

hype (*hype*)

Definition

v. to promote or publicize (a product or idea) intensively, often exaggerating its benefits; n. extravagant or intensive publicity or promotion.

Example Sentence

All the **hype** about the new toy increased sales.

More Example Sentences

Despite the **hype** surrounding the new video game, many players found it to be disappointing.

Synonyms

promotion; publicity; buzz

Antonyms

keep secret

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