

# **A Study on Comical Aspect Appeal in Advertisement**

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**Abstract:** *Comedy and humor play an important role in our lives, offering a means to cope with stress, connect with others, and see the lighter side of situations. The comical aspect of life and entertainment adds a touch of levity and laughter to our daily experiences, making the world a more enjoyable place. Humor plays a significant role in human life and has a variety of positive impacts on our well-being and social interactions.*

**Keywords:** Humor.