

advertising['ædvətɑɪzɪŋ] *n*

- 1) рекламирование, реклама
advertising media such as newspapers and television - такие средства /каналы/ рекламы, как газеты и телевидение
- 2) публикация объявлений
оплаченное объявление; рекламный анонс
- 3) рекламное дело
he is in advertising - он работает в рекламном агентстве

advertising

Oxford Advanced Learners Dictionary 8th Ed.

ad·ver·tis·ing *BrE* ['ædvətɑɪzɪŋ] ^m *NAmE* ['ædvɜrtɪzɪŋ] ^m **noun uncountable**

the activity and industry of advertising things to people on television, in newspapers, on the Internet, etc

- A good **advertising campaign** will increase our sales.
- Cigarette advertising has been banned.
- **radio/TV advertising**
- Val works for an **advertising agency** (= a company that designs advertisements).
- a career in advertising

Culture:**advertising** [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, **advert**s), 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).

Example Bank:

- She's hoping to make a career in advertising.

advertising

Longman DOCE 5th Ed. (En-En)

ad·ver·tis·ing *W3* /'ædvətɑɪzɪŋ \$ -ər-/ *BrE* ^m *AmE* ^m **noun** [uncountable][**Word Family**: **noun**: [↑]advertisement, [↑]advertiser, [↑]advertising; **verb**: [↑]advertise]

the activity or business of advertising things on television, in newspapers etc:

- advertising aimed at 18–25 year olds
- a career in advertising

television/radio/newspaper advertising

- Both candidates are spending millions on television advertising.

advertising campaign/strategy

- a major advertising campaign
- the advertising slogan 'Come alive with Pepsi'

advertising12500 **2431**^{MCW}15000 **947**^{COCA}RANGE: **1k** ADVERTISE ⁴⁹⁶⁰⁴advertise ¹⁵⁶⁵advertising ¹³⁹⁷⁹advertises ³⁷¹advertiser ³⁹⁸advertisers ²¹⁵⁹advertised ²⁰⁴⁴advertisement ¹⁵⁴⁶advertisements ²²¹⁸advertize ⁴advertising ⁴advertizes ⁰advertiser ⁰advertisers ⁰advertized ⁰advertizement ⁰advertizements ⁰ad ¹⁴³⁵⁴ads ¹⁰⁸⁹⁵advert ⁴²adverts ²⁵

COCA 500k Unlemmatized

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