

**publicize**

[ˈpʌblɪsaɪz] ✓

1. рекламировать
2. оглашать, предавать гласности; разглашать
3. оповещать; извещать

Oxford Advanced Learners Dictionary 8th Ed.

**publicize**

**pub·li·cize** (BrE also -ise) [publicize publicizes publicized publicizing] BrE

[ˈpʌblɪsaɪz] NAmE [ˈpʌblɪsaɪz] verb ~ sth

to make sth known to the public; to advertise sth

- They flew to Europe to publicize the plight of the refugees.
- a **much/highly/widely publicized** speech (= that has received a lot of attention on television, in newspapers, etc.)
- He was in London publicizing his new biography of Kennedy.

Verb forms:

verb forms	
present simple	
I / you / we / they	publicize
	BrE / ˈpʌblɪsaɪz/
	NAmE / ˈpʌblɪsaɪz/
he / she / it	publicizes
	BrE / ˈpʌblɪsaɪzɪz/
	NAmE / ˈpʌblɪsaɪzɪz/
past simple, past participle	publicized
	BrE / ˈpʌblɪsaɪzɪd/
	NAmE / ˈpʌblɪsaɪzɪd/
-ing form	publicizing
	BrE / ˈpʌblɪsaɪzɪŋ/
	NAmE / ˈpʌblɪsaɪzɪŋ/

Example Bank:

- In a much publicized speech she condemned the government for its inactivity.

**publicize**

Longman DOCE 5th Ed. (En-En)

**pub·li·cize** BrE " AmE " (also **publicise** British English) /ˈpʌblɪsaɪz, ˈpʌblɪsaɪz/ verb

[transitive]

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

to give information about something to the public, so that they know about it:

television's failure to publicize the unemployment issue

**well/widely/highly publicized** (=receiving a lot of attention)

His visit was highly publicized.

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**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.

**publicize**

Freakuency Pack

12500 **7268**MCW

15000 **5534**COCA

RANGE: **4k** PUBLICIZE 2543

- publicize 579
- publicizes 28
- publicized 1662
- publicizing 270
- publicise 4
- publicises 0
- publicised 0
- publicising 0

