

Copywriting For The Electronic Media A Practical Guide 6th Edition

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Copywriting For The Electronic Media

COPYWRITING FOR THE ELECTRONIC MEDIA, A PRACTICAL GUIDE, Sixth Edition, prepares you to write effective copy for all types of electronic media, with an emphasis on commercial writing and a valuable real-world orientation to this exciting field.

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COPYWRITING FOR THE ELECTRONIC MEDIA helps students learn how to write effective copy for all types of electronic media with an emphasis on commercial writing. It begins with the introduction of the basic principles and techniques of good copywriting, then moves on to dozens of skill-building exercises to put them into practice.

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In marketing, it seems like things come in fours. The 4 P's are often in the introductory marketing courses. So, it makes sense that there are the 4 C's of copywriting. They are: Clear; Concise; Compelling; Credible; If you can infuse your social media posts with these 4 C's, you're on a roll. This formula gets a little bit tricky.

7 Copywriting Formulas to Energize Your Social Media ...

Copywriting for the Electronic Media Chapter 1 The Broadcast Copywriter. Electronic Media What is it? Radio TV Cable ... Electronic Media • What role do COMMERCIALS play in the concept of information, entertainment and education? IMPACT • COMMERCIALS constitute principal financial

Chapter 1 The Broadcast Copywriter

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ISBN: 053415624X 9780534156244: OCLC Number: 22983283: Description: xix, 377 pages : illustrations ; 26 cm: Contents: Part 1. The Broadcast Copywriter --1.The Broadcast Copywriter --A Model of Communication --Stations, Agencies, Cable TV, and Related Industries --Writing Principles --Qualifications of the Copywriter --Creativity and Copywriting --Part 2.. Copywriting Element

Copywriting for the electronic media : a practical guide ...

Journalism 241 The course is designed as an introduction to the theory and practice of writing for the electronic media, principally radio and television. The course will provide intensive practice through writing assignments of commercial copy, program continuity copy, and public service announcements for radio and television.

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