

## launch

I

1. [lɔːntʃ] *n*
1. спуск (судна) на воду  
the launch of a new liner - спуск на воду нового пассажирского парохода
  2. стапель
  3. *реакт., косм.* пуск, запуск (ракеты, спутника)  
launch pad, launch platform = launching pad 1  
launch abort - аварийное прекращение полёта (на стартовом участке)  
launch complex - стартовый комплекс  
unauthorized launch - несанкционированный пуск  
underwater launch - пуск из подводного положения
  4. катапультирование (самолёта)
2. [lɔːntʃ] *v*
1. спускать (судно) на воду
  2. 1) начинать, пускать в ход  
to launch a new enterprise - открывать новое предприятие  
to launch a young man into business - помочь юноше начать деловую карьеру  
2) начинать (действовать)  
to launch an attack - начинать атаку, предпринимать атаку  
to launch a campaign of abuse - начать /открыть/ клеветническую кампанию  
to launch a scheme - ввести в действие план
  3. *воен., реакт., косм.*  
1) выпускать (снаряд)  
to launch a torpedo - выпустить торпеду  
2) запускать (ракету, спутник и т. п.)  
3) катапультировать  
to launch a plane from a carrier - катапультировать самолёт с авианосца
  4. 1) бросать (с силой), метать  
to launch a spear at smb. - метнуть копье в кого-л.  
to launch a blow - нанести удар (*тж. в боксе*)  
2) разразиться (*чем-л.*)  
to launch threats against smb. - бросать угрозы кому-л.  
to launch an invective - произнести обличительную речь
  5. (into) с жаром пускаться (во *что-л.*), бросаться  
to launch into an argument - пуститься в рассуждения /в спор/  
to launch into dissipation [into extravagance] - предаться развлечениям [излишества], удариться в загул  
◇ to launch into eternity - а) отправляться на тот свет; б) отправиться на тот свет

II

- [lɔːntʃ] *n*
- 1) баркас, катер
  - 2) моторная лодка  
pleasure launch - лодка для прогулок /увеселительных поездок/

## launch

Oxford Advanced Learners Dictionary 8th Ed.

**launch** [launch launches launched launching] *verb, noun* *BrE* [lɔːntʃ] <sup>1</sup> *NAmE*

[lɔːntʃ] <sup>1</sup>*verb*

1. ~ **sth** to start an activity, especially an organized one
  - to **launch an appeal/an inquiry/an investigation/a campaign**
  - to **launch an attack/invasion**
2. ~ **sth** to make a product available to the public for the first time
  - a party to launch his latest novel
  - The new model will be launched in July.
3. ~ **sth** to put a ship or boat into the water, especially one that has just been built
  - The Navy is to launch a new warship today.
  - The lifeboat was launched immediately.
4. ~ **sth** to send sth such as a <sup>↑</sup>**spacecraft**, weapon, etc. into space, into the sky or through water
  - to launch a communications satellite
  - to **launch a missile/rocket/torpedo**
5. ~ **yourself at, from, etc. sth** | ~ **yourself forwards, etc.** to jump forwards with a lot of force
  - Without warning he launched himself at me.
  - (*figurative*) She launched herself on the rock world with a brilliant album.
6. ~ **sth** (*computing*) to start a computer program
  - You can launch programs and documents from your keyboard.
  - It's not the fastest way to launch an application.

## Verb forms:

verb forms	
present simple	
I / you / we / they	launch
	BrE /b:ntʃ/
	NAmE /b:ntʃ/
he / she / it	launches
	BrE /b:ntʃz/
	NAmE /b:ntʃz/
past simple, past participle	launched
	BrE /b:ntʃt/
	NAmE /b:ntʃt/
-ing form	launching
	BrE /b:ntʃɪŋ/
	NAmE /b:ntʃɪŋ/

## Word Origin:

**v.** and **n.** **sense 1** Middle English 'hurl a missile, discharge with force' Anglo-Norman French **launcher** Old French **lancier** Latin **lancea**

**n.** **sense 2** late 17th cent. Spanish **lancha** 'small boat' Malay **lancharan lanchar** 'swift, nimble'

## Example Bank:

- Roger suddenly launched into a hilarious impression of the headmaster.
- The TV celebrities helped launch an anti-drugs campaign.
- The appeal was officially launched last month.
- The company plans to launch the product next month.
- The satellite was successfully launched last year.
- A German firm launched a takeover bid for the company.
- A massive attack was launched in the spring of 1918.
- Enemy troops launched an assault on the town.
- Police have launched a murder enquiry.
- The Duchess of Cornwall, president of the charity, will launch the appeal in London.
- The authorities launched a massive security operation in the city.
- The book was launched amid a fanfare of publicity.
- The charity tonight launched its crusade against homelessness.
- The company launched a huge advertising campaign.
- The government has launched a new policy initiative.
- The police immediately launched a nationwide search for the killer.
- The ship was hit by three torpedoes launched from the enemy submarine.
- We're going to launch a big recruitment drive in the autumn.

**Derived** †launch into something ▪ †launch out ▪ †launch yourself into something

## noun

**1.** usually singular the action of **launching** sth; an event at which sth is **launched**

- the successful launch of the Ariane rocket
- a product launch
- The official launch date is in May.

**2.** a large boat with a motor

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## Example Bank:

- I met her at the launch of her new book.
- In the six months since its launch the car has sold extremely well.
- She is signing copies of her book at the official launch.
- The commercial launch was the end of 2007.
- The official product launch was scheduled for 2009.
- The show is timed to coincide with the launch of a new book on the subject.
- They are preparing for the launch of the new campaign next month.
- a big Hollywood event to mark the launch of the movie
- a spring launch for the new TV system
- one of the world's largest ocean-going launch platforms
- the postponement of the scheduled launch on July 7
- Speaking at a recent product launch, he said that the company would continue to diversify.

## launch

**1.** **launch** <sup>1</sup> **W2** /bɒntʃ/ **BrE** <sup>2</sup> **AmE** <sup>3</sup> **verb** [transitive]

[Date: 1300-1400; Language: Old North French; Origin: lancer, from Late Latin lanceare 'to throw a lance', from Latin lancea; ⇨

launch ]

1. **START SOMETHING** to start something, usually something big or important:

- " The organization has launched a campaign to raise \$150,000.
- " The Canadian police plan to launch an investigation into the deal.

**launch an attack/assault/offensive**

- " The press launched a vicious attack on the President.
- " The book launched his career as a novelist.

2. **PRODUCT** to make a new product, book etc available for sale for the first time:

- " The company hopes to launch the new drug by next October.

3. **BOAT** to put a boat or ship into the water

4. **SKY/SPACE** to send a weapon or spacecraft into the sky or into space:

- " A test satellite was launched from Cape Canaveral.

5. **COMPUTER** to make a computer program start **SYN open**:

- " Double-click on an icon to launch an application.

6. **launch yourself forwards/up/from etc** to jump up and forwards into the air with a lot of energy

**launch into something** *phrasal verb*

1. to suddenly start a description or story, or suddenly start criticizing something:

- " Nelson launched into a blistering criticism of greedy lawyers.

2. to suddenly start doing something:

- " Don't just launch into exercise without warming up first.

**launch out** *phrasal verb British English*

to start something new, especially something that involves risk

...

## THESAURUS

▪ **shoot** *verb* [*intransitive and transitive*] to use a gun to fire bullets, or to kill or injure someone using a gun: He ordered his men to stop shooting. | The guards shot the man as he was trying to escape. | President Kennedy was shot by a lone gunman.

▪ **fire** *verb* [*intransitive and transitive*] to shoot bullets from a gun, or send an explosive object towards someone or something: Soldiers fired into the crowd. | Helicopters fired rockets at several buildings. | He regained his balance, took aim, and fired. | The police fired into the air to make the crowd break up. | As soon as we crossed the border, enemy troops started firing at us. | Kendrick fired three shots at the President's car. | Suddenly the car stopped, and the passenger got out and fired a Kalashnikov rifle at the police car.

▪ **launch** *verb* [*transitive*] to send a large rocket or ↑**missile** into the air: American warships launched cruise missiles. | The guerrillas launched their rockets from densely populated towns.

▪ **open fire** to start shooting: Nineteen students were injured after a gunman opened fire. | Troops opened fire on a group of unarmed demonstrators. | The colonel gave the order for the soldiers to open fire.

▪ **shell** *verb* [*transitive*] to fire shells (=metal containers filled with an explosive substance) at enemy soldiers, cities etc in a war, using large guns: Border towns have been shelled by enemy aircraft for the past two months. | British warships began shelling German positions along the coast.

▪ **bombard** *verb* [*transitive*] to attack a place for a long time with shells or bombs: Allied forces bombarded the coast prior to the invasion. | Troops bombarded the area with shells. | The allied forces bombarded the enemy trenches for weeks. | Cromwell's men had been bombarding the fort with their artillery for several days.

▪ **take a potshot at somebody/something** to shoot at someone or something without aiming very carefully: Someone tried to take a potshot at him, but hit the man behind instead.

II. **launch**<sup>2</sup> *BrE* <sup>"</sup> *AmE* <sup>"</sup> *noun* [countable]

[Sense 1,3: Date: 1300-1400; Origin: ⇒ ↑**launch**<sup>1</sup>]

[Sense 2: Date: 1600-1700; Language: Spanish; Origin: *lancha*, from Portuguese, perhaps from Malay *lanchar* 'quick']

1. when a new product, book etc is made available or made known

**launch of**

- " the launch of a new women's magazine
- " a new product launch

2. a large boat with a motor

3. when a weapon or spacecraft is sent into the sky or into space

## launch

Freakuency Pack

12500 **1459**<sup>MCW</sup>

15000 **1444**<sup>COCA</sup>

RANGE: **4k LAUNCH** 29020

launch 10946

launched 12092

launching 3336

launches 1580

launcher 446

launchers 620

COCA 500k Unlemmatized

4139 **7072**<sup>5006</sup> *vvi*

2528 **7280**<sup>4812</sup> *nn1*

973 **19583**<sup>1128</sup> *vv0*