

promote[prəˈməʊt] *v*

1. продвигать; повышать в чине *или* звании
to be promoted over the head of other persons - продвинулся по службе, обойдя других
he was promoted captain /to the rank of captain, to be a captain/ - ему присвоили звание капитана
2. 1) способствовать, содействовать, поддерживать, поощрять
to promote trade - содействовать развитию торговли, поощрять развитие торговли
to promote a scheme [a bill in Parliament] - содействовать продвижению плана [законопроекта в парламенте]; (всячески) поддерживать план [законопроект в парламенте]
to promote international understanding - содействовать взаимопониманию между народами
to promote general welfare - способствовать обеспечению общего благосостояния
- 2) возбуждать; стимулировать; активизировать
to promote disorder [ill-will] - возбуждать беспорядки [недоброжелательность]
3. переводить в следующий класс (*ученика*)
4. учреждать
to promote an enterprise [a company] - учредить предприятие [общество]
5. рекламировать; содействовать продаже какого-л. товара
6. *шахм.* продвигать пешку
7. *сл.* красть, воровать; раздобывать
8. *мед.* способствовать, провоцировать; активировать; стимулировать; ускорять

promote

Oxford Advanced Learners Dictionary 8th Ed.

pro-mote *AW* [promote promotes promoted promoting] *BrE* [prəˈməʊt]*NAmE* [prəˈmoʊt] *verb*

1. ~ **sth** to help sth to happen or develop
Syn: ↑encourage
 - policies to promote economic growth
 - a campaign to promote awareness of environmental issues
2. to help sell a product, service, etc. or make it more popular by advertising it or offering it at a special price
 - ~ **sth** The band has gone on tour to promote their new album.
 - ~ **sth as sth** The area is being promoted as a tourist destination.
3. **often passive** to move sb to a higher rank or more senior job
 - ~ **sb** She worked hard and was soon promoted.
 - ~ **sb (from sth) (to sth)** He has been promoted to sergeant.
- Opp:** ↑demote
4. ~ **sth (from sth) (to sth)** to move a sports team from playing with one group of teams to playing in a better group
 - They were promoted to the First Division last season.

Opp: ↑relegate**Verb forms:**

verb forms	
present simple	
I / you / we / they	promote
	BrE /prəˈməʊt/
	NAmE /prəˈmoʊt/
he / she / it	promotes
	BrE /prəˈməʊts/
	NAmE /prəˈmoʊts/
past simple, past participle	promoted
	BrE /prəˈmeɪtɪd/
	NAmE /prəˈmoʊtɪd/
-ing form	promoting
	BrE /prəˈmeɪtɪŋ/
	NAmE /prəˈmoʊtɪŋ/

Word Origin:

late Middle English: from Latin **promot-** 'moved forward', from the verb **promovere** from **pro-** 'forward, onward' + **movere** 'to move'.

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).

Thesaurus:

promote verb

1. T

- The church tries to promote racial harmony.

foster • **encourage** • **further** • **advance** • **spur** •

promote/foster/encourage/further/advance **understanding** of sth

promote/further/advance sb's **interests/career**

promote/foster/encourage/spur **development /growth**

Which word? **Foster** is usually used to talk about encouraging sth that does not yet exist or is just starting. **Further** and **advance** are used to talk about helping sth to develop more. **Promote** and **encourage** are used in both contexts.

2. T

- She came on the show to promote her new book.

advertise • **market** • |informal **push** • **plug** • |informal, disapproving **hype** • |business **merchandise** •

promote/advertise/market/push/plug/hype/merchandise sth **as** sth

promote/advertise/market/merchandise sth **through** sth

promote/advertise/market/push/plug/hype/merchandise a **product**

promote/advertise/market/plug/hype a **book/film/movie/CD/album**

Example Bank:

- Basketball stars have helped promote the sport overseas.
- Bonus payments to staff serve to promote commitment to the company.
- He was promoted from deputy minister to minister last year.
- He was promoted to the rank of captain.
- Human rights are strongly promoted by all our members.
- The company's products have been promoted mainly through advertising in newspapers.
- The country is now being promoted as a travel destination.
- The idea of equal opportunities was strongly promoted by many Labour MPs.
- The new products have been very heavily promoted.
- They claimed that the authorities had deliberately promoted and condoned the violence.
- Young people's awareness of agricultural issues is promoted through publicity material.
- a recently promoted headteacher
- measures designed to promote economic growth
- Basketball stars from the US have helped promote the sport in Italy and Spain.
- The aim of the culture festival is to promote friendship between the two countries.
- The church tries to promote racial harmony.

promote

Longman DOCE 5th Ed. (En-En)

pro **mo** **te** **S3** **W2** **AC** /prə'məʊt \$ -'mout/ *BrE* *AmE* verb [transitive]

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

[Date: 1300-1400; Language: Latin; Origin: past participle of promovere 'to move forward']

1. **ENCOURAGE** to help something to develop or increase:

- a meeting to promote trade between Taiwan and the UK
- Fertilizer promotes leaf growth.

2. **BETTER JOB** [usually passive] to give someone a better more responsible job in a company **OPP demote**

promote somebody to something

- Helen was promoted to senior manager.

3. **SELL** to help sell a new product, film etc by offering it at a reduced price or by advertising it:

She's in London to promote her new book.

4. **SPORT** [usually passive] *British English* if a sports team is promoted, they play in a better group of teams the next year **OPP** **relegate**

promote somebody to something

" They have been promoted to the First Division.

5. **PERSUADE** to try to persuade people to support or use something:

" John Major promoted the idea of a classless society.

6. **ARRANGE** to be responsible for arranging a large public event such as a concert or a sports game

...

THESAURUS

- **advertise** *verb* [intransitive and transitive] to tell people about a product or service and try to persuade them to buy it, for example in a newspaper, television, or Internet advertisement: Some universities advertise on television. | She has signed a deal to advertise the company's haircare products.
- **promote** *verb* [transitive] to try to increase the sales or popularity of a product or event, for example by selling it at a lower price or talking about it on television: He's in London to promote his new album.
- **market** *verb* [transitive] to try to sell a product or service by deciding which type of people are likely to buy it and by making it interesting to them: The collection is being marketed as clothing for climbers and skiers. | Most companies have agreed not to market products to children under 12.
- **publicize** (also **publicise** *British English*) *verb* [transitive] to tell the public about something by writing about it in newspapers, speaking about it on television etc: He had done a lot of interviews to publicize his new book. | The hostages' case has been widely publicized.
- **hype** *verb* [transitive] *informal* to try to make people think something is good or important by advertising or talking about it a lot on television, the radio etc. **Hype** is often used when you do not trust the information: The boxing match was being hyped as the biggest fight of the decade.
- **plug** *verb* [transitive] *informal* to advertise a book, film etc by talking about it on television or radio: Marc was on the show to plug his new play.

promote

Freakuency Pack

12500 **1552**^{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

8334 **3593**¹¹³⁸⁸ *vvi*

2636 **9821**³¹⁵⁰ *vvO*