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that there are the 4 C's of copywriting. They are: Clear; Concise; Compelling; Credible; If you can infuse your social media posts with these 4 C's, you're on a roll. This formula gets a little bit tricky.

7 Copywriting Formulas to Energize Your Social Media ...

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Electronic Media • What role do COMMERCIALS play in the concept of information, entertainment and education? IMPACT • COMMERCIALS constitute principal financial

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Journalism 241 The course is designed as an introduction to the theory and practice of writing for the electronic media, principally radio and television. The course will provide intensive practice through writing assignments of commercial copy, program continuity copy, and public service announcements for radio and television.

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