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pros and cons /prəʊz ən kɒnz/ -knaz/ the advantages and disadvantages of something which you need to think about in order to make a decision
+ of Your doctor should explain the pros and cons of the different treatments available.
weigh up the pros and cons (=think carefully about all the advantages and disadvantages) I'm not sure if I'm going to take the job - I need more time to weigh up all the pros and cons.

1 something that helps someone to be more successful than others

advantage /ədˈvɑːntɪdʒ/ [n C] something that makes you more likely to succeed than other people
have an advantage The American team seemed to have all the advantages - better training, better facilities, and much better financial support.
give sb an advantage (=make them more likely to succeed)
+ over I had already lived in France for a year and this gave me a big advantage over the other students.
privilege /ˈprɪvɪlɪdʒ/ [n C] a special advantage or right that only a few people have.

WORD BANK

ADVERTISING

TELEVISION AND RADIO
BUY
PERSUADE
see also
SHOP
COMPANY
BUSINESS
NEWSPAPERS AND MAGAZINES

1 advertising
advertising /ˈædvɜːtɪzɪŋ/ [n U] the business of persuading people to buy things, using pictures, words, songs etc on TV and radio, large public notices, and newspapers and magazines: How much does Coca-Cola spend on advertising? | Cigarette advertising isn't allowed on TV any more. | Beth wants a job in advertising. (=in a company that makes advertisements) | How much do you spend on advertising if you're serious and if you're looking for a job? Good marketing has a major factor in the company's success.
hype (hʌp/ [n U]) verb to make people interested in something, especially a television, film, etc, by making a lot of noise about it: Despite all the hype, the film was pretty boring.

2 an advertisement
advertisement /ˈædvɜːtɪz-ment/ [n C] something that is used to attract attention, a short film or picture with words that is designed to persuade people to buy something. Most are aimed at men.
+ for in the autumn full of advertisements
ad (also **advert**) [n C] INFORMAL an advertisement
+ for I saw an advertisement in our local newspaper.
commercial /kəˈmɜːʃiəl/ [n C] a television advertisement on television
+ for I've seen the new Leica advertisement on TV.
official broadcast /ɒfɪʃəl ˈbrɒd-kɑːst/ [n C] a television advertisement that is shown on television.
+ for We'll be right back after these commercials in the next 15 minutes.

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