

loyalty['lɔɪəlti] *n*

1. верность, преданность
2. лояльность; благонадёжность

loyalty certificate - свидетельство благонадёжности

loyalty oath - **амер.** «присяга в благонадёжности»; подписка о непринадлежности к подрывным организациямloyalty purge - **амер.** чистка государственных учреждений от заподозренных в нелояльном отношении к американскому образу жизниloyalty test - **амер.** «проверка лояльности» (*государственных служащих*)

3. *pl* родственные чувства; привязанность

tribal loyalties - чувства, связывающие членов одного племени, племенная связь

loyalty

Oxford Advanced Learners Dictionary 8th Ed.

loyalty ['lɔɪəlti] *n* **loyalties** [ˈlɔɪəlti] *n* **BrE** ['lɔɪəlti] *n* **NAmE** ['lɔɪəlti] *n* **noun** (*pl.* **loyalties**)

1. **uncountable** ~ **(to/towards sb/sth)** the quality of being faithful in your support of sb/sth

• They swore their loyalty to the king.

• Can I count on your loyalty?

2. **countable, usually plural** a strong feeling that you want to be loyal to sb/sth

• a case of **divided loyalties** (= with strong feelings of support for two different causes, people, etc.)Example Bank:

- Disagreements with one's in-laws often create divided loyalties.
- He inspires great loyalty from all his employees.
- He showed unswerving loyalty to his friends.
- His loyalties lay with people from the same background as himself.
- His primary loyalty was to his family.
- It was a blatant attempt to buy their loyalty.
- Mass advertising creates brand loyalty for a product.
- She owed no loyalty to him.
- She stayed on at the school out of loyalty to her students.
- Some party members found it hard to switch their loyalty to the new leader.
- The company expects loyalty from its employees.
- The company rewards customer loyalty by offering discounts.
- The team members felt tremendous loyalty towards one another.
- The town is the object of fierce loyalty among its inhabitants.
- They pledged their loyalty to the king.
- attempts to build customer loyalty
- men whose loyalty is to their political careers
- a case of divided loyalties

loyalty

Longman DOCE 5th Ed. (En-En)

loyalty /'lɔɪəlti/ *n* **BrE** *n* **AmE** *n* **noun** (*plural* **loyalties**)

1. **[uncountable]** the quality of remaining faithful to your friends, principles, country etc

loyalty to/towards

Elizabeth understood her husband's loyalty to his sister.

2. **[countable usually plural]** a feeling of support for someone or something

local/regional/tribal/family etc loyalty/loyalties

In the rural areas, family and tribal loyalties continue to be important.

the agony of divided loyalties (=loyalty to two different or opposing people) for the children in a divorce

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COLLOCATIONS (for Meanings 1 & 2)■ **ADJECTIVES/NOUN + loyalty**

- **absolute/total/complete loyalty** He knew that he had Boyle's complete loyalty.
- **great/deep/strong loyalty** She was admired for her deep loyalty to her colleagues.
- **fierce/intense loyalty** She was touched by her friend's fierce loyalty.
- **unswerving loyalty** (=loyalty that does not change) He was rewarded for his unswerving loyalty.
- **blind/unthinking loyalty** (=loyalty to a person or group without questioning whether they are right - used disapprovingly) Sarah was criticized for her blind loyalty to her husband.
- **undivided loyalty** (=loyalty that goes only to one person or group) He has the undivided loyalty of Manchester United fans.
- **divided loyalties** (=when you feel that you should be loyal to two people, groups etc) She felt divided loyalties, having friends on both sides of the dispute.
- **customer/brand loyalty** (=when someone shops in the same shops or buys the same goods regularly) The company's marketing department is trying to build customer loyalty.
- **party/political loyalty** Most of the people seem to vote according to party loyalty.
- **personal loyalty** (=loyalty to someone as a person, rather than to a company or organization) He inspired personal loyalty among his employees.
- **family loyalty** Family loyalty prevented her from telling what she knew.
- **national loyalty** National loyalties can be a cause of conflict between countries.
- **tribal loyalty** (=loyalty to your group, team etc, which is felt by a large number of people - often used disapprovingly)

Football fans tend to have a strange kind of tribal loyalty.

- **company loyalty** As people change jobs more often, company loyalty is less common.

■ verbs

- **feel loyalty towards somebody/something** Marco felt an intense loyalty to his native country.
- **inspire/command somebody's loyalty** (=make someone feel loyal to you) He inspires extraordinary loyalty among his staff.
- **show/prove your loyalty** (=do something that shows you are loyal to someone) He showed great loyalty to his wife during her long illness.
- **swear/pledge loyalty** (=promise that you will be loyal) The president's assistants swore their loyalty to him.

■ phrases

- **a sense of loyalty** She had a strong sense of loyalty to her family.
- **an oath of loyalty** (=a promise to be loyal) They swore an oath of loyalty to their king.
- **where your loyalties lie** (=who or what you are going to be loyal to) Do your loyalties lie with your friends or your family?

■ loyalty + NOUN

- **a loyalty scheme** (=when a company or shop gives customers a reward for continuing to use them) The supermarket operates a loyalty scheme.

loyalty

Frequency Pack

12500 **3544**^{MCW}

15000 **2327**^{COCA}

RANGE: **4k** **LOYAL** 13472

loyal 5279

loyalty 5883

loyalties 972

loyally 145

loyalist 409

loyalists 784

COCA 500k Unlemmatized

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