

Borys Grinchenko Kyiv University
Institute of Journalism
Department of Advertising and Public Relations

APPROVED BY
Vice-Rector on Academic Affairs

Oleksii Zhyltsov

« 05 » X P A I N O S 2019

WORKING PROGRAM OF THE ACADEMIC DISCIPLINE

Copywriting and speechwriting (the module: Copywriting)

for students of the

Speciality *061 Journalism*

Educational level **First** (*bachelor*)

Educational program *Advertising and Public Relations*

КИЇВСЬКИЙ УНІВЕРСИТЕТ
ІМЕНІ БОРИСА ГРИНЧЕНКА
Ідентифікаційний код 02136554
Начальник відділу
моніторингу якості освіти
Процедура № 0155/19
Жылтсов
(підпис) (прізвище, ініціали)
« » 20 19 р.

Kyiv – 2019

Creator:

Svitlana Vernyhora, PhD in Social Communications, Assistant Professor of the Department of Advertising and Public Relations of the Institute of Journalism of Borys Grinchenko Kyiv University

Lecturer:

Svitlana Vernyhora, PhD in Social Communications, Assistant Professor of the Department of Advertising and Public Relations of the Institute of Journalism of Borys Grinchenko Kyiv University

The working program was reviewed and approved at the meeting of the Department of Advertising and Public Relations

Protocol № 1 , August 29 2019

Head of Department  Leonid Novokhatko

The working program was reviewed and agreed with the guarantor of the Advertising and Public Relations Educational and Professional Program

_____ 2019

Guarantor of the Educational and Professional Program

 Leonid Novokhatko

The working program has been checked

_____ 2019

Deputy Director of the Institute of Journalism on Academic Affairs

 Olena Rosinska

Prolonged

for 20__/20__ Signature (Name, Surname), «__»__20__, protocol _____

for 20__/20__ Signature (Name, Surname), «__»__20__, protocol _____

for 20__/20__ Signature (Name, Surname), «__»__20__, protocol _____

for 20__/20__ Signature (Name, Surname), «__»__20__, protocol _____

1. The Description of the Academic Discipline

Names of indicators	Characteristics of the discipline
	Full-time
Kind of the discipline	Mandatory
Language of lecturing, learning and evaluation	<u>Ukrainian-speaking group:</u> Ukrainian, <u>English-speaking group:</u> lectures and exam in Ukrainian; practical, module control and individual work in English
Total amount of credits	3,5
Year of study	1
Semester	2
Number of modules	3
Amount of credits	3,5
Amount of hours, including:	105
Classroom activities	42
Module control	7
Semester control	15
Individual work	41
Form of the semester control	Exam

2. The Objective and Tasks of the Academic discipline

The objective of the discipline «Copywriting» is to provide theoretical knowledge and practical skills of creation of information materials in the field of advertising and public relations.

The tasks of the discipline:

1. The development of *integral competency*: to teach students to use effectively the historical experience of advertising, PR, in the practice of these areas of social communications;
2. The development of *professional competencies*:
 - students' awareness of the place of copywriting in the system of advertising and public relations;
 - students' knowledge about the basic principles and technologies of copywriting in advertising and PR;
 - students' knowledge about rules of creative technologies;
 - developing the skills of writing qualified advertising and PR texts;

- students' knowledge about requirements for writing texts of different genres;
- study of the basic laws, rules and requirements of writing effective advertising and PR texts;

The activities of students at the Centers of competencies:

- Center of modern communications,
- Center of radio broadcasting.

According to the requirements of the present to modern education, and taking into account the peculiarities of the profession of specialist in advertising and public relations, the discipline «Copywriting» provides for the division of students into Ukrainian-speaking and English-speaking groups. The working language of studying the discipline «Copywriting» of the Ukrainian-speaking group is Ukrainian. The English-speaking group learns «Copywriting» during practical, module control and individual work in English. Lectures and exam of the English-speaking group are conducted using the Ukrainian language taking into consideration the peculiarities of student distribution when working with these forms of study.

3. The Results of the Discipline Study

Program results of the study:

- to know the historical origins of copywriting, terminological and methodological tools, which are the product of both domestic and foreign advertising and PR theories and practices;
- be able to analyze advertising and PR campaigns;
- be able to write advertising and PR texts (television, radio, press, outdoor advertising, internet, etc.);
- be able to promote own style of communication, to conduct public activities;
- be able to produce advertising and PR products, messages according to the concepts of copywriting.

4. The Structure of the Academic Discipline

Thematic plan for full-time study

№	Titles of modules and themes	Hours							
		All	Classroom	Lectures	Practical lessons	Seminar lessons	Module controls	Individual work	Final control
Module I									
PRINCIPLES OF COPYWRITING									
1.1	Copywriting: main notions	11	6	2	4			5	
1.2	Principles and rules of copywriting	12	6	2	4			6	
	Module work	2					2		
	Module I, Total	25	12	4	8		2	11	
Module II									
TECHNOLOGIES OF CREATION OF ADVERTISING AND PR TEXTS									
2.1	Psychology of advertising and PR texts	12	6	2	4			6	
2.2	Creation of advertising and PR texts for media	12	6	2	4			6	
	Module work	2					2		
	Module II, Total	26	12	4	8		2	12	
Module III									
CONTENT OF ADVERTISING AND PR TEXTS									
3.1	Parts of advertising text	12	6	2	4			6	
3.2	Classification of PR texts	12	6	2	4			6	
3.3	Means of creation of advertising and PR texts	12	6	2	4			6	
	Module work	3					3		
	Module III, Total	39	18	6	12		3	18	
	Exam	15							15
	Total	105	42	14	28		7	41	15

5. The Program of the Academic Discipline

**English-speaking and Ukrainian-speaking groups learn lectures of the discipline
«Copywriting» in Ukrainian.**

Module I

PRINCIPLES OF COPYWRITING

Theme 1. Copywriting: main notions

The concept of copywriting. Copywriting features. The purpose of copywriting. Copywriting tasks. Types of copywriting: advertising copywriting, PR copywriting, web copywriting; black, white, gray copywriting. Concept of copywriter. Duties of the copywriter. Requirements for the copywriter. Functions of the copywriter. The purpose of the copywriter. The job of the copywriter. History of copywriting development.

Theme 2. Principles and rules of copywriting

Principles of building advertising and PR strategies. Stages of development of advertising and PR strategies. Features of creating an advertising brief. The main elements of the brief. Copywriting rules. Target group selection. Segmentation. Lifestyle of the target audience. Choice of advertising and PR goals. Selecting a product attribute as an advertising object. The value of the advertising script in copywriting. AIDA is the basis of advertising text. Text-grabbing tools. Target audience engagement methods for promotional text. Create consumer desire with the help of promotional text. Encourage target audience to take action with ad text.

Module II

TECHNOLOGIES OF CREATION OF ADVERTISING AND PR TEXTS

Theme 3. Psychology of advertising and PR texts

Differentiation of advertising and PR, advertising and PR copywriting. Psychology of perception of advertising appeal to the target audience. Maslow's Pyramid. Need and motive in advertising text. Rational motives. Emotional motives. Moral motives. Choice of motives. Literacy and normativity of copywriting in Ukraine. The essence of advertising creation as a creative process of developing advertising and PR appeal. Ways to generate new ideas in advertising and PR.

Theme 4. Creation of advertising and PR texts for media

Features of advertising and PR texts for newspapers. Features of magazine advertising texts. Features of texts for outdoor advertising. Features of preparation of advertising and PR texts for radio. Creative radio advertising technologies: celebrity interview, historical excursion, journey to the future, soundtrack, fairytale character, special song or anthem of the firm, music logo sung to another hit text. Features of preparation of advertising and PR texts for television. Creative technologies of TV commercials: story line, problem solving, chronology, special effects,

Attendance of lectures	1	2	2	2	2	3	3
Attendance of practical lessons	1	4	4	4	4	6	6
Activity at practical lesson	10	4	40	4	40	6	60
Individual work	5	6	30	6	30	9	45
Module control	25	1	25	1	25	1	25
<i>Total</i>	341		101		101		139
The maximum number of points							
Coefficient calculation	Calculation: $341:60=5,7$ A student has got: 300 points Rating: $300:5,7 = 54$ points						

6.2. The tasks for individual work and criteria of the evaluation

The Ukrainian-speaking group presents individual work of the discipline «Copywriting» in Ukrainian, the English-speaking group – in English.

Module 1 «Principles of copywriting»

To study and supplement materials of lectures, to prepare for practical classes.

1. To choose the advertising campaign.
2. To investigate the main texts of its activities.
3. To present and justify the research.

Module 2 «Technologies of creation of advertising and PR texts»

To study and supplement materials of lectures, to prepare for practical classes.

1. To choose the PR campaign.
2. To investigate the main texts of its activities.
3. To present and justify the research.

Module 3 «Content of advertising and PR texts»

To study and supplement materials of lectures, to prepare for practical classes.

1. To develop a brief for own advertising or PR campaign.
2. To create advertising or PR materials according to the brief.
3. To prepare a report, present a work.

6.3. The Forms of Module Control Implementation, and the Criteria of Evaluation

The Ukrainian-speaking group presents module control work of the discipline «Copywriting» in Ukrainian, the English-speaking group – in English.

The Implementation of Module control works is done individually by each student in electronic form and attached to the e-course or delivered in print. Module control work is carried out after studying a specific content module. It is assessed for completing tasks in the form specified by the lecturer program. Module control *forms* are the implementation of module control works that provide answers to several types of test questions and, in some cases, thorough the disclosure of several questions formulated as open-ended questions from module material. The number of module test works in the course is 4, each work implementation is mandatory.

Evaluation

criteria:

- 1) understanding, the degree of mastering of the theory and methodology of the problems under consideration;
- 2) the degree of mastering of the actual material being studied;
- 3) the acquaintance with the basic and additional sources recommended;
- 4) the ability to present the examples of modern advertising and public relations practice, to illustrate theoretical provisions with practical examples;
- 6) logic, structure, style of presentation in the written work, the ability to substantiate their position, to generalize information and draw conclusions.

7) completeness of the answer to the questions, quality and independence, creativity, initiative in accomplishing the task.

When evaluating module control work, the volume and correctness of the tasks performed are taken into account. The correct performance of all tasks is estimated at a maximum of 25 points.

6.4. The Forms of Semester Control and the Criteria of Evaluation

Semester control is the result of studying each module, which contains a summary of all forms of current control and performance of the module control work. Semester control includes the points for the student's current work at seminars, individual work, Module control work. Semester control of students' knowledge is carried out after the completion of the study of the academic discipline material.

6.5. Rating Relevance Scale

<i>Rating</i>	<i>Number of points</i>
Excellent	100-90
Very good	82-89
Good	75-81
Satisfactorily	69-74
Sufficiently	60-68
Unsatisfactorily	0-59

7. «COPYWRITING»

Total: 105, lectures – 14, practical – 28,
module control – 7, individual work – 41, semester control – 15, final control – exam.

Week	I-V	
Module	Module I	
Title of the module	Principles of copywriting	
Points for the module	101	
Themes of lectures	<i>Copywriting: main notions – 1 point</i>	<i>Principles and rules of copywriting – 1 point</i>
Themes of practical	The basic principles of advertising and PR texts – 10 + 1p.	Research of advertising according to the principles and rules of copywriting – 10 + 1p.
Themes of practical	A target audience of advertising and PR texts – 10 + 1p.	Writing advertising texts according to the principles and rules of copywriting – 10 + 1p.
Individual work	5 points x 6 = 30	
Type of control	Module control work 1 (25 points)	

Week	VI-X		
Module	Module II		
Title of the module	Technologies of creation of advertising and PR texts		
Points for the module	101		
Themes of lectures	<i>Psychology of advertising and PR texts – 1 point</i>	<i>Creation of advertising and PR texts for media – 1 point</i>	
Themes of practical	Analysis of advertising and PR texts according to motives – 10 + 1p.	Analysis of advertising and PR texts of different types of mass media – 10 + 1p.	
Themes of practical	Writing advertising and PR texts according to motives – 10 + 1p.	Creation of advertising and PR texts for different types of mass media – 10 + 1p.	
Individual work	5 points x 6 = 30		
Type of control	Module control work 2 (25 points)		
Week	XI-XVI		
Module	Module III		
Title of the module	Content of advertising and PR texts		
Points for the module	139		
Themes of lectures	<i>Parts of advertising text – 1 point</i>	<i>Classification of PR texts – 1 point</i>	<i>Means of creation of advertising and PR texts – 1 point</i>
Themes of practical	Analysis of parts of advertising text – 10 + 1p.	Analysis of PR texts according to genres – 10 + 1p.	Analysis of vocabulary of advertising and PR texts – 10 + 1p.
Themes of practical	Creation of a slogan – 10 + 1p.	Creation of PR text – 10 + 1p.	Writing of advertising and PR texts using specific vocabulary – 10 + 1p.
Individual work	5 points x 9 = 45		
Type of control	Module control work 3 (25 points)		
Final control	Exam: points – 341, language of the exam – Ukrainian		

8. Recommended sources

Basic sources:

1. Асланов Т. PR-тексты. Как зацепить читателя / Тимур Асланов. – Питер : Питер, 2017, – 176 с.
2. Каплунов Д. Нейрокопирайтинг. 100+ приёмов влияния с помощью текста / Денис Каплунов. – К. : Эксмо, 2017, – 352 с.
3. Падалка С. В очікуванні копірайтера / Стаська Падалка. – К. : Pabulum, 2017, – 160 с.

4. Слободянюк Э. Настольная книга копирайтера / Элина Слободянюк. – М. : Манн, Иванов и Фербер, 2010. – 208 с.
5. Смирнова Ю.В. Реклама на телевидении: разработка и технология производства: учеб. пособие / Ю.В. Смирнова. - М.: Издательство "Омега-Л", 2011. - 256 с.
6. Трухімович С. В. Реклама. Конспекти копірайтера. Практичний посібник / Сергій Трухімович. – К. : Києво-Могилянська академія, 2016, – 145 с.

Additional sources:

1. Бердышев С. Рекламный текст. Методика составления и оформления / С. Бердышев. – М. : Дашков и Ко, 2008. – 252 с.
2. Блинкина-Мельник М. Рекламный текст. Задачник для копирайтеров / М. Блинкина-Мельник. – М. : ОГИ, 2003. – 200 с.
3. Брукс П. Копирайтинг: как написать рекламу, которая будет продаваться / П. Брукс. – М. : Бератор Паблицинг, 2005. – 128с.
4. Викентьев И. Приемы рекламы и Public Relations. Программы – консультанты / И. Викентьев. – 7-е издание. – М. : Бизнес-пресса, 2007. – 380с.
5. Власова Н. Рекламный конструктор / Н. Власова. – Новосибирск : Науч.-изд. центр ОИГГМ, Изд-во СО РАН, 1998. – 256 с.
6. Геращенко Л. Как написать сценарий рекламного ролика? / Л. Геращенко. – М. : Диаграмма, 2006. – 96 с.
7. Джулер А.Д. Креативные стратегии в рекламе / А.Д. Джулер, Б.Л. Дрюниани. – СПб. : Питер, 2003. – 384 с.
8. Драгунский В.В. Цветовой личностный тест : практ. пособие / В.В. Драгунский. – М. : АСТ ; Мн. : Харвест, 2001. – 448 с.
9. і громадських організацій / О. Сидоренко (авт.-упоряд.), Н. Сидоренко (авт.-упоряд.). — К. : Центр інновацій та розвитку, 1998. — 99с.
10. Иванова К. Копирайтинг: секреты составления рекламных и PR – текстов / К. Иванова. – 2-е издание. – СПб. : Питер, 2007. – 160с.
11. Изард Э. Кэррол. Психология эмоций / Изард Э. Кэррол. – СПб. : Питер, 1999. – 464с.
12. Картер Г. Эффективная реклама: Путеводитель для малого бизнеса / Г. Картер ; пер. с англ. ; под общ. ред. Е.М. Пеньковой. – М. : МТ – Пресс, 2001. – 244 с.
13. Кафтанджиев Х. Тексты печатной рекламы / Х. Кафтанджиев. – М. : Смысл, 1995. – 128 с.
14. Краско Т.И. Психология рекламы / Т.И. Краско. – Х. : Студцентр, 2002. – 212 с.
15. Кузнецов П.А. Копирайтинг & спичрайтинг. Эффективные рекламные и PR-технологии / П.А. Кузнецов. — М.: Издательско-торговая корпорация «Дашков и К°», 2012. — 260 с.

16. Лебедев А.М. Экспериментальная психология в российской рекламе / А.М. Лебедев, А.К. Боковиков. – М. : Академия, 1995.– 144 с.
17. Лебедев-Любимов А. Психология рекламы / А. Лебедев-Любимов. – СПб. : Питер, 2002, – 368 с.
18. Миртов Ю.М. Как стать рекламным агентом / Ю.М. Миртов, А.А. Крымов. – М. : Тривола, 1995. – 160 с.
19. Назайкин А. Рекламный текст в современных СМИ / А. Назайкин. – М. : Эксмо, 2007. – 352с.
20. Огилви Д. Откровения рекламного агента / Д. Огилви ; пер. с англ. – М. : Финстатинформ, 1994. – 109 с.
21. Орлов В. Магия твоих текстов / В. Орлов. – М. : Powerbooks, 2003. – 75 с.
22. Орлов В. Суперзаголовок / В. Орлов. – М. : Consillieri, 2005. – 36 с.
23. Закон України «Про рекламу» : за станом на 11 лип. 2003 р. / Верховна Рада України // Відом. Верхов. Ради України. – 2004. – № 8. – Ст. 62.
24. Рекламный текст: семиотика и лингвистика / Ю.К. Пирогова, А.Н. Баранов, П.Б. Паршин и др.. – М. : Изд. дом Гребенникова, 2000. – 270 с.
25. Ромат Е.В. Реклама в системе маркетинга : учеб. пособие для студ. экон. спец. Харьков. акад. технологии и организации общественного питания / Е.В. Ромат. – Х. : ИВФ Студцентр, 1995.– 229 с.
26. Салливан Л. Рекламная пауза / Л. Салливан. – М. : Диалектика, 2007. – 320с.
27. Смит П. Коммуникации стратегического маркетинга : учеб. пособие / П. Смит, К. Бэрри, А. Пулфорд ; пер. с англ. под ред. проф. Л.Ф.Никулина. – М. : ЮНИТИ–ДАНА, 2001. – 415 с.
28. Сэндидж Ч. Реклама: теория и практика / Ч. Сэндидж, В. Фрайбургер, К. Ротцолл. – М. : Прогресс, 1989. – 630 с.
29. Тодорова О. Корпоративное издание на 200%. Как стать успешным редактором корпоративного издания / О.Тодорова. – М. : СМЛ, 2007. – 256 с.
30. Ульяновский А.В. Мифодизайн рекламы / А.В. Ульяновский. – СПб., 1995. – 300 с.
31. Фортин М. Смерть продающих текстов: специальный доклад / М. Фортин, пер. П. Берестнев. – М. : Success Doctor, INC, 2007. – 67 с.
32. Чармэссон Г. Торговая марка: как создать имя, которое принесет миллионы / Г. Чармэссон. – СПб. : Питер, 2000. – 224 с.
33. Яцюк О.Г. Компьютерные технологии в дизайне. Эффективная реклама / О.Г. Яцюк, Э.Т. Романычева. – СПб. : БХВ–Петербург, 2001. – 432 с.

Web sources:

1. 10 правил книжкового маркетингу від Дани Павличко <http://www.barabooka.com.ua/10-pravil-knizhkovogo-marketingu-vid-dani-pavlichko/>

2. Книжкові маркетингові стратегії: український досвід (05.07.2016)

Автор: Катерина Котвіцька //

<http://www.chytomo.com/news/knizhkovi-marketingovi-strategiii-ukraiinskij-dosvid>

3. <http://www.chytomo.com/tag/vidavniche-promo>

4. <http://www.chytomo.com/tag/promociya>

5. Рекламное измерение [Электронный ресурс] : [сайт]. – Режим доступа: www.triz-ri.ru . – Загл. с экрана.

6. Sloganbase [Электронный ресурс] : все для копирайтеров. – Режим доступа: www.sloganbase.ru. – Загл. с экрана.

7. E-generator [Электронный ресурс] : [сайт]. – Режим доступа: www.e-generator.ru. – Загл. с экрана.

8. Creatica [Электронный ресурс] : что нового. – Режим доступа: www.creatica.org. – Загл. с экрана.