

hype

1. [haɪp] *n*
 1. = hype3 I
 2. *амер. сл.* (искусственная) стимуляция; подстёгивание, подкрепление; оживление
 3. *амер. сл.*
 - 1) обман, надувательство
to work a hype on smb. - провести кого-л.
 - 2) беззастенчивая реклама, пускание пыли в глаза; очковтирательство
 - 3) трюк для привлечения внимания
 4. *амер. сл.* претендентна популярность; человек, популярность которого стимулируется и раздувается всеми способами
 5. *амер. сл.* наркоман
2. [haɪp] *v амер. сл.*
 1. 1) вливать новые силы; укреплять
to hype a story with facts - подкрепить сообщение фактами
 - 2) оживлять (*рассказ, пьесу*)
 2. обманывать, надувать
he'd been hyped - его провели
 3. 1) стимулировать; возбуждать, волновать (*мж. hype up*)
 - 2) увеличивать, раздувать
 - 3) крикливо рекламировать; расхваливать, превозносить

hype

Oxford Advanced Learners Dictionary 8th Ed.

hype [hype hypes hyped hyping] *noun, verb* BrE [haɪp] ^ɪ NAmE [haɪp] ^ɪ

noun uncountable (informal, disapproving)
 advertisements and discussion on television, radio, etc. telling the public about a product and about how good or important it is

- **marketing/media hype**
- Don't believe all the hype—the book isn't that good.

Word Origin:

1920s (originally US in the sense 'short-change, cheat', or 'person who cheats etc.'): of unknown origin.

Example Bank:

- The movie failed to live up to all the hype.
- This new game is getting plenty of hype.
- the hype surrounding her latest book

verb (informal, disapproving)

to advertise sth a lot and exaggerate its good qualities, in order to get a lot of public attention for it

- ~ **sth** This week his much hyped new movie opens in London.
- ~ **sth up** The meeting was hyped up in the media as an important event

Verb forms:

verb forms	
present simple	
I / you / we / they	hype
	BrE /haɪp/
	NAmE /haɪp/
he / she / it	hypes
	BrE /haɪps/
	NAmE /haɪps/
past simple, past participle	hyped
	BrE /haɪpt/
	NAmE /haɪpt/
-ing form	hyping
	BrE /haɪpɪŋ/
	NAmE /haɪpɪŋ/

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Longman DOCE 5th Ed. (En-En)

- I. **hype**¹ /haɪp/ BrE ^ɪ AmE ^ɪ *noun* [uncountable]
 [Date: 1900-2000; Origin: hype 'deceiving, lies' (1900-2000) perhaps from hype 'drug addict' (1900-2000) from hypodermic; influenced by hyperbole]
 attempts to make people think something is good or important by talking about it a lot on television, the radio etc – used to show disapproval ⇒ **exaggeration** :
 * Some experts are concerned that the new drug won't live up to all the hype.
 * Despite the media hype, I found the film very disappointing.
- II. **hype**² BrE ^ɪ AmE ^ɪ (also **hype up**) *verb* [transitive]
 to try to make people think something is good or important by talking about it a lot on television, the radio etc ⇒ **promote** :
 * The director is just using the controversy to hype his movie.
hype somebody up *phrasal verb*

to make someone feel excited

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THESAURUS

- **advertise** *verb* [intransitive and transitive] to tell people about a product or service and try to persuade them to buy it, for example in a newspaper, television, or Internet advertisement: Some universities advertise on television. | She has signed a deal to advertise the company's haircare products.
- **promote** *verb* [transitive] to try to increase the sales or popularity of a product or event, for example by selling it at a lower price or talking about it on television: He's in London to promote his new album.
- **market** *verb* [transitive] to try to sell a product or service by deciding which type of people are likely to buy it and by making it interesting to them: The collection is being marketed as clothing for climbers and skiers. | Most companies have agreed not to market products to children under 12.
- **publicize** (also **publicise** *British English*) *verb* [transitive] to tell the public about something by writing about it in newspapers, speaking about it on television etc: He had done a lot of interviews to publicize his new book. | The hostages' case has been widely publicized.
- **hype** *verb* [transitive] *informal* to try to make people think something is good or important by advertising or talking about it a lot on television, the radio etc. **Hype** is often used when you do not trust the information: The boxing match was being hyped as the biggest fight of the decade.
- **plug** *verb* [transitive] *informal* to advertise a book, film etc by talking about it on television or radio: Marc was on the show to plug his new play.

hype

Freakuency Pack

12500 **8221**^{MCW}

15000 **6058**^{COCA}

RANGE: **8k** **HYPE** ²¹²⁴

hype ²¹⁰⁵

hypes ¹⁹

COCA 500k Unlemmatized

¹⁷⁶⁹ **13046**²¹⁰⁵ *nn1*