**ABSTRACT**

Advertising is one of the five major tools companies use to direct persuasive communication to target buyers and publics. In the simplest form it can be said that the advertising is a public announcement. In the earlier times to advertise meant merely to announce or to inform. Basically, an advertisement is an announcement to the public of a product, service or idea through a medium through which the public has access. The medium may be print, electronic or any other. An advertisement is usually paid for by an advertiser at rates fixed or negotiated with the media.