

COPYWRITING FOR THE ELECTRONIC MEDIA

A Practical Guide



MILAN D. MEESKE

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SECOND EDITION

Copywriting For The Electronic Media A Practical Guide

Shelly Field



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Strategic Communication Theory and Practice Carl H. Botan, 2017-12-18 A guide to strategic communication that can be applied across a range of subfields at all three levels: grand strategic, strategic and tactical communication. Communication is a core function of every human organization so when you work with communication you are working with the very core of the organization. Written for students, academics and professionals. Strategic Communication Theory and Practice: The Cocreational Model argues for a single unified field of strategic communication based in the three large core subfields of public relations, marketing communication and health communication as well as strategic communicators working in many other subfields such as political communication, issues management, crisis communication, risk communication, environmental and science communication, social movements, counter terrorism communication, public diplomacy, public safety and disaster management and others. Strategic Communication Theory and Practice is built around a cocreational model that shifts the focus from organizational needs and the messages crafted to achieve them to a publics centered view placing publics and their ability to cocreate new meanings squarely in the center of strategic communication theory and practice. The author, a noted expert in the field, outlines the theories, campaign strategies, common issues and cutting edge challenges facing strategic communication including the role of social media, ethics and intercultural strategic communication. As the author explains, the term strategic communication properly refers only to the planned campaigns that grow out of research and understanding what publics think and want. This vital resource answers the questions of whether and how strategic level skills can be used across fields as it explores the role of theory and the cocreational meta theory in strategic communication. Outlines ethical practices and problems in the field. Includes information on basic campaign strategies. Offers the most recent information on risk communication, preparedness and terrorism communication and employment in strategic communication. Redefines major concepts such as publics from a cocreational perspective. Portable Video Norman Medoff, Edward

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Multimodal Epistemologies Arianna Maiorani,Christine Christie,2014-04-24 This volume develops a new multimodal semiotic approach to the study of communication examining how multimodal discourse is construed transmedially and interculturally and how new technologies and cultural stances inform communicative contexts across the world It contributes to current theoretical debates in the disciplines of semiotics linguistics multimodality and pragmatics as well as those aspects of pedagogy and film studies that engage with the notions of text and narrative by addressing questions such as How do we study multimedia communication How do we incorporate the impact of new media technologies into the study of Linguistics and Semiotics How do we construe culture in modern communication How useful are the current multidisciplinary approaches to multimodal communication Through the analysis of specific case studies that are developed within diverse academic disciplines and which draw on a range of theoretical frameworks the goal of this book is to provide a basis for an overarching framework that can be applied by scholars and students with different academic and cultural backgrounds

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Strategic Copywriting Edd Applegate,2025-09-18 When it comes to attracting consumers through advertising which words phrases and techniques are most effective Strategic Copywriting a detailed how to guide introduces students to time tested strategies for writing and designing successful ads In this third edition Edd Applegate explains core principles that have guided advertising for decades and introduces how to identify target markets and employ tests before and after an ad runs The book discusses the impact of artificial intelligence and the numerous AI tools being used by

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Writer's Guide to Book Proposals Anne Hart, 2004-04 Here is your new author's guide to writing winning book proposals and query letters Learn how to find free media publicity by selling solutions to universal problems The samples and templates of proposals query letters cover letters and press kits will help you launch your proposed book idea in the media long before you find a publisher Use excerpts from your own book proposal's sample chapters as features fillers and columns for publications Share experiences in carefully researched and crafted book proposals and query or cover letters Use these templates and samples to get a handle on universal situations we all go through find alternatives use the results take charge of challenges and solve problems all in your organized and focused book proposals outlines treatments springboards and query or cover letters

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