

The perception of the public towards advertisement is more important than any thing else in determining its effectiveness. It makes no difference how good the advertising is, if it does not get a favorable response from the public. Based on this finding; however, most ETV advertisements failed to get a favorable public perception. Besides, though there are no hard and fast rules, which can make advertising effective, researchers in the area, have pinpointed some basic principles, heavenly virtues that advertisements should fulfill and deadly signs that advertisements should avoid. However, most ETV advertisements commit most of the deadly sins of advertising and they failed to fulfill many of the heavenly virtues.

Taking Out Old Men, Playing with Form, High-Performance Writing Beginning Level, Persuasive Writing (Basic Writing Skills), The Jews of New Jersey: A Pictorial History, Festigkeitslehre (German Edition),

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