

68 Common collocations

Young people are often the first to **take advantage of** new technology. If a product **does well** with teenagers, there is usually a **strong possibility** it will succeed with the rest of the public.



1 Adjective + noun

We often use specific adjectives with particular nouns. For example, we can describe *rain* as *light* or *heavy* but we can't say *strong rain* or *weak rain*.

✗ *Strong rain is predicted this evening.* ✓ *Heavy rain is predicted this evening.*

These are some common adjective + noun collocations. Sometimes the meaning changes:

ADJECTIVE	NOUN
<i>light</i>	<i>clothes colour drinker meal punishment rain sleeper smoker wind work</i> (= not physically demanding)
<i>heavy</i>	<i>burden casualties demands drinker industry</i> (= large scale) <i>losses meal punishment rain smoker traffic work</i> (= physically demanding)
<i>weak</i>	<i>argument coffee currency joke point ruler signal swimmer taste</i>
<i>strong</i>	<i>accent argument</i> (= convincing) <i>case</i> (= good reasons) <i>coffee feelings influence leader position possibility sense signal smell swimmer taste wind</i>
<i>faint</i>	<i>chance hope possibility smell</i>
<i>little/great</i>	<i>difficulty interest pleasure success time</i>
<i>good/bad</i>	<i>behaviour habit luck news person time word</i>
<i>poor</i>	<i>health memory performance relation</i> (= less successful than others)

The lawyer presented a **strong argument** but failed to win the case.

Don't go by car, the **traffic's** really **heavy** today.

Karl's very **strong** so **heavy work** doesn't bother him.



Combinations from other languages do not often translate directly. It's always best to check in a dictionary first.

2 Verb + noun

There are many verb + noun collocations that we use to describe particular actions, e.g. *take a bath*, *tell a story*, *make a mistake*. In many cases the meaning of the verb does not change, but in some cases it has a new meaning:

miss the point (= not understand an argument) *miss a bus/train*, etc. (= arrive too late)

pass an exam (= succeed in) *pass a law* (= the act of officially creating a new law)

run a business (= manage a business) *run a bath* (= fill a bath with water)

We make most of these combinations with the verbs *make*, *do*, *have* and *take*. See opposite.

3 Verb + noun + preposition

A few verbs combine with a noun and a preposition:

<i>have</i>	<i>keep</i>	<i>make</i>	<i>run</i>	<i>take</i>
<i>faith in</i> <i>confidence in</i> <i>trust in</i>	<i>account of</i> <i>an eye on</i> <i>faith with</i>	<i>a success of</i> <i>the most of</i> <i>a fool of</i>	<i>the risk of</i> <i>rings round</i>	<i>account of</i> <i>a dislike to</i> <i>pity on</i> <i>pleasure in</i> <i>the form of</i>

Make sure you **keep an eye on** Terry – I don't trust her.

The company lets Heinrich **make all their purchasing decisions**, they **have faith in** his judgement.

If you wait until later, you'll **run the risk of** missing your train.