

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

APPROVED BY  
Vice-Rector on Academic Affairs

  
Oleksii Zhylytsov

« 21 » 09 2021

**WORKING PROGRAM OF THE ACADEMIC DISCIPLINE**

**Speechwriting and copywriting  
(the module: Copywriting)**

for students of the

Speciality *061 Journalism*

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

Educational program *Advertising and Public Relations*

Kyiv – 2021



**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 of 27 August 2021 № 1

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

\_\_\_\_\_ 2021

Guarantor of the Educational and Professional Program

 Margaryta Netroba

The working program has been checked

\_\_\_\_\_ 2021

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	<b>Ukrainian-speaking group: Ukrainian, English-speaking group: lectures and credit in Ukrainian; practical, module control and individual work in English</b>
Total amount of credits	2
Year of study	1
Semester	2
Number of modules	2
Amount of credits	2
Amount of hours, including:	60
Classroom activities	28
Module control	4
Semester control	-
Individual work	28
Form of the semester control	Credit

## 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:

- the development of *integral 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;

- the development of *general competencies*:

**GC 1** - ability to apply knowledge in professional activities.

**GC 4** - ability to search, process and analyse information of different sources.

**GC 5** - ability to apply information and communication technologies.

**GC 11** - ability to communicate in Ukrainian.

**GC 12** - ability to use a foreign language.

- the development of *professional competencies*:

**PC 1** - ability to apply knowledge in the field of social communications in their professional activities.

**PC 2** - ability to create information content.

**PC 3** - ability to produce media, advertising and PR products to resolve tasks of external and internal 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 credit 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 Educational Results:

**PER-1** - to demonstrate production actions and operations on the basis of acquired knowledge.

**PER-4** - to search, process and analyse information of different sources.

**PER-5** - to apply modern information and communication technologies and specialized software for resolving professional tasks.

**PER-11** - free communication in Ukrainian in speaking, writing and electronic forms for professional negotiations.

**PER-12** - free communication in a foreign language in speaking, writing and electronic forms for professional negotiations.

**PER-13** - to predict audience reaction on information product or information actions taking into account methods of social and communication sciences.

**PER-14** - to generate information content of certain theme using accessible and obligatory sources of information.

**PER-15** - to create effective media, advertising and PR products taking into account channels and platforms of distribution.

Upon completion of the discipline a student must:

- to know the place of copywriting 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;
- 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

<b>№</b>	<b>Titles of modules and themes</b>	<b>Hours</b>
----------	-------------------------------------	--------------

		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	16	8	2	6			8	
1.2	Principles and rules of copywriting	12	6	2	4			6	
	Module work	2					2		
	<b>Module I, Total</b>	<b>30</b>	<b>14</b>	<b>4</b>	<b>10</b>		<b>2</b>	<b>14</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	16	8	2	6			8	
	Module work	2					2		
	<b>Module II, Total</b>	<b>30</b>	<b>14</b>	<b>4</b>	<b>10</b>		<b>2</b>	<b>14</b>	
	<b>Credit</b>	<b>2</b>							<b>2</b>
	<b>Total</b>	<b>62</b>	<b>28</b>	<b>8</b>	<b>20</b>		<b>4</b>	<b>28</b>	<b>2</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. 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. Parts of advertising text. Title and its types. The main text and its types. The first paragraph of the main text. Central paragraphs. Classification of styles of advertising texts. Development of a slogan. The last paragraph. Argumentation in the text. Special elements of advertising text: "price", "name" and "address". A slogan. Requirements for the

slogan. Types and functions of slogans. Techniques for creating slogans. Classification of PR texts. Non-controlled and controlled PR-materials intended for the media. Media, News, Press Release. Technology of press release writing. Biographical help. Article.

### **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. 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. Vocabulary of advertising texts. Antonyms. Synonyms. Metaphor. Allusion. Personification. Hyperbole. Gradation. Irony. Oxymoron. Comparison. Epithet. Antithesis. Gradation. Syntactic formulas and their role in copywriting. Syntactic contamination. Encouraging words. Emotional vocabulary, invectives, spoken words in advertising texts.

#### **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, recommendations, humor, speaker, demonstration, intense interest, naturalistic scene, analogy, fantasy, personality. Screenwriting approaches in the creative: TV script, cinematic. Requirements for the content of advertising and PR texts on the Internet. The main forms used on the Internet for promotion of the resource: banner advertising, contextual advertising, rating systems and thematic directories, e-mail marketing.

## 6. Control

### 6.1. System of students' educational achievements evaluation

Activity	The maximum number of points per unit	Module 1		Module 2	
		Number of units	The maximum number of points	Number of units	The maximum number of points
Attendance of lectures	1	2	2	2	2
Attendance of practical lessons	1	5	5	5	5
Activity at practical lesson	10	5	50	5	50
Individual work	5	2	10	2	10
Module control	25	1	25	1	25
<i>Total</i>	184		92		92
The maximum number of points	184				
Coefficient calculation	Calculation: $184:100=1,84$ A student has got: 153 points Rating: $153:1,84 = 83$ 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*»

The task:

1. To choose an advertising campaign.
2. To investigate the main texts of its activity and present the research.

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

The task:



1. To choose a PR campaign.
2. To investigate the main texts of its activity and present the research.

### *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.

### **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***

Offer your own brand. Determine its target audience, competitors, UTP, role on the market, channels. Develop an advertising or PR strategy for your brand.

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

According to the earlier developed advertising or PR strategy for your own 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 form of semester control is credit.

### 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. Recommended sources

#### Basic sources:

1. Громова Н.М. Professional reading and vocabulary. Advertising and public relations [Text] : навч. посіб. для студ. ВНЗ / Н. М. Громова ; 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 : [Посібник]. — 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 : [Посібник]. — 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 11 лип. 2003 р. *Відом. Верхов. Ради України*. 2004. № 8. Ст. 62.
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: 01.09.2021).
2. Bazilik media : кейси, історії, конспекти лекцій / «Bazilik». Київ, 2019. URL: <https://bazilik.media/> (дата звернення: 01.09.2021).
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: 01.09.2021).
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: 01.09.2021).
5. MMR – Marketing Media Review : маркетинг, реклама, підприємництво ідеї / «MMR». Київ, 2020. URL: <https://mmr.ua> (дата звернення: 01.09.2021).

## 8. «COPYWRITING»

Total: 60, lectures – 8, practical – 20,  
module control – 4, individual work – 28, semester control – 2, final control – credit.

Week	I-VIII	
Module	Module I	
Title of the module	Principles of copywriting	
Points for the module	92	
Themes of lectures	<i>Copywriting: main notions – 1 point</i>	<i>Principles and rules of copywriting – 1 point</i>
Themes of practical	A target audience of advertising and PR texts – 10 + 1p.	Research of advertising according to the principles and rules of copywriting – 10 + 1p.
	Analysis of parts of advertising text – 10 + 1p.	Writing advertising texts according to the principles and rules of copywriting – 10 + 1p.

	Creation of a slogan – 10 + 1p.	
Individual work	5 points x 2 = 10 points	
Type of control	Module control work 1 (25 points)	
Week	IX- XVI	
Module	<b>Module II</b>	
Title of the module	<b>Technologies of creation of advertising and PR texts</b>	
Points for the module	92	
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 and vocabulary – 10 + 1p.	Analysis of advertising and PR texts of <b>different types of mass media</b> – 10 + 1p.
	Writing advertising and PR texts according to motives using special vocabulary – 10 + 1p.	Creation of advertising and PR texts for <b>different types of mass media</b> – 10 + 1p.
		Creation of advertising and PR texts for <b>brand</b>
Individual work	5 points x 2 = 10 points	
Type of control	Module control work 2 (25 points)	
Final control	<b>Credit:</b> points – 184, <b>language of the credit – Ukrainian</b>	