

## PHRASES FOR MEDIA AND MARKETING

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### TYPES OF ADVERTS

**Advert** – the paid announcement of a product or service.

**Advertising** – the activity of producing and publishing adverts.

**To advertise** – the verb for ‘advertising.’

**Billboards** – large adverts in the street.

*‘Do billboards on highways still work?’ ‘They do for junk food!’*

**Banner ad** – advert on a webpage at the top or side of the article.

*‘Most newspapers use banner ads to make some more revenue.’*

**Junk mail** – advertising leaflets or emails a person receives that they don’t want.

*‘I used to receive lots of junk mail through my letterbox, now I get more junk emails instead.’*

**Leaflet** – small advert with information that you give to people.

*‘Why do people keep giving me leaflets for gym membership?’ ‘Well Dad, you’re not as slim as you used to be!’*

**Logo** – the symbol that represents a company.

*‘Coco cola’s logo is its name with a distinctive lettering style.’*

**Poster** – advert or picture that you stick to a wall.

**Popup** – an advert that appears suddenly and covers the screen.

*‘There are popups now everywhere on the internet. It drives me crazy.’*

**A slogan** – the words under a logo.

*‘Nike’s slogan is “just do it”.’*

**Word-of-mouth advertising** – when people discover your product or service because it is recommended by friends and family.

*‘I found my daughter’s kindergarten by word-of-mouth. My friend recommended it and my daughter loves it.’*

### ADVERTISING STRATEGY

**To bring a product or service to market** – to launch a product or service.

*‘We plan to bring this software to market early next year.’*

**A company spokesperson** – the nominated person or people in a company who speak to the press.

*‘The CEO, the COO and the CMO are the spokespeople for our company.’*

**To do market research** – to ask customers and potential customers what they want from your product and how you can make it better.

*‘Every year companies invest millions in market research with the hope of improving their product.’*

**To network / to do networking** – to meet people in your industry to form new connections.

*‘I’m not good at networking but it’s necessary in my job.’*

**To pitch an idea** – to present a sales or advertising idea to your colleagues, boss or investors.

*‘How did your last pitch go?’ ‘Not bad, I think we got the contract.’*

**To survey / to do a survey** – a questionnaire, asking people questions related to your sector.

*‘Before we begin designing this product, we must do a survey of potential customers.’*

**To showcase a product or service** – to demonstrate the use and quality of your product or service to potential customers.

*‘This year at the trade fair, we will showcase our new range of sofas.’*

**To target an audience** – to identify people who would be interested in your product and target them with a sales and advertising campaign.

*‘The target audience for this car are people in their 30s-40s with kids.’*

**To take market share** – to grow your company and become more dominant in your sector.

*‘Toyota took market share in the 90s to become the world’s largest car manufacturer.’*

## THE PRESS AND PUBLIC RELATIONS

**An article** – a factual piece of writing in a newspaper

**A blog post** – a piece of writing on a website.

**To catch up with the news** – to update yourself with the latest news after you haven’t read it in a while.

*‘I catch up with the news every Saturday morning by buying a broadsheet.’*

**Current affairs** – the latest political and societal news.

**Broadsheet newspaper** – a more serious, larger newspaper with longer, more difficult to read articles.

**A press release** – a piece of writing a public relations person gives to the press containing the latest news about their company.

**To work in public relations (PR)**

**To be a journalist** – to write news for a newspaper, website or TV news channel.

**To work in journalism** – the activity of being a journalist.

**A paywall** – a wall that newspapers put on their new sites to charge for their articles.

*'Most newspapers now have paywalls to make people subscribe and pay for content rather than getting it for free.'*

**Newsfeed** – an app or webpage which updates when there is a new news story.

**To keep yourself updated with the news** – to stay updated with the latest news (not 'actualised')

**To publish** an article in a newspaper.

**To post** a blog post on a website.

**Readership** – the noun for 'readers' (uncountable).

*'The readership of newspapers is decreasing every year due to the internet.'*

**Readers** – people who read something (countable).

*'My blog has over 7000 readers a month.'*

**To review / a review** – a critique of a book, film, restaurant or experience.

*'The author hopes that her new book will get a good review in the newspaper.'*

**To subscribe / to have a subscription** – to have an ongoing subscription to something.

**Subscriber** – the person who subscribes to something.

**Tabloid newspaper** – a non-serious, easy to read newspaper often focused on sport, celebrities along with politics.