

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

APPROVED BY  
Vice-Rector on Academic Affairs

  
Oleksii Zhylytsov

« \_\_\_\_\_ » 2021

## 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*

Kyiv – 2021

КИЇВСЬКИЙ УНІВЕРСИТЕТ ІМЕНІ БОРИСА ГРИНЧЕНКА Ідентифікаційний код 02136554 Начальник відділу моніторингу якості освіти Програма № <u>0646/2021</u>  (підпис) _____ (прізвище, ініціали) « _____ » 20 <u>21</u> р.
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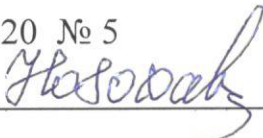
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**Lecturer:**

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


Protocol of 8 December 2020 № 5

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

8 12 2020

Guarantor of the Educational and Professional Program

 Marharyta Netreba

The working program has been checked

9 12 2020

Deputy Director of the Institute of Journalism on Academic Affairs

 Olena Rosinska

Prolonged

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## 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	<b><u>Ukrainian-speaking group:</u> Ukrainian, <u>English-speaking group:</u> lectures and exam in Ukrainian; practical, module control and individual work in English</b>
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 *integrated competency*: ability to perform complex specialized tasks in the field of journalism, which involves the application of the provisions and methods of social-communication and other sciences and is characterized by uncertainty of conditions for ensuring the effectiveness of communication activities.
2. The development of *general competences*:
  - **GC02.** Knowledge and understanding of subject field and professional activity.
  - **GC04.** Ability to search, process and analyse information from different sources.
  - **GC11.** Ability to use the official language.
  - **GC12.** Ability to use a foreign language.
3. The development of *professional competencies* of the speciality:
  - **PC02.** Ability to create information content.
  - **PC03.** Ability to create media, advertising and PR product for solution of

tasks of internal and external communication.

### **The activities of students at the Centers of competencies:**

- Center of modern communications

**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.**

#### **4. The Results of the Discipline Study**

**Study of the discipline is oriented to obtain such Program Educational Results according to the Academic Professional Program 061.00.02 Advertising and Public Relations, the first (bachelor's) degree of higher education:**

- **PER-02.** To apply knowledge from the field of subject specialization to create information product or to conduct information campaign.
- **PER-04.** To search, process and analyse information from different sources.
- **PER-11.** To be fluent in Ukrainian during discussion of professional issues (including oral, written, electronic communication).
- **PER-12.** To be fluent in a foreign language during discussion of professional issues (including oral, written, electronic communication).
- **PER-14.** To generate information content to a certain subject using accessible and obligatory sources of information.
- **PER-15.** To create correct media, advertising and PR product taking into consideration channel and platform of distribution.

After studying of the discipline a student must:

- to be aware of the place of copywriting and copywriter in the system of advertising and public relations;
- to know the basic principles and technologies of copywriting in advertising and PR;
- to know rules of creative technologies;
- to write qualified advertising and PR texts;
- to understand main methods of influence to audience with the help of text;
- to use gained knowledge on a practice;
- to know techniques of self-organization ethical and moral norms in the sphere of advertising and PR.

#### 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
<b>Module I</b>									
<b>PRINCIPLES OF COPYWRITING</b>									
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		
	<b>Module I, Total</b>	<b>25</b>	<b>12</b>	<b>4</b>	<b>8</b>		<b>2</b>	<b>11</b>	
<b>Module II</b>									
<b>TECHNOLOGIES OF CREATION OF ADVERTISING AND PR TEXTS</b>									
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		
	<b>Module II, Total</b>	<b>26</b>	<b>12</b>	<b>4</b>	<b>8</b>		<b>2</b>	<b>12</b>	
<b>Module III</b>									
<b>CONTENT OF ADVERTISING AND PR TEXTS</b>									
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		
	<b>Module III, Total</b>	<b>39</b>	<b>18</b>	<b>6</b>	<b>12</b>		<b>3</b>	<b>18</b>	
	<b>Exam</b>	<b>15</b>							<b>15</b>
	<b>Total</b>	<b>105</b>	<b>42</b>	<b>14</b>	<b>28</b>		<b>7</b>	<b>41</b>	<b>15</b>

## **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 learn sources that were proposed to students.
2. To choose the advertising campaign.
3. To investigate the main texts of its activities.
4. 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 learn sources that were proposed to students.
2. To choose the PR campaign.
3. To investigate the main texts of its activities.
4. 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 learn sources that were proposed to students.
2. To develop a brief for own advertising or PR campaign.
3. To create advertising or PR materials according to the brief.
4. 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.

Or accomplish the task for:

#### ***Module control 1***

Analyze a brand describing it as an advertising object. Define its target audience, competitors, UTP, role on the market, channels, analyze its advertising campaign.

#### ***Module control 2***

Analyze a brand describing it as a PR object. Define its target audience, competitors, UTP, role on the market, channels, analyze its PR campaign.

#### ***Module control 3***

Offer your own brand. Determine its target audience, competitors, UTP, role on the market, channels. Develop an advertising or PR strategy for your brand, create advertising or PR materials for distribution on television, radio, print media, the Internet.

#### ***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.

The final assessment of students' knowledge of the module "Copywriting" is exam which includes two modules – "Copywriting and speechwriting". Students complete tasks that include theoretical and practical components. The form of semester control is testing. The criteria of evaluation of semester control: 20 test questions, where one right answer corresponds to one point. In total – 20 points.

Task evaluation criteria:

- deep knowledge of the theory and practice of copywriting;
- deep knowledge of the terminology of copywriting;
- completeness of presentation;
- provability and logic of presentation;
- ability to substantiate conclusions;
- knowledge of norms of literary language and culture of written response.

### **6.5. List of thematic questions for semester control:**

1. Explain basic concepts and principles of copywriting.
2. Describe features of copywriting in advertising and PR.
3. Describe responsibilities of a copywriter.
4. Analyze the AIDA model as the basis of advertising text.
5. Characterize types of copywriting.
6. Argue the role of motive in advertising text.
7. Describe emotional motives.
8. Describe rational motives.
9. Describe moral motives.
10. Analyze the main components of advertising text.
11. Analyze the features of creating texts for television commercials.
12. Analyze the features of creating texts for radio advertising.
13. Analyze the features of creating texts for print advertising.
14. Explain the role of vocabulary for advertising text.
15. Describe the concept of PR-text.
16. Explain the role of media for copywriting.
17. Characterize genres of PR-text.

### **6.6. 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. Recommended sources

### Basic sources:

1. Громова Н.М. Professional reading and vocabulary. Advertising and public relations [Text] : навч. посіб. для студ. ВНЗ; Київ. ун-т ім. Бориса Грінченка, Ф-т права та міжнар. відносин. Київ : Київ. ун-т ім. Бориса Грінченка, 2018. 179 с. Текст англ.
2. Nally, M. International Public Relations in Practice : посіб. 1991. 214 p.
3. Redmond, J., Trager, R. Balancing on the Wire. The Art of Managing Media Organizations : [Посібник]. 1998. 468 p.
4. Sissors, J. Z., Baron, R.V. Advertising Media Planning : посіб. 2010. 481 p.

### Additional sources:

1. Ільяхов М., Саричева Л. Пиши, скорочуй : пер. з рос. О. Кобелецька. Київ : Bookchef, 2019. 440 с.
2. Каплунов Д. Нейрокопірайтинг. 100+ засобів впливу за допомогою тексту. Харків : Фабула, 2019. 352 с.
3. Каплунов Д. Як писати комерційну пропозицію. Харків : Фабула, 2019. 352 с.
4. Кафтанджиев Х. Тексты печатной рекламы. Москва : Смысл, 1995. 128 с.
5. Краско Т. И. Психология рекламы. Харьков : Студцентр, 2002. 212 с.
6. Падалка С. В очікуванні копірайтера. Київ : Rabulum, 2018. 160 с.
7. Про рекламу: Закон України від 03.07.96 р. № 270/96. *Відом. Верхов. Ради України*. 1996. № 39. ст. 181. URL: <https://zakon.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80#Text>. (дата звернення: 21.08.2020).
8. Ромат Е. В., Сендеров Д. В. Реклама: практическая теория: учеб. для вузов. 9-е изд., Питер : Питер, 2016. 544 с.
9. Сидоренко О., Сидоренко Н. Зв'язки з громадськістю: Як їх встановлювати і підтримувати : навч.-метод. посібник для працівників органів місцевого самоврядування і громадських організацій, Київ : Центр інновацій та розвитку, 1998. 99 с.
10. Трухімович С. В. Реклама: конспекти копірайтера : практ. посіб. / Києво-Могилянська академія. Київ: Києво-Могилянська академія, 2016. 145 с.

### Web sources:

1. БараБука. 10 правил книжкового маркетингу від Дани Павличко. *BaraBooka* Київ : ТОВ «BaraBooka», 2014. URL: <http://www.barabooka.com.ua/10-pravil-knizhkovogo-marketingu-vid-dani-pavlichko/> (дата звернення: 01.09.2020).
2. Bazilik media : кейси, історії, конспекти лекцій / «Bazilik». Київ, 2019. URL: <https://bazilik.media/> (дата звернення: 01.09.2020).
3. CASES Media : місце спілкування професіоналів: кат. компаній та фахівців, кейс-стаді, авторські статті, афіша подій та новини зі світу

- креативних індустрій / «CASES». Київ, 2020. URL: <https://cases.media> (дата звернення: 01.09.2020).
4. Creativity.ua : медіа про креативні індустрії України та світу: досліджуємо креативний процес : від пошуку інсайту до реалізації ідеї / «Creativity.ua». Київ, 2020. URL: <https://creativity.ua> (дата звернення: 01.09.2020).
  5. MMR – Marketing Media Review : маркетинг, реклама, підприємництво ідеї / «MMR». Київ, 2020. URL: <https://mmr.ua> (дата звернення: 01.09.2020).

## 8. «COPYWRITING»

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

Week	I-V	
Module	<b>Module I</b>	
Title of the module	<b>Principles of copywriting</b>	
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	<b>Module II</b>	
Title of the module	<b>Technologies of creation of advertising and PR texts</b>	
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.		Цільова аудиторія рекламних та PR-текстів – 10 + 1б.
Individual work	5 points x 6 = 30			Табл. 6. 1 (5 балів)
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.	Цільова аудиторія рекламних та PR-текстів – 10 + 1б.
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, <b>language of the exam – Ukrainian</b>			