

2. According to William J. Stanton: Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea."
3. According to Philip Kotler, "Advertising is non-personal form of communication conducted through paid media under the clear sponsorship."
4. According to Bay D. Wheeler, - "Advertising is any form of paid non-personal presentation of ideas, goods, or services for the purpose of inducing people to buy."
5. According to Jones, "Advertising is a sort of machine-made mass production method of selling which supplements the voice and personality of individual salesman."
6. According to Frank Presbrey, "Advertisement is printed, written, spoken or graphic salesmanship. Advertisements are designed to sell the products of the advertiser and to influence favourably the public mind individually and collectively with respect to the interest of the advertiser."

Principles/Characteristics or Elements of Advertising:

The main characteristics or elements of Advertising audience are as follows:-

1. It is Non-personal communication to specific audience or consumers.
2. It is paid form of communication by an identified sponsor.