

Need another word that means the same as “publicity”? Find 15 synonyms and 30 related words for “publicity” in this overview.

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The synonyms of “Publicity” are: packaging, promo, promotion, public attention, public interest, public notice, media attention, media interest, exposure, glare, limelight, fuss, commotion, advertising, propaganda

Publicity as a Noun

Definitions of "Publicity" as a noun

According to the [Oxford Dictionary of English](#), “publicity” as a noun can have the following definitions:

- *A message issued in behalf of some product or cause or idea or person or institution.*
- *The giving out of information about a product, person, or company for advertising or promotional purposes.*
- *Notice or attention given to someone or something by the media.*
- *The quality of being open to public view.*
- *Material or information used for advertising or promotional purposes.*



Synonyms of "Publicity" as a noun (15 Words)

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| advertising | The activity or profession of producing advertisements for commercial products or services. <i>Philip went into advertising.</i> |
| <u>commotion</u> | The act of making a noisy disturbance. <i>They set off firecrackers to make a lot of commotion.</i> |
| exposure | The intensity of light falling on a photographic film or plate. <i>Scientific findings receive regular exposure in the media.</i> |
| <u>fuss</u> | A rapid active commotion. <i>I don't know what all the fuss is about.</i> |
| <u>glare</u> | Oppressive public attention. <i>A glare of sunlight.</i> |
| limelight | A lamp consisting of a flame directed at a cylinder of lime with a lens to concentrate the light; formerly used for stage lighting. <i>He enjoyed being in the limelight.</i> |

- media attention** A courteous act indicating affection.
- media interest** A diversion that occupies one's time and thoughts (usually pleasantly).
- packaging** The presentation of a person or thing in an advantageous way.
*His business is **packaging** for transport.*
- promo** A message issued in behalf of some product or cause or idea or person or institution.
*A trade **promo**.*
- promotion** The action of promoting a catalyst.
*A sales **promotion** company.*
- propaganda** The dissemination of propaganda as a political strategy.
*The party's leaders believed that a long period of education and **propaganda** would be necessary.*
- public attention** People in general considered as a whole.
- public interest** A body of people sharing some common interest.
- public notice** People in general considered as a whole.



Usage Examples of "Publicity" as a noun

- *The case attracted wide publicity in the press.*
- *The publicity of the court room.*
- *We distributed publicity from a stall in the marketplace.*
- *A publicity campaign.*



Associations of "Publicity" (30 Words)

| | |
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| ad | An advertisement. <i>The latest television lager ad.</i> |
| advertisement | A public promotion of some product or service. <i>Advertisements for alcoholic drinks.</i> |
| advertiser | A person or company that advertises a product, service, or event. <i>Kids hate it when advertisers try too hard to target them on their level.</i> |
| advertising | A public promotion of some product or service. <i>Despite being instructed to take the signs down he says he has no intention of removing the advertising.</i> |
| ballyhoo | Advertise noisily or blatantly. <i>A much ballyhooed musical extravaganza.</i> |

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| banner | Unusually good; outstanding. <i>The standard bearers followed banners of bright red and yellow depicting dragons and stags.</i> |
| blurb | Write or contribute a blurb for a book film or other product. <i>The author got all his friends to write blurbs for his book.</i> |
| campaign | Go on a campaign go off to war. <i>A desert campaign.</i> |
| <u>commercial</u> | A commercially sponsored ad on radio or television. <i>Commercial grade of beef.</i> |
| coupon | Of a consumer collect and use coupons or vouchers offering discounts on goods or services. <i>The stock carries a 10 per cent coupon.</i> |
| gimmick | Alter or augment with an extra device or feature. <i>A fundraising gimmick.</i> |
| giveaway | An unintentional disclosure. <i>The Patriots have 16 takeaways and two giveaways during their five game winning streak.</i> |
| handbill | A small printed advertisement or other notice distributed by hand. |
| <u>hype</u> | Publicize in an exaggerated and often misleading manner. <i>Is his comeback a hype.</i> |
| marketing | Shopping at a market. <i>A marketing campaign.</i> |
| merchandise | Trade or traffic in (something), especially inappropriately. <i>Shops which offered an astonishing range of merchandise.</i> |
| newspaper | The organization responsible for producing a particular newspaper. <i>He read his newspaper at breakfast.</i> |
| <u>pervasive</u> | (especially of an unwelcome influence or physical effect) spreading widely throughout an area or a group of people. <i>An error is pervasive if it is material to more than one conclusion.</i> |
| playbill | A theatre programme. <i>He couldn't find her name on the playbill.</i> |
| popular | (of cultural activities or products) intended for or suited to the taste, understanding, or means of the general public rather than specialists or intellectuals. <i>The popular vote.</i> |
| promotional | Of or relating to serving as publicity. <i>She was on a promotional tour for her books.</i> |

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| <u>propaganda</u> | The dissemination of propaganda as a political strategy. <i>He was charged with distributing enemy propaganda.</i> |
| salesmanship | The skills and methods used in selling or promoting commercial products. <i>You have to admire the slick salesmanship behind the marketing.</i> |
| shopper | A small-wheeled bicycle with a basket, designed for use while shopping. <i>A four wheeled tartan shopper.</i> |
| <u>sponsorship</u> | The position of being a sponsor. <i>The company's sponsorship of the tournament.</i> |
| <u>subliminal</u> | Below the threshold of conscious perception. |
| television | The activity profession or medium of broadcasting on television. <i>She turned the television up.</i> |
| throwaway | Words spoken in a casual way with conscious under-emphasis. <i>We live in a throwaway society.</i> |
| <u>tout</u> | Attempt to sell (something), typically by a direct or persistent approach. <i>This product was touted as a revolutionary invention.</i> |
| <u>widespread</u> | Found or distributed over a large area or number of people. <i>A widespread doctrine.</i> |

