



## **[Summary]**

### **Effective Advertising Message – II**

<b>Subject:</b>	Business Economics
<b>Course:</b>	B. A. (Hons.), 6 <sup>th</sup> Semester, Undergraduate
<b>Paper No. &amp; Title:</b>	Paper – 621 Elective      PaperM2      – Advertisement & Branding
<b>Unit No. &amp; Title:</b>	Unit – 3 Effective Advertising Message
<b>Lecture No. &amp; Title:</b>	Lecture – 2 Effective                      Advertising Message – II

## **Summary**

Copywriting is one element which is by and large common in all forms of advertising. It is the act of writing the text that is printed, spoken or displayed for the purpose of advertising or marketing a product, service, business, person, opinion or idea. The copy of print advertising can be categorized into display copy and body copy. Both these copies attempt to persuade the reader to buy the product/the service which is advertised in it. On the other hand, the copy in radio advertising allows its target audience to move to the imaginary realms. The importance of copywriting in television advertising is largely limited to script-writing. Since people can see, the talk is less in this form of advertising. Copywriting for the web is very simple as it emphasizes on incorporating important details in short and simple sentences. Advertising appeal of advertisements in various media can be enhanced by giving due importance to the visual element. Advertising appeal of advertisements can be evaluated by conducting pre-test and post-test.