

imagine *verb*

imagine • think • see • envisage • envision • picture • visualize • conceptualize • pretend

These words all mean to form an idea in your mind of what sb/sth might be like.

PATTERNS AND COLLOCATIONS

- ▶ to imagine / see / envisage / envision / picture / visualize / conceptualize sb / sth **as** sth
- ▶ to imagine / see / envisage / envision / picture / visualize (sb) **doing** sth
- ▶ to imagine / think / see / envisage / envision / picture / visualize **who / what / how...**
- ▶ to imagine / think / envisage / envision / pretend **that...**
- ▶ **Just** imagine / think / pretend.

imagine [T, I] to form an idea in your mind of what sb/sth might be like: *The house was just as she had imagined it.* ◇ *I can't imagine life without the children now.* ◇ *Close your eyes and imagine (that) you are in a forest.* ◇ *I can just imagine him saying that!* ◇ *I had imagined her to be older than me.* ◇ (spoken) 'He was furious.' 'I can imagine!'

think [T, no passive, I] to imagine sth that might happen or might have happened: *We couldn't think where you'd gone.* ◇ *Just think how nice it would be to see them again.* ◇ *Try to think yourself into the role.* ◇ **Just think** – this time tomorrow we'll be lying on a beach.

see [T] (not used in the progressive tenses) to consider sth as a future possibility; to imagine sb/sth as sth: *I can't see her changing her mind.* ◇ *His colleagues see him as a future director.*

envisage /ɪnˈvɪzɪdʒ/ [T] (especially BrE, rather formal) to imagine what will happen in the future: *What level of profit do you envisage?* ◇ **It is envisaged** that the talks will take place in the spring. ⓘ The usual word for this in American English is **envision**.

envision /ɪnˈvɪʒn/ [T] (rather formal) to imagine what a situation will be like in the future, especially a situation that you intend to work towards: *They envision an equal society, free from poverty and disease.* ⓘ **Envision** is used especially in business and political contexts. In American English it is also used as another form of the word **envisage**: *What level of profit do you envision?*

picture [T] to form a picture of sb/sth in your mind: *I can still picture the house I grew up in.* See also **picture** → DESCRIPTION *noun*

visualize (BrE also **-ise**) /ˈvɪʒuəlaɪz/ [T] (rather formal) to picture sb/sth in your mind: *Try to visualize yourself walking into the interview calmly and confidently.*

▶ **visualization** (BrE also **-isation**) *noun* [U, C]: *Visualization can be a useful technique in building confidence.*

NOTE **IMAGINE, PICTURE OR VISUALIZE?** **Imagine** is the most general of these words and is used for any idea that you form of how a person, place, thing or experience might look or feel. **Picture** and **visualize** are used particularly for imagining sth in a picture or series of pictures. They are very similar in meaning but **visualize** is slightly more formal and is often used to talk about a deliberate attempt to imagine sth for a particular purpose.

conceptualize (BrE also **-ise**) /kənˈseptʃuəlaɪz/ [T, I] (formal) to form an idea of sth in your mind, especially an idea of sth that is difficult to imagine accurately: *How can we conceptualize the way the international economy works?* ◇ *The ability to conceptualize is one of the most likely indicators of who will be a successful manager.*

pretend [T, I] (especially of children) to imagine that sth is true as part of a game: *Let's pretend (that) we're astronauts.* ◇ *They didn't have any real money so they had to pretend.*

immediate *adj.*

immediate • instant • prompt • instantaneous
These words all describe sth that happens or is done without delay.

prompt immediate instantaneous

PATTERNS AND COLLOCATIONS

- ▶ an immediate / an instant / a prompt / an instantaneous **reaction / response / return**
- ▶ immediate / instant / prompt **action / attention / payment / relief**
- ▶ an immediate / instant **appeal / answer / solution / result / effect / impact / improvement**
- ▶ an immediate / a prompt **start / step**
- ▶ **almost** immediate / instant / instantaneous

immediate happening or done without delay: *Carrie's immediate reaction to the news was to laugh in relief.* ◇ *Local police took immediate action when they received the bomb alert.* ◇ *The cream brings immediate relief to dry and rough skin.* **OP2 delayed** ⓘ A **delayed** reaction happens some time after the event that causes it: *She's suffering a delayed reaction to the shock.*

▶ **immediately** *adv.*: *She answered almost immediately.* ◇ *The point of my question may not be immediately apparent.*

instant [usually before noun] happening or done immediately: *She took an instant dislike to me, the first time we met.* ◇ *This account gives you instant access to your money.* ◇ *The show was an instant success in New York.*

▶ **instantly** *adv.*: *Her voice is instantly recognizable.* ◇ *The driver of the car was killed instantly.*

prompt done without delay: *Prompt action was required as the fire spread.* ◇ *Prompt payment of the invoice would be appreciated.*

▶ **promptly** *adv.* (especially written) *She read the letter and promptly burst into tears.*

instantaneous /ɪnˈstæntəniəs/ happening immediately: *Her instantaneous response was to blame her parents.* ◇ *With certain poisons, death is almost instantaneous.*

NOTE **IMMEDIATE, INSTANT, PROMPT OR INSTANTANEOUS?**

Prompt describes sth that you do; **instantaneous** describes sth that happens; **immediate** and **instant** can describe either, although **instant** is used more to describe sth that happens than sth that you do. **Prompt** action is not quite as fast as an action or reaction that is **immediate, instant** or **instantaneous**. Action can be *very/fairly prompt* but NOT: *very/fairly immediate/instant/instantaneous*. A reaction can be *almost immediate/instant/instantaneous* but NOT: *almost prompt-*

impact *noun*

impact • force • shock

These are all words for the strength and effect of a blow, crash or explosion.

PATTERNS AND COLLOCATIONS

- ▶ the impact / force of the **blow / crash**
- ▶ the **force / shock** of the **impact / explosion**
- ▶ the **full impact / force** of sth
- ▶ to **feel** the **impact / force / shock** of sth
- ▶ to **take** the **impact / force** of sth
- ▶ to **absorb** the **impact / shock**

impact [C, usually sing., U] the act of one object hitting another; the strength with which this happens: *craters made by meteorite impacts* ◇ *The impact of the blow knocked Jack off balance.* ◇ *The bomb explodes **on impact*** (= when it hits sth).