the qualities of honesty and independence

3. [countable] something that is typical of one thing and makes it different from other things, for example size, colour etc:

the drug's addictive quality

quality of

the physical and chemical qualities of the rock

4. [uncountable] a high standard:

- his pride in the quality of his craftsmanship
- wines of quality

5. **quality of life** how good or bad your life is, shown for example by whether or not you are happy, healthy, able to do what you want etc:

drugs that improve the quality of life for very ill patients

...

COLLOCATIONS

■ **ADJECTIVES/NOUN + quality**

- **good/high** I was impressed that the quality of their work was so high.
- **poor/low** The magazine is printed on low quality paper.
- **excellent /outstanding** The T-shirts are only \$10 and the quality is excellent.
- **superior** *formal (=good or better quality)* These speakers offer superior quality sound.
- **top quality** Our chef uses only top quality ingredients.
- **water/air quality** Scientists took samples to test the water quality.
- **sound quality** I apologise for the poor sound quality of this recording.
- **picture quality** (*also image quality*) Does this type of TV set have a better picture quality?

■ **verbs**

- **improve/enhance the quality** The measures will improve the quality of the water in the river.
- **affect the quality** Lack of sleep started to affect the quality of his work.
- **test/check/monitor the quality** The equipment is used to monitor the city's air quality.
- **maintain the quality** Staffing problems made it difficult to maintain the quality of the service.
- **the quality goes up/down** I think the quality has gone down over the years.
- **the quality suffers** (*=it is badly affected by something*) The picture quality suffers if the signal isn't digital.

■ **quality + NOUN**

- **quality standards** Greater investment is needed to meet the European Union's strict quality standards.

■ **COMMON ERRORS**

- ▶ Do not say '*living quality*' or '*life quality*'. Say **quality of life**.

...

THESAURUS

- **characteristic** something that is typical of someone or something and makes them easy to recognize: He had several characteristics which made him different to the rest of his family. | the physical characteristics of the brain | He studied the special characteristics of adult speech addressed to children.
- **quality** a characteristic of a person, especially a good one such as kindness or intelligence: Tina has a lot of good qualities. | I'm not sure about his leadership qualities. | Obedience is a quality that my father admires.
- **feature** an important or interesting characteristic of something: it seems to be a feature of modern society that we tend to judge ourselves by our work above everything else. | A curious feature of the novel is the absence of women. | The building still has many of its original features.
- **property** [usually plural] *technical* a characteristic of a substance or object, for example hardness or elasticity, or how it behaves - used especially in scientific contexts: We examined the physical properties of various metals. | changes in the electrical properties of cells | Some plants have healing properties.
- **attribute** *formal* a good or useful characteristic: I suspected I probably did not quite possess all the attributes required to succeed at the highest level. | All living things are able to reproduce their kind, an attribute which no machine possesses..
- **good/bad points** good or bad characteristics – used when someone or something has both good and bad characteristics: The seller will obviously emphasize the car's good points. | Draw up a list of your partner's good and bad points.

II. **quality**² *BrE* ^{AmE} *adjective* [only before noun]

1. [no comparative] very good – used especially by people who are trying to sell something:

- quality child-care at prices people can afford
- quality double glazing

2. **quality newspapers/press etc** *British English* newspapers etc intended for educated readers

quality

12500 **540**^{MCW}

15000 **861**^{COCA}

RANGE: **1k QUALITY** 54478

quality 47274

qualities 7204

COCA 500k Unlemmatized

24230 **847**⁴⁷²¹³ *nn1*

⁴⁵112112⁴⁷ *nnu*

⁷314356⁷ *jj*

⁷318683⁷ *np1*
