

**publicity**[pʌˈblɪsɪti] *n*

## 1. публичность, гласность

to give publicity to smth. - предавать что-л. гласности  
 to seek publicity - добиваться /требовать/ гласности  
 to shun /to avoid/ publicity - избегать гласности  
 the visit got a lot of publicity - об этом визите много писали

## 2. известность, слава

## 3. 1) реклама, рекламирование

hygiene publicity - санитарная пропаганда  
 publicity agent - агент по рекламе  
 publicity bureau /agency/ - рекламное бюро /агентство/, бюро рекламы и информации  
 publicity expense - расходы по рекламе  
 publicity campaign - рекламная кампания  
 publicity man = public relations officer [см. public relations 4, 3])  
 publicity hound - *неодобр.* любитель саморекламы; человек, стремящийся видеть своё имя в печати  
 to give a novel wide publicity - широко рекламировать роман

2) рекламные материалы (*статьи, фильмы и т. п.*)  
 to write publicity - писать /сочинять/ рекламу

**publicity**

Oxford Advanced Learners Dictionary 8th Ed.

**pub·li·city** *BrE* [pʌbˈlɪsɪti] <sup>ˈ</sup> *NAmE* [pʌbˈlɪsɪti] <sup>ˈ</sup> **noun uncountable**

## 1. the attention that is given to sb/sth by newspapers, television, etc

- **good/bad/adverse publicity**
- There has been a great deal of publicity surrounding his disappearance.
- The trial took place amid **a blaze of** (= a lot of) **publicity**.

## 2. the business of attracting the attention of the public to sth/sb; the things that are done to attract attention

- She works in publicity.
- There has been a lot of advance publicity for her new film.
- publicity material
- a **publicity campaign**
- The band dressed up as the Beatles as a **publicity stunt**.
- He's in charge of the publicity for next year's festival.

Word Origin:

late 18th cent.: from French **publicité**, from **public** 'public', from Latin **publicus**, blend of **poplicus** 'of the people' (from **populus** 'people') and **pubes** 'adult'.

Thesaurus:**publicity** [**publicity**] **noun**

## 1. U

- The event attracted a great deal of publicity.
- attention** • • **exposure** • • **fame** • • **celebrity** •
- international** publicity/attention/exposure/fame/celebrity
- attract** publicity/attention

## 2. U

- There has been a lot of advance publicity for the new film.
- promotion** • • **advertising** • • **advertisement** • |**informal plug** • |**informal, disapproving hype** •
- (a/an) publicity/promotion/advertising/advertisement/plug/hype **for** sth

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:

- He's better-looking in his publicity shots than he is in real life.
- I read some publicity about vaccinations while waiting my turn at the doctor's.
- Taking part in the event will be good publicity for our school.
- The actress denied that her marriage was just a publicity stunt.
- The chairman resigned amid a storm of publicity over the bonus payments.
- The company had received bad publicity over a defective product.
- The film stars were married in a blaze of publicity.
- The papers have begun to give greater publicity to the campaign against GM food.
- The record company's publicity machine was working flat out.
- The release of the report was timed to generate maximum publicity.
- There has been a lot of negative publicity about the hospital.
- There have been months of advance publicity for the show.
- There was a lot of negative publicity surrounding the film.
- The band dressed up as the Beatles as a publicity stunt.
- The trial took place amid a blaze of publicity.
- a publicity campaign

## publicity

Longman DOCE 5th Ed. (En-En)

**pub** **lic** **ity** **S3 W3** /pʌˈblɪsəti, pʌˈblɪsɪti/ *BrE* <sup>ˈ</sup> *AmE* <sup>ˈ</sup> *noun* [uncountable]

[Word Family: *noun*: ↑public, ↑publication, ↑publicist, ↑publicity; *verb*: ↑publicize; *adverb*: ↑publicly; *adjective*: ↑public]

1. the attention that someone or something gets from newspapers, television etc:

“ Standards in education have received much publicity over the last few years.

### bad/good/unwelcome etc publicity

“ It's important to gain good publicity for the school.

“ The adverse publicity had damaged sales.

2. the business of making sure that people know about a new product, film etc or what a particular famous person is doing:

“ Who's going to do the show's publicity?

“ The Government has launched a publicity campaign.

“ Is their much-reported romance just a publicity stunt (=something that is only done to get publicity)?

• • •

## COLLOCATIONS

### ■ adjectives

- **bad publicity** (also **adverse/negative publicity formal**) Fatty foods have received much bad publicity in recent years. | They don't want any more adverse publicity.
- **good publicity** Top exam results are good publicity for schools.
- **free publicity** Giving away samples is one way of getting free publicity for your products.
- **widespread /wide publicity** The scandal had received widespread publicity.
- **national publicity** Candidates aim to get national publicity during election campaigns.
- **considerable/massive/extensive publicity** The opening of the trial generated considerable publicity.
- **maximum publicity** Throughout the strike, the workers achieved maximum publicity for their demands.
- **unwelcome publicity** Their relationship had attracted unwelcome publicity.

### ■ verbs

- **get publicity** (also **receive publicity**) Climate change is getting a lot of publicity. | Such studies have received a lot of publicity.
- **attract publicity** Two recommendations in the report have attracted publicity.
- **gain publicity** Appearing on a chat show means you gain publicity.
- **generate publicity** The publication of the book generated an enormous amount of publicity.
- **give publicity to something** Much publicity was given to their allegations in the British press.
- **avoid publicity** They wanted to settle the matter quietly in order to avoid bad publicity.
- **shun publicity** He lives quietly in Acton with his wife and two sons and shuns publicity.
- **seek publicity** He sought neither reward nor publicity for his work.

### ■ phrases

- **the glare of publicity** (=a lot of publicity, which can make you feel uncomfortable) He carried on his life in the full glare of publicity.
- **a blaze of publicity** (=a lot of publicity) His marriage broke up in a blaze of publicity.

## publicity

Freakuency Pack

12500 **3097**<sup>MCW</sup>

15000 **222**<sup>COCA</sup>

RANGE: **1k PUBLIC** 195429

public 178567

publicity 5794

publicly 10637

publics 431

COCA 500k Unlemmatized

4511 **6294**<sup>5778</sup> *nn1*  
10 **236400**<sup>12</sup> *nnu*  
4 **431010**<sup>4</sup> *jj*

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