



NİŞANTAŞI  
ÜNİVERSİTESİ



# **HALKLA İLİŞKİLER VE REKLAMCILIK TERMINOLOJİSİ SÖZLÜĞÜ**



**Advertising agency:** A company that produces advertisements (reklam ajansı)

**Advertising campaign:** A planned series of advertisements that will be used in particular places at particular times in order to advertise a product or service and persuade people to buy it or use it (reklam kampanyası)

**Advertising:** The business of trying to persuade people to buy products or services (reklamcılık)

**Agent:** A person who acts for or represents another (ajans)

**Asymmetric :** With two halves, sides, or parts that are not exactly the same in shape and size (asimetrik)

**Brand communication:** The combination of activities that influence customers' opinions of a company and its products (marka iletişimi)

**Brand management:** The process of controlling the way in which a company markets a product or brand so that people continue to buy it or buy more of it (marka yönetimi)

**Brand:** A type of product made by a particular company (marka)

**Branding:** The act of giving a company a particular design or symbol in order to advertise its products and services (markalaşma)

**Broadcast:** To send out a programme on television or radio (yayın)

**Campaign:** A planned group of especially political, business, or military activities that are intended to achieve a particular aim (kampanya)

**Channel of communication:** A system or method that is used for communicating with other people

**Communication:** The act of communicating with people (iletişim)

**Competition:** A situation in which someone is trying to win something or be more successful than someone else (rekabet)

**Consumer:** A person who buys goods or services for their own use (tüketici)

**Corporate communication:** The way in which a company gives the public and its employees information about its aims and what it is doing (kurumsal iletişim)

**Corporate culture:** the beliefs and ideas that a company has and the way in which they affect how it does business and how its employees behave (kurum kültürü)

**Corporate governance:** The way in which a company is managed by the people who are working at the highest level in it (kurumsal vatandaşlık)

**Corporate identity :** The qualities of a company that make it different from other companies, and the images, words, etc. that it uses to make itself familiar to its customers, for example in its advertisements, on its letters, etc.: (kurum kimliği)

**Corporate image :** The way in which a company is seen and understood by people in general (kurum imajı)

**Corporate Social Responsibility:** CSR the idea that a company should be interested in and willing to help society and the environment as well as be concerned about the products and profits it makes (kurumsal sosyal sorumluluk)

**Coverage:** The reporting of a particular important event or subject (yayın alanı)

**Crisis management:** the actions that are taken to deal with an emergency or difficult situation in an organized way (kriz yönetimi)



**Customer Relationship Management:** Ways that a company can encourage customers to like it and buy from it, for example by using software to look at information it has about its customers and by using social media (müşteri ilişkileri yönetimi)

**Customer:** A person who buys goods or a service (müşteri)

**Display:** To arrange something or a collection of things so that it can be seen by the public (teşhir)

**Distribution:** The process of giving things out to several people, or spreading or supplying something (dağıtım)

**Editor:** A person who corrects or changes pieces of text or films before they are printed or shown, or a person who is in charge of a newspaper or magazine (editör)

**Effective:** Successful or achieving the results that you want (etkili)

**E-governance:** The use of the internet by governments to make it possible for people to use government services and be involved in making decisions (e-devlet)

**Electronic commerce:** The business of buying and selling goods and services using the internet (elektronik ticaret)

**Employee:** Someone who is paid to work for someone else (işgören)

**Event:** Anything that happens, especially something important or unusual (organizasyon)

**Feedback:** Information or statements of opinion about something, such as a new product, that can tell you if it is successful or liked (geri bildirim)

**Image:** A picture in your mind or an idea of how someone or something (imaj)

**Industry:** The companies and activities involved in the process of producing goods for sale, especially in a factory or special area (endüstri)

**Influence:** the power to have an effect on people or things, or a person or thing that is able to do this (etki)

**Interpersonal:** Connected with relationships between people (kişilerarası)

**Investor:** A person who puts money into something in order to make a profit or get an advantage (yatırımcı)

**Issues management:** The activity of thinking about problems that might affect companies, government, or consumers and then planning ways to solve them (konu yönetimi)

**Journal:** a serious magazine or newspaper that is published regularly about a particular subject (dergi)

**Management:** The control and organization of something (yönetim)

**Market analysis:** The activity of collecting and examining information about a financial market, especially the stock market, in order to find out more about it (Pazar analizi)

**Market segmentation:** The dividing of all possible customers into groups based on their needs, age, education, income, etc.: (Pazar bölgümlendirme)

**Marketing environment:** Everything that a company must consider when it is developing new products and deciding how to present them to customers, for example how much people will be willing to spend, whether other companies are selling the same product, etc. (pazarlama çevresi)

**Marketing:** A job that involves encouraging people to buy a product or service (pazarlama)

**Mass communication:** Something such as television or the internet that means that a message, story, etc. can be communicated to a large number of people at the same time



**Media:** The internet, newspapers, magazines, television, etc., considered as a group (medya)

**Mutual:** (of two or more people or groups) feeling the same emotion, or doing the same thing to or for each other (karşılıklı)

**Non-governmental organizations:** An organization that tries to achieve social or political aims but is not-controlled by a government (sivil toplum kuruluşu)

**Non-verbal:** not using spoken language (sözsüz)

**Objective:** Something that you plan to do or achieve (amaç)

**Opinion leaders:** a person whose opinions about something such as a product or issue have a big influence on the opinions of others (kanaat önderi)

**Opinion:** A thought or belief about something or someone (fikir)

**Organisation:** A group of people who work together in an organized way for a shared purpose (organizasyon)

**Owner:** Belonging to or done by a particular person or thing (sahip)

**Personal selling:** the activity of speaking to people, either directly or on the phone, to try and persuade them to buy something (kişisel satış)

**Persuasion:** The action of persuading someone or of being persuaded (ikna)

**Positioning:** The way that customers think about, or the way that a company wants customers to think about, product in relation to similar products or to competitors' products (konumlandırma)

**Price:** The amount of money for which something is sold (fiyat)

**Print:** Letters, numbers, or symbols that have been produced on paper by a machine using ink (baskı)

**Process:** A series of actions that you take in order to achieve a result (süreç)

**Product:** Something that is made to be sold, usually something that is produced by an industrial process or, less commonly, something that is grown or obtained through farming (ürün)

**Project management:** The activity of organizing and controlling a project (proje yönetimi)

**Promotions:** Activities to advertise something (promosyon)

**Public relations:** The activity of keeping good relationships between an organization and the general public (halkla ilişkiler)

**Public:** Relating to or involving people in general, rather than being limited to a particular group of people (halk)

**Publicity:** the activity of making certain that someone or something attracts a lot of interest or attention from many people, or the attention received as a result of this activity (tanıtım, ilan)

**Receiver:** The part of a phone in two parts that you hold to your ear and mouth (alıcı)

**Relationship:** The way in which two things are connected (ilişki)

**Reputation:** The opinion that people in general have about someone or something, or how much respect or admiration someone or something receives, based on past behaviour or character (ün)

**Segmentation:** The division of something into smaller parts (bölümleme)

**Sender:** A person who sends something: (gönderici)

**Service:** A government system or private organization that is responsible for a particular type of activity, or for providing a particular thing that people need (servis)



**Shareholder:** A person who owns shares in a company and therefore gets part of the company's profits and the right to vote on how the company is controlled (paydaş)

**Social media:** Websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile telephone (sosyal medya)

**Target audience:** The particular group of people to which an advertisement, a product, a website or a television or radio programme is directed (hedef kitle)

**The marketing mix:** The combination of actions a company uses when selling a product or service. These are often described as the four Ps (= product, price, place, and promotion) (pazarlama karması)

**Viral advertising:** A marketing activity in which information about a product spreads between people, especially on the internet (viral reklam)





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[nisantasi.edu.tr](http://nisantasi.edu.tr)

0212 210 10 10



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