

ploy

I

[plɔɪ] *n шотл.*

1. уловка, хитрость; тактический ход
2. 1) любимое занятие; излюбленное развлечение
- 2) занятие, дело; предприятие

II

[plɔɪ] *v воен.*

перестраиваться (из развёрнутого строя) в колонну

ploy

Oxford Advanced Learners Dictionary 8th Ed.

ploy [ploy ploys] *BrE* [plɔɪ] ^ˈ *NAmE* [plɔɪ] ^ˈ **noun**

words or actions that are carefully planned to get an advantage over sb else

Syn: ↑manoeuvre

- a clever marketing ploy
- ~ **to do sth** It was all a ploy to distract attention from his real aims.

Word Origin:

late 17th cent. (originally Scots and northern English in the sense 'pastime'); of unknown origin. The notion of "a calculated plan" dates from the 1950s.

Example Bank:

- a ploy for deflecting criticism
- Don't take any notice of her— it's just a ploy.
- It was a deliberate ploy to smear his opponents.
- It was all a ploy to distract attention away from his real aims.
- Maybe it's a ploy to throw us off our guard.

ploy

Longman DOCE 5th Ed. (En-En)

ploy /plɔɪ/ *BrE* ^ˈ *AmE* ^ˈ **noun** [countable]

[Date: 1600-1700; Origin: Probably from employ]

a clever and dishonest way of tricking someone so that you can get an advantage:

ˈ His usual ploy is to pretend he's ill.

ploy to do something

ˈ a smart ploy to win votes

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Frequency Pack

12500 **7137**^{MCW}15000 **7987**^{COCA}RANGE: **6k** PLOY ¹¹⁷⁵ploy ¹⁰¹⁷plays ¹⁵⁸

COCA 500k Unlemmatized

⁹²⁰ **20868**¹⁰¹⁷ *nn1*