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Advertising can be in any form of presentation such as sign, symbol or illustration in print media, a commercial on radio or television, poster etc. Thus advertising is the communication link between the seller and the buyer. It has made mass selling possible. The term advertising is derived from the Latin word advertence.

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The only slight issue I would have with the essay is the content in relation to answering the question. Make sure your essay directly addresses the question - remember it is asking you about the METHODS. Your essay reads a bit as if you are just discussing the advantage and disadvantages

of advertising.

Student Sample Essay: Advertising - IELTS buddy

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