

li. ideas also. iv.  
identified sponsor:  
advertising



**ASSIGN  
BUSTER**

ii. Non-personal presentation: Advertising is a non-personal presentation.

Whatever the form of presentation, advertising is always directed to a mass audience rather than to any individual. At times, the advertising message may give the impression of a personal appeal. However, all the sensations are non-personal in nature. iii.

Sell or promote ideas, goods and services: Advertising is aimed at promoting and selling not only tangible and physical goods, but also ideas and services. Most often services like banking and insurance are sold through advertising. For example, Posts and Telegraph Department advertises to promote the use of PIN CODE for fast delivery of letters.

The scope of advertising is wide and designed to sell not only goods but services and ideas also. iv. Identified sponsor: Advertising always has an identified sponsor. In other words, advertising discloses or identifies the source of the opinions and ideas it presents.

On the other hand, the sponsor for publicity or propaganda can remain anonymous. v. Inform and persuade: Advertising usually informs the potential consumer about products and services, their benefits and utilities. It also persuades the consumers to purchase such products and services. In short, advertising is the art of influencing human action and awakening of a desire to possess products and services. It is a mass persuasion activity duly sponsored by the manufacturer, retailer, or dealer for whom the advertising is done.