

promotion[prə'məʊʃ(ə)n] *n*

1. 1) содействие (*развитию*); поощрение, поддержка
institutions for the promotion of learning - учреждения по распространению научных знаний
- 2) подстрекательство
2. продвижение по службе, повышение в должности; производство в чин
promotion by merit - *воен.* внеочередное присвоение звания
promotion by seniority - повышение (в должности) по старшинству
to obtain /to get one's/ promotion - получить повышение по службе
3. учреждение, основание (*акционерного общества и т. п.*)
promotion money, expenses of promotion - расходы по учреждению (*акционерного общества и т. п.*)
4. 1) реклама; рекламная кампания; рекламирование; рекламно-пропагандистская деятельность
promotion man - посредник, агент
- 2) реклама; рекламный материал, листовки, проспекты *и т. п.*
5. *шахм.* продвижение пешки
promotion square - поле превращения
◇ to be on one's promotion - а) иметь право на повышение; б) вести себя примерно в надежде на повышение, *шутл. тж.* на женитьбу

promotion

Oxford Advanced Learners Dictionary 8th Ed.

pro·mo·tion **AW** [promotion promotions] *BrE* [prə'məʊʃn] ¹ *NAmE* [prə'mouʃn]

noun

1. **uncountable, countable ~ (to sth)** a move to a more important job or rank in a company or an organization
 - Her promotion to Sales Manager took everyone by surprise.
 - The new job is a promotion for him.
 - a job with excellent **promotion prospects**
 2. **uncountable ~ (to sth)** a move by a sports team from playing in one group of teams to playing in a better group
 - the team's promotion to the First Division
- Opp:** ↑relegation
3. **uncountable, countable** activities done in order to increase the sales of a product or service; a set of advertisements for a particular product or service
- Her job is mainly concerned with sales and promotion.
 - We are doing a special promotion of Chilean wines.
- see also** ↑cross-promotion
4. **uncountable ~ of sth (formal)** activity that encourages people to believe in the value or importance of sth, or that helps sth to succeed
- a society for the promotion of religious tolerance

Word Origin:

late Middle English (in senses 1 and 2): via Old French from Latin *promotio(n)-*, from *promovere* 'move forward', from *pro-* 'forward, onward' + *movere* 'to move'.

Thesaurus:**promotion** noun **U, C**

- His promotion to Sales Manager took everyone by surprise.

progression • • **rise** • |formal **advancement** •

Opp: demotion

sb/sth's promotion/progression/rise/advancement to sth

(a) **rapid** promotion/progression/rise/advancement**achieve** promotion/progressionCollocations:**Jobs***Getting a job*

look for work

look for/apply for/go for a job

get/pick up/complete/fill out/ (*BrE*) fill in an application (form)send/email your (*BrE*) CV/(*NAmE*) résumé/application/application form/covering letter

be called for/have/attend an interview

offer sb a job/work/employment/promotion

find/get/land a job

employ/ (*especially NAmE*) hire/recruit/ (*especially BrE*) take on staff/workers/trainees

recruit/appoint a manager

Doing a job

arrive at/get to/leave work/the office/the factory

start/finish work/your shift

do/put in/work overtime

have/gain/get/lack/need experience/qualifications

do/get/have/receive training

learn/pick up/improve/develop (your) skills
cope with/manage /share/spread the workload
improve your/achieve a better work-life balance
have (no) job satisfaction/job security

Building a career

have a job/work/a career/a vocation
find/follow/pursue/ (especially NAmE) live (out) your vocation
enter/go into/join a profession
choose/embark on/start/begin/pursue a career
change jobs/profession/career
be/ (both especially BrE) work/go freelance
do/take on temp work/freelance work
do/be engaged in/be involved in voluntary work

Leaving your job

leave/ (especially NAmE) quit/resign from your job
give up work/your job/your career
hand in your notice/resignation
plan to/be due to retire in June/next year, etc.
take early retirement

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:

- If I can't get promotion soon, I'll look for another job.
- She felt she had little chance of promotion in her job.
- The company encourages internal promotion.
- The new health promotion clinic will provide free check-ups.
- The team's chances of promotion took a knock when they lost at home.
- We congratulate James on his well-deserved promotion to Chief Executive.
- We're doing a special book promotion at key bookshops this week.
- With three matches remaining, there are six teams in the promotion race.
- her promotion from assistant to associate professor
- his promotion from lecturer to senior lecturer
- The players were paid bonuses for winning promotion to the First Division.
- We congratulate Richard on his well-deserved promotion.

promotion

Longman DOCE 5th Ed. (En-En)

pro·mo·tion S3 W3 AC /prə'məʊʃən \$ -'mou-/ BrE " AmE " noun

[Word Family: noun: ↑promotion, ↑promoter; verb: ↑promote; adjective: ↑promotional]

1. [uncountable and countable] a move to a more important job or position in a company or organization:

I want a job with good prospects for promotion.

promotion to

Your promotion to Senior Editor is now official.

2. [uncountable and countable] an activity intended to help sell a product, or the product that is being promoted:

a winter sales promotion

3. [uncountable] the activity of persuading people to support something

promotion of

the promotion of energy conservation

4. [uncountable] the activity of helping something to develop or increase

promotion of

the promotion of international environmental cooperation

5. [uncountable] *British English* when a sports team moves into a better group of teams **OPP** relegation

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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.

promotion

Freakuency Pack

12500 **2412**^{MCW}

15000 **1070**^{COCA}

RANGE: **2k** **PROMOTE** 43233

promote 14538

promoted 5869

promoter 1110

promoters 1041

promotes 2916

promoting 7876

promotion 6129

promotions 1590

promotional 1686

promo 344

promos 134

COCA 500k Unlemmatized

4239 **6021**⁶¹¹⁹ *nn1*

9 **261171**¹⁰ *nnu*