



Copywriting for the Electronic Media: A Practical Guide (Non-InfoTrac Version)

Milan D. Meeske

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This text 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. Nearly 80 writing assignments and numerous examples of actual scripts, storyboards, PSAs, and promotional spots prepare students to write short, persuasive messages for local stations and cable systems, where most beginning copywriting jobs are found.

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