

Copywriting

Part 4: *Effective Advertising Messages*

Chapter 13

Chapter Outline

- I. Chapter Key Points
- II. Copywriting: The Language of Advertising
- III. Copywriting for Print
- IV. How to Write Radio Copy
- V. How to Write Television Copy
- VI. Writing for the Web
- VII. Copywriting in a Global Environment

Key Points

- Explain the basic style used for advertising copy
- Describe the various elements of a print ad
- Explain the message characteristics and tools of radio advertising
- Discuss the major elements of television commercials
- Discuss how Web advertising is written