**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-2**

**Question 2**

Discuss the role of Advertising in economic growth

**Introduction**

The word advertising came from the Latin word' advertere' means "to

turn the mind toward". According to Collins Dictionary, It is a form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser. **Webster’s New World Dictionary** has mentioned Advertising is 1. to tell about or praise (a product etc.) as through print media, audio and visual, so as to promote sale; 2. to make known; and 3. to call public to things for sale, for rent etc., as by printed or presented notice.

**Role of Advertising in Economic Growth**

**Conclusion**

Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. It is highly visible force in the society and palys a major role in the economic growth and success of any type of business and industry.

**References**

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