

Word/Phrase	Part of speech	IPA (UK)	IPA (US)	Definition	Sample sentence
News expressions					
breaking news	noun	ˌbreɪkɪŋ ˈnjuːz	ˌbreɪkɪŋ ˈnuːz	new information about a news event that is still happening	Keep up with the latest breaking news and politics from around the world.
follow	verb	ˈfɒləʊ	ˈfəloʊ	to be interested in the progress or development of someone or something	Have you been following the election campaign?
get the news	verb phrase	get ðə ˈnjuːz	get ðə ˈnuːz	to receive new information	Did you get the news about the new project?
journalist	noun	ˈdʒʌː(r)nəlɪst	ˈdʒʌrn(ə)lɪst	someone whose job is to report the news for a newspaper, magazine, radio program, or television show	It was an article by a leading sports journalist .
news headlines	noun	ˈnjuːz ˈhed,laɪnz	ˈnuːz ˈhed,laɪnz	the most important stories in the news	Here are the news headlines .
report	verb	rɪˈpɔː(r)t		to give information about something in a news article or broadcast	The story was reported differently on every news channel.
share	verb	ʃeə(r)	ʃer	to tell someone something	Many people share news stories on social media.
Television					
episode	noun	ˈepɪsəʊd	ˈepɪˌsoʊd	a part of a television or radio story that is broadcast separately and forms one of a series	I have seen this episode already.
season	noun	ˈsiːz(ə)n	ˈsiz(ə)n	a period of time when a series of movies or television shows are shown	There is a short season of movies by the French director Bertrand Tavernier.
season finale	noun	ˈsiːzn frɪˈnaɪli	ˈsizən fəˈnæli	the last show in a series, especially one that is very exciting or impressive	The season finale was gripping.
series	noun	ˈsɪəriːz	ˈsɪrɪz	a set of television or radio shows that are all about a particular subject, person, or group of people	Tonight's show is the second in a three-part series .
show	noun	ʃəʊ	ʃoʊ	a television or radio broadcast	More people watch the news than any other show .
Advertising					
advertising campaign	noun	ˈædvə(r)taɪzɪŋ kæmˈpeɪn	ˈædvərˌtaɪzɪŋ kæmˈpeɪn	a series of things done to persuade people to buy a product or use a service	The new advertising campaign is very effective.
billboard	noun	ˈbɪlˌbɔː(r)d	ˈbɪlˌbɔrd	a large board for advertisements in an outside public place	The billboard was eye-catching to get people's attention.
brand	noun	brænd		a product or group of products that has its own name and is made by one particular company	We stock all leading brands .
connect with	phrase	kəˈnekt wɪð		to understand and relate to an idea	The ads have connected with a lot of people.
eye-catching	adjective	aɪˈkæʃɪŋ		attractive or unusual and therefore noticed	The eye-catching design was very creative.
grab your attention	phrase	ɡræb ʒɔːr əˈtenʃ(ə)n	ɡræb jʊr əˈtenʃ(ə)n	to draw or attract someone's attention	We need the front page to grab your attention .

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logo	noun	'ləʊɡəʊ	'loʊɡoʊ	a symbol that represents an organization or company, used for example in its advertisements or on its products	The logo is simple but effective.
message	noun	'mesɪdʒ		the main idea that you want people to remember from a speech, advertisement, article etc.	The documentary sends a clear message .
slogan	noun	'sləʊɡən	'sloʊɡən	a short phrase that is easy to remember and is used to advertise something or to express the beliefs of a political party or other group	The company revealed its new advertising slogan this week.