

commercial**1. [kə'mɜːʃ(ə)] n**1. *радио, тлв.*

1) реклама и объявления

2) рекламная, коммерческая передача; передача (*концерта, викторины и т. п.*), оплаченная фирмой в рекламных целях3) коммерческое телевидение (*тж.* commercial television)4) коммерческое радио (*тж.* commercial radio)2. *разг.* коммивояжёр**2. [kə'mɜːʃ(ə)] а**

1. торговый, коммерческий

commercial transaction - торговая сделка

commercial treaty - торговый договор; торговое соглашение

commercial law - торговое право, торговые законы

commercial court - коммерческий суд

commercial correspondence - коммерческая корреспонденция

commercial attaché - торговый атташе

commercial aviation - гражданская авиация

commercial traveller - коммивояжёр

2. доходный, прибыльный, выгодный; рентабельный

commercial film - коммерческий (кино)фильм

commercial broadcast - радиопередача реклам и объявлений

3. 1) промышленного значения

commercial quantities of oil - промышленные запасы нефти

2) серийный

4. *слец.* технический (*в отличие от химически чистого материала*)

commercial soda - техническая сода

commercial tests - заводские испытания

commercial

Oxford Advanced Learners Dictionary 8th Ed.

com-mer-cial [commercial commercials] adjective, noun BrE [kə'mɜːʃ(ə)]

NAme [kə'mɜːʃ(ə)]

adjective

1. usually before noun connected with the buying and selling of goods and services

• the commercial heart of the city

• She is developing the commercial side of the organization.

• a commercial vehicle (= one that is used for carrying goods or passengers who pay)

2. only before noun making or intended to make a profit

• The movie was not a commercial success (= did not make money) .

• commercial baby foods

• the first commercial flights across the Atlantic

3. (disapproving) more concerned with profit and being popular than with quality

• Their more recent music is far too commercial.

• The show was unashamedly commercial, with little artistic merit.

4. (of television or radio) paid for by the money charged for broadcasting advertisements

• a commercial radio station/TV channel

Thesaurus:**commercial** adj.**1. usually before noun**

• banks in the commercial heart of the city

economic • • **financial** • |**finance** **monetary** • • **budgetary** •commercial/economic/financial/monetary/budgetary **policy/arrangements /systems/problems**commercial/economic/financial/monetary **gain/loss/value /affairs/consequences**the commercial/economic/financial **side/status** of sth**2. only before noun**

• They are an educational charity, not a commercial publisher.

profitable • • **profit-making** • • **economic** • • **lucrative** •**Opp:** non-profita commercial/profitable/profit-making/lucrative **enterprise**Synonyms:**economic****financial** • **commercial** • **monetary** • **budgetary**

These words all describe activities or situations that are connected with the use of money, especially by a business or country.

economic • connected with the trade, industry and development of wealth of a country, an area or a society: ▫ This book deals with the social, economic and political issues of the period.**financial** • connected with money and finance: ▫ She had got into financial difficulties. ◇ ▫ Tokyo is a major financial centre.**commercial** • connected with the buying and selling of goods and services.**monetary** • (*formal or finance*) connected with money, especially all the money in a country: ▫ closer European monetary union

budgetary • (finance) connected with a budget (= the money available or a plan of how it will be spent).

economic/financial/commercial/monetary/budgetary **affairs/decisions**

the economic/financial/commercial/budgetary **climate**

the economic/financial/commercial **side** of sth

an economic/financial/commercial **centre**

Synonyms:

successful

profitable • **commercial** • **lucrative** • **economic**

These words all describe sb/sth that is making or is likely to make money.

successful • making a lot of money, especially by being popular. ▫ The play was very successful on Broadway. ◇ ▫ The company has had another successful year.

profitable • making a profit. ▫ a highly profitable business

commercial • [only before noun] making or intended to make a profit. ▫ The movie was not a commercial success. ▫ (= made no profit) ▫.

lucrative • (of business or work) producing or paying a large amount of money; making a large profit. ▫ They do a lot of business in lucrative overseas markets.

economic • (often used in negative sentences) (of a process, business or activity) producing enough profit to continue. ▫ Small local shops stop being economic when a supermarket opens up nearby.

a successful/profitable/lucrative **business**

a successful/profitable/lucrative **year**

a(n) commercial/economic **success**

Example Bank:

- The movie was not a commercial success.
- They are an educational charity, not a commercial publisher.
- They have offices in the commercial heart of the city.
- We manufacture commercial vehicles.

Derived Word ↑commercially

noun

an advertisement on the radio or on television

Culture:

advertising

Most companies in Britain and the US have to work hard to **promote** and **market** their goods in order to sell them. Political parties, charities and other organizations also use advertising. Many pages in newspapers and magazines are filled with advertisements (also called **ads** or, in Britain, **adverts**), companies advertise on the Internet and there are also advertisements, usually called **commercials**, on radio and television.

Advertisements in newspapers and magazines are expensive and only the largest companies can afford to advertise their products in this way. Many organizations, however, use newspapers to advertise jobs and these are generally grouped together in the **jobs section**. Small companies, such as travel agents, advertise in the **classified ads** columns, where each advertisement consists of a few lines of text only. Shops and businesses, and individuals wanting to buy or sell **second-hand** household goods, advertise in local papers.

The wealthiest companies buy advertising time on television. Famous actors or singers sometimes **endorse** a particular product by appearing in advertisements for it. Some advertising **slogans** are known by everyone, e.g. 'Have a break – have a **Kit Kat**.'

Some advertisements are like very brief **episodes** of a story. Tobacco advertising is now banned on radio and television in Britain and the US. Advertisers have no influence over the people who make programmes, even if they help pay for them through **sponsorship** although there is an increasing amount of **product placement**, where firms pay for their products to be shown in films or television programmes. In the US some commercials are national, others are shown only in a particular area. National commercials are often fun to watch, but local ones have the reputation of being badly made. Some products are sold on smaller channels by an **infomercial**, a commercial that lasts half an hour or more and tries to look like an entertainment programme.

Other ways of advertising include displaying large posters on **hoardings** or **billboards** by the side of roads. **Flyers** (= small posters) advertising local events or special offers are given to people in the street. Restaurants advertise in theatre programmes, and shops advertise in their own magazines or on their shopping **trolleys** (**AmE** carts). Many companies advertise on the Internet. The biggest US **ad agencies** have offices in New York on ↑**Madison Avenue**, so **Madison Avenue** has come to mean the advertising industry. In Britain, the advertising industry is controlled by the ↑**Advertising Standards Authority** and ↑**Ofcom**. All advertisements must be 'legal, decent, honest and truthful'. In the US the ↑**Federal Communications Commission** makes rules about advertising. Television and radio stations are required to do some **public service announcements** (= commercials that give information to the community) free of charge.

There are many forms of advertising on the Internet. Just as firms send **junk mail** to people who have not asked for it, emails are used to advertise products and services. Unwanted emails are called **spam**. On Internet pages advertisers use **banner ads** (= advertisements across the top of bottom of a page), **pop-ups** (= pages that open in front of the page you are looking at) and links to their own websites to attract customers. Advertisements are also sent to mobile/cellphones.

Many people are against advertising, partly because it adds to the cost of a product. People also say that the influence of advertising is too great, and that children especially want every product they see advertised. On the other hand, many people buy American newspapers on Sundays only because they advertise **special offers** and contain **coupons** (= pieces of paper enabling people to buy products at a reduced price).

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

Synonyms:

advertisement

publicity • ad • commercial • promotion • trailer

These are all words for a notice, picture or film/movie telling people about a product, job or service.

advertisement • a notice, picture or film/movie telling people about a product, job or service; an example of sth that shows its good qualities; the act of advertising sth and making it public: ▪ Put an advertisement in the local paper to sell your car. ◇▪ Dirty streets are no advertisement for a prosperous society.

publicity • [U] the business of attracting the attention of the public to sb/sth such as a company, book, film/movie, film/movie star or product; the things that are done to attract attention: ▪ She works in publicity. ◇▪ There has been a lot of advance publicity for her new film.

ad • (informal) a notice, picture or film/movie telling people about a product, job or service: ▪ We put an ad in the local paper. ◇▪ an ad for a new chocolate bar

commercial • an advertisement on television or on the radio.

promotion • a set of advertisements for a particular product or service; activities done in order to increase the sales of a product or service: ▪ a special promotion of local products ◇▪ She works in sales and promotion.

trailer • (especially BrE) a series of short scenes from a film/movie or television programme, shown in advance to advertise it.

(a/an) advertisement/publicity/ad/commercial/promotion/trailer for sth

a TV/television/radio/cinema advertisement/ad/commercial/promotion

to run/show a(n) advertisement/ad/commercial/trailer

Example Bank:

- She ended up doing commercials, which ironically revived her acting career.
- She's in a commercial for cars.
- The commercial features a moody young man.
- The commercial features a teenage girl with spots.
- The company has made commercials for leading sportswear manufacturers.
- The film was so full of commercial breaks it was impossible to enjoy.
- a commercial break

commercial

Longman DOCE 5th Ed. (En-En)

I. **com**mer**cial** ¹ **S3 W2** /kə'mɜːʃəl \$ -3ɪv-BrE ² AmE ³ adjective

1. related to business and the buying and selling of goods and services:

▪ Our top priorities must be profit and commercial growth.

2. related to the ability of a product or business to make a profit:

▪ Gibbons failed to see the commercial value of his discovery.

commercial success/failure

The film was a huge commercial success.

3. [only before noun] a commercial product is one that is produced and sold in large quantities
4. more concerned with money than with quality:
" Their music has become very commercial.
5. **commercial radio/TV/channel etc** radio or television broadcasts that are produced by companies that earn money through advertising

• • •

COLLOCATIONS

nouns

- **a commercial bank** (=one that accepts people's money, provides loans etc) Several large commercial banks cut their lending rates.
- **a commercial company/organization** Many commercial companies are having financial difficulties.
- **commercial property** (=property for businesses and industry) He decided to invest in commercial property.
- **commercial interests** (=things that bring business advantages) The President's reform programme threatened US commercial interests.
- **the commercial sector** (=the business part of the economy) The commercial sector sponsors sport.
- **the commercial market** (=the market for goods) A product like this should do well in the commercial market.
- **commercial development** (=the building of houses, hotels, restaurants etc) The increased number of tourists has resulted in further commercial development.
- **commercial use** The trees were planted for commercial use.
- **commercial exploitation** (=using something, especially natural resources, to make money) the commercial exploitation of mineral resources
- **commercial activity** Commercial activity in our society is highly competitive.
- **commercial considerations/reasons/purposes** Commercial considerations must come second to conservation of the environment.
- **a commercial transaction** (=a business deal) The deal was a straightforward commercial transaction.

II. commercial ² BrE ^{AmE} noun

1. [countable] an advertisement on television or radio:
" a soap powder commercial
2. **commercial break** the time when advertisements are broadcast during a television or radio programme

• • •

THESAURUS

- **advertisement**: an advertisement for shampoo | They placed an advertisement in the newspaper.
- **ad informal** an advertisement: She's been in several TV ads.
- **advert British English** an advertisement: a job advert | He took out a front-page advert for his shop.
- **commercial** an advertisement on television or radio: television commercials | He was in some commercials for beer.
- **trailer** an advertisement in the cinema, on television, or online for a film or programme which will be shown soon: A second trailer for Richard Friedman's film has just been added to the website.
- **promotion** a series of advertisements for a company's products: The company has spent more than \$300 million on promotions for the brand.
- **poster** an advertisement on a wall: They selected a famous artist to do the poster for the upcoming performance.
- **billboard** (also **hoarding British English**) a large sign next to a road, with an advertisement on it: billboard advertisements | A huge hoarding shows two contrasting images.
- **flyer** a piece of paper with an advertisement on it, often given to you in the street: Someone was handing out flyers for a new nightclub.
- **banner ad** an advertisement across the top of a page on the Internet: Banner ads are becoming more sophisticated.
- **junk mail** unwanted advertisements that you get in the post: I never read junk mail.
- **spam** unwanted emails advertising things: I'm trying to delete all the spam.
- **classified ad** (also **want ad American English, small ad British English**) a short advertisement that you put in a newspaper if you want to buy or sell something: The bike was advertised for sale in the small ads section.

commercial

Freakuency Pack

12500 **1234**^{MCW}

15000 **788**^{COCA}

RANGE: **2k** COMMERCE 59455

commerce 6207

commercial 46086

commercials 3479

commercially 2023

commercialisation 9

commercialise 0

commercialised 0

commercialising 0

commercialises 0

commercialize 206

commercialized 290

commercializing 90

commercializes 11

commercialization 653

COCA 500k Unlemmatized

19197 **906**⁴⁴⁴⁶⁷ *jj*

1174 **15779**¹⁵⁷⁴ *nn1*

27 **127755**³⁷ *np1*

6 **300524**⁸ *nnu*
