



WHAT IS THE DIFFERENCE BETWEEN?

- 1) **Prime time:** The time period when the television or radio audience is the largest.
- 2) **Airtime:** The time when a radio or television broadcast is being transmitted/broadcast.
- 3) **Remake:** To make a new or different version of something, such as a movie, song, etc.
- 4) **Trailer:** A selected group of scenes that are shown to advertise a movie.
- 5) **Teaser:** An advertising or promotional device intended to arouse interest or curiosity in a new film or TV series. This is typically just a short 10-20 second glimpse of the new programme.
- 6) **Blurb:** A short publicity notice/marketing text promoting the product (for example on a book cover).
- 7) **Slogan:** A brief attention-getting phrase used in advertising or promotion.
- 8) **Catchphrase:** A word or expression that is used repeatedly and conveniently to represent or characterize a person, group, idea, or point of view.
- 9) **Endorsement:** When a celebrity publicly states that they like or use a product/service in exchange for money.
- 10) **Product placement:** The inclusion of a product in a television programme or film as a form of paid advertisement.
- 11) **Hype:** To generate a lot of publicity, in this context typically around the release of a new film, song or tv show.
- 12) **Lure:** In this context, a way of attracting customers to watch a particular film for example.
- 13) **Advertising blitz:** A fast intensive campaign promoting a product.
- 14) **Overkill:** An excess of something (for example action or violence) beyond what is required or suitable. This can be a way of critiquing a film, or advert if it seems excessive.

‘Creativity without strategy is called ‘art’.
Creativity with strategy is called
‘advertising’.

Jef I. Richards

ADVERTISING

<p>Billboard signboard for advertising posters</p>		<p>Advertisement Item of publicity to promote a product or service in newspapers, magazines, on tv etc</p>
<p>classified ads small advertisements in newspapers or magazines, divided into categories</p>		<p>features special characteristics of a product</p>
<p>commercial Advertisement on radio or tv</p>	<p>JUST DO IT.</p> 	<p>Hoarding Wooden structure or signboard, used to carry advertisements</p>
<p>eye-catcher something that particularly attracts one's attention</p>		<p>jingle catchy tune, with a short simple rhyme, used to promote a product</p>
<p>mailshot piece of advertisement material sent to potential customers</p>	<p>slot Specific time in a broadcasting schedule allotted for a commercial</p>	

IDIOMS & EXPRESSIONS

- 1) **On the record:** From an official source.
- 2) **Off the record:** From an unofficial source.
- 3) **To fish for information:** To collect/probe for information.
- 4) **To worm out information:** To extract information.
- 5) **It's yesterday's news:** It is no longer relevant.
- 6) **To sit on a story:** To defer the publication of a news story until a later date.
- 7) **No news is good news:** Without information to the contrary you can assume that all is well.

JOB ROLES IN THE SECTOR

 <p>Editor</p>	 <p>Producer</p>	 <p>Screenplay writer</p>
 <p>Presenter/Announcer</p>	 <p>Anchorman</p>	 <p>Sportscaster</p>
 <p>Compere</p>	 <p>Quizmaster</p>	 <p>Newsreader</p>