Abstract

The objective of this research is to talk about advertising through jingles in Pakistan and it's importance as a cultural aspect. The study aims to get people's attitude towards jingle advertisements, which include style of music and choice of words to make a jingle. The majority of people in Pakistan relate to music very easily because of the musical influences on our culture from various aspects of life. People in Pakistan love to sing and dance so the study emphasis on the importance of a jingle and its role in advertising brands and products in our society.