

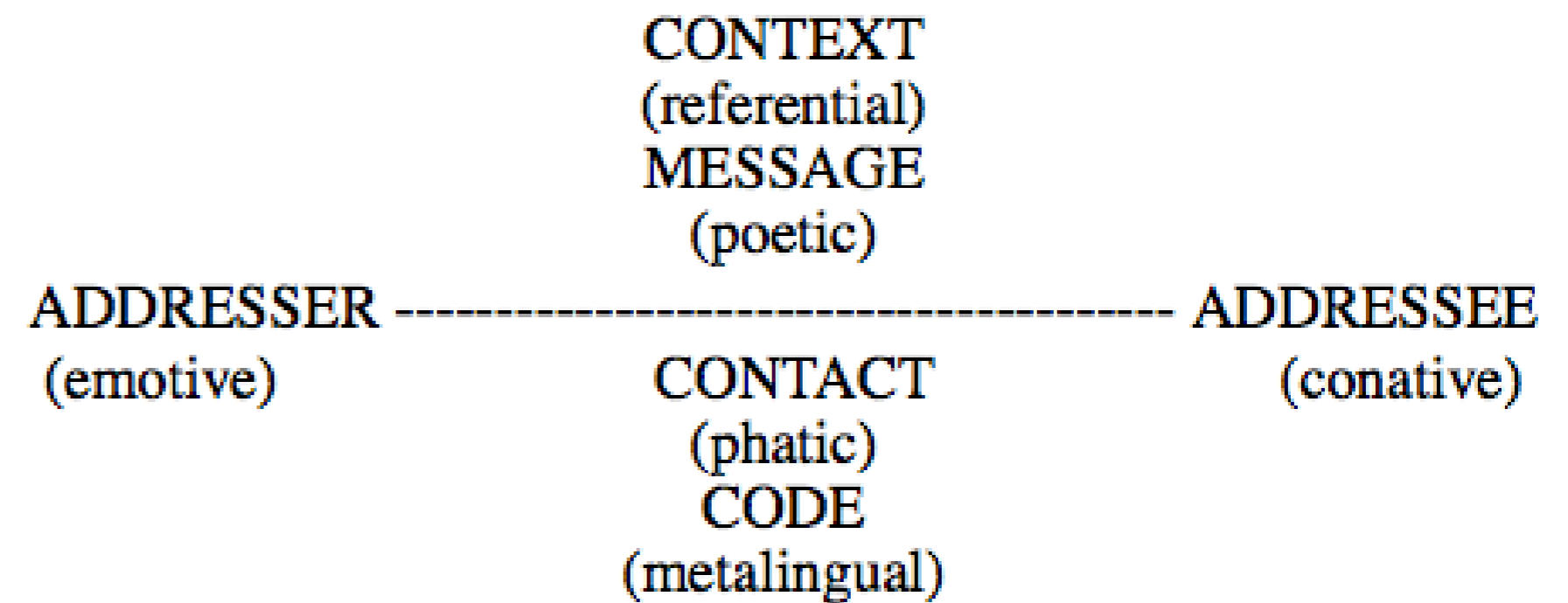
**COPYWRITING**

# COPYWRITING

- Theoretical base
- Copywriting process
- General rules
- Common mistakes
- Tips and tricks
- Web text reviews
- What to do now

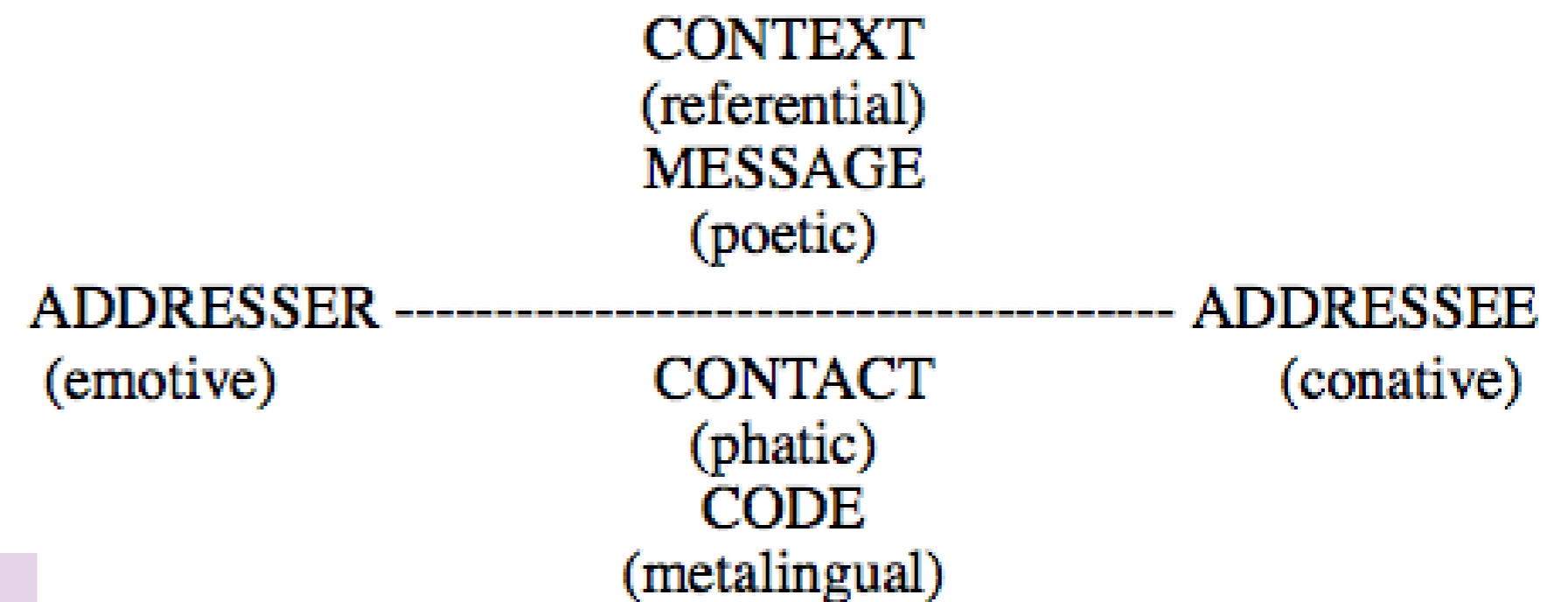
# 1.1 FUNCTIONS OF LANGUAGE

- Emotive – how we feel
- Referential – what we want to say
- Poetic – how do we say it
- Phatic – keep the channel open
- ~~Code – about the language~~
- Conative – what we want them to do



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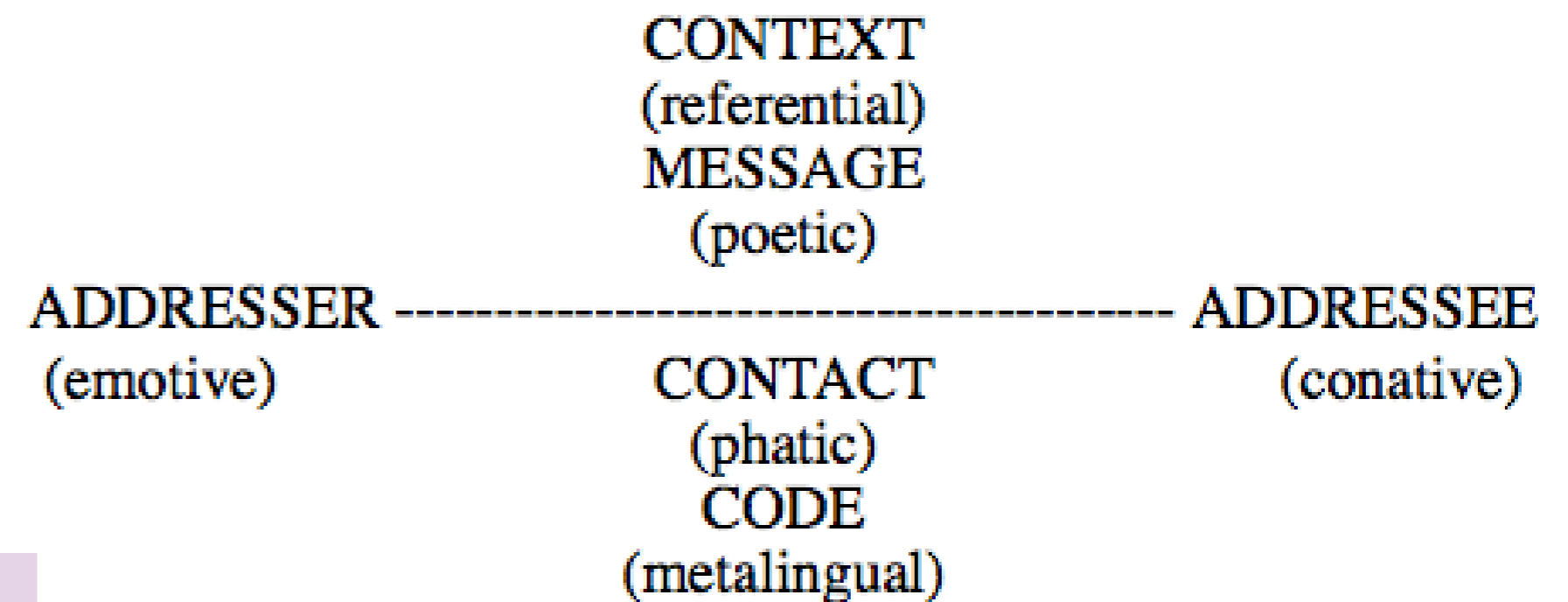
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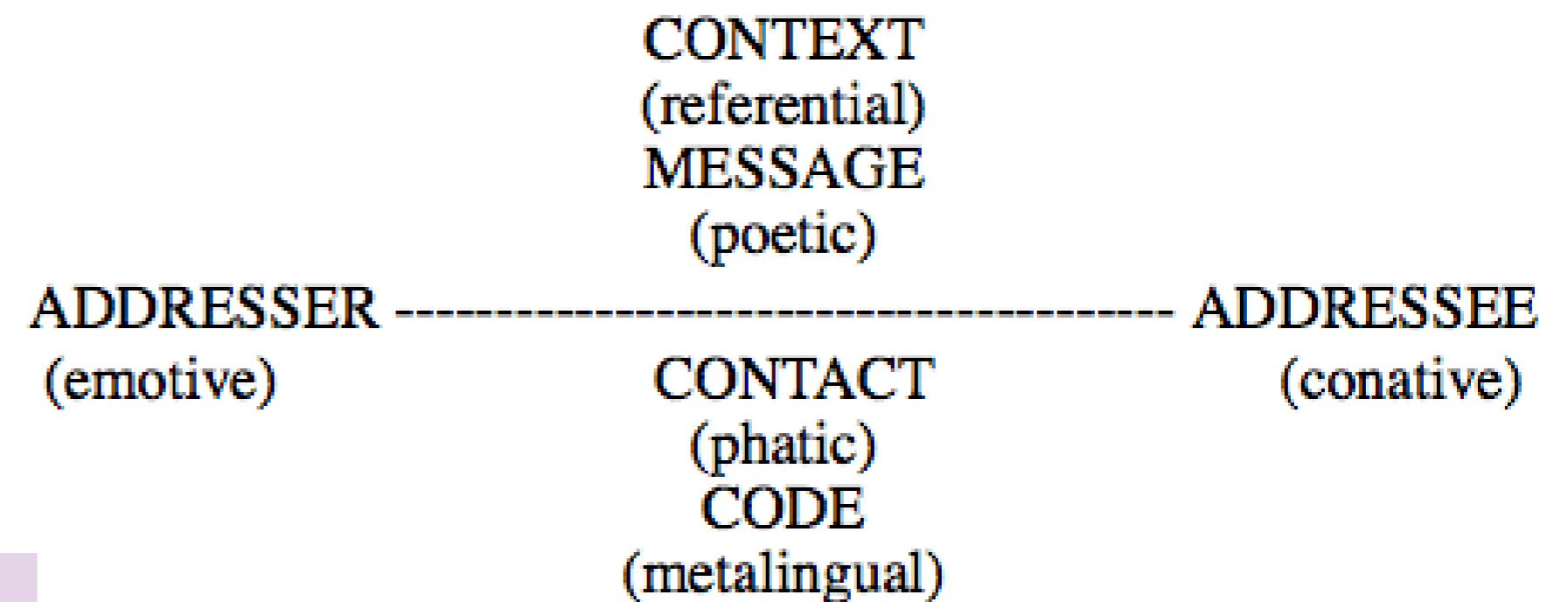
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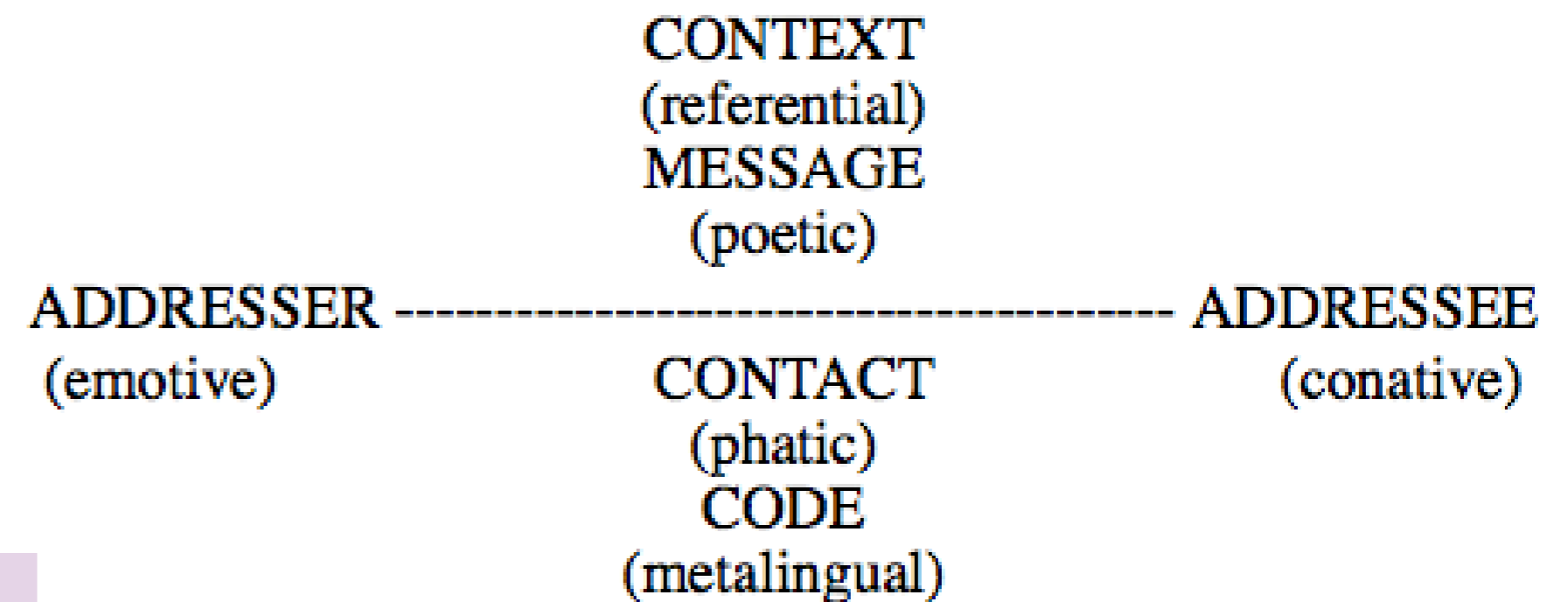
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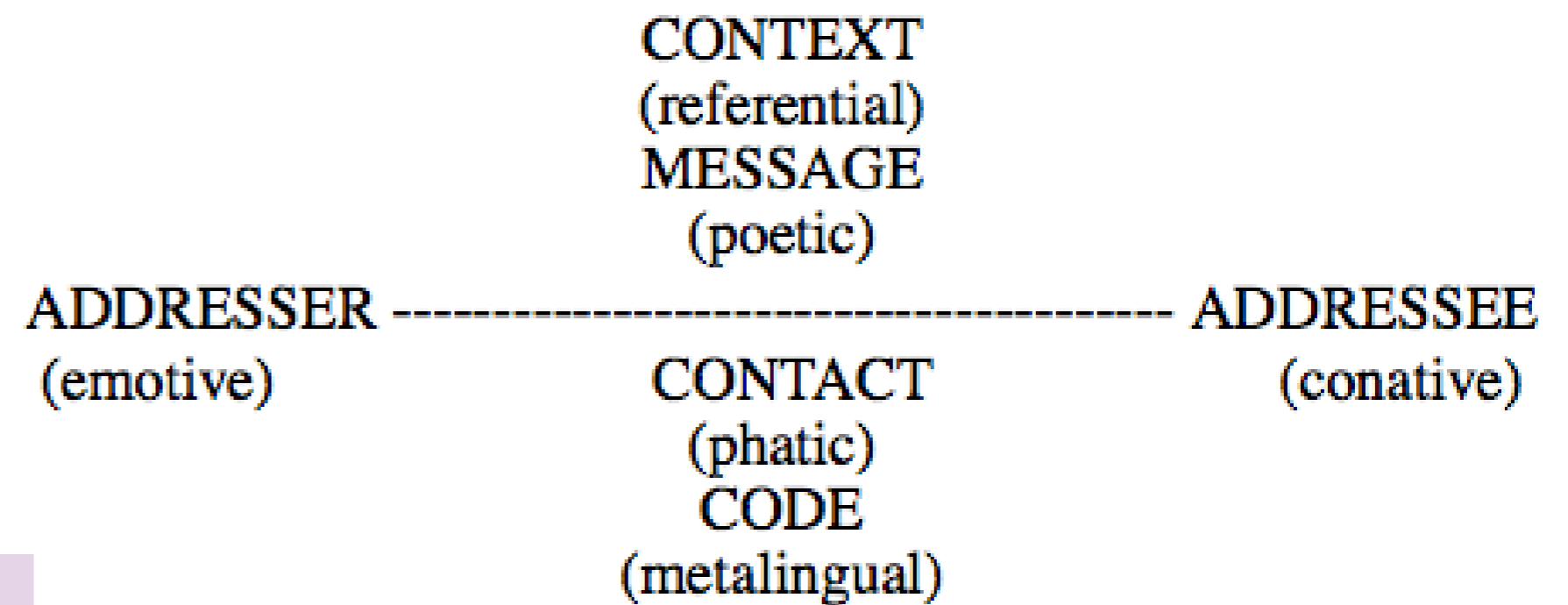
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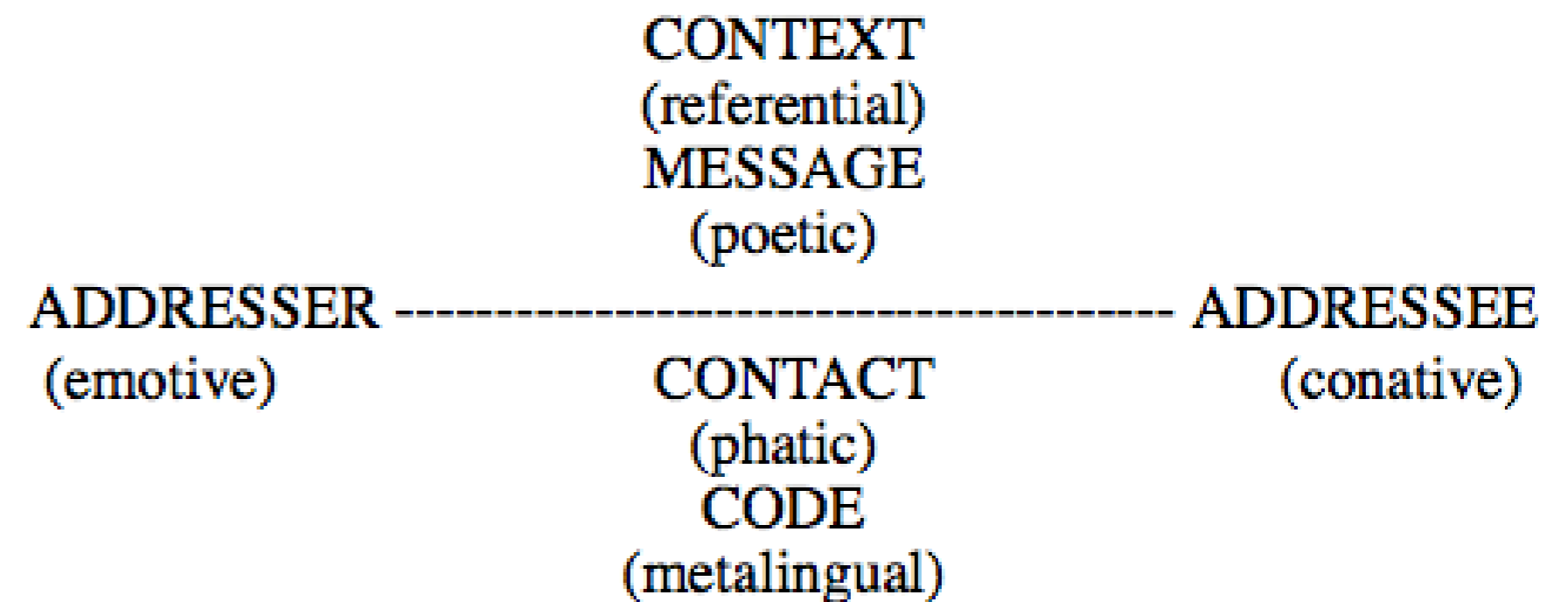


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# 1.2 GRICEAN MAXIMS

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- Cooperative principle – most of **utterances** in marketing are dialogs
- Quality – say the most truthful version and **give evidence**
- Quantity – say as much as you need, no less, **no more**
- Relation – say only what is relevant to the speaker, occasion, and **mode**
- Manner – be clear, use appropriate language level, be orderly, be **brief\***

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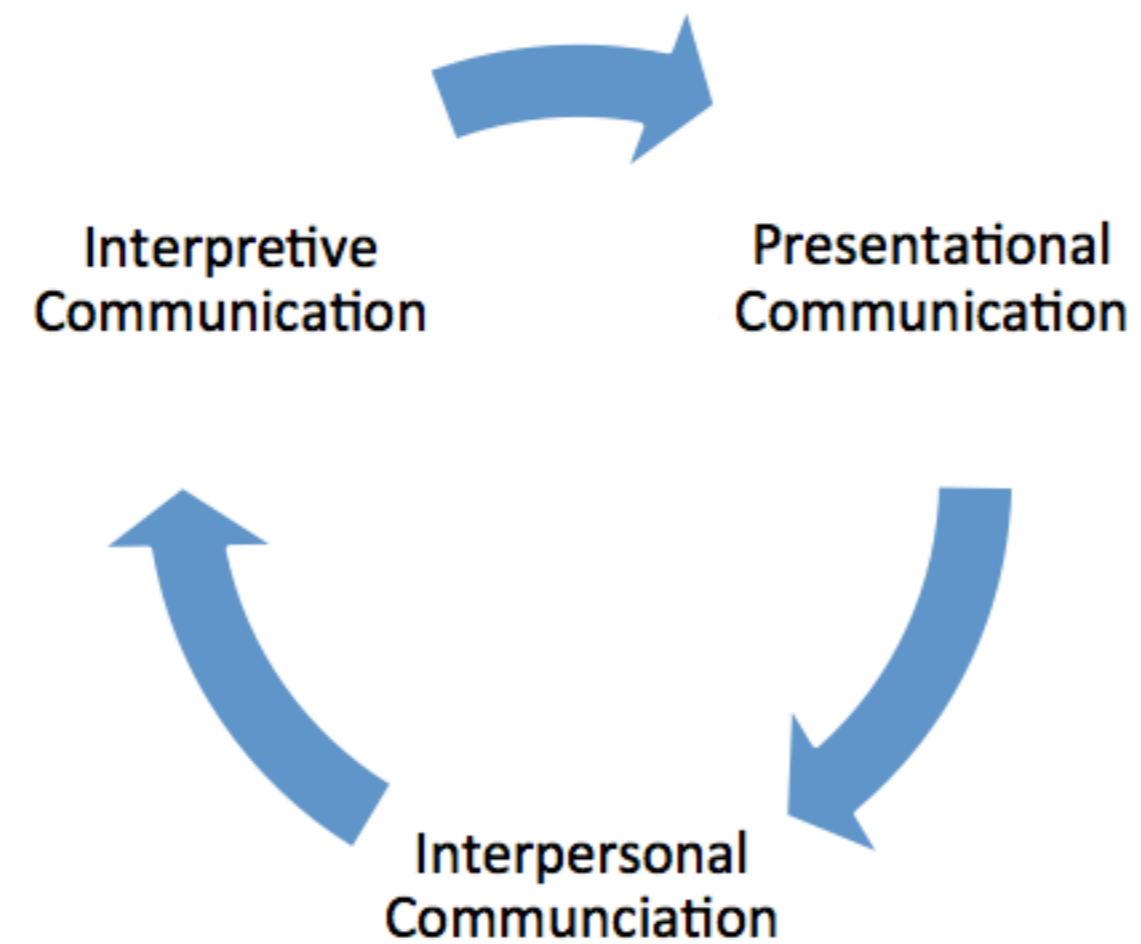
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# 2 COPYWRITING PROCESS

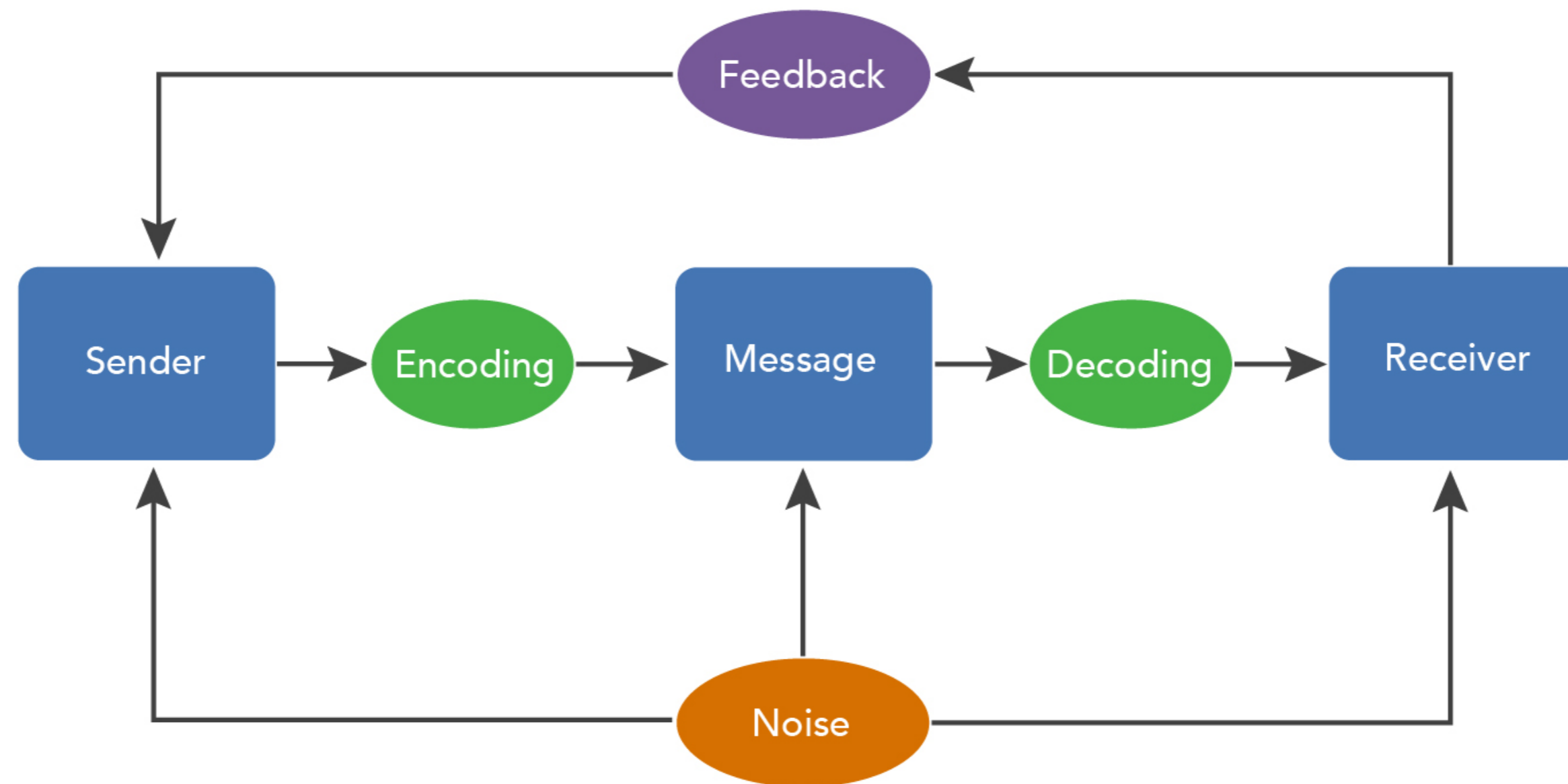
# 2.1 CHOOSING A STYLE

Be wary of the mode of communication



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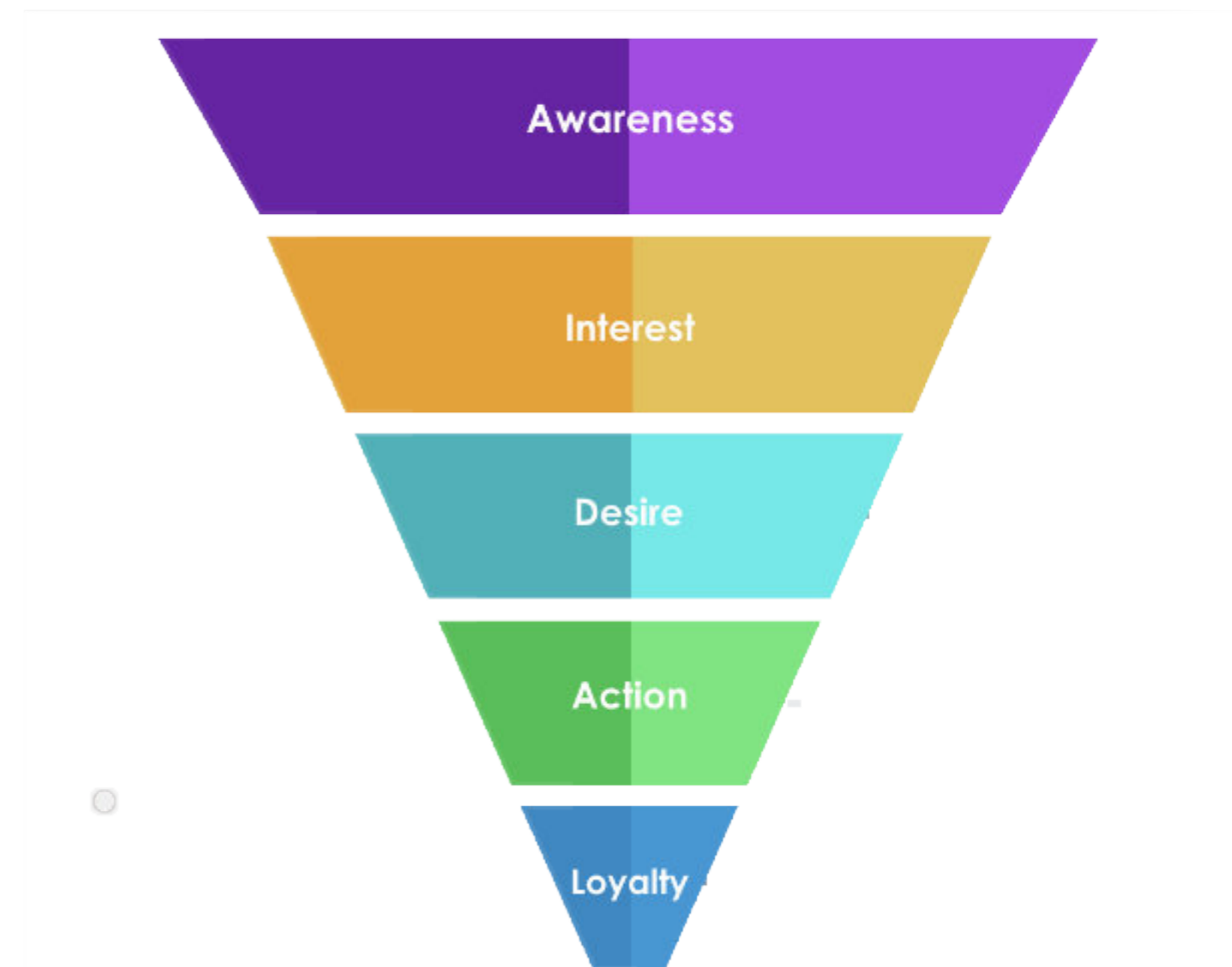
Be wary of the target group



# 2.2 CREATING THE PRODUCT

Be wary of the context

- Marketing funnel
- Visuals
- Rest of the texts



## 2.2 CREATING THE PRODUCT

Write drunk, edit sober.

— incredibly wrongfully attributed to Hemingway



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Write with the door closed, rewrite with the door open.

2nd Draft = 1st Draft – 10%.

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Wait a day, if you can.

— Me

# **3 GENERAL RULES**

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- Prepositions are not words to end sentences with.
- Avoid clichés like the plague. And comparisons are as bad as clichés.
- Be more or less specific.
- Copywriters should never generalise.
- Be consistent
- Don't be redundant; don't use more words than needed; it's highly superfluous
- Who needs rhetorical questions?
- The passive voice is to be avoided.
- You know that these pronouns should be eliminated.

# 3 GENERAL RULES

- No one cares about the same things as you. Especially the students.
- Mind the typography (and grammar of course)
  - No redundant spaces ! ( Hello )
  - There is a well-known difference between a dash and the hyphen – try to remember
  - Multiple exclamation marks,' he went on, shaking his head, 'are a sure sign of a diseased mind.'  
— Terry Pratchett
- Do not mix different English standards

# 4 TIPS AND TRICKS

- Reverse pyramid – What, Where, When, Why, Who, How
- Do not forget CTA (call to action) – use dynamic verbs – guide the reader
- Write to MS Word or somewhere to avoid errors (or use Grammarly)
- Try to delete all pronouns and adverbs
  - Then try to delete everything else
    - If it still makes sense, great
- Use numbers to catch attention
- Do not use italics or underlining – we are not in the 90s any more
- Learn to use emojis appropriately

# 4 TIPS AND TRICKS

Know WHY you are writing the text, for WHOM it is and WHERE will it be read.

# **5 PRACTICAL APPLICATION**



**WOULD YOU PLEASE...**

**SHOW ME YOUR WEBSITES?**

# 6 WHAT TO DO NOW

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- Read King's On Writing
- If you are patient and/or brave, read Hemingway's Big Two-Hearted River
- Write, write, write. Make it your hobby.
- Copy the texts on your website to Word and delete unnecessary parts.

Then you can work on better graphic layout.

- Re-write the texts using the knowledge you got here.
- E-mail me any time at [wiesner@czs.muni.cz](mailto:wiesner@czs.muni.cz).
- Join @People of University Marketing FB group to discuss texts with your colleagues.

**THANK YOU! ANY QUESTIONS?**