ABSTRACT
This dissertation investigates the importance of lyrics in making or breaking a jingle and an ad slogan. The study draws slight comparison weather music is more important or lyrics are more important in making or breaking a jingle. The study aims to get peoples attitude towards jingle advertisements, which includes the choice of lyrics to make a jingle successful. The research tells how important lyrics are in making a jingle recognizable and how successfully good lyrics of a jingle help sell the product and helps to promote it.