



American Expression E1776 A big plus

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"A big plus" is an idiomatic expression in the English language used to emphasize a highly favorable or advantageous aspect of something. It conveys the idea that a particular feature, quality, or circumstance is not only positive but notably so, adding significant value or benefits to a situation or an object.

When we refer to something as "a big plus," we are highlighting the presence of a substantial advantage or benefit that sets it apart from others. This expression can be used in various contexts, from personal conversations to professional discussions, to underscore the significance of a particular attribute or characteristic.

In the realm of employment, for example, a job candidate might highlight their extensive experience and expertise as "a big plus" when discussing their qualifications for a position. This suggests that their qualifications are not just favorable but are outstanding and make them a highly attractive candidate.

In the world of consumer products, "a big plus" might be used to describe a feature that enhances the overall appeal of a product. For instance, in a smartphone review, a tech journalist might emphasize the device's long-lasting battery life as "a big plus" for users who rely on their phones throughout the day.

In interpersonal relationships, we often use this expression to describe the characteristics or behaviors that make someone a particularly attractive or valuable friend, partner, or colleague. For instance, a considerate and empathetic nature can be seen as "a big plus" in a friend, indicating that they bring extra warmth and support to the relationship.

"A big plus" can also apply to circumstances or events. Winning the lottery, for example, would undoubtedly be described as "a big plus" in someone's life due to the significant financial windfall it represents.

One of the key features of this expression is its power to accentuate positivity. By referring to something as "a big plus," we are not just acknowledging its advantages but elevating them to a higher level of importance and desirability. It signals enthusiasm and a appreciation for the benefits provided.

It's important to note that what constitutes "a big plus" can vary from person to person and context to context. What one individual considers highly advantageous, another may not find as significant. Therefore, this expression is subjective and dependent on individual perspectives and priorities.

In summary, "a big plus" is an idiomatic expression used to emphasize a highly favorable or advantageous aspect of something, whether it's a characteristic, quality, situation, or feature. It highlights the exceptional value or benefits associated with that particular element, underlining its significance and desirability. This expression is a way of celebrating and appreciating the positive attributes or circumstances that enhance our lives and experiences.

Questions for Discussion

1. Can you think of a recent situation where you experienced "a big plus," and how did it impact your overall perception of that experience?
2. In the context of employment or job hunting, what are some examples of qualities or qualifications that can be considered "a big plus" for candidates, and why are they so highly valued?
3. How can recognizing and appreciating "a big plus" in personal relationships contribute to stronger bonds and more fulfilling connections with others?
4. Are there any instances where what was initially seen as "a big plus" turned out to have drawbacks or unintended consequences? What can we learn from such experiences?
5. In the ever-evolving world of technology and innovation, what are some recent developments or features in products or services that consumers commonly regard as "a big plus," and why are these advancements so influential in shaping consumer preferences?