

University of Pretoria Yearbook 2017

Introduction to copywriting 717 (LCC 717)

Qualification Postgraduate

Faculty [Faculty of Humanities](#)

Module credits 20.00

Programmes [BAHons Translation and Professional Writing](#)

Prerequisites No prerequisites.

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

Language of tuition Module is presented in English

Academic organisation 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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