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pros and cons (prɒz ən kɒnz) /kɒnz/ 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.
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 → see also → PERSUADE
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 does your company spend on advertising?

2 an advertise advertisement
advertisement /ˌædvɜːtɪzɪŋ/ [n C] something like notice, a short film, picture with words etc designed to persuade people to buy something: Most cars aimed at men.
+ for in the autumn full of advertisements
ad (also **advert**)
INFORMAL an advertising career by doing
+ for I saw an advertisement in our local newspaper.
commercial /kəˈmɜːʃiəl/ [n C] an advertisement on television or radio: I saw the new Le Cigarettier commercial in the TV.
We'll be right

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