

USAGE OF MARKETING TERMS IN SOCIAL AND PROFESSIONAL CONTEXTS

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Abstract. *This thesis explores the usage of marketing terms in both social and professional contexts. It examines how marketing vocabulary is applied in business communication, advertising, and academic discussions, as well as in everyday social interactions, particularly through media and digital platforms. The study highlights how marketing terminology helps professionals communicate strategies, promote products, and analyze consumer behavior, while also becoming part of common language in society. The research demonstrates that the spread of marketing terms reflects the influence of marketing activities on modern communication and culture.*

Key words: *Marketing terminology, professional communication, social context, business language, advertising language, digital marketing, consumer behavior, media communication.*

Marketing terminology plays an important role in modern communication. As marketing has developed into a key component of business activity, the language used in this field has expanded and become widely recognized not only among professionals but also in everyday social communication. Marketing terms are now commonly used in business environments, academic discussions, advertising, media, and even daily conversations. The increasing presence of marketing language in different contexts reflects the influence of marketing activities on society and communication practices.

In professional contexts, marketing terminology is used by specialists such as marketers, managers, advertisers, researchers, and business analysts. These professionals rely on specific terms to communicate strategies, analyze market conditions, and plan business activities.

Marketing language allows professionals to exchange ideas clearly and efficiently within organizations and across industries. One of the main areas where marketing terminology is used is in strategic planning. Companies use terms such as market segmentation, target audience, positioning, branding, and marketing strategy to describe their plans for reaching customers and promoting products. These terms help organizations define their goals, identify potential customers, and develop effective marketing campaigns.

Marketing terminology is also essential in market research and data analysis. Professionals use terms like consumer behavior, customer satisfaction, brand loyalty, market share, and competitive advantage when analyzing market trends and evaluating business performance. These concepts allow companies to better understand customer needs and make informed decisions about product development and marketing strategies.

Another professional context where marketing language is widely used is advertising and promotional communication. Advertising specialists use terms such as advertising campaign, brand identity, product promotion, customer engagement, and conversion rate. These terms describe different aspects of promoting products and interacting with consumers.

Clear and precise terminology helps professionals coordinate their activities and measure the effectiveness of marketing efforts. In academic and educational environments, marketing terminology is also widely used in textbooks, research articles, and university courses. Students studying business, economics, or marketing must learn specialized vocabulary in order to understand theoretical concepts and participate in professional discussions. Academic research often introduces new terms and concepts that later become part of professional marketing language.

With the development of digital technologies and social media, marketing terminology has expanded rapidly. Many marketing terms related to digital communication are now used both by professionals and by the general public. Expressions such as digital marketing, content marketing, social media marketing, search engine optimization (SEO), and online advertising have become common in modern communication. Digital platforms have also introduced new terminology related to audience interaction and online behavior. Terms such as engagement, traffic, click-through rate, followers, and influencers are frequently used in discussions about online marketing activities. These terms describe how users interact with digital content and how businesses measure the success of their online campaigns. Media and journalism also contribute to the spread of marketing terminology. News articles, television programs, and online publications often discuss business strategies, brand development, and marketing trends. As a result, marketing language becomes familiar to a wider audience and gradually enters everyday vocabulary.

In social contexts, marketing terms are increasingly used in everyday communication.

People often use words like brand, promotion, advertising, and customer experience when discussing products, services, or companies. The widespread presence of advertising and marketing messages in daily life has made these terms easily recognizable and widely understood.

Social media platforms play a particularly important role in spreading marketing terminology among the general public. Users frequently discuss marketing campaigns, product launches, and brand reputation online. Terms such as viral marketing, influencer, sponsored content, and personal branding are now common in social media conversations. In addition, marketing terminology is sometimes used metaphorically in social interactions. For example, individuals may refer to “promoting themselves,” “building a personal brand,” or “targeting an audience” when talking about career development or communication strategies. This shows how marketing concepts have influenced not only business communication but also the way people describe social behavior.

Marketing terminology often adapts depending on the context in which it is used. In professional settings, marketing language tends to be more formal, precise, and technical.

Specialists use clearly defined terms to ensure accurate communication and avoid misunderstandings. In contrast, when marketing terms are used in social contexts, they may become simplified or slightly modified. Some technical meanings may be reduced, and the terms may be used more casually. For example, the word “brand” may refer broadly to a company’s image rather than its detailed strategic identity. Another characteristic of marketing language is the frequent use of English terms internationally. Because English is widely used in global business communication, many marketing terms are borrowed directly from English and used in other languages without translation. This phenomenon contributes to the global spread of marketing terminology.

The growing use of marketing terminology in social communication reflects the increasing importance of marketing in modern society. Businesses continuously communicate with consumers through advertising, media, and digital platforms, which exposes people to marketing concepts on a daily basis. As a result, marketing language has influenced how people think about products, services, and even personal identity. Concepts such as brand image, customer value, and personal promotion shape not only business strategies but also cultural and social communication patterns. Furthermore, marketing terminology contributes to the development of professional identity within the marketing field. Specialists use shared vocabulary to demonstrate expertise, communicate effectively with colleagues, and participate in professional communities.

The usage of marketing terms in both social and professional contexts demonstrates the widespread influence of marketing on modern communication. In professional environments, marketing terminology provides a structured and precise language for discussing business strategies, market analysis, and advertising activities. In social contexts, marketing terms have become part of everyday communication, particularly through media and digital platforms. The expansion of marketing vocabulary reflects broader economic, technological, and cultural changes. As marketing continues to evolve, new terms will likely emerge and further integrate into both professional discourse and everyday language. Understanding how marketing terminology functions in different contexts helps researchers and professionals communicate more effectively and analyze the role of marketing language in contemporary society.

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