**Department of Communication and Media Studies**

**University of Sargodha, Sargodha**

**Term Paper**

**Class: BS-VIII (R & SS1) Subject: Advertising-II**

**Topic**

Advertising has a great effect on the behavior of consumers. Basically, the function of advertisement is to make consumers want the products and services advertised. In trying to change the consumer behavior, all advertisements aim to increase the volume of sales of their respective product and services. How advertisement effects on consumer behaviors while using television, newspaper and social media. Define features of each medium with regards to a single product which you like most.

**Instructions**

Read different parts of the topic carefully and answer accordingly. Term-papers shall be accepted only in composed soft form. The main parts should include an introduction, a body, and a conclusion. All term papers will be checked through Turnitin for plagiarism any paper containing above 19% plagiarism shall not be accepted.Deadline to submit term paper is 17-04-2020. Completed term-paper shall be submitted by each student separately at zunairabashir690@gmail.com.

**Note: follow the detailed guidelines already shared for format/writing your term paper**