Abbreviations used

Ad. = Advertisement
Ads. = Advertisements
Advt. = Advertisement
Aad = Attitude towards Ad
TV = Television
TVCs = Television Commercials
VRP = Viewer Response Profile
PDI = Persuasive Disclosure Inventory
BSNL = Bharat Sanchar Nigam Limited

Terms used interchangeably

Literary Form = Literary Genre
Literary Forms = Literary Genres
Taj Holidays = Taj Hotels
Rhetorical Figures = Rhetorical Devices