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# University of Pretoria Yearbook 2020

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## Introduction to copywriting 717 (LCC 717)

**Qualification** Postgraduate

**Faculty** [Faculty of Humanities](#)

**Module credits** 20.00

**Prerequisites** No prerequisites.

**Contact time** 1 discussion class per week, 1 lecture per week

**Language of tuition** Module is presented in English

**Department** African Languages

**Period of presentation** Semester 2

### Module content

Introduction to the process and practice of copywriting with application to the printed media, television and the internet, experimental /activation /alternative media.

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