

UNIT 3 **ADVERTISING** **MY GLOSSARY**

Technical and Professional English

ADVERTISING VOCABULARY

DATE	WORD	EXAMPLE
2015.05.07	concur	They concur that revenues will fall soon.
2015.05.07	chauvinism	Some advertisements take chauvinism to exalt a race, sex or nation.
2015.05.07	boost	This diagram shows that some sectors of the population substantially boost the state's economy.
2015.05.07	ubiquitous	Wherever you look there are ads, it's the most ubiquitous thing produced.
2015.05.07	slashed	They have slashed payments to seniors, so they can barely pay for their basic needs.
2015.05.07	rock-bottom prices	Thanks to our partners we can provide our products at rock-bottom prices.
2015.05.07	unsurpassed	Come to our shops and take bargains at an unsurpassed price.
2015.05.07	galore	This supermarket offers discounts galore in their bargains section.
2015.05.08	witty	This slogan is so clever and witty.
2015.05.08	brand-building	The brand-building campaign has been a success.
2015.05.08	nagging	The nagging crying of the babies often make their parents suffer stress.
2015.05.08	to grind	My grandma used to tell me that mills grind barley.
2015.05.08	libel	When someone reads some libels about him, he is likely to denounce the editor.
2015.05.15	brand stretching	To avoid some restrictions, the company decided to implement a brand stretching.

DATE	WORD	EXAMPLE
2015.05.15	product range	This technology company has a wide product range, from mobiles to refrigerators.
2015.05.15	product placement	An important corporation uses product placement in many movies, videos and advertisements, no matter what they are about.
2015.05.15	product endorsement	This coffee company relies on product endorsement, with famous actors and models.
2015.05.15	market challenger	Despite aggressive competition, the company moves forward being the market challenger to many others.
2015.05.15	market segment	The growth of this market segment has been completely unexpected.

USEFUL EXPRESSIONS

- I'm really into it.
- I'm really against it.
- I suppose so.
- You've got a point there, but...
- I agree to some extent, but...
- I'm still not convinced.
- If you want my honest opinion...
- Quite frankly...
- As far as I'm concerned, ...
- Look at it this way.