

campaign**1. [kæm'peɪn] n****1. воен.** кампания, поход; операция

campaign conditions - походная обстановка

campaign medal - памятная медаль за участие в войне /в кампании/

campaign tactics - оперативное искусство

2. кампания, борьба

electoral /election/ campaign - выборная кампания, предвыборная борьба

propaganda campaign - пропагандистская кампания

campaign biography - **амер.** биография кандидата на выборах, **особ.** президентских, издаваемая с агитационной цельюcampaign button - **амер.** нагрудный значок с портретом кандидата или эмблемой партии

campaign against cancer - борьба против рака

to conduct /to carry on, to lead/ a campaign for educational reform - проводить кампанию /бороться/ за реформу системы образования

3. тех. кампания, технологический цикл**4. спец.** срок службы жаропрочной облицовки**2. [kæm'peɪn] v****1. воен.** участвовать в походе, в кампании**2. проводить кампанию**

to campaign for smb. - агитировать за кого-л. (на выборах)

campaign

Oxford Advanced Learners Dictionary 8th Ed.

cam·paign [campaign campaigns campaigned campaigning] **noun, verb BrE**[kæm'peɪn] ^{US} **NAmE** [kæm'peɪn] ^{US}**noun****1. ~ (against/for sth)** a series of planned activities that are intended to achieve a particular social, commercial or political aim• to **conduct a campaign**

• a campaign against ageism in the workplace

• the campaign for parliamentary reform

• an anti-smoking campaign

• Today police **launched** (= began) **a campaign** to reduce road accidents.

• an advertising campaign

• an election campaign

• the President's **campaign team/manager****2. a series of attacks and battles** that are intended to achieve a particular military aim during a war

• the North African campaign

• Air battles had dominated the campaign.

• a bombing campaign

Word Origin:

early 17th cent. (denoting a large area of open country): from French **campagne** 'open country', via Italian from late Latin **campania**, from **campus** 'level ground', specifically applied to the Campus Martius in Rome, used for games, athletic practice, and military drill. The change in sense arose from an army's practice of "taking the field" (i.e. moving from a fortress or town to open country) at the onset of summer.

Thesaurus:**campaign** **noun C**

• the campaign for parliamentary reform

drive • • crusade • • fight • • battle • • struggle • • war •a campaign/drive/crusade/fight/battle/struggle **for** stha campaign/drive/crusade/fight/battle/struggle/war **against** stha/an **national/international** campaign/drive/crusade/battle/struggle

Campaign or drive? A **campaign** may be larger, more formal and more organized than a **drive**. It is usually aimed at getting other people to do sth. A **drive** may be an attempt by people to get themselves to do sth:

• We're going on an economy drive (= we must spend less).

✗ an economy campaign

Collocations:**Voting in elections***Running for election***conduct/hold** an election/a referendum*(especially NAmE)* **run for** office/election/governor/mayor/president/the White House*(especially BrE)* **stand for** election/office/Parliament/the Labour Party/a second term**hold/call/contest** a general/national election**launch/run** a presidential election campaign**support/back** a candidate**sway/convince/persuade** voters/the electorate**appeal to/attract/woo/target** (NAmE) swing voters/(BrE) floating voters**fix/rig/steal** an election/the vote

Voting

go to/be turned away from (*especially BrE*) a polling station/(*NAmE*) a polling place

cast a/your vote/ballot (for sb)

vote for the Conservative candidate/the Democratic party

mark/spoil your ballot paper

count (*BrE*) the postal votes/(*especially NAmE*) the absentee ballots

go to/be defeated at the ballot box

get/win/receive/lose votes

get/win (60% of) the popular/black/Hispanic/Latino/Muslim vote

win the election/(*in the US*) the primaries/a seat in Parliament/a majority/power

lose an election/the vote/your majority/your seat

win/come to power in a landslide (victory) (= with many more votes than any other party)

elect/re-elect sb (as) mayor/president/an MP/senator/congressman/congresswoman

Taking power

be sworn into office/in as president

take/administer (*in the US*) the oath of office

swear/take (*in the UK*) an/the oath of allegiance

give/deliver (*in the US*) the president's inaugural address

take/enter/hold/leave office

appoint sb (as) ambassador/governor/judge/minister

form a government/a cabinet

serve two terms as prime minister/in office

more collocations at [↑economy](#), [↑politics](#)

Synonyms:

campaign

[battle](#) • [struggle](#) • [drive](#) • [war](#) • [fight](#)

These are all words for an effort made to achieve or prevent sth.

campaign • a series of planned activities that are intended to achieve a particular social, commercial or political aim: ▫ the campaign for parliamentary reform ◇ ▫ an advertising campaign

battle • a competition or argument between people or groups of people trying to win power or control: ▫ She finally won the legal battle for compensation. ◇ ▫ the endless battle between man and nature

struggle • a competition or argument between people or groups of people trying to win power or control: ▫ the struggle for independence ◇ ▫ the struggle between good and evil

battle or struggle?

A **struggle** is always about things that seem absolutely necessary, such as life and death or freedom. A **battle** can also be about things that are not absolutely necessary, just desirable, or about the pleasure of winning: ▫ the battle/struggle between good and evil ◇ a legal struggle for compensation ◇ a struggle of wills/wits.

drive • an organized effort by a group of people to achieve sth: ▫ the drive for greater efficiency ◇ ▫ a drive to reduce energy consumption

campaign or drive?

A **campaign** is usually aimed at getting other people to do sth; a **drive** may be an attempt by people to get themselves to do sth: ▫ From today, we're going on an ▫ economy drive ▫ (= we must spend less) ▫. A **campaign** may be larger, more formal and more organized than a **drive**.

war • [sing.] an effort over a long period of time to get rid of or stop sth bad: ▫ the war against crime

fight • [sing.] the work of trying to stop or prevent sth bad or achieve sth good; an act of competing, especially in a sport: ▫ Workers won their fight to stop compulsory redundancies.

war or fight?

A **war** is about stopping things, like drugs and crime, that everyone agrees are bad. A **fight** can be about achieving justice for yourself.

a campaign/battle/struggle/drive/war/fight **against** sth

a campaign/battle/struggle/drive/fight **for** sth

a **one-man/one-woman/personal** campaign/battle/struggle/war

a **bitter** campaign/battle/struggle/drive/war/fight

to **launch/embark on** a campaign/battle/drive

to **lead/continue** the campaign/battle/struggle/drive/fight

to **win/lose** a battle/struggle/war/fight

Example Bank:

- A campaign of intimidation was waged against people trying to vote.
- A news conference was held at the party's campaign headquarters.
- After sliding in the opinion polls, the party had to rethink its plan of campaign.
- Education has become an important campaign issue.
- Her political opponents ran a whispering campaign against her.
- Local people started a petition and letter-writing campaign to keep the hospital open.
- People have criticized the way in which she conducted her election campaign.
- She has fought a one-woman campaign for ten years about the lack of childcare provision in the town.
- She led a successful campaign against the closure of the library.
- The President kept his campaign promises.

- The anti-fur organization financed an ad campaign featuring celebrities.
- The campaign aims to inform the public of the dangers of this disease.
- The campaign failed to achieve its objectives.
- The campaign featured athletes talking about healthy lifestyles.
- The company launched a huge advertising campaign.
- The general election campaign gets underway today.
- The government has intensified the military campaign against the rebels.
- They began a grass-roots campaign to encourage people to shop locally.
- They met regularly during the campaign.
- We designed an Internet marketing campaign.
- a carefully orchestrated campaign against striking workers
- a concerted campaign aimed at educating young people about the dangers of drugs
- a fierce campaign against hunting
- a health awareness campaign to promote a healthy lifestyle
- election candidates on the campaign trail
- regulations governing political campaign financing
- the campaign for racial equality
- the political campaign by the Labour Party
- the terrorists' bombing campaign
- She led the campaign for parliamentary reform.
- The Russian campaign ended with the German defeat at Stalingrad.
- The advertising campaign was responsible for the massive rise in sales.
- The terrorists responded with a bombing campaign directed at business and commerce.
- They're conducting a campaign against ageism in the workplace.
- We're launching an anti-smoking campaign in the New Year.

Derived Word † **campaigning**

verb intransitive, transitive

to take part in or lead a campaign, for example to achieve political change or in order to win an election

- The party **campaigned vigorously** in the north of the country.
- ~ **for/against sb/sth** We have campaigned against whaling for the last 15 years.
- ~ **to do sth** They are campaigning to save the area from building development

Verb forms:

verb forms	
present simple	
I / you / we / they	campaign
	BrE /kæmˈpeɪn/
	NAme /kæmˈpeɪn/
he / she / it	campaigns
	BrE /kæmˈpeɪnz/
	NAme /kæmˈpeɪnz/
past simple, past participle	campaigned
	BrE /kæmˈpeɪnd/
	NAme /kæmˈpeɪnd/
-ing form	campaigning
	BrE /kæmˈpeɪnɪŋ/
	NAme /kæmˈpeɪnɪŋ/

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Thesaurus:

campaign verb

- The group campaigns on environmental issues.

fight • • **lobby** • • **work** • • **agitate** •

campaign/fight/lobby/work/agitate **for** sth

campaign/lobby/agitate **against** sth

campaign/fight/lobby **on behalf of** sb

Campaign or fight? Campaigning is often to persuade people that a political or social change is needed, or a practice needs to be stopped. **Fight** is often used about achieving justice for yourself, for example gaining the right to do sth.

Example Bank:

- Local communities are campaigning against the dumping of toxic waste.
- Local people have successfully campaigned against the building.
- The group campaigns on a range of environmental issues.
- We campaign on behalf of consumers.
- We have campaigned for better conditions.
- We will campaign hard for an end to the ivory trade.
- campaigning on behalf of the British consumer

- She has campaigned tirelessly for their release.
- The group campaigns on environmental issues.

campaign

Longman DOCE 5th Ed. (En-En)

I. **cam**paɪn¹ S2 W1 /kæm'peɪn/ BrE ^ˈ AmE ^ˈ noun [countable]

[Date: 1600-1700; Language: French; Origin: campagne, from Italian campagna 'level country, campaign', from Late Latin campania 'level country', from Latin campus (⇒ ↑camp¹); because soldiers went out into the country for military exercises]

1. a series of actions intended to achieve a particular result relating to politics or business, or a social improvement:

▪ an advertising campaign

campaign for/against

▪ a campaign for equal rights

▪ Jones ran a good campaign.

▪ Police have launched a campaign to crack down on drug dealers.

2. a series of battles, attacks etc intended to achieve a particular result in a war

• • •

COLLOCATIONS

■ verbs

▪ **launch/mount a campaign** (=begin a campaign) They have launched a campaign to end world poverty.

▪ **run/wage/conduct a campaign** (=carry out a campaign) He ran an aggressive campaign.

▪ **lead a campaign** The government is leading a 'walk to school' campaign.

▪ **spearhead a campaign** (=lead it – used especially in news reports) The campaign was spearheaded by the Students' Union.

■ ADJECTIVES/NOUN + campaign

▪ **a national/nationwide campaign** The walk was part of a national campaign to raise £900,000.

▪ **a worldwide/global/international campaign** a worldwide campaign for peace

▪ **an advertising/marketing/sales campaign** The store ran a television advertising campaign just before Christmas.

▪ **a publicity campaign** (=to tell the public about something) The interview was the start of a publicity campaign for his new book.

▪ **an election/electoral campaign** He was candidate in the 2008 election campaign.

▪ **a presidential campaign** Obama's presidential campaign

▪ **a political campaign** She was involved in many political campaigns.

▪ **a media/press campaign** The government spent thousands of pounds on a media campaign.

▪ **a fundraising campaign** (=to get money for something) The church is launching a £50,000 fundraising campaign for the renovation work.

▪ **an anti-smoking/anti-bullying etc campaign** How effective has the anti-smoking campaign been?

▪ **a smear campaign** (=in which unpleasant or untrue stories are spread about an important person) He claims he was the victim of a smear campaign.

▪ **a long campaign** Her father fought a long campaign for an investigation to be held.

▪ **an effective/successful campaign** The Conservatives failed to mount an effective campaign.

▪ **a strong campaign** (=forceful and effective) The car was the subject of a strong advertising campaign.

▪ **a determined campaign** His wife waged a determined campaign for his release.

▪ **a vicious campaign** (=very unpleasant and designed to attack someone) The state had conducted a vicious campaign of misinformation and propaganda.

▪ **a deliberate/concerted campaign** (=done by people in a determined way) There was a concerted campaign to attract more women into the armed forces.

▪ **an orchestrated campaign** *disapproving* (=organized secretly to make political events happen in the way you want) This resulted in an orchestrated campaign of civil disorder.

▪ **a sustained campaign** (=lasting a long time) The organization has mounted a sustained campaign against the killing of endangered species.

■ campaign + NOUN

▪ **campaign funds/money** He was found guilty of using campaign funds illegally.

▪ **a campaign manager** (=for a political campaign) She's a campaign manager for Amnesty International.

▪ **the campaign trail** (=the places someone visits as part of their election campaign) Iowa was the first stop on the presidential campaign trail.

■ COMMON ERRORS

▶ Do not say 'make a campaign'. Say **launch a campaign**.

• • •

THESAURUS

■ when people try to achieve something

▪ **fight** the process in which people try to stop something bad from happening or to improve a situation: Schools have an important part to play in the fight against drugs. | women's fight for equality

▪ **battle** a fight to change a situation or deal with a problem in society: The battle against racial discrimination is not over.

▪ **campaign** a planned series of actions intended to achieve something: Motoring organizations started a campaign for safer roads.

▪ **struggle** a long, hard fight for freedom, independence, equal rights etc: Nkrumah led the people in their struggle for independence.

▪ **crusade** someone's fight against something they think is morally wrong: She intends to continue her crusade against sex and violence on TV.

II. **campaign**² BrE ^ˈ AmE ^ˈ verb [intransitive]

to lead or take part in a series of actions intended to achieve a particular social or political result

campaign for/against

a group campaigning against the destruction of the rain forests

—campaigner *noun* [countable]

campaign

Freakuency Pack

12500 **929**^{MCW}

15000 **641**^{COCA}

RANGE: **2k** CAMPAIGN ⁷³⁵⁶⁹

campaign ⁶¹³⁷⁸

campaigned ¹³⁸⁷

campaigning ²⁸¹¹

campaigns ⁷⁴¹⁶

campaigner ³⁸⁴

campaigners ¹⁹³

COCA 500k Unlemmatized

20752 **655**⁵⁹²⁸⁰ *nn1*

968 **19736**¹¹¹⁶ *vvi*

723 **23065**⁸⁶⁶ *vv0*

60 **87011**⁷⁷ *nnu*

27 **142251**³⁰ *jj*

9 **274963**⁹ *np1*
