Advertisement are very much a part of our lives today. While on our way to college or to work, we see huge boarding's by the roadsides. There are posters on walls, in trains and buses, and other public places, giving us information about different products. Banners are put up at prominent places, and at night. We see neon lights flickering on the top of buildings and at other selected sites, advertising different products. Programs on radio and TV are full of advertisement. We hardly find a single newspaper or magazine without advertisements. There is no doubt that these advertisements influence our lives greatly.

The one important function of an advertisement is to give the public, information about a certain product. It tells us about the merits of a particular product, and how it is superior to another product of a similar type. Advertisement thus influence out day to day choices. There is no doubt that these advertisements.