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Or Ideas Through The Various Media, And It Is Usually Persuasive By Nature And Paid By Identified Sponsors (Bovee, 1992). The Standard Definition Of Advertising Includes Seven Main Elements: 1. Paid Form Of Communication. 2. The Presence Of An Identified Sponsor. 3. Distribution Through The Media. 4. The Presence Of A Specific Audience For ... 4th, 2024

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