

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)

<b>advertising</b>	The activity or profession of producing advertisements for commercial products or services. <i>Philip went into <b>advertising</b>.</i>
<b><u>commotion</u></b>	The act of making a noisy disturbance. <i>They set off firecrackers to make a lot of <b>commotion</b>.</i>
<b>exposure</b>	The intensity of light falling on a photographic film or plate. <i>Scientific findings receive regular <b>exposure</b> in the media.</i>
<b><u>fuss</u></b>	A rapid active commotion. <i>I don't know what all the <b>fuss</b> is about.</i>
<b><u>glare</u></b>	Oppressive public attention. <i>A <b>glare</b> of sunlight.</i>
<b>limelight</b>	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 <b>limelight</b>.</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)

<b>ad</b>	An advertisement. <i>The latest television lager <b>ad</b>.</i>
<b>advertisement</b>	A public promotion of some product or service. <i><b>Advertisements</b> for alcoholic drinks.</i>
<b>advertiser</b>	A person or company that advertises a product, service, or event. <i>Kids hate it when <b>advertisers</b> try too hard to target them on their level.</i>
<b>advertising</b>	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 <b>advertising</b>.</i>
<b>ballyhoo</b>	Advertise noisily or blatantly. <i>A much <b>ballyhooed</b> musical extravaganza.</i>



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

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

