

viewer[ˈvjuːə] *n*

1. *см.* view II + -er
2. зритель; телезритель; кинозритель
3. осмотровик, досмотровик
4. *спец.* наблюдатель
5. *спец.* оптический прибор для наблюдения; перископ; просмотровый прибор (для плёнок)

viewer

Oxford Advanced Learners Dictionary 8th Ed.

view-er [**viewer** **viewers**] *BrE* [ˈvjuːə] *n* *NAmE* [ˈvjuːə] *noun*

1. a person watching television
 - The programme attracted millions of viewers.
2. a person who looks at or considers sth
 - Some of her art is intended to shock the viewer.
 - viewers of the current political scene
3. a device for looking at ↑slides (= photographs on special film), for example a small box with a light in it

Collocations:**Television***Watching*

watch television/TV/a show/(*BrE*) a programme/(*NAmE*) a program/a documentary/a pilot/a rerun/a repeat
see (*especially BrE*) an ad/(*especially NAmE*) a commercial/the news/the weather
catch/miss a show/a programme/a program/an episode/the news
pick up/reach for/grab the remote (control)
change/switch channel
surf (through)/ (*especially NAmE*) **flip through/** (*especially BrE*) **flick through** the channels
sit in front of/switch on/switch off/turn on/turn off the television/the TV/the TV set
have/install satellite (TV)/cable (TV)/a satellite dish

Showing

show a programme/a documentary/an ad/a commercial
screen a programme/a documentary
run an ad/a commercial
broadcast/ (*especially NAmE*) **air/repeat** a show/a programme/a documentary/an episode/a series
go out/air/be recorded live
attract/draw (in)/pull (in) viewers
be a hit with viewers/audiences/critics
get (low/high) ratings

Appearing

be on/appear on television/TV/a TV show
take part in a phone-in/a game show/a quiz show/a reality TV show
host a show/a programme/series/a game show/a quiz show/a talk show/(*BrE*) a chat show
be/become/work as a (*BrE*) TV presenter/talk-show host/sports commentator/anchorman/(*BrE*) newsreader
read/present the news
appear /perform live (on TV)

Programme-making

do/film/make a show/a programme/a documentary/an episode/a pilot/a series/an ad/a commercial
work on a soap (opera)/a pilot (episode)/a sitcom
write/produce a drama/sitcom/spin-off/comedy series

Example Bank:

- BBC viewers saw the prime minister lose his cool on last night's 'Question Time'.
- Hundreds of viewers called in to complain after the show.
- It is estimated that four million viewers watched the programme.
- Many producers have a low opinion of the average viewer's intelligence.
- More than six million viewers tuned in to see the game.
- Most cable viewers have a few channels that they watch regularly.
- TV viewers saw the giant funnel of a tornado speeding across the fields.
- The announcer informed viewers that programmes would be running late.
- The announcer informed viewers that the game had been postponed.
- The evening news is to change its serious image in a bid to attract more viewers.
- The first series is probably the one best remembered by fans and casual viewers alike.
- The new sitcom has been a big hit with viewers.
- The presenter's style may alienate some viewers.
- Viewers can vote for their favourite/favorite performer.
- We want to present viewers with something they haven't seen before.
- While fewer people are attending football matches, armchair viewers are growing in number.
- a major new drama series that looks set to shock television viewers

- attempts to lure younger viewers to the channel
- Many informed viewers of the current political scene are becoming critical of the government
- The show attracted millions of viewers.

viewer

Longman DOCE 5th Ed. (En-En)

view er /'vjuːə/ *BrE* ^ˈ *AmE* ^ˈ *noun* [countable]

[**Word Family**: **noun**: ↑view, ↑overview, ↑preview, ↑review, ↑viewer, ↑reviewer, **verb**: ↑view, ↑preview, ↑review]

1. someone who watches television:

" The new series has gone down well with viewers.

2. someone who looks at something:

" In the painting, the woman has her back to the viewer.

3. a small box with a light in it used to look at ↑slides (=colour photographs on special film)

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THESAURUS

■ someone who watches something

- **spectator** someone who watches an event, especially a sports event: There were 4,500 spectators at the game. | a crowd of spectators
- **viewer** someone who watches television: Millions of television viewers listened to the President's speech. | programmes for younger viewers
- **audience** the people who watch a play or performance, or the people who watch a particular television programme: The audience roared with laughter and clapped. | It attracted a television audience of seven million.
- **onlooker** someone who watches something happening without being involved in it, especially in the street: A man was standing on the roof, watched by a crowd of onlookers below.
- **observer** someone who watches and pays attention to particular situations and events, because they are interested in them, or it is their job: She was a shrewd observer of human nature. | a political observer who writes for The Independent newspaper | The United Nations has sent military observers to the Sudan.

viewer

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15000 **371**^{COCA}

RANGE: **1k VIEW** 132352

view 76331

viewed 12995

viewing 5996

views 22985

viewer 4852

viewers 9193

COCA 500k Unlemmatized

2594 **7245**⁴⁸³⁸ *nn1*

14 **214372**¹⁴ *nnu*